



The Largest Online Marketplace for Vegans in the US

Making Vegan Shopping
Convenient, Affordable and Fun

www.BillionVegans.com

Leadership



Extensive Track Record - Separately Founded 14 Companies



Alon Hochberg
CEO

A serial entrepreneur and an angel investor. Founder and CEO/CTO of five companies, from which two were acquired, and a VC fund: **Modus** - CRM, **Neteos** - SaaS, **Prolify** - machine learning, **SeeToo** - video streaming, **Vmedico** - telemedicine, and **TLVAV** - ad:tech VC.



Amir Lavi
VP Product

A product management expert with vast experience in developing products for ecommerce, marketplaces, search and social. Managed **Fiverr's** and **Sears'** mobile departments. Previously founded 3 companies - **Sortfix**, **SmallTalk**, and **LoveBox**.



Evyatar Shoresh
Director

An experienced entrepreneur with vast experience in ecommerce and ad:tech. Co-founder of **Buynando** (prev. DealPly) - an ecommerce marketing platform that reached sales of over \$100M, and **CreativeCalls** - a marketing technology for call centers.



Ben Enosh
Advisor

A serial entrepreneur with an extensive background in leading early stage companies. Co-founder of **AudioBurst** - an audio search engine, **PLYmedia** - a digital advertising platform, **Cyota** - a cyber security company (acquired by RSA), and **Scientific G** - a bio-engineering company.

Problem



Maintaining a Vegan Lifestyle is Challenging and Time-Consuming



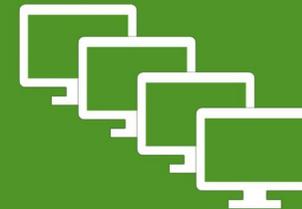
Low Availability

Poor product variety,
especially online



Lack of Credibility

No vegan certification standard
- many acclaimed vegan
products are not truly vegan)



Inconsistency

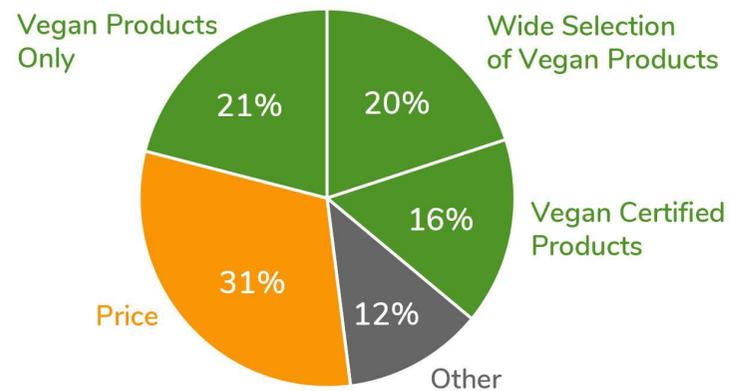
Interaction with many sites for
discovery, purchase and service

Need



Unique and Unmet Preferences of Most Vegan Customers

Main reason for purchasing in a specific online store *



* Survey conducted among 500 potential vegan customers in the US

- 57% have vegan-specific preferences
- 37% would not buy on Amazon

Solution



An Online One-Stop-Shop for Everything Vegan

“Amazon For Vegans”



Widest Selection

of products in all categories

100% Vegan-Certified

Rigorous certification process of every product and seller

Vegan Products Only

A major factor for many vegans

Best Prices

Available Online



We donate **10%** of all profits to vegan organizations



Product

Mobile and Desktop



Market Opportunity (US)



Rapidly Growing and Still Untapped

500%
growth
since 2014

20M
vegans

\$30B
annual online
shopping

Competitive Landscape



The First Online Marketplace for Vegans in The US





Competitors

First Mover Into A Blue Ocean



The Amazon logo consists of the word 'amazon' in a lowercase, bold, sans-serif font. A curved orange arrow underneath the letters 'a' and 'z' points from the 'a' to the 'z', resembling a smile.

-
- Has only about 5,000 'vegan' products
 - Only a fraction of the products are vegan
 - No certification and curation
(many products are not really vegan)

The logo for 'VeganEssentials' features a small green plant icon to the left of the word 'VeganEssentials' in a bold, sans-serif font. The 'V' is stylized with a leaf-like shape on its left side.

-
- Has only about 1,500 products
 - An online store
 - Hasn't changed much over the last 10 years

Execution

Ready for a Large-Scale Growth



Launched November 2017



Focused mainly on reaching an inventory critical mass

- Already onboarded 4,500 products from over 200 sellers
- Onboarding more than 500 new products every month



Initial marketing campaigns yielding outstanding results

- Conversion > 1.5%
- Retention > 17%



Business Model

Current and Next



	Current	Next
Commission	Marketplace - 20%	Wholesale - 40% White Label - 60%
Logistics	Dropship	Store & Fulfil
Boxes		Starter Kits Subscription
Loyalty Program		Karma Point Credit Card

Funding

Lean & Mean Operation



\$300K

Raised pre-seed

\$1.5M

Looking for a seed round

Sufficient for 15 months
Used mainly for scaling up marketing
and reaching short term goals

\$8M

Preparing for an A-round

To start in 9 months



Contact



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