



**SAVING TIME**

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Without Sacrificing Health

**GRIT GROCERY**



# THE PROBLEM: HEALTHY IS HARD

Meal planning and shopping for quality ingredients take time



## GROCERY SHOPPING

- Transit time
- Parking
- Endless aisles
- Wait at register
- Planning the meal

## GETTING TOGETHER

- Planning the meal
- Scheduling
- Inviting Friends
- Who brings what?
- Who pays for what?

TIME WASTED: 1 HR+

TIME WASTED: 2 HR+

# THE SOLUTION: MAKE HEALTHY EASY

Grit brings local and unprocessed meal kits directly to your neighborhood in a mobile market



## GROCERY TRUCK

- Truck in neighborhood
- Walk or bike to truck
- Small scale/footprint
- Curated product offering
- Meal bundles with recipes

## MOBILE APPLICATION

- Pick up a meal (from Grit Bundles)
- Schedule and invite friends
- Divide up responsibilities

TIME SPENT: 10 MIN

TIME SPENT: 10 MIN

# THE MODEL: FARM-TO-TABLE INNOVATION

Three key elements that foster a unique shopping experience and reconnect people and food

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## **CURATE—SUPPLY CHAIN**

Distilled product line focused on local and unprocessed goods and meal design

## **CART—GROCERY TRUCK**

Neighborhood truck with simple meal bundle options

## **COMMUNITY—MOBILE APP**

Provide an easier way to get together for a meal

# THE MARKET: NATURAL & ORGANIC

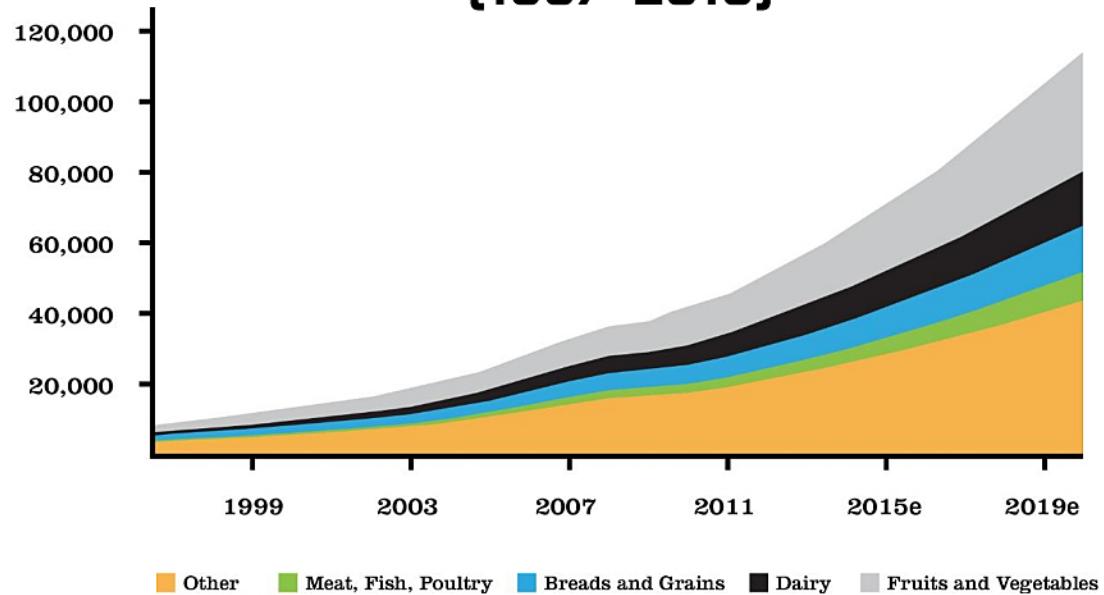
High growth and healthy margins

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## HIGHLIGHTS

- \$70 Billion Sales (US)
- \$3 Billion Sales Houston
- 11% Growth Rate
- 6% Profit Margin
- 20% of Consumer Spending

