

# Marlo's™

BAKE  SHOP



# EXECUTIVE SUMMARY



## WHO WE ARE & WHAT WE DO:



## OUR TEAM:



# CATEGORY OPPORTUNITY



**COOKIES ARE PRESENT IN 3.4 OUT OF 5 AMERICAN HOUSEHOLDS\***



**THEY REPRESENT AN \$8.3B MARKET IN THE US**

**...AND THE SPECIALTY COOKIE MARKET IS PROJECTED TO GROW AT 6% COMPOUNDED ANNUALLY THROUGH 2021\*\***

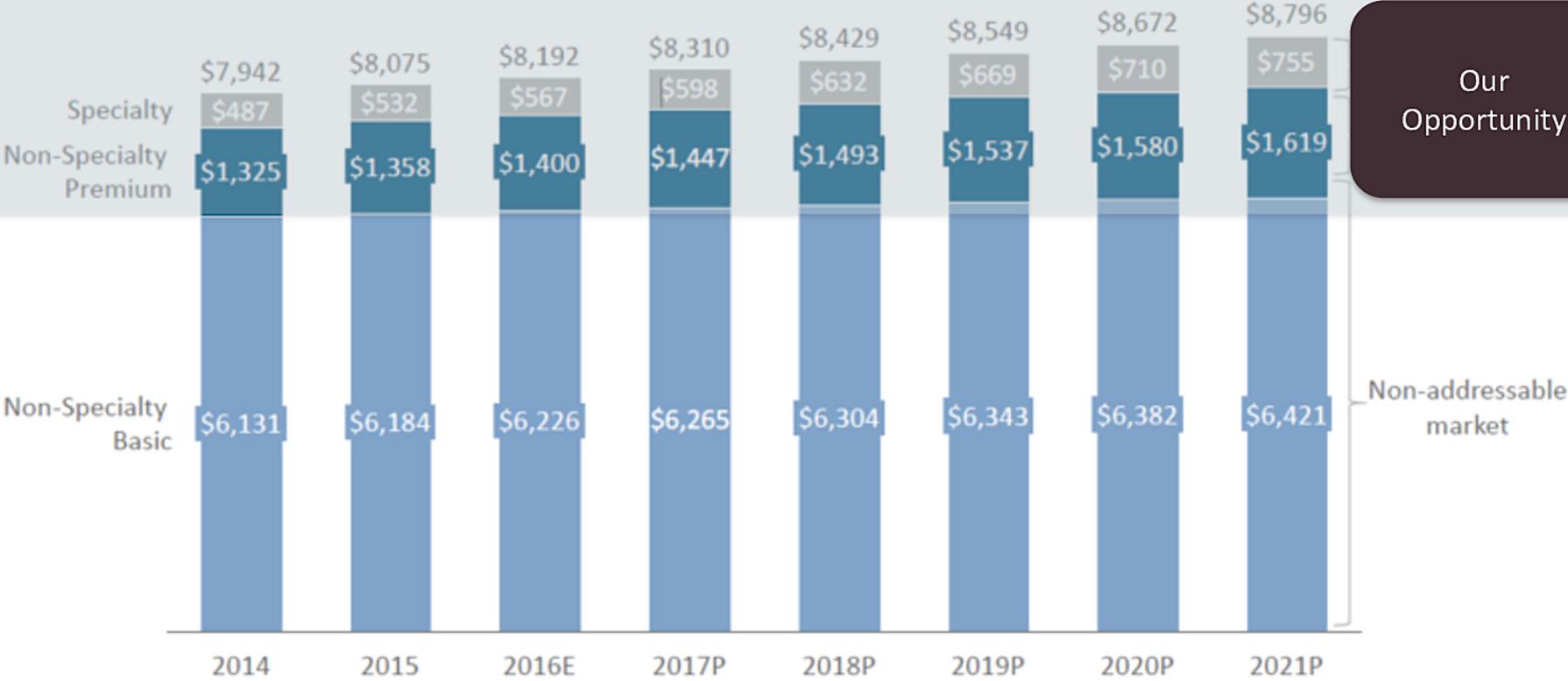
SOURCES: \*Mintel International , 2016; \*\*Technavio, Nielsen, Euromonitor, Kurt Salmon Analysis



# ADDRESSABLE U.S. MARKET



## OVERALL COOKIE MARKET BY SEGMENT



Source: Technavio, Nielsen, Euromonitor, Kurt Salmon Analysis



# OUR WHOLESOME INDULGENCES: TREAT YOURSELF

Marlo's  
bake shop

## SOFT-BAKED BISCOTTI

## HEIRLOOM COOKIES

## CRISPY COOKIE BITES



18 SKUs



4 SKUs



To Be Released: 8 SKUs

\*ALL PRODUCTS AVAILABLE IN SINGLE SERVING FORMATS



# OUR CONSUMERS



- ✓ GRAZING & SNACKING
- ✓ SHOP ONLINE
- ✓ SEEK 'CLEAN' INGREDIENTS & UNIQUE FLAVORS

HOW WE REACH THEM:



- ✓ WANT WHOLESOME INDULGENCE
- ✓ MULTIPLE EATING OCCASIONS DAILY

HOW WE REACH THEM:



# CURRENT RETAIL DISTRIBUTION



amazon.com



ROUSES  
MARKETS

meijer

COST PLUS  
WORLD MARKET.

unfi  
DRIVEN BY NATURE

~1,100 POINTS OF DISTRIBUTION

KeHE  
Solutions



# CUSTOMER PIPELINE & DISTRIBUTION FORECAST



**2018  
PLACEMENTS**

H1 2018

**PRODUCTS  
PRESENTED**

H2 2018

**BUYERS ENGAGED**

2019 & BEYOND



# COMPETITIVE LANDSCAPE



	NON-GMO PROECT VERIFIED	WOMEN-OWNED BUSINESS	"CLEAN" INGREDIENT LISTS	GRAB 'N' GO OFFERINGS	COMPELLING ORIGIN STORY
	X	X	X	X	X
				X	
				X	



# OUR TEAM

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CEO/Founder  
**Marlo Giudice**



VP of Sales  
**Jeff Canner**



Marketing & Operations Admin  
**Olivia Hoedt**

# BOARD OF ADVISERS

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Blair Kellison  
**Traditional Medicinals**



Deborah Luster  
**Annie's Homegrown**



Swapna Kodali-Ranade  
**Operations Consultant**



Greg Sieck  
**SieckGrowth**



# CAPITAL ALLOCATION



INITIATIVE	RESOURCES REQUIRED
New Products	\$118,000 - 36%
R&D	\$6,000
Packaging Design	\$10,000
Inventory	\$90,000
Printing Plates & Dies	\$12,000
Sales & Marketing	\$207,000 - 64%
Online Media Manager	\$77,000
Product Promotion	\$80,000
Tradeshows	\$50,000
TOTAL:	\$250,000



## APPENDIX



# CAPITALIZATION TABLE- DETAIL



Source	Amount Raised
Self-Funded, 2012-2017	\$60,000
Kickstarter, 2013	\$15,500
Convertible Notes, Friends & Family, 2014-2016	\$88,000
Loans	
HFLA, 0% Interest- 2015	\$50,000
Kiva Zip, 0% Interest- 2015	\$10,000
JFCS, 4.25% Interest- 2018	\$40,000
CircleUp, 2017	\$60,000

