

Macro-Balanced Frozen Foods

+ 14G CARBS

+ 8G FAT

+ 32G PROTEIN

counter™

eatcounter.com Bentonville AR

LEAD INVESTOR

Tom Walsh

When I first heard about a startup looking to create macro-friendly frozen foods products... I knew I needed to get involved. As someone who has followed a "macro-friendly" diet for many years, I can't tell you how many times I searched through the freezer section for a legitimate macro friendly option and walked away disappointed with the products available. Counter not only will be a brand that makes life easier for the millions of people already "counting macros" and following a macro-friendly diet - but it will serve as the introduction to the approach for millions of people who are searching for a diet that actually works (and who have likely been misled by the countless "fad" diet products that line grocery shelves). Couldn't be more excited and inspired by what's ahead!

Invested \$10,000 this round

Highlights

- 1 Harnessing the power of influencers in the macro counting community
- 2 Bringing the first macro-balanced food brand into retail
- 3 Pitching Costco and Sam's Club this summer
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Our Team



Benn Manning President/COO

10+ years at Sam's Club/Walmart Merchandising, Product Development, Sourcing
BYU/Harvard Business School MBA

We have experienced firsthand how difficult it is to track macros. We want to create easy affordable solutions for macro counters across the country.



Jeff Ferrell CEO



Pitch

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macrofy

CLEAN FLEXIBLE NUTRITION

July 2021

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Flexible Dieting by counting macronutrients has become a popular form of dieting, but adopting a macro-friendly lifestyle is difficult, time consuming, and expensive

MACRONUTRIENTS AND FLEXIBLE DIETING 101

WHAT IS A MACRO NUTRIENT?

CARBS
4 CAL/G

FAT
9 CAL/G

PROTEIN
4 CAL/G

Called "Macros" for short, these are the 3 essential nutrients of our diets

WHAT IS FLEXIBLE DIETING?

Daily macros calculated by gender, age, weight, and mobility. Food is weighed & tracked daily

All foods allowed, but total daily macro consumption must remain within guardrails of daily macro allotments

MOST POPULAR TYPES OF MACRO COUNTERS

	CARB	FAT	PROTEIN
"CUT" MACROS	40%	25%	35%
"BULK" MACROS	45%	25%	30%
KETO	5%	65%	30%

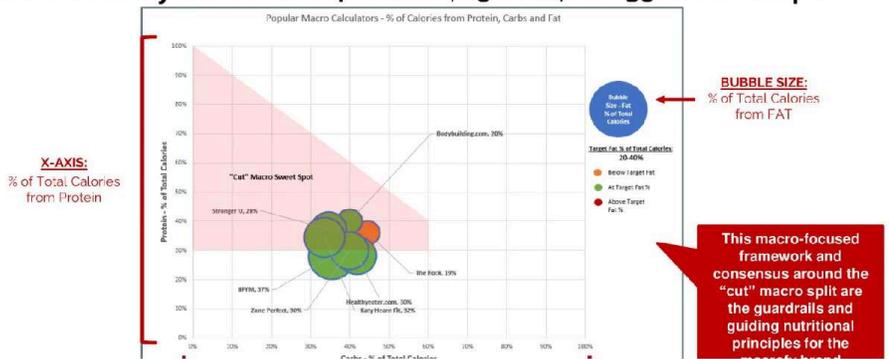
MOST POPULAR Macro/Flexible Diet
A Sustainable Weight Loss Macro Ratio

CHALLENGES W/ ADOPTING FLEXIBLE DIETING LIFESTYLE

- DIFFICULT**
 - Planning
 - Weighing Food
 - Sticking to Plan
 - Food Variety
- TIME CONSUMING**
 - Recipe Research
 - Grocery Shopping
 - Meal Preparation
 - Meal Cleanup
- EXPENSIVE**
 - Fresh Ingredients
 - Macro-Friendly Takeout
 - DTC Delivery Meals
 - Local Meal Prep Pickup

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The internet is full of macro calculators, and for someone seeking weight loss ("cut"), the almost unanimous recommended macro ratio for total daily calories is a 40% Carb, 25% Fat, and 35% Protein split



