



“Starbucks for bread”

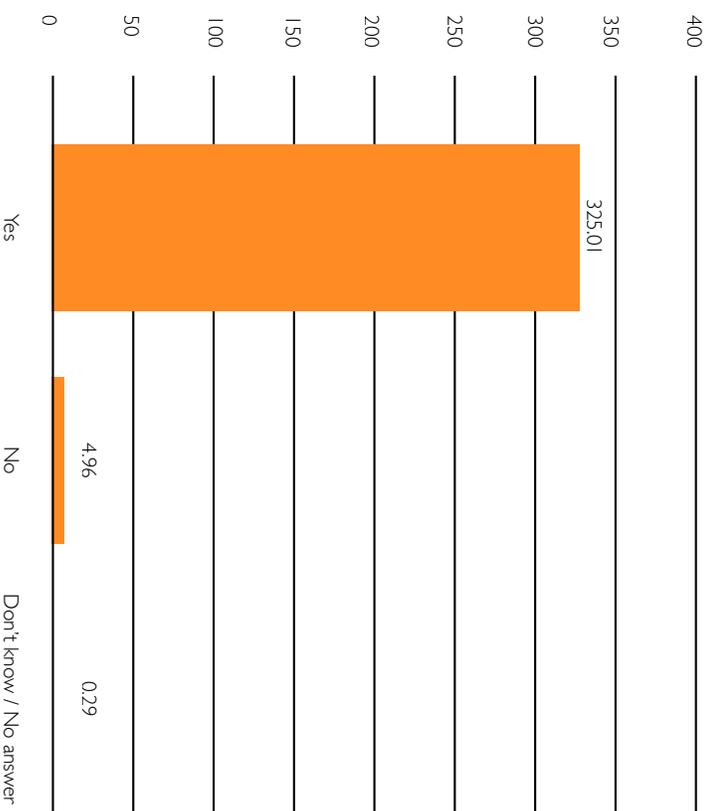
Organic bread bakers with a marketplace for local food makers.

Bread is in great shape



The most essential staple food

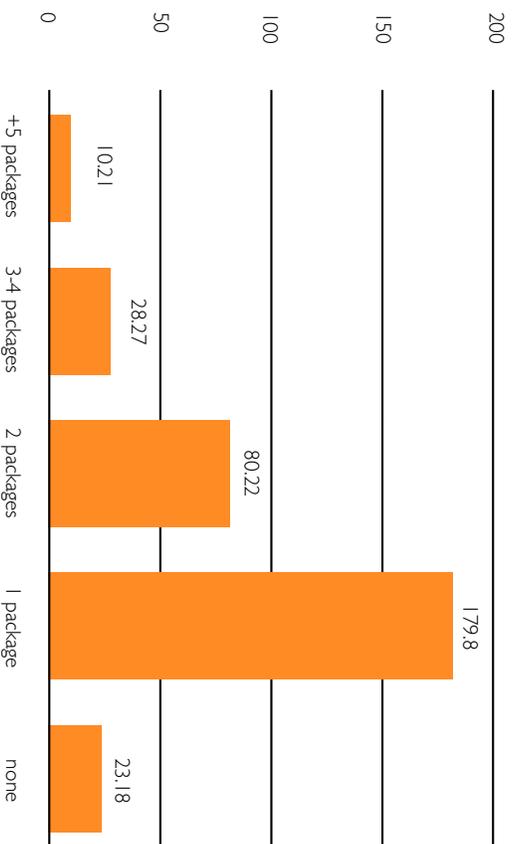
U.S. population:
do you use bread?



Details: Unites States, MRI-Simmons; Statista.; 2019; approx. 330.27 million
// MARKET TRENDS, FONT: CONSUMER GOODS & FMCG

Consumed every single day

U.S. population: how many loaves/packages of bread have you used in the last 7 days?



