

MOVE

Direct to consumer supermarket

We ship our own brand of groceries nationwide.



Market Opportunity

The World's Largest Consumer Sector is about to tip over. In 2025, groceries will hit 20% digital penetration- the historic tipping point for consumer sectors.



Why It's Happening

The Grocery Industry is Changing.

Millennials are spending more and demanding better food, brands and experiences.

\$2,300

Better Food

Millennials spend \$2.3K more on groceries than any other generation

5x

Better Experiences

Millennials are 5x more likely to buy groceries online

3x

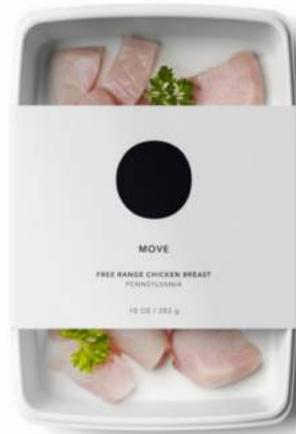
Better Brands

Millennials are 3x more likely to shop across multiple stores and brands

What We Do

A Digital Grocery Store for Millennials.

One Premium Brand of Staples. Shipped Nationwide.



250 Staples

Full grocery store.

1 Brand

Only private label

0 Middlemen

Vertically integrated

What We've Built

In just 18 months, we've built a moat.

We've proven demand, designed an addictive product and built nationwide distribution.

1. Market

Found an underserved customer and proved a whitespace in the market

2. Product

Designed a sticky product users love.

3. Operations

Built Profitable Nationwide Distribution

What We've Built

First

We proved the market. We built a viral waitlist and experienced huge, organic demand in beta. After shipping over 7,000 beta orders, we're ready to launch.

80K

Waitlist Signups

\$200K

Organic Revenue in Beta

30K

Online Community

7,000+

Grocery Orders Fulfilled

What We've Built

Second

We designed an addictive product.

After testing 1,000 products with 100K users, we've built a service that users love more than any other grocer.

