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# 'Laine's Bake Shop

— The Artisan Bakery with a Social Mission —





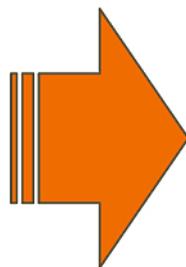
Who is 'Laine'?

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# Understanding the problem

## Consumer Irritations

- Excessive Additives
- Hyper-processed
- Hidden Ingredients
- Greenwashing
- Negative Impact
  - Product
  - Corporate
- Food Desserts



## Resulting Trends

- Natural
- Local
- Artisan
- Transparency
- Corporate Responsibility

# Competitive Landscape





**LBS Retail**



Rachel with former Whole Foods Market CEO, Walter Robb, and Julie Blubaugh, Local Forager for Whole Foods Market

**Whole Foods Market**

Rachel during an in store demo at one our 54 Whole Foods locations.





Rachel and Jaryd with Starbucks' founder Howard Shultz

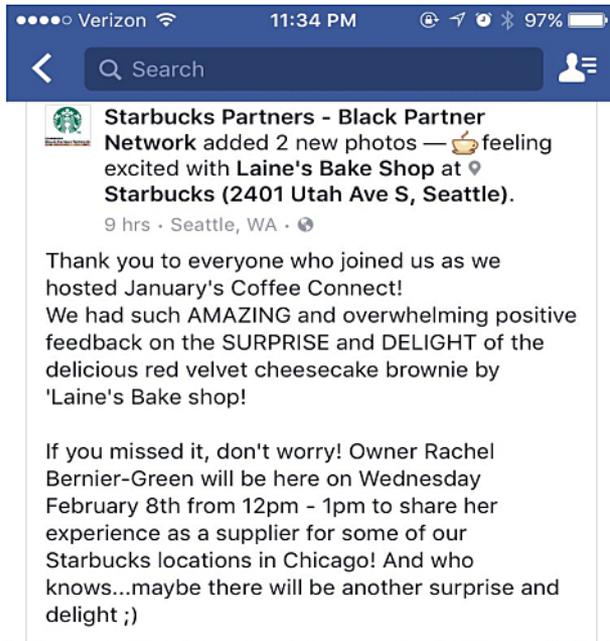
←Our products in one of our Starbucks locations.

The audience at Rachel's panel → at Starbucks headquarters in February 2017



Starbucks

# Anchor Clients



- Whole Foods Market
  - Grew business from \$3,000 to \$70,000 from 2015 to 2017
  - Regional distribution- Nov. '17
- Starbucks
  - Featured our products at several recent corporate events
  - Invited to Seattle to speak on supplier panel



# Why we're different

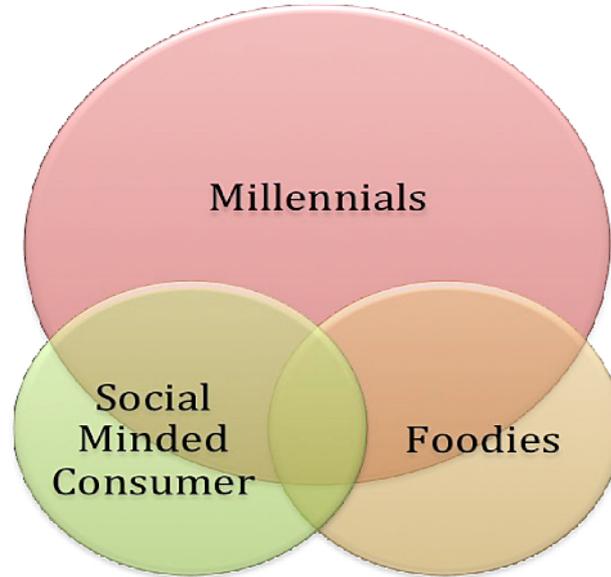


- Anchor Clients
  - Focus on Technology, Financial Operations, and Operational Efficiency
  - Innovative Flavors & Products
  - Social Mission
  - Team
-