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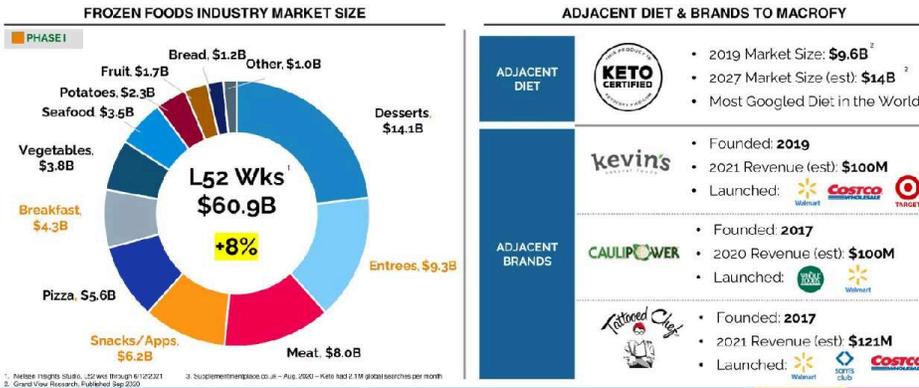
Macrofy provides affordable access to balanced "Sweet Spot" macro meals, available in the Frozen Food aisle at local retailers

THE MACROFY DIFFERENCE

NUTRITIOUS	CONVENIENT	AFFORDABLE
 <ul style="list-style-type: none"> MACROS: Nutrient-dense recipes designed to hit "cut" ratio TASTE: Familiar food recipes that are approachable and flavorful CLEAN: Clean ingredient labels with no artificial ingredients or preservatives 	 <ul style="list-style-type: none"> DONE-FOR-YOU RECIPES: No research or ingredient shopping needed SIMPLE PREP: Just heat and serve EASY CLEAN UP: No pots, pans or dishes to clean up 	 <ul style="list-style-type: none"> ECONOMIES OF SCALE: Ingredient purchasing and food production ACCESSIBLE: Available at your local retail store LAST-MILE OPTIMIZED: Plugging into retail's "last mile" supply chain reduces total cost vs DTC solutions

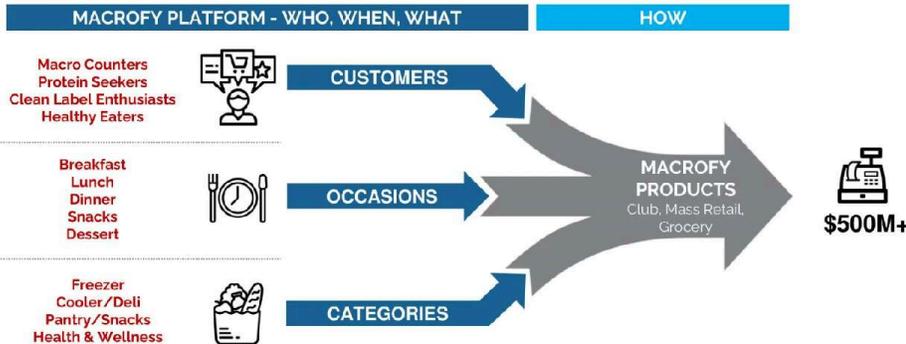
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The Frozen Food category is large and growing . . . its recent acceleration of emerging brands presents a glide path for macrofy to capitalize on the macro-counting lifestyle trend



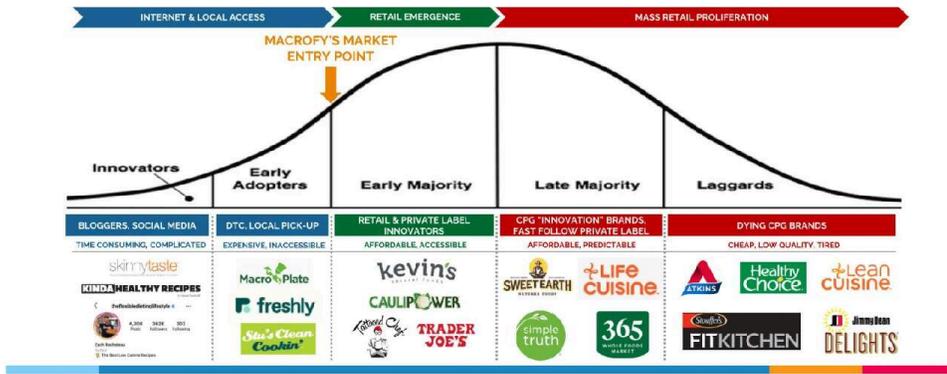
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Macrofy's nutritional platform has the potential to create a \$500M+ brand due to its broad customer segment appeal, all-day eating occasions, and multi-category expansion opportunity



