

Allergen Introduction + 100% Daily Nutrition Baby Food Subscription.



squarebaby.com Bend OR Female Founder Subscription Food Tech Childcare

Highlights

- 1 Subscription Model with Strong Retention of 79%. Strong LTV:CAC Ratio of 5:1
- 2 75% Product Margin (50% including shipping) with National DTC Distribution
- 3 Proven Concept Serving 100,000+ Meals; Forecasted 12 Month Run Rate \$1.1M (not guaranteed)
- 4 Experienced Female Founders: SBUX 1st Nutritionist; Genetic Counselor + Healthcare Startup Cofounder
- 5 Science-Based Brand Following AAP Recommendations (Allergen Introduction + Balanced, 100% Nutrition)
- 6 Tested for Heavy Metals and Winner of Clean Label Project's "Purity Award"
- 7 Target Takeoff Accelerator Graduates + Option to Launch in Retail + Online
- 8 Founding Members of Michelle Obama's PHA "Veggies Early and Often" Campaign

Our Team



Katie Thomson CEO

Registered Dietitian + Masters in Nutrition. As the 1st Nutritionist for Starbucks, Katie shaped their first Health & Wellness strategy, made foundational shifts to the menu, became a spokesperson for the company, and consulted the executive/board team.



Kendall Glynn COO

Certified Genetic Counselor. Masters in Biophysics & Molecular Genetics. Leadership Team at CPMC. Launched SFPA (SF's 1st private, full-service perinatal center). Currently serves as Board President of George Mark Children's House.

LEAD INVESTOR



Elliot Begoun Founder, TIG Brands
I've been in the CPG industry for over 30 years. I look for businesses with cult-like followers, great unit economics, capital efficiency, nimbleness, and resilience. Most importantly, I look for backable founders. Square Baby ticks every one of those boxes.

Katie and Kendall combine a deep understanding of childhood nutrition with the empathy of a mom. They know how to connect with their consumer.

The unit economics allow a significant portion of revenue to be reinvested into growth and the short cash conversion cycle support capital efficiency.

I see this as a brand with high growth potential and a limited need for continued fundraising, which means less dilution for me as an early investor.

I am excited by the potential, inspired by the founders, and comforted by the economics.

Invested \$5,000 this round

Pitch

DISRUPTING THE SUGAR-HEAVY
BABY FOOD INDUSTRY &
HELPING PREVENT FOOD ALLERGIES

Did you know...
MOST BABY FOODS HAVE
MORE SUGAR THAN
LUCKY CHARMS?!

PROOF IS IN THE NUMBERS

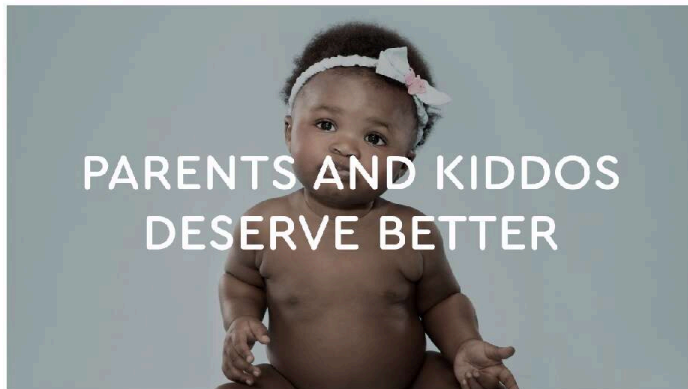
| | | | | |
|-------------------------|---------------------------------|--|-----------------------|--------------------------|
| | | | | |
| Lucky Charms (1 Cup) | Wild Rumpus Avocado (91g) | Pineapple, Pear & Avocado (115g) | Green Dream (115g) | Avocado Greens (115g) |
| 10g SUGAR | 10g SUGAR | 14g SUGAR | 16g SUGAR | 1g SUGAR |

BRANDS IGNORING
HEAVY METALS ARE
CREATING DISTRUST

NO OTHER BABY FOOD IS
DEDICATED TO FOOD
ALLERGY PREVENTION



To our knowledge, we are the only baby food brand that is dedicated to food allergy prevention. There could be others that we do not know about.



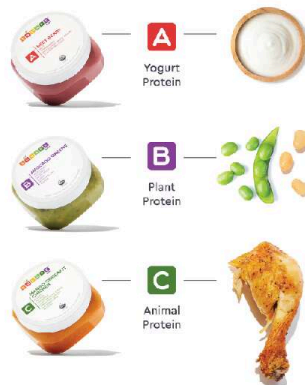
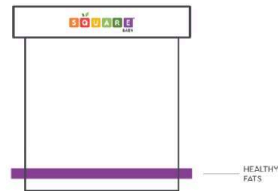
To our knowledge, we are the only baby food brand that offers 100% daily nutrition and allergen introduction. There could be others that we do not know about.