MOVE

90%

NPS

7x

LTV/CAC

40%

Retention over
24 weeks

Traditional Grocers & Meal Kits

60%

NPS

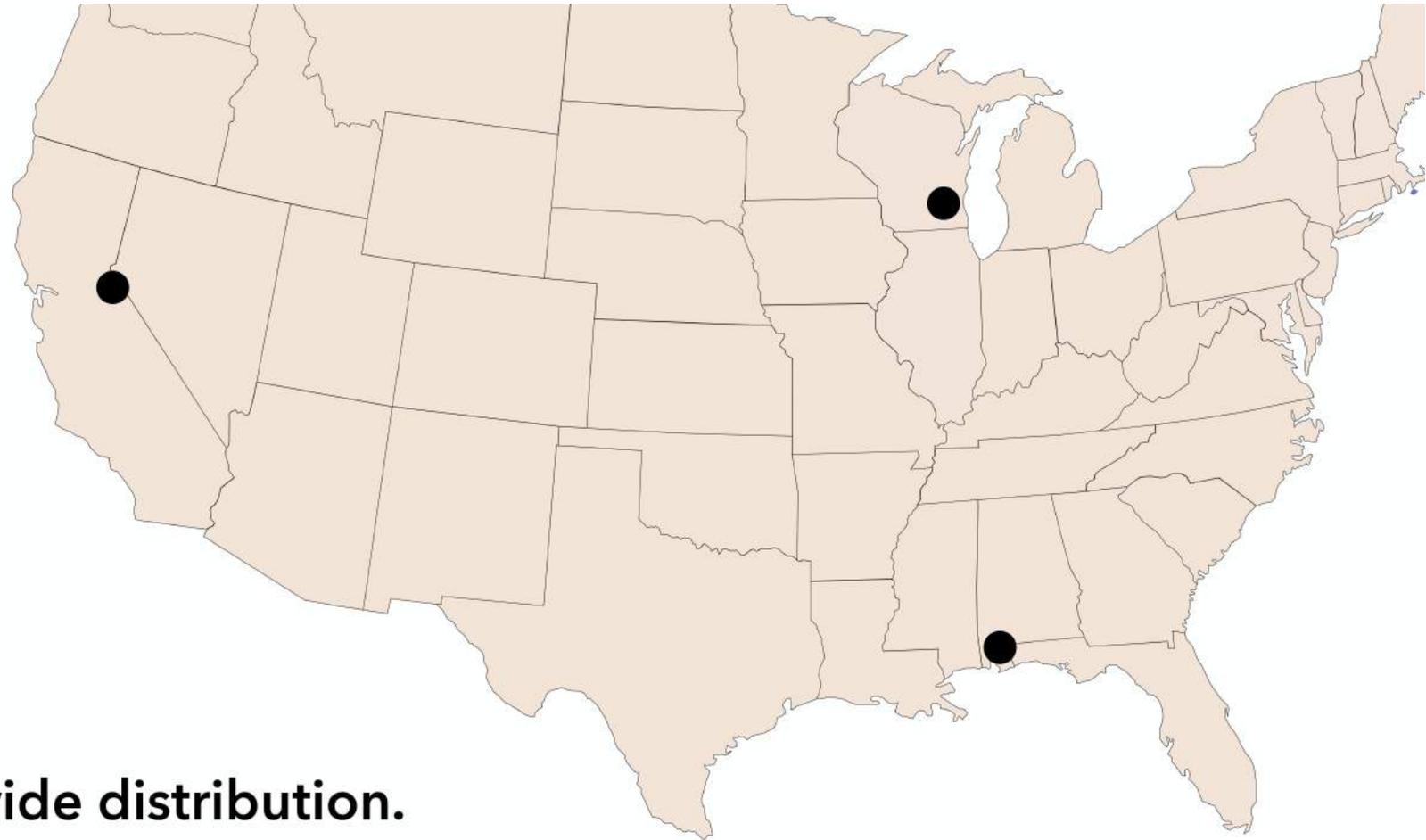
3x

LTV/CAC

8%

Retention over
24 wks

What We've Built



Third

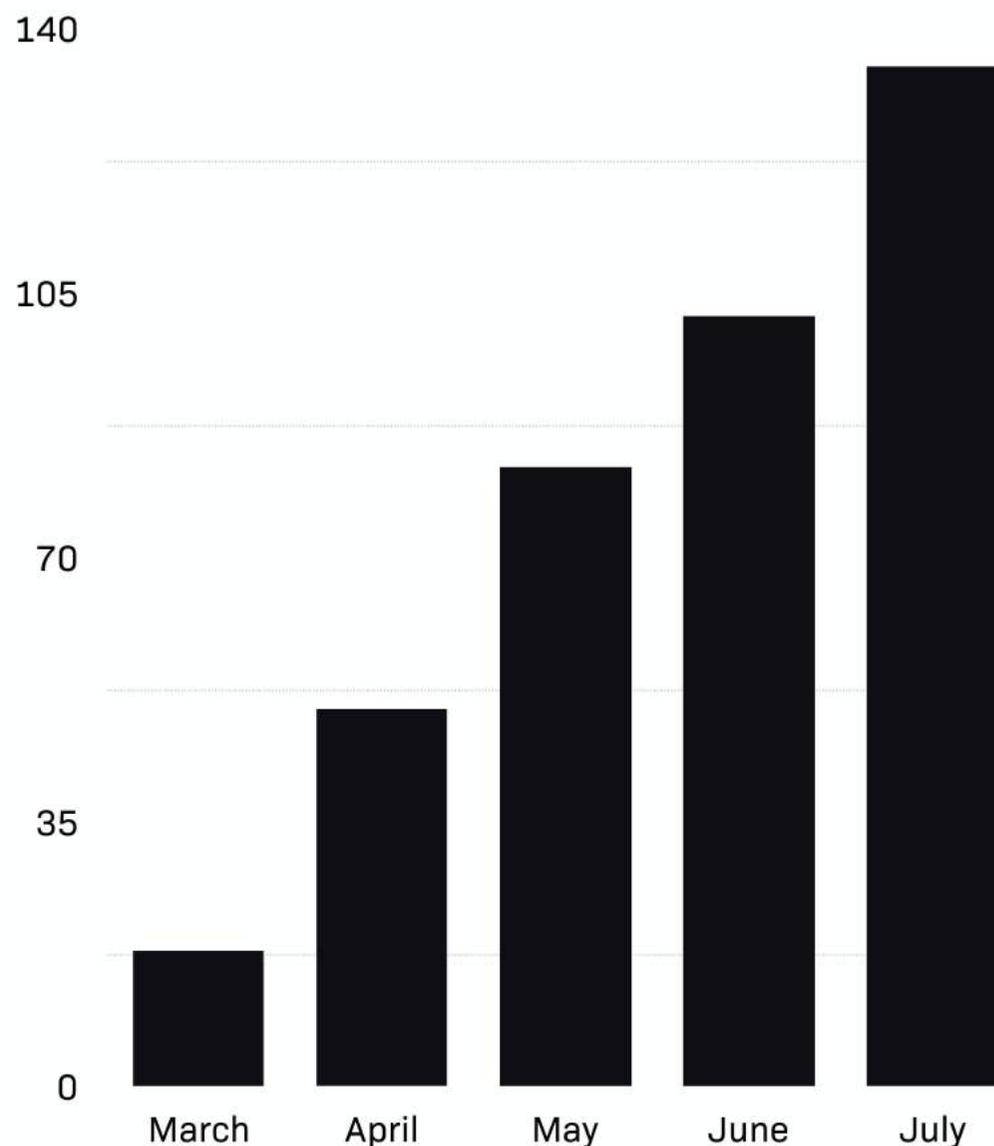
We built nationwide distribution.