// MARKET TRENDS. FONT: CONSUMER GOODS & FMCG



Large and growing market

SOURDOUGH
\$2.4B

BAKERY CAFES
\$11B

US BREAD
PRODUCTION
\$46B

CAGR of 6.6%

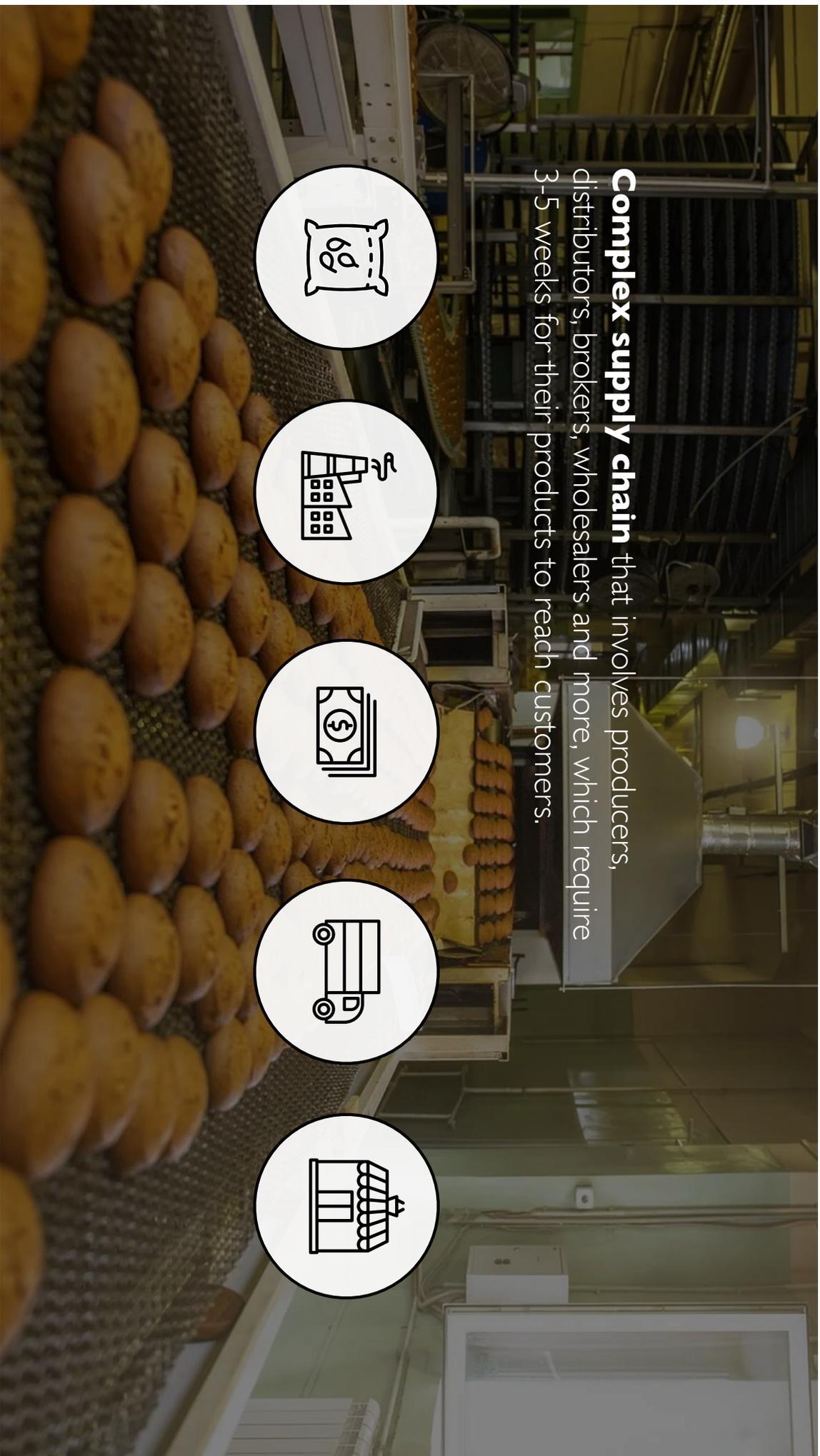
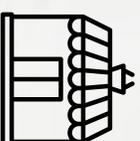
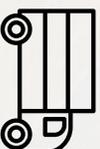


However...



Uninspiring retail

Complex supply chain that involves producers, distributors, brokers, wholesalers and more, which require 3-5 weeks for their products to reach customers.



Unhealthy products



INGREDIENTS: ENRICHED WHEAT FLOUR [FLOUR, MALTED BARLEY FLOUR, REDUCED IRON, NIACIN, THIAMIN MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID], WATER, SUGAR, YEAST, SOYBEAN OIL, SALT, WHEAT GLUTEN, PRESERVATIVES (CALCIUM PROPIONATE, SORBIC ACID), CALCIUM SULFATE, DATEM, MONOGLYCERIDES, GRAIN VINEGAR, SOY LECITHIN, POTASSIUM IODATE. R19-123-202387