# Target Market

## Cause Shoppers

- 60% of US consumers\*
- 42% will pay premium\*

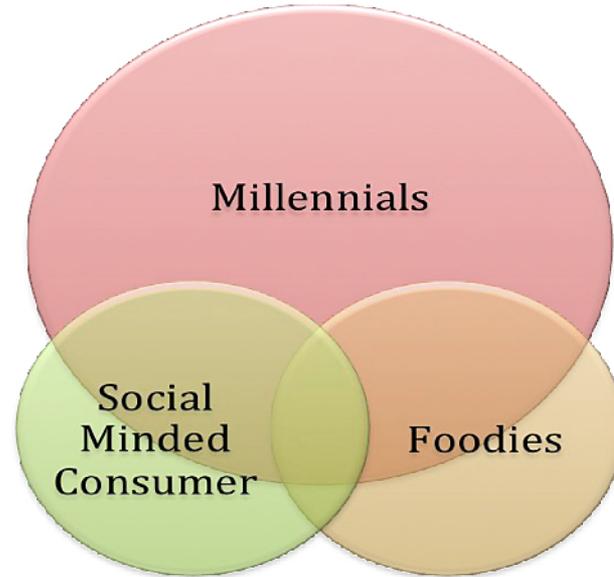


- \*2014 Nielsen Study: "Global Consumers Are Willing to Put Their Money Where Their Heart Is"

# Target Market

## Foodies

- \$100B in 2014\*
- 22% increase over 2012\*

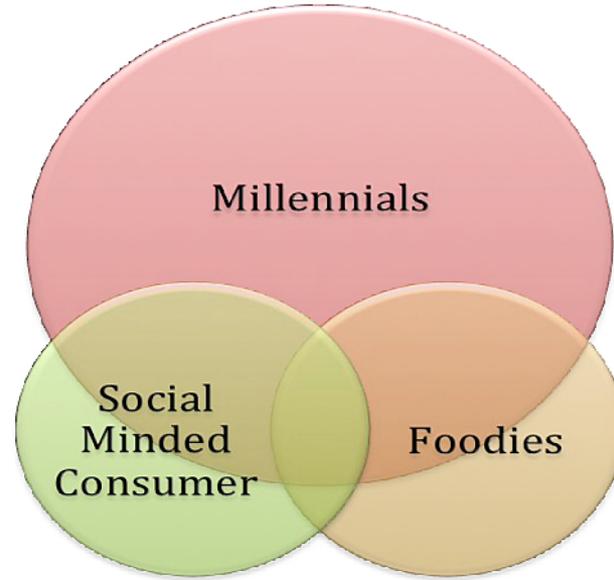


- \*2015 Report: "The State of the Specialty Food Industry 2015"

# Target Market

## Millennials

- 1980- 2000
- 80 Million
- \$200B Annual Buying Power
- 50% + Foodies\*
- Most Socially Conscious Shoppers\*\*

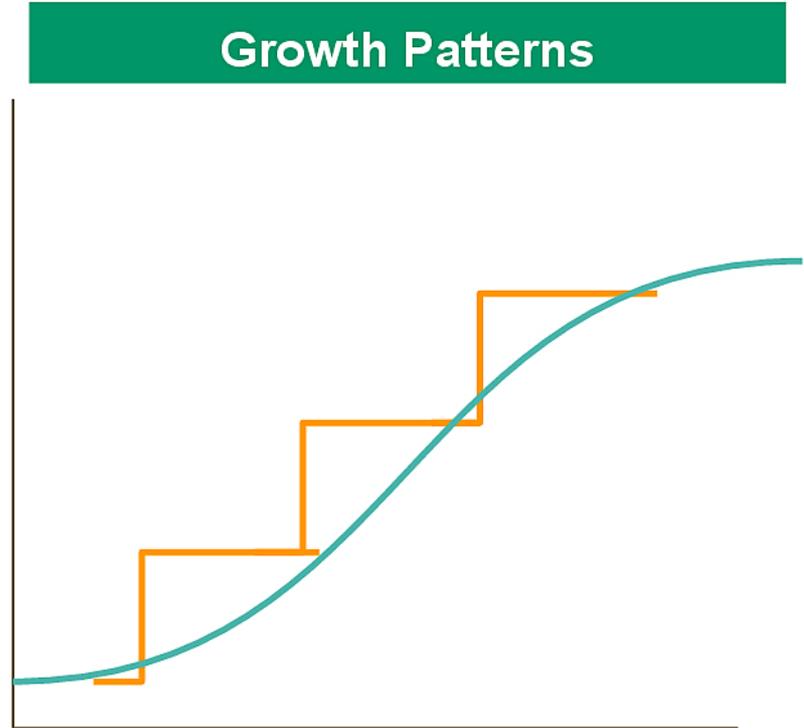


\* 2014: "Millennial Foodies Inspire Innovative Culinary Trends"

\*\* Forbes 2015: "10 New Findings about the Millennial Consumer"

# Business Model

- Social Enterprise
- Focused Differentiation
- Premium Artisanal Brand
- Retail, Wholesale & Food Service
- 'Laine's pursues a blended strategy which helps to minimize our cash flow needs



### Retail

### Wholesale & Food Service

\*This chart is not reflective of actual 'Laine's Bake Shop data. It shows the typical growth patterns of these business models.