3 DCs, 250 Products and 50 Producers
later, Move will be the first and only
grocer to get to all 50 states.

Average Order Value

**We're a full grocery store.
And we see full grocery baskets.**

In beta, each time we added a new aisle, AOV grows.



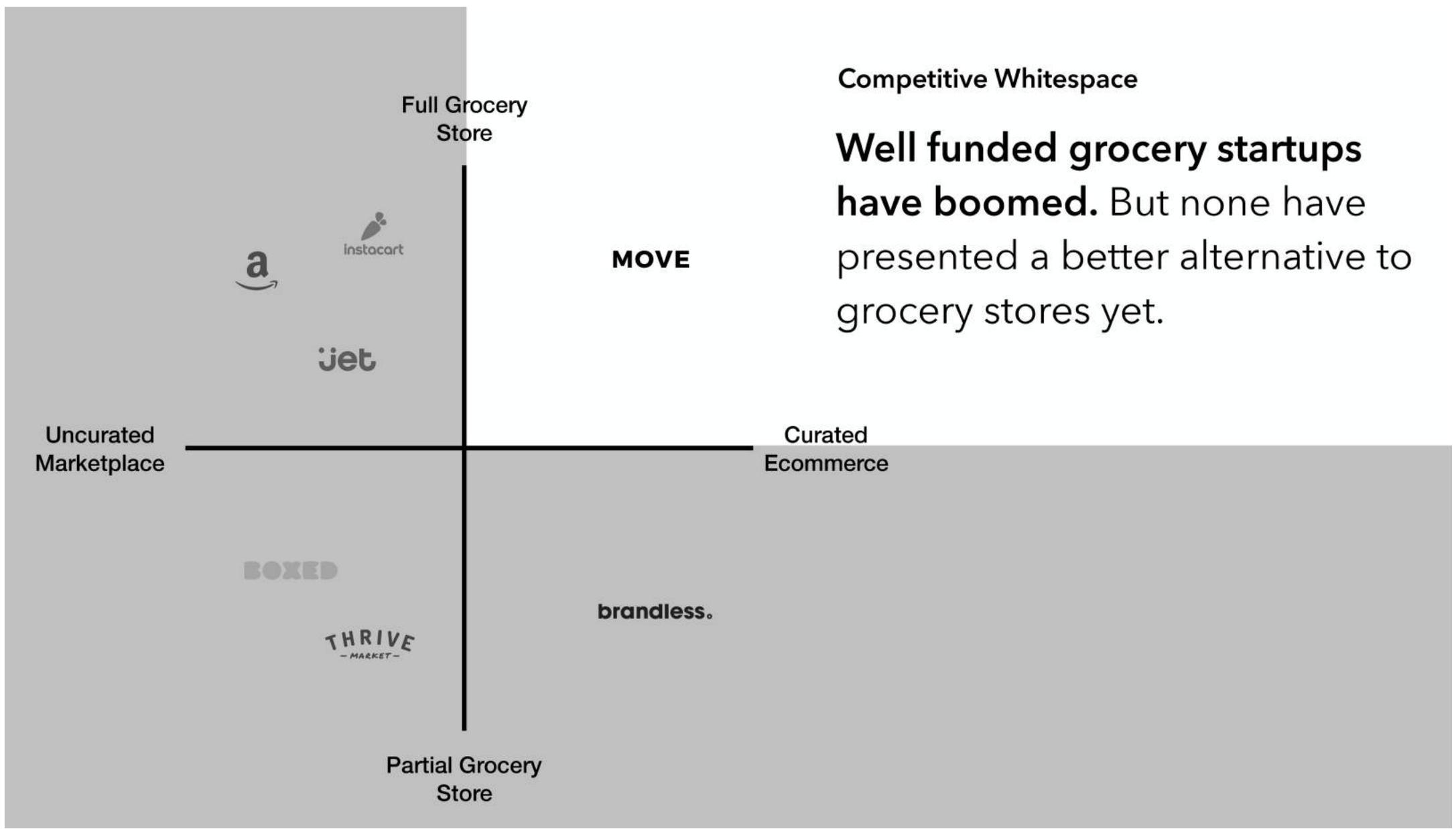
Luxury Brand Margins

40% Gross Margin. Today.