HELPING PREVENT
FOOD ALLERGIES

"Recent research like the LEAP, PETIT, and EAT studies show that introducing allergens early and often may help prevent food allergies. This is why USDA, AAAAI, NIH, AAP and more support introducing potentially allergenic foods like peanuts, egg, and milk as early as 4-6 months. We are proud to be one of the only baby food company offering 8 Top Allergens and an Allergen Introduction Menu including Almond Butter & Banana, Beet Berry, Blueberry Crush, and Hazelnut Pumpkin Pie. We are happy to offer parents a delicious way to introduce several allergens -- as part of their allergen introduction program." -- Katie Thomson MS, RD

100% DAILY NUTRITION
100% BALANCED
100% DELICIOUS
100% EASY
0% WORRY



ALWAYS
VEGGIE-FIRST =
1/2 THE SUGAR AS
MOST POUCHES





TAILORED TO
YOUR KIDDO

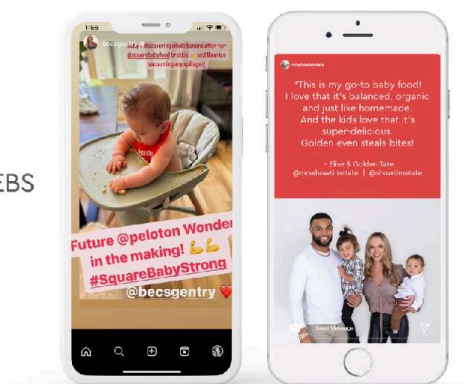
100% RECYCLABLE &
COMPOSTABLE PACKAGING



THIS IS NOT BABY FOOD.
THIS IS REAL FOOD.
FOR BABIES.

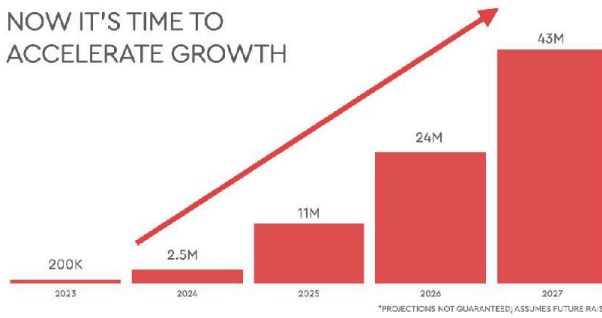


PARENTS & CELEBS
ARE RAVING



MINIMIZED RISK
WITH CLEAR RUNWAY
TO PROFITABILITY

WE'VE BUILT THE SHIP.
NOW IT'S TIME TO
ACCELERATE GROWTH

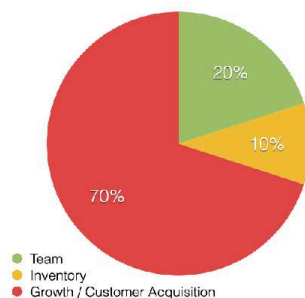
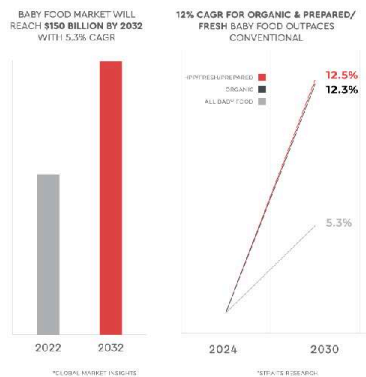


We have strong, proven relationships with our national suppliers, organic farms, co-manufacturer, logistics and fulfillment partners.



With strong retention and loyalty, our 5:1 LTV (lifetime value) to CAC (customer acquisition cost) means that for every \$1 we spend in digital ads, we make \$5 in revenue over the customer lifespan. Because when parents find us, they stick with us. (Metrics based on first 3 years in market.)

ORGANIC & FRESH
OPTIONS ARE LEADING
THE GROWTH OF THE
\$150 BILLION
BABY FOOD MARKET



USE OF FUNDS
=
FUEL GROWTH

ON THE FOREFRONT OF ADVOCACY



DISRUPTING A CATEGORY WITH INDUSTRY-LEADING INNOVATIONS

| |  | HAPPY BABY | ONCE UPON A FARM | SERENITY KIDS | YUMI | CEREBELLY | LITTLE SPOON |
|--------------------------|---|------------|------------------|---------------|------|-----------|--------------|
| ORGANIC | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 100% NUTRITION | ✓ | | | | | | |
| ALLERGEN INTRODUCTION | ✓ | | | | | | |
| VEGGIE FIRST (LOW SUGAR) | ✓ | | | ✓ | | ✓ | |
| MEAT OPTIONS | ✓ | ✓ | | ✓ | | | |
| FRESH OR FROZEN | ✓ | | ✓ | | ✓ | | ✓ |
| SPOON FED (NO POUCH) | ✓ | | | | ✓ | | ✓ |
| CLEAN LABEL CERTIFIED | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| RECYCLABLE PACKAGING | ✓ | | | | ✓ | | ✓ |

BUILDING A BRAND PARENTS LOVE + TRUST



USING SOCIAL MEDIA FOR GOOD & DONATING MEALS TO THOSE WHO NEED IT MOST



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POTENTIAL INNOVATION PIPELINE