# Business Model- Vertically Integrated

Wholesale & Food  
Service

- Wider distribution
- Recurring Revenue & Opportunity for Contracts
- Exponential Growth Opportunity

Retail

- Immediate Cash Flow
- Higher Margins
- Test Market
- Brand Awareness

# Social Mission



We exist to connect people through authentic, good food as a way to catalyze urban revitalization starting with the south side of Chicago.

**Employee  
Empowerment**

**Sourcing**

**Community Partner  
Program**

# The Case for Socially Responsible Business

“There’s no inherent reason why business cannot be ethical, socially responsible, and profitable.”- John Mackey

The logo for the brand 'method' is displayed in a lowercase, bold, sans-serif font. The letters are dark grey and are set against a white rectangular background.The logo for 'STUDIO MOVIE GRILL' features the brand name in a bold, white, sans-serif font. Below the name, the tagline 'EAT · DRINK · MOVIES' is written in a smaller, white, sans-serif font. The entire logo is centered on a dark blue square background.

# 400%

**Is the number by which socially conscious companies have outperformed the S&P 500 over the past ten years according to the article noted below.**

Top 50 High Growth Brands

More Likely To Be Driven by Ideals

Outperform S&P 500 over 10 Years

\*2014 Entrepreneur Magazine: "How Purpose & Social Responsibility Can Set a Start Up Apart"

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# The Team



**Rachel Bernier-Green**

- Accounting
- Finance
- Operations
- Process Engineering



**Jaryd Bernier-Green**

- Sales & marketing
- Business Development
- Corporate Training

# 2018 Sales Drivers

- Increased Capacity
  - Targeted Sales Channel Strategies
  - Sales Support for Wholesale Clients
  - Marketing
  - Public Relations
  - Retail Store
    - Loyalty Program
    - Community Partner Program
    - App
    - Coffee Club
-