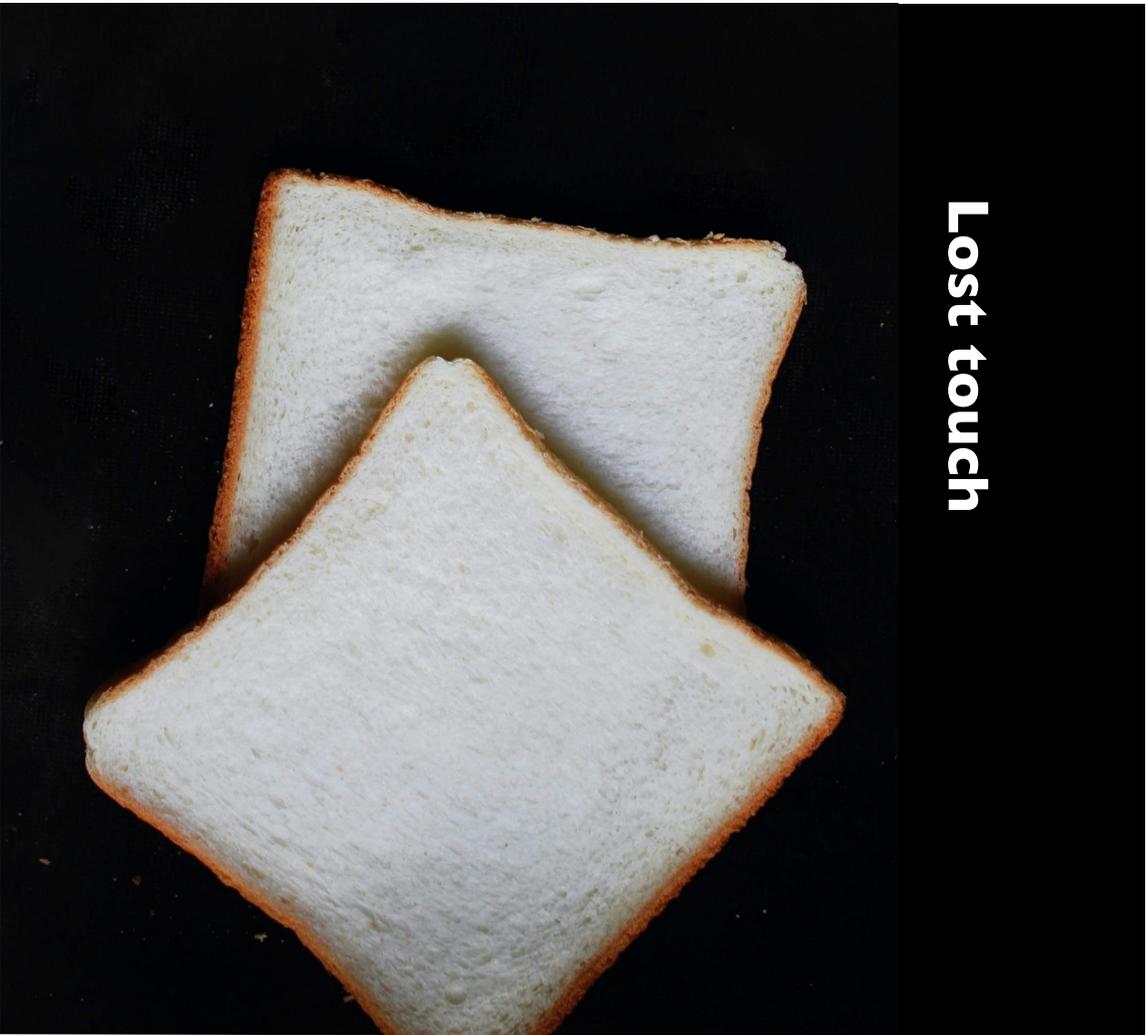
CONTAINS WHEAT, SOY.

MADE IN A BAKERY THAT MAY ALSO USE MILK.