The Highest in Grocery.

By going private label and D2C, we've erased the largest costs in grocery.

$$\begin{array}{ccccccc} \$135 & - & \$54 & - & \$12.5 & - & \$11 & = & \$57 \\ \text{AOV} & & \text{COGS} & & \text{Shipping} & & \text{Packaging + Labor} & & \text{Profit} \end{array}$$



Full Grocery Store

Competitive Whitespace

Well funded grocery startups have boomed. But none have presented a better alternative to grocery stores yet.

MOVE



Jet

Uncurated Marketplace

Curated Ecommerce

BOXED

THRIVE
- MARKET -

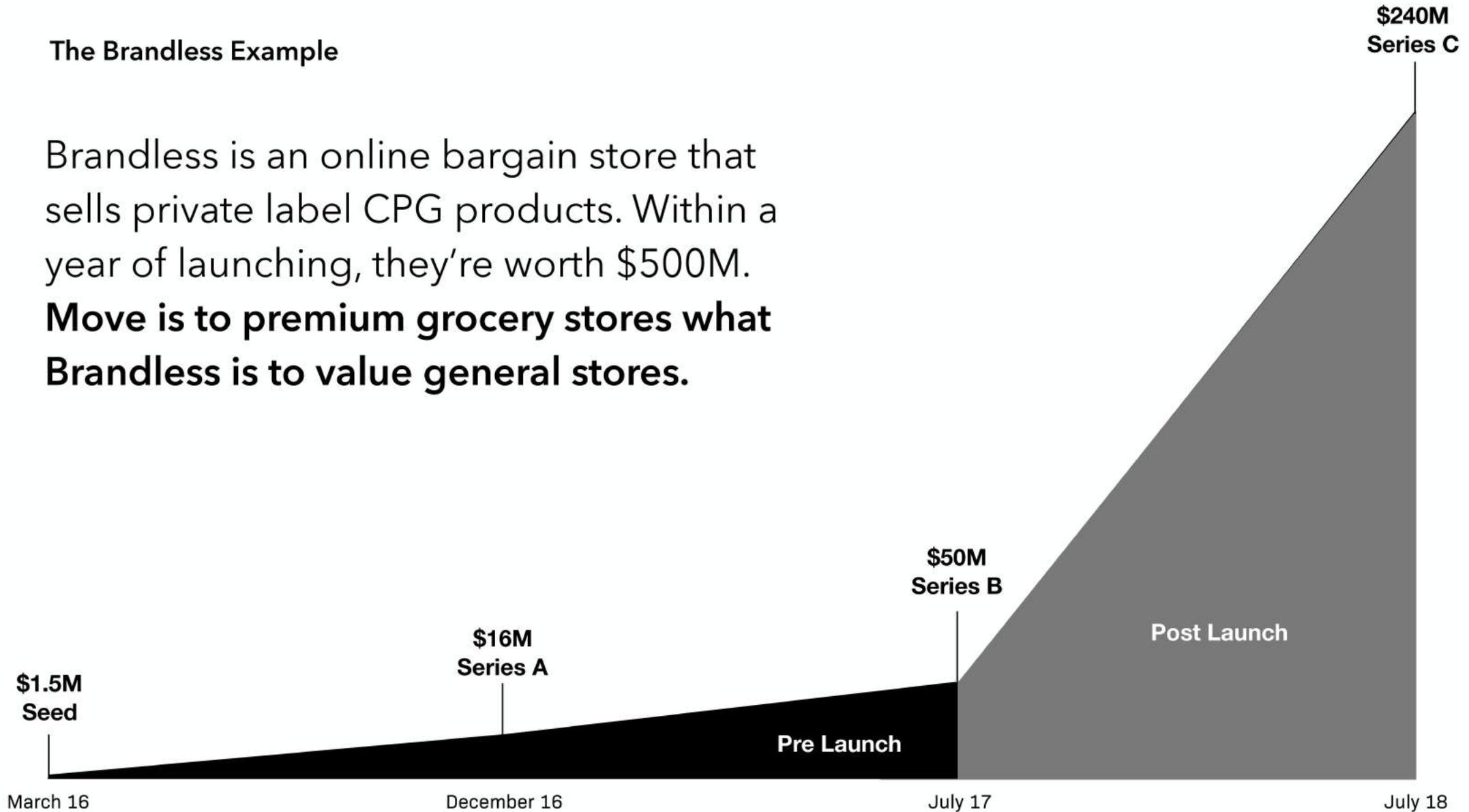
brandless.