# LBS- Woodlawn

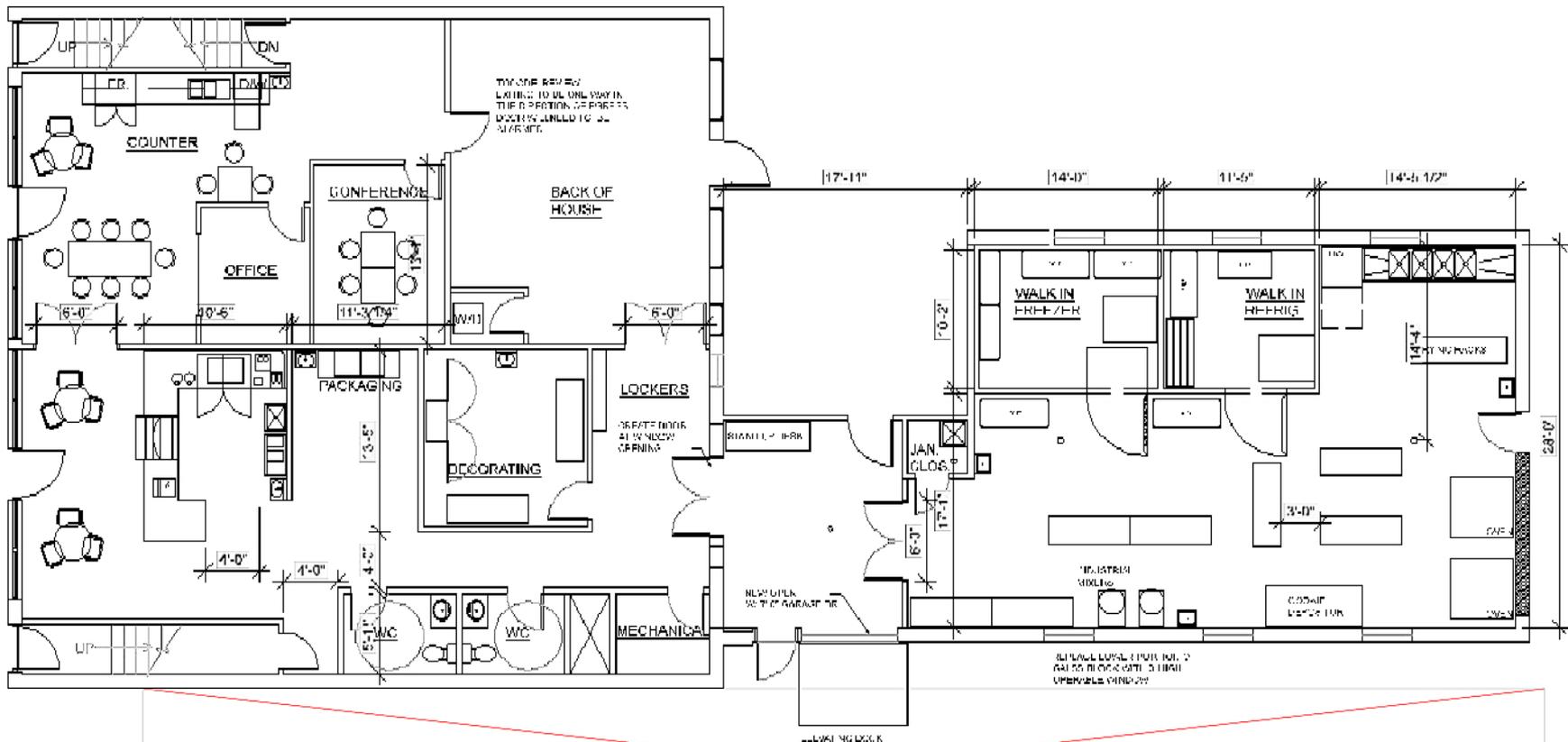


## 'LAINE'S BAKESHOP -- WOODLAWN

CHICAGO, ILLINOIS  
OCT 19, 2017

Monica Chadha, [mchadha@civic-projects.com](mailto:mchadha@civic-projects.com)





# LBS-Pullman



## LAINE'S BAKESHOP -- PULLMAN

CHICAGO, ILLINOIS  
NOV 12, 2017

**CIVIC PROJECTS**

STUDIO  
S T U D I O

Monica Chadha, [mchadha@civic-projects.com](mailto:mchadha@civic-projects.com)

# SWOT Analysis

## Strengths

- Multiple anchor clients
- Unique, high quality product offerings
- Social mission & compelling story
- Operations and finance focused
- Scalability

## Weaknesses

- Understaffed
- Current production facility
- Infrastructure

## Opportunities

- Expansion with national anchors
- Capitalize on social mission
- Add additional anchors looking for artisan products

## Threats

- Competitive field
- Undercapitalization
- Rising labor costs

# Timeline

## 2015

- Shared kitchen
- Working full time in public accounting

**\$37K**

## 2016

- 1<sup>st</sup> Production Space
- Whole Foods Regional Rollout in Q4
- Starbucks- 1 store