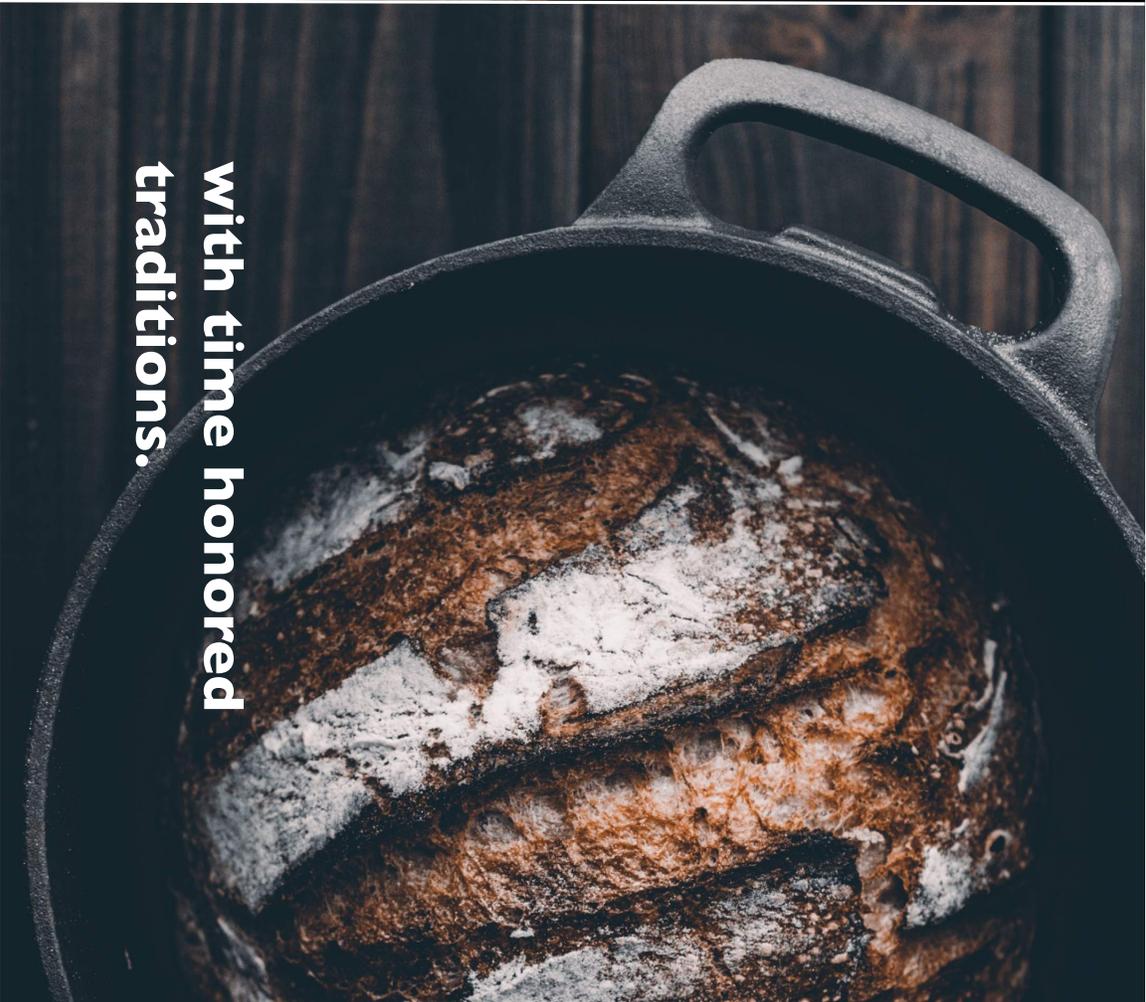
INGREDIENTES: HARINA DE TRIGO ENRIQUECIDA [HARINA, HARINA DE CEBADA MALTEADA, HIERRO REDUCIDO, NIACINA, MONONITRATO DE TIAMINA (VITAMINA B1), RIBOFLAVINA (VITAMINA B2), ACIDO FÓLICO], AGUA, AZÚCAR, LEVADURA, ACEITE DE SOJA, SAL, GLUTEN DE TRIGO, CONSERVANTES (PROPIONATO DE CALCIO, ACIDO SÓRBICO), SULFATO DE CALCIO, DATEM, MONOGLICÉRIDOS, VINAGRE DE ALCOHOL, LECITINA DE SOJA, YODATO DE POTASIO. R19-123-202387

CONTIENE TRIGO, SOJA.

FABRICADO EN UNA PANADERÍA QUE PUEDE USAR TAMBIÉN LECHE.



Lost touch



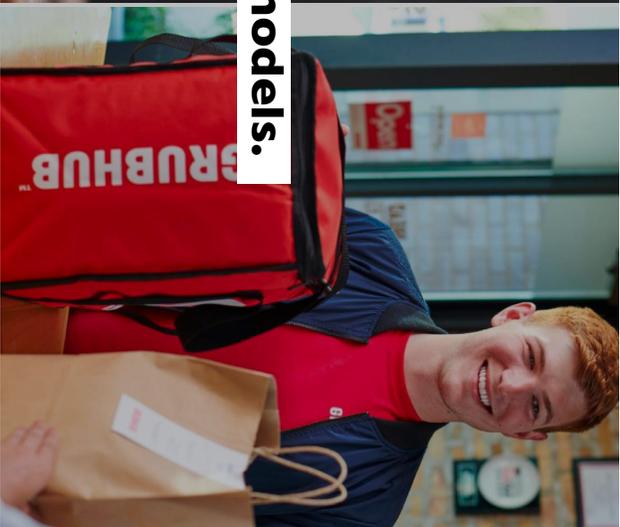
**with time honored
traditions.**

**While bread is stuck in 20th century,
other food categories have never
been more innovative.**





New startups are using **technology** to **disrupt traditional business models.**



