



**All the benefits of homemade baby and toddler food without all the work.**

# The \$2.1 BN U.S. baby food market is growing because of a focus on healthy, organic foods among millennial parents



37% of baby food purchases are organic, representing an **\$800MM market opportunity**



'Older' and **established brands are experiencing a decline in market share**, paving the way for new health focused entrants



Parents are having babies later in life, with **more disposable income** to spend on baby food

# The Problem: Current traditional baby food purée offerings do not align with how parents today are feeding their babies.



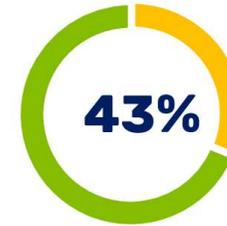
**49%** parents believe there is too much sugar in packaged baby food highlighting a rise in nutritional concerns



A limited number of parents use store bought purees as a primary



Desiring fresh, **68%** have made their own baby food - but it is a pain!



**Trend towards baby led weaning:** babies are moving to 'finger foods' earlier (6 months or before)

\*Mintel Report - Category Insight for Baby Milk + Food 2017 + Urban parents survey

Product offerings are missing an opportunity to service a 6MM addressable market of babies and toddlers in the U.S., 84% of who are born to millennial parents.

# The Solution: Introducing Simple Starters...



All of the benefits of baby & toddler food, without all the work.



Simple Starters™ are packets of flash frozen, prepped, and nutritious ingredients for babies and kids of all ages and stages.

# How does Simple Starters Work?



Each pack comes with 4 packets and suggested spice & meal pairings



Parents steam/cook according to package instructions



Food can be prepared as a purée for young babies, left as finger food, or used as a side for a toddler or young child.