## NATURAL & ORGANIC FOODS (1997-2019)



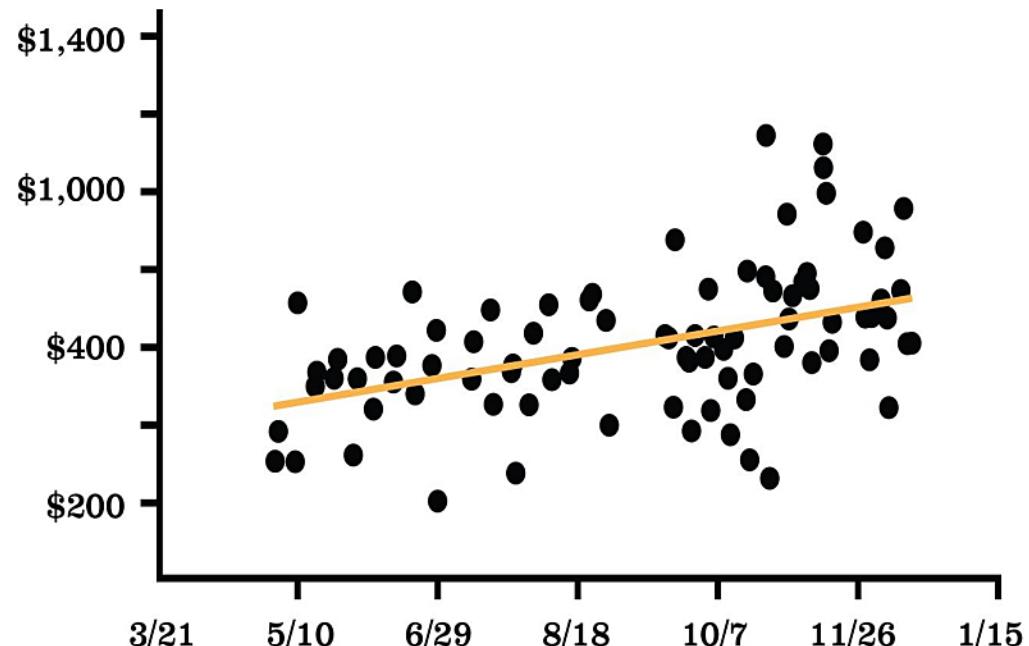
# THE PROOF: REVENUE POSITIVE

Proven customer acquisition and sales growth

- \$50,000 Revenue (6 mths)
- 1,457 Transactions
- \$22 Average Transaction
- 67% Return Rate
- 4 Metro Neighborhoods:
  - Downtown
  - EaDo
  - Magnolia Grove
  - Museum District



## GRIT GROCERY SALES (5/1-12/20)



# THE GROWTH: ADD CITIES AND LICENSING

Get profitable with trucks and stalls; scale with mobile app and licensing

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**MAKE HOUSTON  
Happen**



**TEXAS  
Takeover**



**BIG CITY  
Breakthrough**

## YEAR 1-2

- 35 Trucks in Houston

## YEAR 3-4

- 140 Trucks in Houston, Dallas, Austin, and San Antonio

## YEAR 5-6

- 360 Trucks (licensed) in Fast Growing Cities across U.S. (San Francisco, Seattle, Atlanta, Denver, New Orleans, Orlando, etc.)

## LICENSING ADDITION

Truck Design ° Vendor Management ° Curation Innovation ° Data Analytics

# THE DIFFERENCE: MEAL KITS & MOBILE MARKETS

Bundles in your neighborhood without the subscription burden

	Grit	Big Box	Online
Flexible and Easy to Evolve/Relocate	✓	✗	✓
Distilled/Curated Product Line	✓	✗	✓
Bundled Meal Solutions	✓	✗	✓
Focused Purely on Local/Unprocessed	✓	✗	✗
Moderate Price Point	✓	✓	✗
No Subscription Required	✓	✓	✗
Sensory Shopping Experience	✓	✓	✗

Experience the **Grit Grocery** difference.