DOORDASH

Your favorite restaurants, delivered

📍 Enter delivery address

Premium brands are bringing back **quality products and experiences.**



Blue Apron

The screenshot shows a social media post for Magic Spoon Cereal. At the top is the Magic Spoon logo, a blue circle with 'MAGIC SPOON' in white. Below the logo, the text reads: '294 publicações', '209mil seguidores', and '89 seguindo'. There is a blue 'Seguir' button and a dropdown arrow. The main text of the post says: 'Magic Spoon Childlike Cereal For Grown Ups High Protein 🌟 Low Carb 🌟 Get our limited edition Fall flavor! 🍁🍁 magicspoon.com/products/fall-seasonal-1-1-case-4-boxes'. Below the text are three panels, each showing a bowl of cereal and comparing it to 'US' and 'THEM!' with protein content:

Panel	US Protein	Them!	Them! Protein
1	12g	White rice	1g
2	12g	Yellow corn	2g
3	12g	Colorful cereal	2g

Each panel has a thumbs-up icon and the text 'Swipe up to view website' at the bottom.

A rustic, round loaf of bread with a thick, dark crust and a lighter interior, resting on a wooden cutting board. The cutting board is placed on a light-colored wooden surface. A rope handle is attached to the top of the cutting board. A knife is visible in the bottom left corner. The background is a light-colored wooden surface.

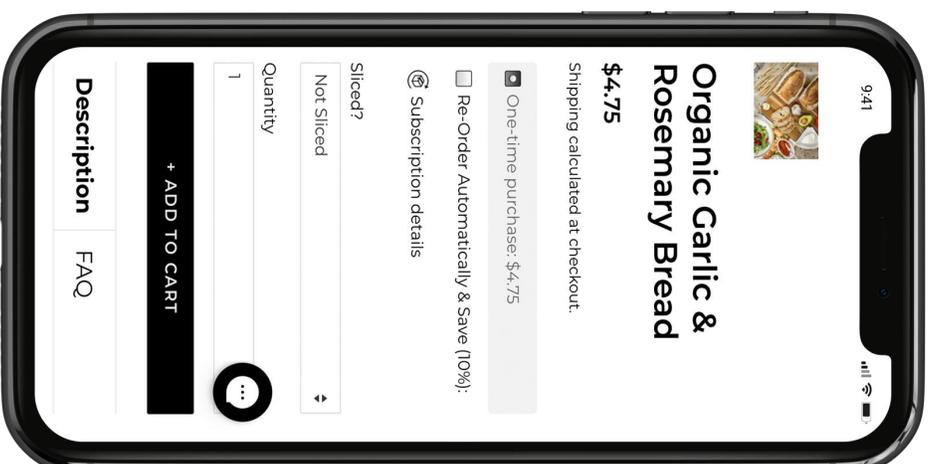
**“ How can a nation be great if its
bread tastes like Kleenex? “**

— Julia Child

The solution

Direct to consumer delivery and shipping of freshly baked bread and other complimentary products.

A simple online shopping experience with delivery to the customer's door.



Focus on product & customer experience



Order

Simple & Fast



Make + Bake

Always fresh



Deliver

Convenient

Product Vision: Best Bread in the US



Ingredients

Organic freshly
milled flour



Process

Slow and long
fermentation



Result

Tasty and
easy to digest

The opportunity

Establish a nationwide brand **known for its bread** (Starbucks for Bread), and for other complimentary foods (marketplace for local food makers).



MAIN PRODUCT

Team

- Founded by Emil Hristov, Wharton MBA, founder of 2 companies with revenue over \$20MM.
- Local team in Miami, FL facility includes bakers, packers, and drivers.
- Software developers based in Argentina. Currently focused on app for order management.
- Customer support done remotely from Macedonia.



Business Model

Direct to consumer subscription model.
Focus on products consumed frequently.