# What makes Simple Starters Different?



Fresh Taste/Color

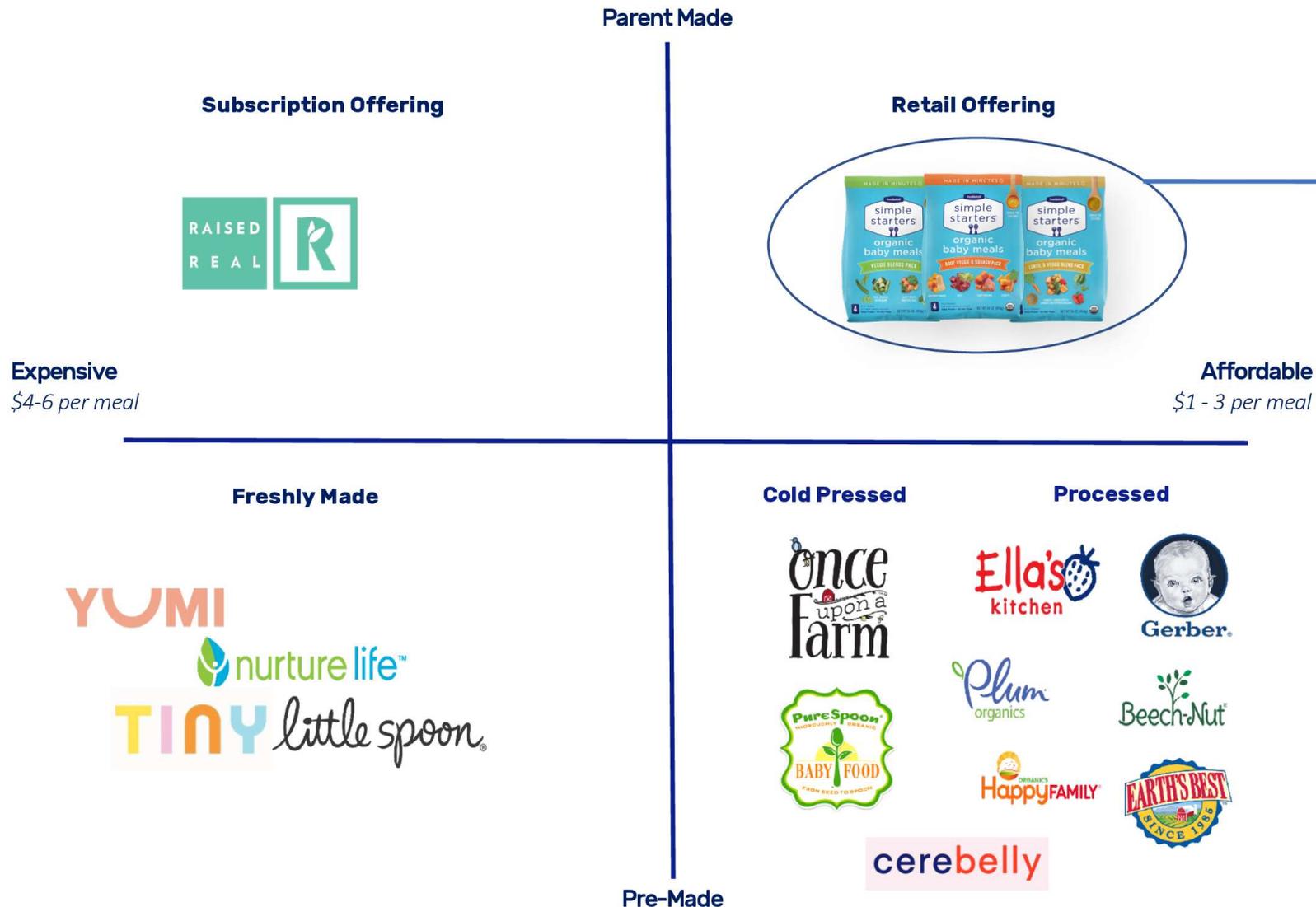


Grows with your baby



Sized for safe swallowing

# Simple Starters convenient and affordable offering is positioned to be a leading brand in the baby food space

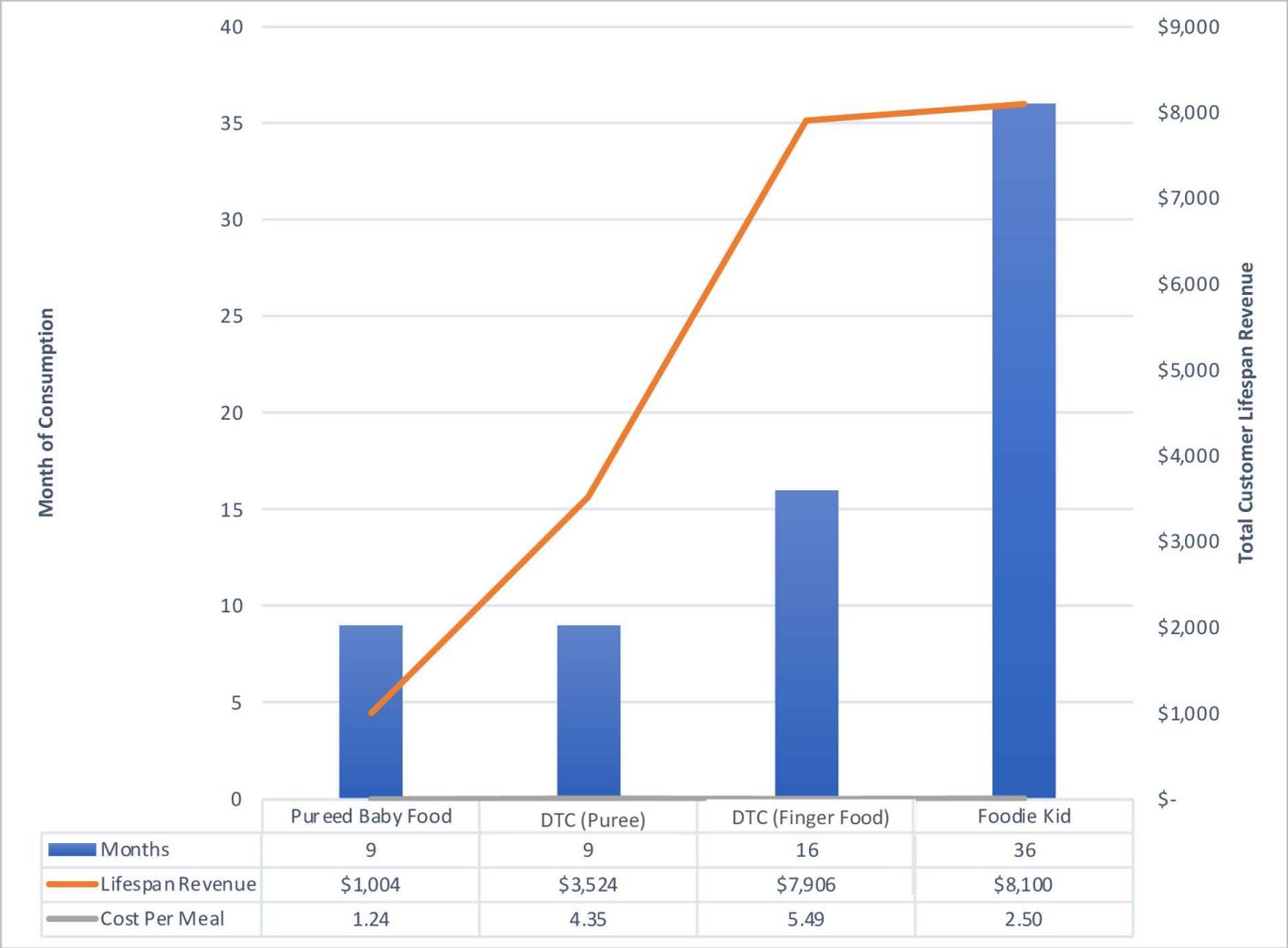


## Why we are different:



- Convenient product offering that is easily made for all ages and stages of baby feeding
- Competitively priced at \$2.50 /meal; sold in retail channels to reach the broadest audience.
- Flash frozen enabling long shelf life with at-peak nutrition, color and taste
- No added sugars (including fruits) in our vegetable/plant based protein blends