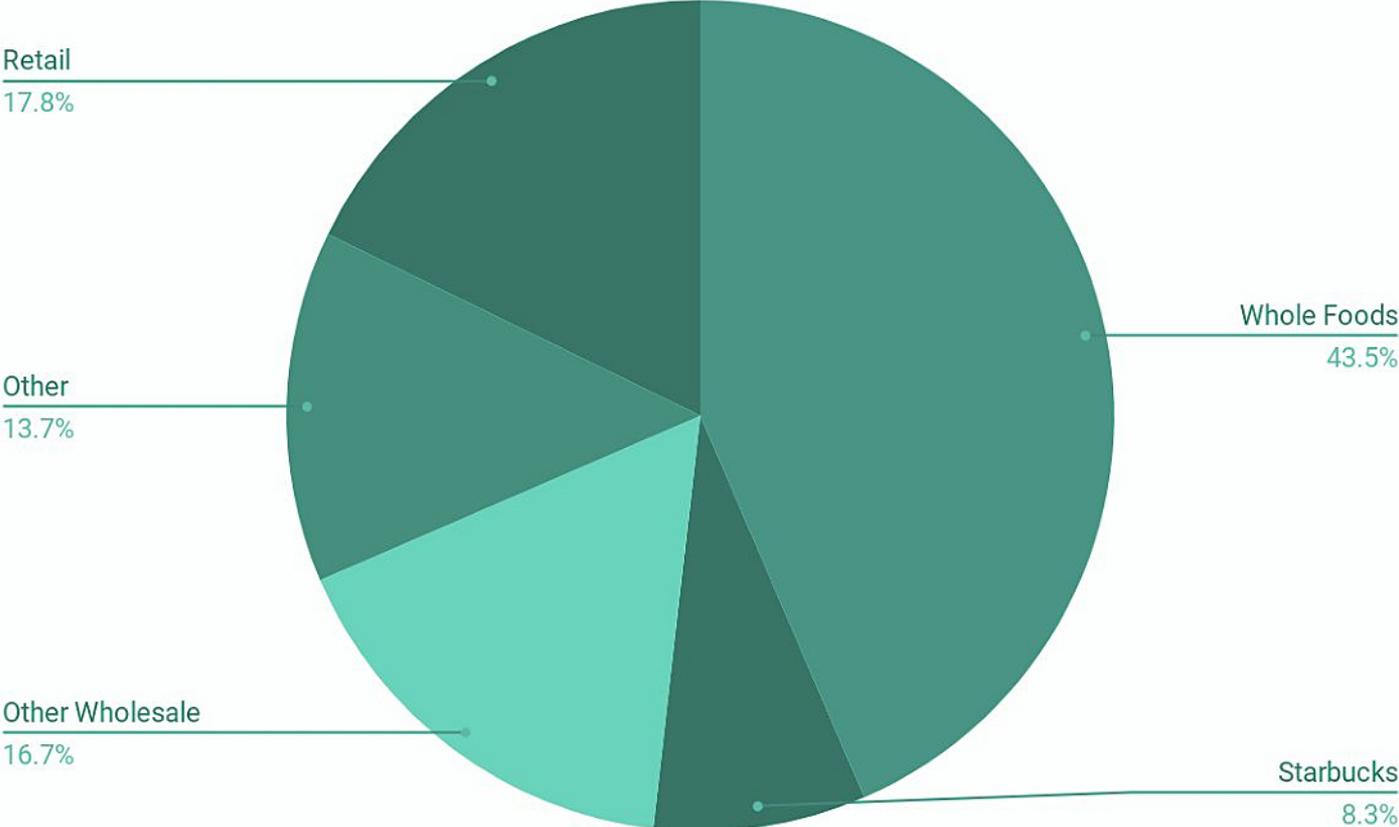
**\$96K**

## 2017

- Whole Foods Regional Rollout in Q4
- Starbucks: 1->10 stores
- 67% increase YOY

**\$160K**

# 2017 Sales Breakdown



\*Other sales includes: Catering, Corporate Gifts, Not For Profit Sales

# Projections

## 2018

- New Production Space- Q4
- Retail Store- Q4
- Online Store- Q4
- YTD- \$76k (26% above projected revenue for 1st 2 quarters)
- New wholesale client starts 8/6

**\$250 K**

## 2019

- These estimates are based on adding 300 retail accounts throughout the year across Starbucks, Whole Foods, and a third anchor client (spring 2019 product launch) that we are currently in discussions with. Our third largest wholesale account is opening an additional location.
- Retail and online store open full year. Open retail cafe attached to production facility.
- Currently working with 3 advisory groups/organizations in the food space on this expansion plan.

**\$1.1 M**

## 2020

- Scale nationally with anchor clients (these estimates are based on hitting less than 20% of this goal)

**\$2.8 M**

# Funding Strategy

## Uses

- Team
- Expansion Capital Expenditures
- Working Capital
- Product Development
- Marketing & Branding

## Other Funding/ Resources

- Chicago NOF Grant Program
- Debt
  - Crowdfunding- WeFunder
  - Community Reinvestment Fund
  - Advantage Illinois
- Workforce Development Dollars
- University Partnership Programs

# Press

## Chicago Tribune

## CHICAGO SUN-TIMES



## dna info

## FOX 32

## WGN<sup>9</sup> TELEVISION CHICAGO



# Contact Information

Rachel Bernier-Green  
Owner

Email: [rachel@lainesbakeshop.com](mailto:rachel@lainesbakeshop.com)

Website: [www.lainesbakeshop.com](http://www.lainesbakeshop.com)

LinkedIn: Rachel Bernier-Green

Facebook, Twitter, Instagram:  
[@lainesbakeshop](#)

Business Main: 1-844-3LAINES

Business Cell: 1-773-432-4308

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