Local delivery + shipping

80%

Margin on in-house
products

50%

Margin on re-sale
products

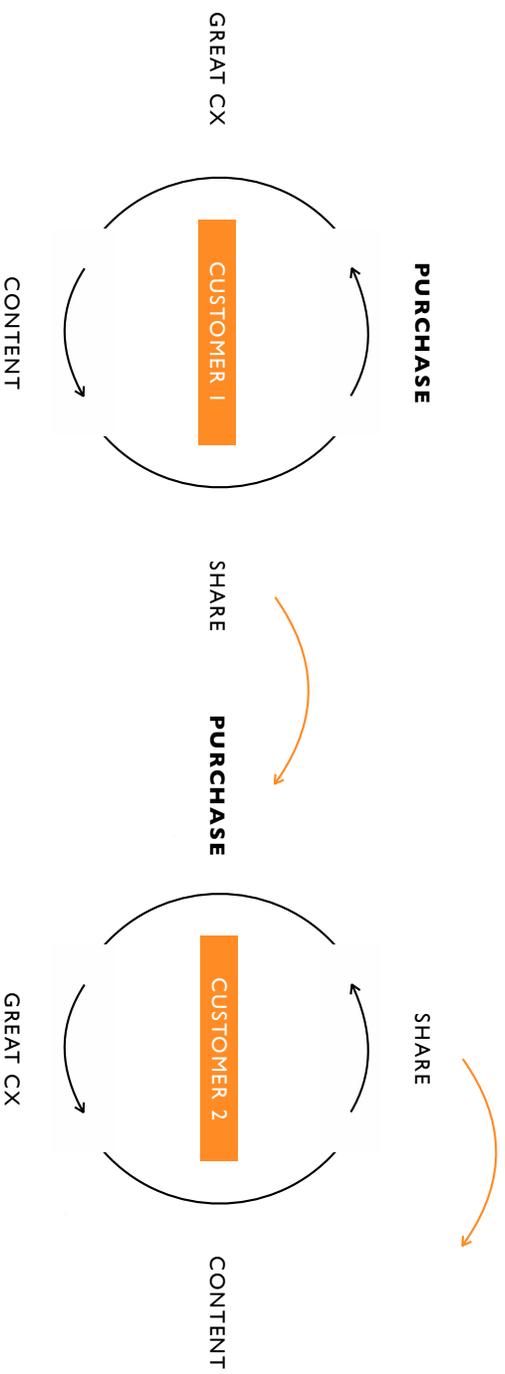
25%

Marketplace &
Fulfillment fee



Customer Acquisition & Retention

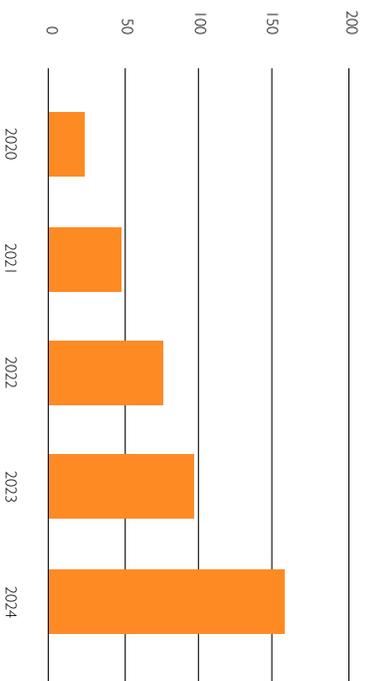
Habit building methods with communication through multiple channels (email, sms, social media, and print) and focus on developing customer loyalty.



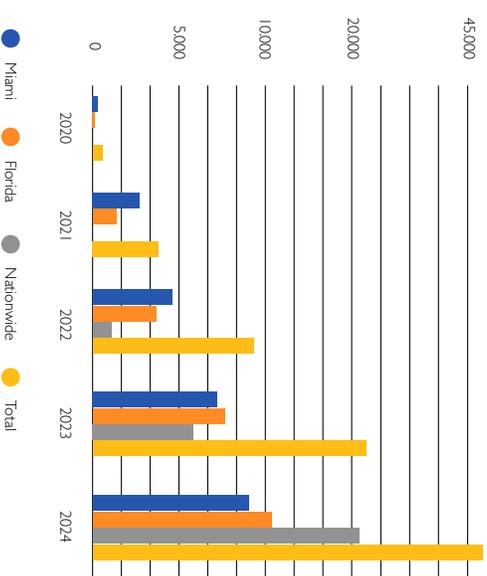
Growth Projection

Focus on increasing average order value (AOV) with additional products and locations.