# Comparison of Customer Lifespan Value by Brand Category



The 'whole food' format of Simple Starters eliminates the need for staging by developmental milestones, and extends the LTV of a customer by 4x of Puréed Baby Food.

# The freezer is FoodieKid's competitive advantage



**At-Peak Nutrition:** Flash freezing captures the peak of nutritional value, eliminating loss of nutrients, color and taste.



**Convenience:** Frozen meals simplify the cooking process at home.



**Food Sustainability:**

- Prepping food in portions helps cut down on uneaten food thrown away
- Freezer preservation significantly slows down food spoilage



*70% of consumers buying more frozen food since March 2020.\**



# Traction



## Indication of Market Interest

- \$93K in sales with limited distribution/(\$150K before Retail Margins)
- Pilot resulted in 70% repeat orders, 90% in natural/health stores
- Fresh Direct & FoodKick sales up 2x.

## Developed Supply Chain

- Ingredient procurement via established food broker with key farming relationships
- Partnered with co-packer that can produce Simple Starters at mid-scale

## Developed Distribution

- Signed deal with national distributor UNFI
- Partnership with Tozzi & Associates Food Brokerage focusing on natural/health retail
- Direct distribution process in place

## Brand Development & Marketing

- Growing social community focused on baby/toddler recipes and nutrition
- Event and demo based marketing targeting mothers

Active



+20 Independents

In Discussion



# Financials & Forecast\*

## Simple Starters and Extensions

Revenue



EBITDA	(\$121K)	\$(73K)	\$1.1M	\$2.2M
	(231%)	(4%)	14%	17%

### How we scale:

**Direct sales in conjunction with food brokerage and distributors for logistics fulfillment .**

- 2 National Distributors: UNFI & Kehe (Deal signed with UNFI)
- Additional Online Retailers (Amazon, local entities like OurHarvest.com).
- D2C: NYC + 2-3 major metro areas
- Direct sales focused on major chains and drug stores
- Partnerships with meal kit delivery services: Simple Starters as an 'add on'

**Disclaimer: these projections cannot be guaranteed**

# How we scale

## Direct sales in conjunction with food brokerage and distributors for logistics fulfillment .

- 2 National Distributors: UNFI & Kehe (Deal signed with UNFI)
- Additional Online Retailers (Amazon, Peapod).
- DTC: Activate direct to consumer delivery to 98% of the country through fulfillment partner (identified)
- Direct sales focused on major chains and drug stores
- Partnerships with meal kit delivery services: Simple Starters as an 'add on'



**Unit Price: \$9.99**  
**Avg Gross Margin: 49%**



# Unit Economics

Margin based on production level

Today ..... 23-30% margin

**At Scale ..... 47-52% margin**

## 100K Units Per SKU

	Root Veggie Pack	Veggie Blend Pack	Lentil & Veggie Pack
Ingredients	\$ 0.87	\$ 1.03	\$ 0.81
Packaging	\$ 0.28	\$ 0.28	\$ 0.28
Freight	\$ 0.40	\$ 0.40	\$ 0.40
Mfg	\$ 0.60	\$ 0.66	\$ 0.82
TOTAL COGS	\$ 2.05	\$ 2.37	\$ 2.31
Price to Consumers	\$ 9.99	\$ 9.99	\$ 9.99
Price to Retailer (40%)	\$ 5.99	\$ 5.99	\$ 5.99
Price to Distributor (25%)	\$ 4.50	\$ 4.50	\$ 4.50
Gross Margin	\$ 2.45	\$ 2.13	\$ 2.19
Gross Margin %	52%	47%	49%

# Investment Opportunity

**We are seeking \$500K** to grow Simple Starters into the preferred baby and toddler food brand for parents focused on real food.

We will use this round of financing to\*:

-  Hire key personnel (32%)
-  Produce inventory/working capital (49%)
-  Commence broader marketing including trade promotions and brand awareness (18%)
-  Scaling operations, D2C distribution and R&D (1%)



\* Use of funds breakdown is after 6.5% has been given to Wefunder

# Team



**Christine Topalian**  
Founder, CEO

15+ yrs exec level BD, strategy and product  
Amex, NYTimes, Aol/Verizon Media.  
Foodie. Passionate Cook. Mom of 2.



