



# VegBox

Making Vegan Food Accessible and Convenient



# Veg Box Mission & Vision

## **Mission Statement**

*To create healthy plant-based dishes with extraordinary flavor, increased accessibility through convenience by creating fast on the go options to match our busy lives.*

## **Vision Statement**

*VegBox's vision is to scale an innovative distribution strategy that increases the accessibility and convenience of the vegan market globally.*

# Use of Funds

***Raising \$250,000***

Marketing

Leasing A Facility

Operations



## Vegan Consumption Problems

### Convenience

- Reduce the time to place the order to the time we receive the order in hand.
- Don't have the order

### Accessibility

- Open later, close early, have fewer locations

- Food is prepared to order for the consumer



# VegBox Solution to Convenience

- **Ordering online**

- Ordering via the App
- Automated voice ordering
- Quick service food preparation process
- Self-ordering Kiosks
- Drive-thru



# Expansion Through Franchising

Longer operating hours 6:00 am to 11:00 pm daily

By: 2023 :VegBox will begin to franchise the proven business process

By 2025 we will have more than 50 locations throughout the US Eastern Seaboard



# Vegan Food Meets Quick Food Process

- VegBox is innovating the vegan food process by marrying the Quick-Service Process and Vegan Food Accessibility and Convenience.
- Health-conscious individuals want to eat vegan, but the modern fast-paced world requires a solution that provides speed and convenience to make fast vegan food choices accessible.



# Organic & Cooked To Order



- **Organic Ingredients**
- **Cooked to Order**
- **Prepared Daily**
- **Never Frozen**
- **Locally Sourced**



## Millennials

1. Ambitious
2. passionate about health and change
3. Open-minded
4. Connected
5. Outspoken
6. Like to collaborate and build friendships.

## Generation Xers

1. Independent
2. Resourceful
3. Self-sufficient in the workplace
4. Self-sufficient in their personal lives

## TECHNOLOGY-DRIVEN ORDERING METHODS

Providing Increased accessibility and convenience



**SELF SERVICE  
KIOSK ORDERING**



**VEGBOX  
DEDICATED APP**



**VOICE  
ORDERING**



**ONLINE  
ORDERING**



**DRIVE-THRU**

# VegBox Technology-Driven Innovation!

VegBox will utilize Digital Technology to enhance the quick service experience to bring Convenience and Accessibility of vegan food to the consumer.

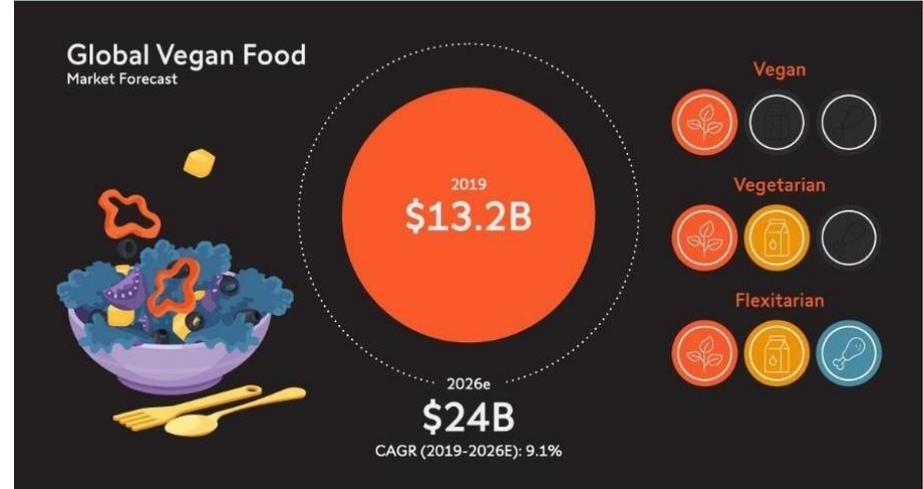
# Why VegBox Now

VegBox will bring the full-weighted innovation of the Quick-Service Process to the rapidly expanding vegan food market.