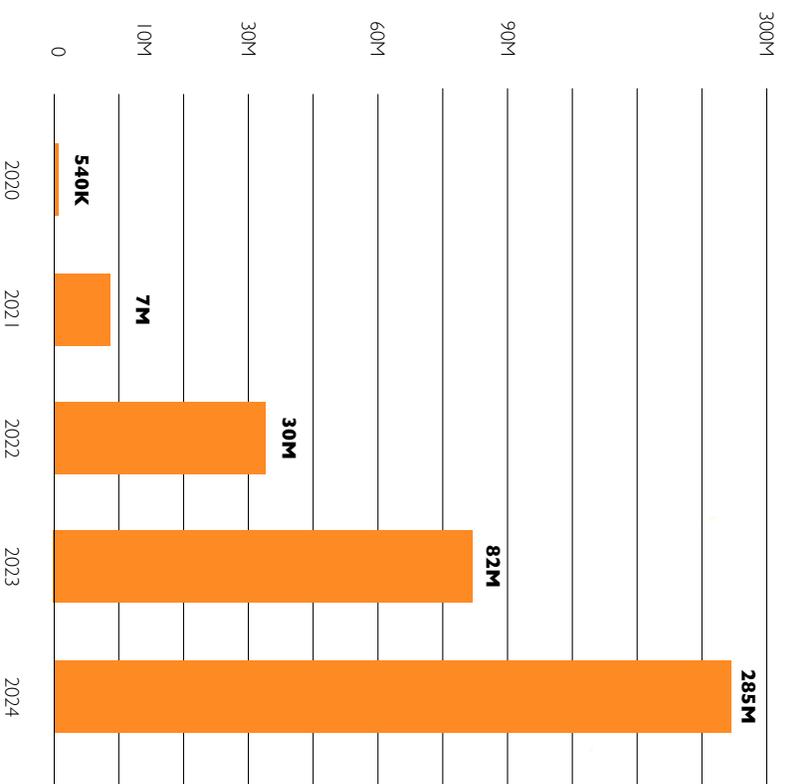
AOV



of customers



Revenue Projections



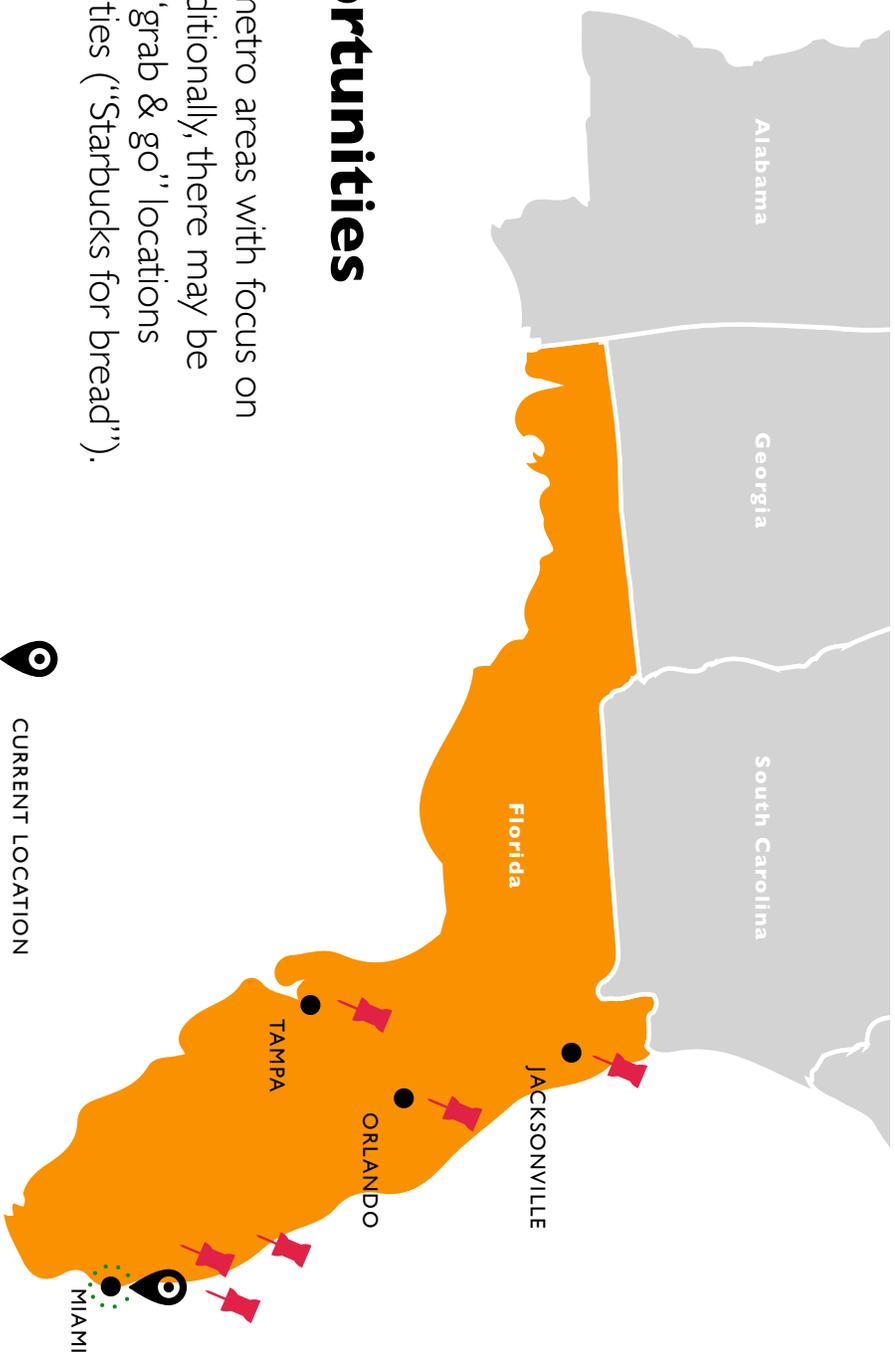
Competition

Where convenience is present, quality is low.