**Nicole Silber**  
RD, Pediatric Nutritionist

10+ yrs as an RD and Clinical Nutritionist  
Private Practice + NY Presbyterian/Columbia and NYU Langone  
Health & Wellness Foodie. Mom of 2



**Jessica Mailloux**  
Head of Marketing

15+ yrs of CPG and Digital Marketing  
BBDO, Discovery, Urban Sitter  
Foodie. Mom of 4

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## Strategic Advisors/Investors



**Vreij Kolandjian**

Retired president of Uncle Ben's Inc and is currently part owner of Chung's Gourmet Foods. His extensive CPG experience includes brands Pampers, Whiskas, and Pedigree.



**Mary Schroeder**

Private CPG Investor, Interim Executive Manager, Experienced Board Member, Turnaround Specialist



**Susan Lyne**

Susan is President and Managing Partner of BBG Ventures. Lyne has held leadership positions at companies of all sizes and stages, including AOL, Gilt Groupe and Martha Stewart.



Thank You

# How are parents using Simple Starters?



Traditional Purée Feeding



Baby Led Weaning



In Recipes for Toddlers/Kids

“It is the simplest, healthiest, time and sanity saving baby food option out there. I am so grateful to have this as a new mom.”

- Andrea Hong, mom to 9 month old baby Jackson

## Consumers

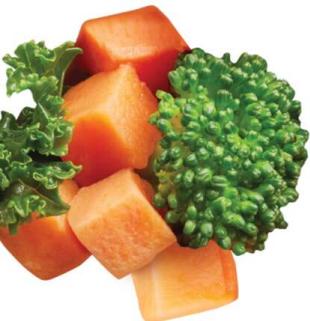


"It helped me feel more comfortable in the solids process."

- CARLY, Mom of a 8 month old

"I absolutely loved the finger food aspect of it for my 16 month old."

- NOEMIE, Mom of a 16 month old



"Ultimately deciding what texture and flavor I want to feed my baby is appealing."

- MARGAUX, Mom of a 5 month old

## Retailers

"We love offering such an innovative product for parents who are looking for healthy food for their babies and toddlers, and the convenience that comes along with it."

- Perelandra Natural Foods



"We love being able to offer Simple Starters to our moms and dads who want an easy, convenient, and healthy option for baby food."

- Fresh Direct

"Simple Starters baby food products fit perfectly with the health first mission of our store. We are thrilled to carry it for our customers."

- A Matter of Health



# Testimonials

# Simple Starters Product Pipeline:



<p><b>LAUNCHED</b></p> <p>Launch Simple Starters baby product line</p>
<p>INGREDIENTS / FOCUS</p>
<ul style="list-style-type: none"> <li>» Includes plant based protein, vegetables, fruit and grains and select herbs/spices</li> <li>» Recipe focus: first foods, chunky purees, finger foods</li> <li>» Pairings are mostly suggested</li> <li>» Nutritionist approved ingredient list and food combinations</li> </ul>
<p>PRODUCTS</p>
<ul style="list-style-type: none"> <li>» Root Veggie &amp; Squash Pack</li> <li>» Lentil &amp; Veggie Pack</li> <li>» Veggie Blends Pack</li> </ul>

<p><b>YEARS 2-3</b></p> <p>Expand Simple Starters baby product line with 2-3 additional SKUS</p>
<p>INGREDIENTS / FOCUS</p>
<ul style="list-style-type: none"> <li>» More vegetable blends, grains, plant based protein based SKUs and fruit offerings</li> <li>» Recipe focus: first foods, chunky purees, finger foods</li> <li>» Pairings mostly included/ non traditional grains (Barley, Quinoa, Cous Cous)</li> </ul>
<p>SAMPLE PRODUCTS</p>
<ul style="list-style-type: none"> <li>» Carrot &amp; lentils with garlic cous cous</li> <li>» Chickpea &amp; cauliflower humus with barley</li> </ul>

<p><b>YEAR 4+</b></p> <p>Introduce Simple Starters toddler meals</p>
<p>INGREDIENTS / FOCUS</p>
<ul style="list-style-type: none"> <li>» Explore balanced meal approach (Carb, Protein, Veg/Fruit)</li> <li>» Recipe focus: finger foods, full meals and mixes</li> <li>» All pairings included</li> </ul>
<p>SAMPLE PRODUCTS</p>
<ul style="list-style-type: none"> <li>» Veggie 'meat'ball/eggplant and tomato over animal shaped pasta</li> <li>» Baby grain bowls</li> </ul>