# THE BONUS: ADDITIONAL REVENUE STREAMS

The vision to further develop each element of the business model

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## **CURATE—SUPPLY CHAIN**

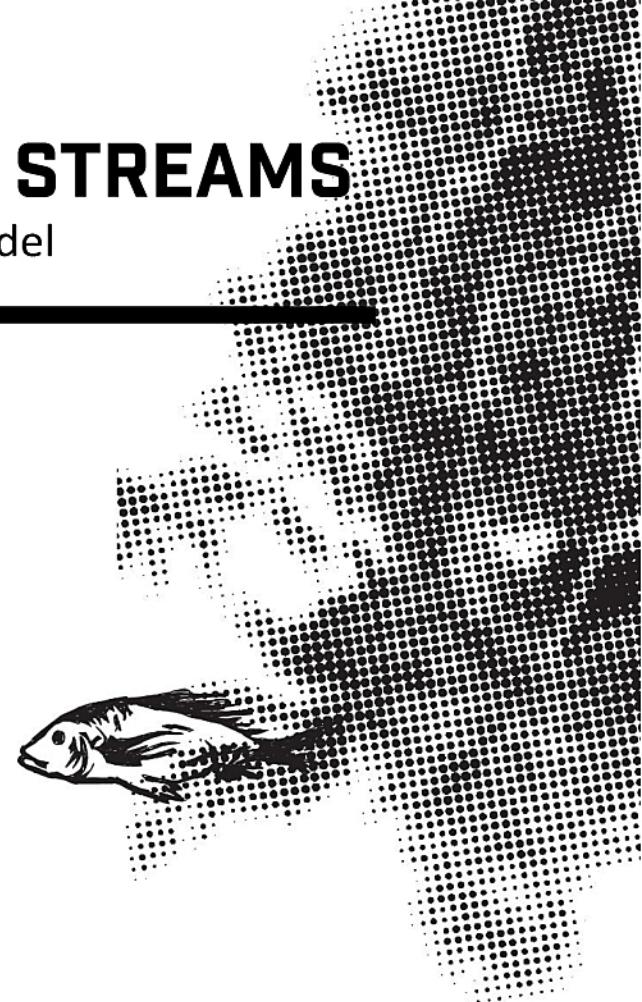
Wholesale division selling to restaurants and delivering to corporate and / or business locations

## **CART— GROCERY TRUCK**

Alcohol sales, local beer, Texas wine, and Grit merchandise line

## **COMMUNITY—MOBILE APP**

Advertising sales within app and market data gleaned from mobile app feedback



# THE TEAM: OUTSIDERS & INNOVATORS

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## MICHAEL POWELL

Cultural Anthropologist PhD—Rice University

Food Retail, Marketing, Branding, Consulting, Cultural Research  
Home Brand, Store Design, Customer Experience, Product Mix



## JAMAL ANSARI

Finance & Predictive Analytics MBA—Rice University

Energy Trading Models, Technical Consulting, Entrepreneurship,  
Data Analytics, Application Development, Finance



## KELLY WINDHAM

Education & English Literature—Texas A&M University

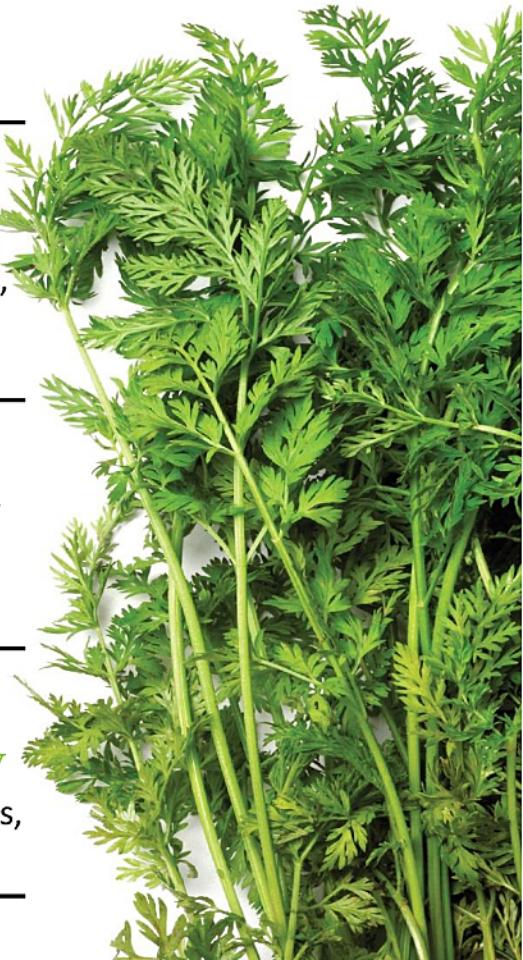
Education, Communication, Community Development  
Marketing, Public Relations, Community Partnerships



## DUSTIN WINDHAM

Supply Chain & Ops Management MBA - Rice University

Sales, Marketing, Communication, Business Development Operations,  
Sales, Supply Chain Development





GRIT

GROCERY

# GRIT BELIEVES...

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- **PROCESSED IS NOT PROGRESS**
- **LOCAL IS BETTER**
- **LESS IS MORE**
- **COOKING CONNECTS**
- **YOUR TIME MATTERS**