Where quality is higher, convenience is low.

	QUALITY OF PRODUCTS	DELIVERY SERVICE	SHIPPING SERVICE
DOMASELO	10	YES	YES
INSTACART	3	YES	NO
WHOLE FOODS	MEDIUM	YES	NO
GRUPO BIMBO	LOW	NO	NO
LOCAL BAKERIES	8	NO	NO





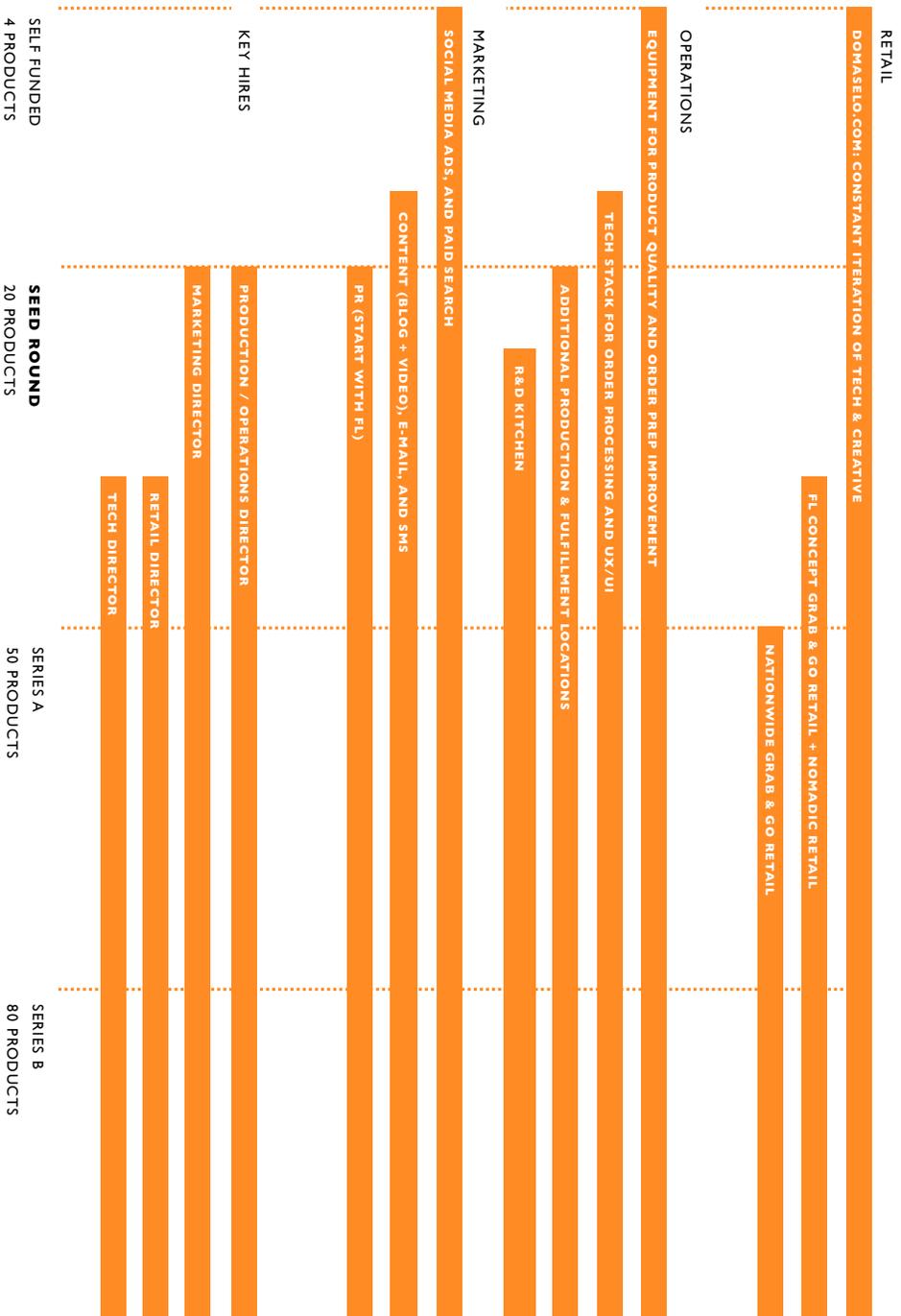
Future opportunities

Expand further within metro areas with focus on same day deliveries. Additionally, there may be opportunities for small “grab & go” locations dispersed throughout cities (“Starbucks for bread”).

-  CURRENT LOCATION
-  OPPORTUNITIES
-  GRAB & GO LOCATIONS

Seed Round

\$1MM





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