Partial Grocery Store

The Brandless Example

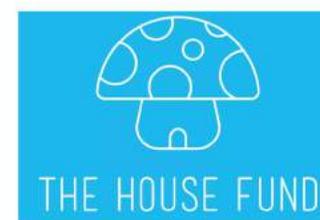
Brandless is an online bargain store that sells private label CPG products. Within a year of launching, they're worth \$500M.

Move is to premium grocery stores what Brandless is to value general stores.



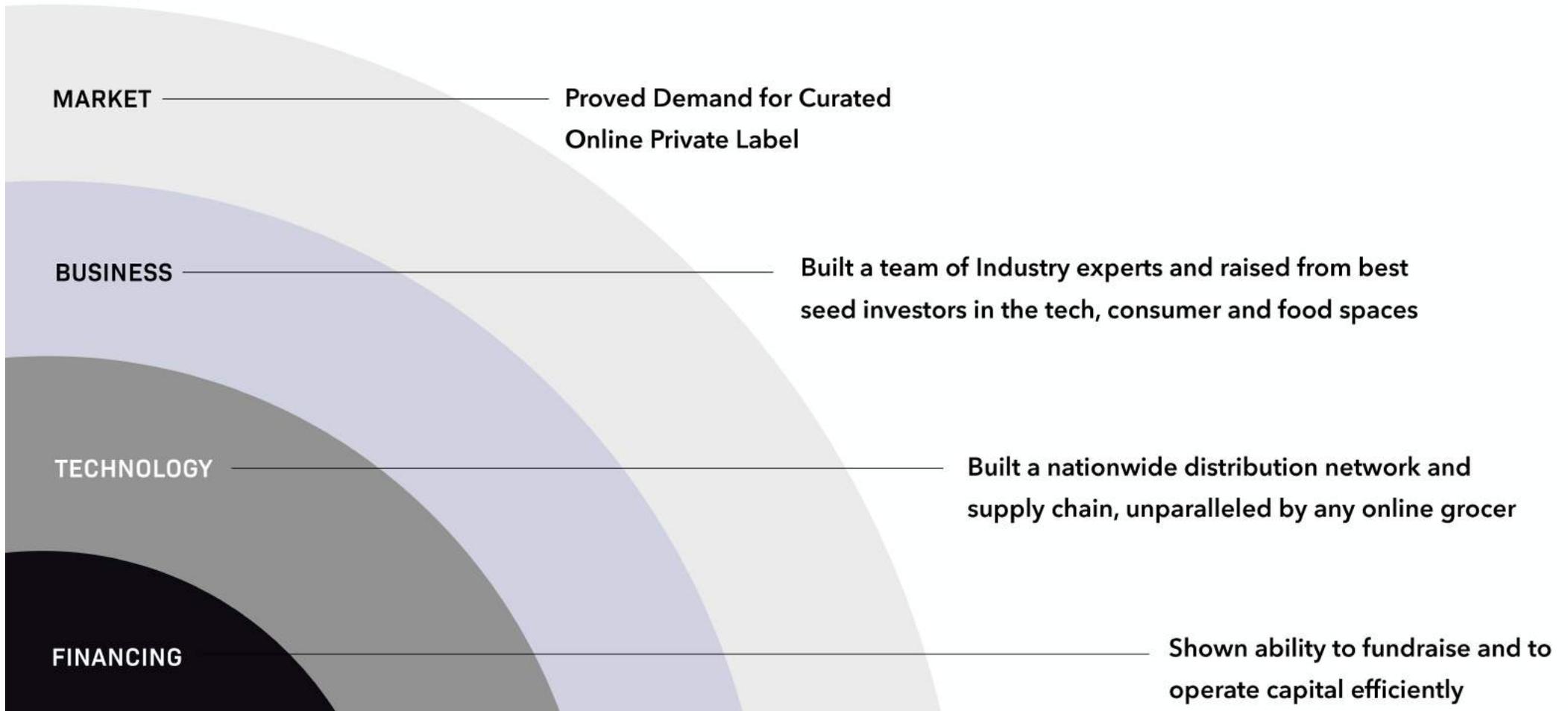
Funding To Date

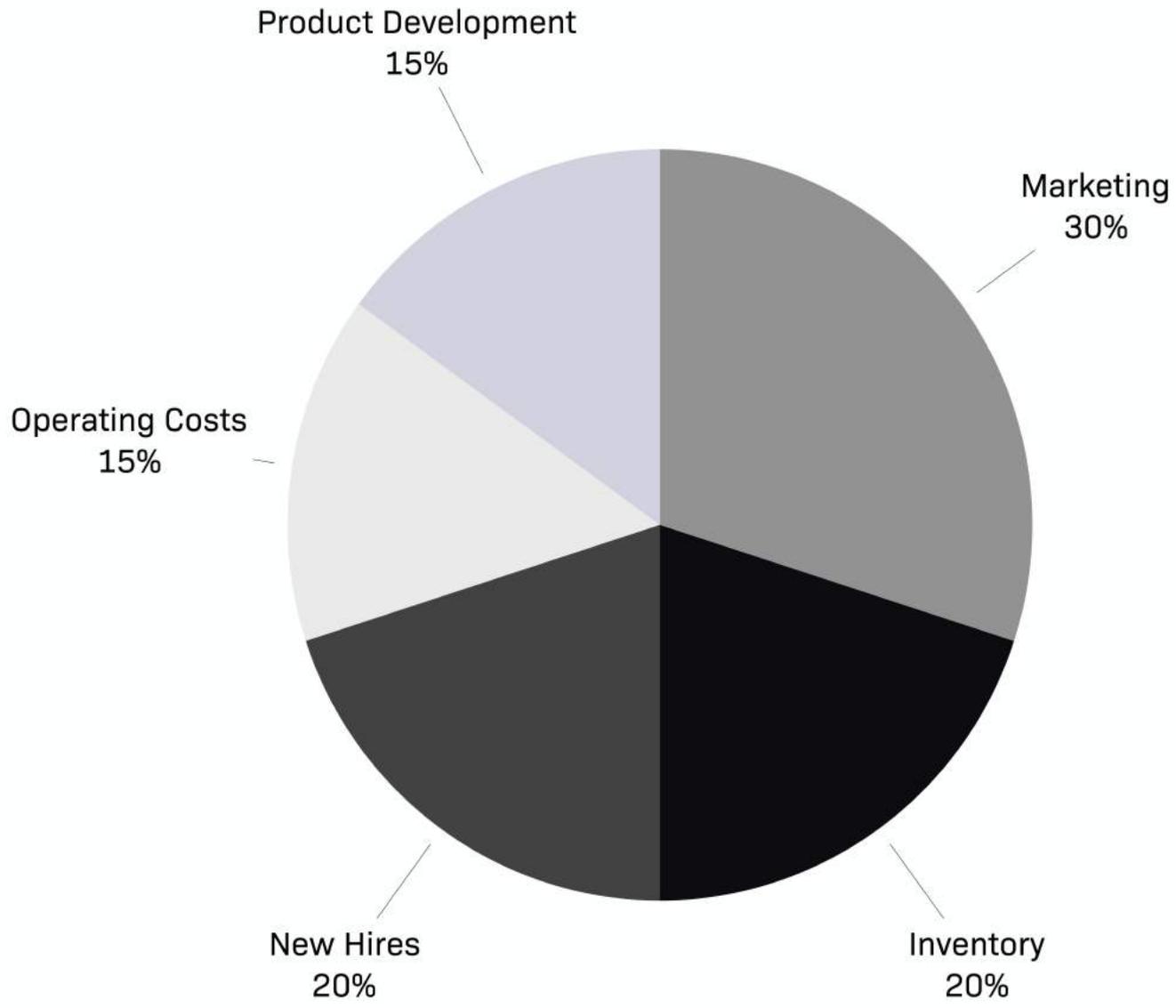
In 16 months, with a \$1.65M pre-seed, we've proven demand, designed an addictive product, built nationwide distribution and recruited an expert team.



We've Peeled The Biggest Layers of Risk.

Now we're ready to fundraise and go to market.





Use Of Funds

Now we're raising funds to launch Move, finance inventory and acquire customers.

The 5 Year Vision

A Direct-to-Consumer Amazon.
Every Thing You Buy. One Brand.