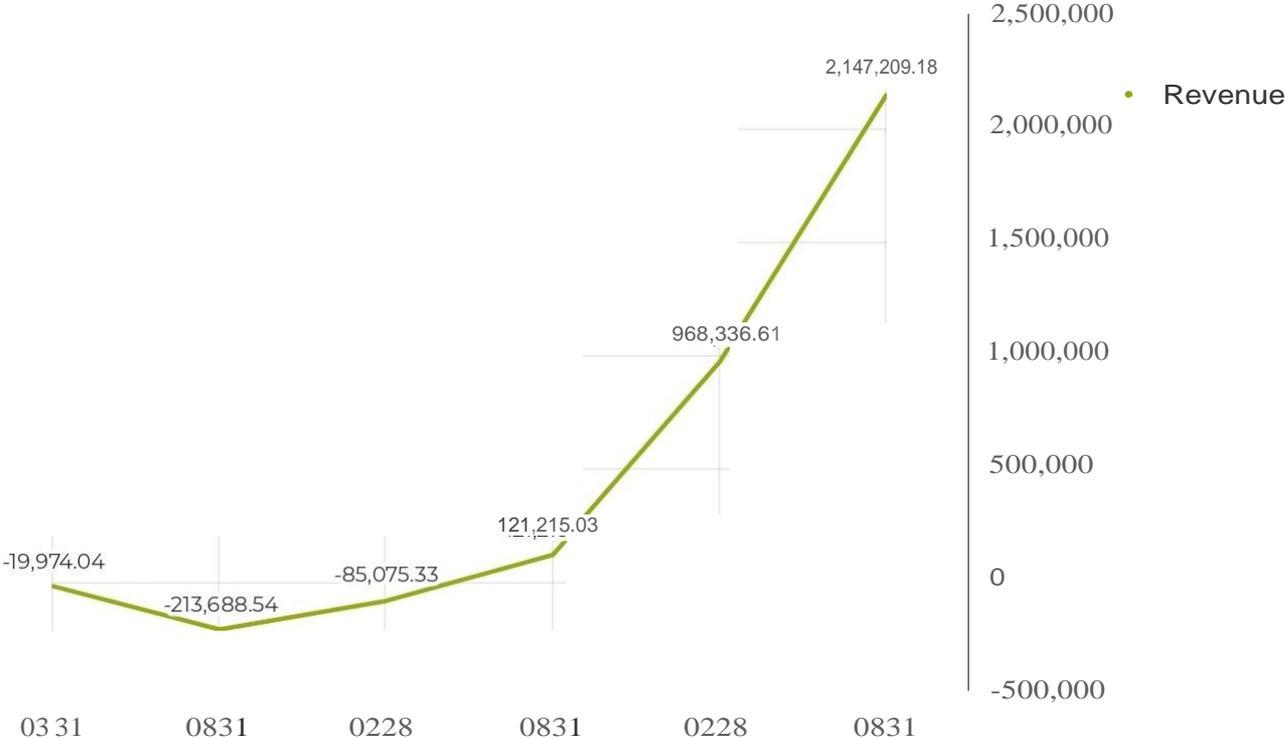


# The Size of the Vegan Food Market

The Vegan Food market size was valued at **\$14.2 billion in 2019** and is expected to reach \$37.4 billion by 2027, registering a CAGR of 70.5% from 2019 to 2026. Vegan food products are generally dairy free or meat free food products that are derived or processed from plant-based sources.



# Three Year Performance Overview



# The Veg Box Team



**Chef Roberta Lowe**  
**Founder**

Ms. Roberta Lowe, Owner, and Executive Chef will be senior management for all operations of VegBox.



Kendra Lewis VP  
Business Strategy  
and Marketing



Anita Dykes  
General Manager



Al James  
Project Manager



Itika Watkins, MBA  
Business Financial  
Advisor

# Closing Thoughts

Health-conscious individuals want to eat vegan, but the modern fast-paced world requires a solution that provides speed and convenience to make fast vegan food choices accessible.

*VegBox is the Solution!*