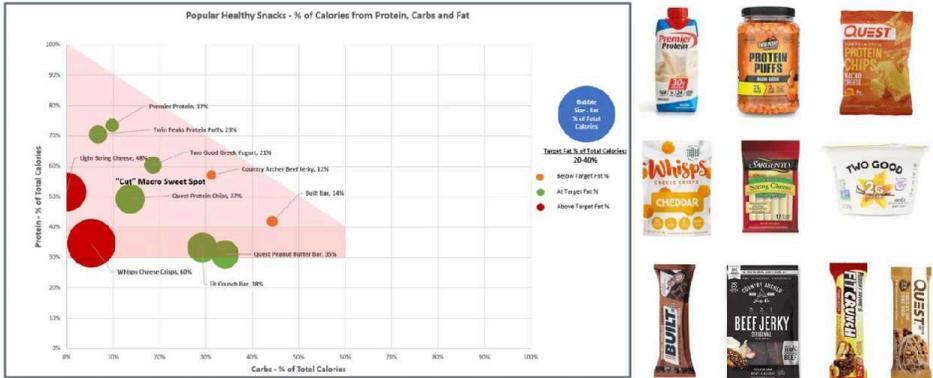
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Based on the rising trend of macro-counting and the historical market entry point of previous disruptive CPG brands, the market is primed and ready for the entrance of macrofy



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The Frozen Food category is ripe for macrofy as exhibited by the growth of macro "Sweet Spot" products in other categories...



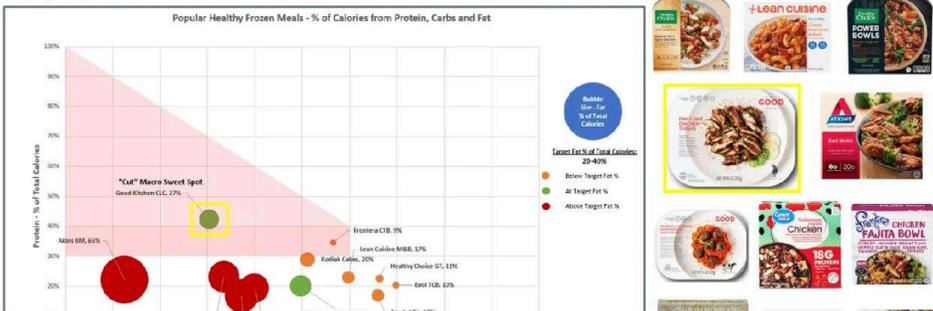
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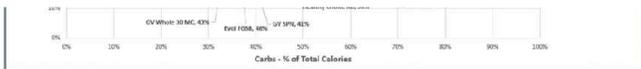
... and CPGs are taking notice by labeling macronutrient counts on their packaging



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The most popular Frozen Food single-serve meals miss the macro "Sweet Spot" - heavy focus on "low carb" or "Xg of protein" callouts...





*Analysis of top selling 'single serve healthy meal' items at Walmart and Whole Foods

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The mainstream aspect of macro counting can be seen in the digital footprint and activity on Instagram, Facebook, the App Stores, and TikTok

Instagram

- **Top Macro Influencers:** 2.6 million followers (10+ influencers with 100,000+)
- **#nutrition:** 54.9M posts
- **#keto:** 22.7M posts
- **#ifym (if it fits your macros):** 11.3M posts
- **#macros:** 8.2M posts
- **#flexible dieting:** 4.9M posts

Download on the App Store

- **MyFitnessPal:** #1 health tracking app with 200+ million global downloads – includes macro tracking feature
- **Macro Tracking Apps:** 30+ and growing with 4.6 million combined ratings
- **Social Integration:** Many macro tracking apps have a social component

Facebook Groups

- **Macro Counting FB Groups:** 650,000 members (31 groups with more than 1,000 members)
- **Macros Inc:** #1 macro-focused group averaging 430 posts a day

TikTok

- **#nutrition** – 3.1B views
- **#macros** – 250M views
- **#ifym (if it fits your macros)** – 88.5M views
- **#flexible dieting** – 17M views
- **#macro diet** – 11.1M views

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Macrofy will succeed because of on-trend macro-based product positioning and branding, digital-first marketing, experienced co-packer manufacturers, and first-mover advantages

BRANDING	DIGITAL-FIRST MARKETING	EXPERIENCED CO-PACKERS	FIRST-MOVER ADVANTAGE
<p>NAME: Macrofy brand name allows it to become an authoritative figure for the macro counting movement</p> <p>NEWNESS: First brand to base formulations on popular macro ratios</p> <p>MASS APPEAL: Macro lifestyle is sustainable and has mass appeal because of flexible nature</p> <p>CALLOUTS: Macro breakouts, high protein, clean label (rather item-specific callouts)</p> <p>PACKAGING: Eco-friendly and clean design packaging</p>	<p>SOCIAL TARGETING: Macro-counters are easy to find, target, and re-target on social platforms</p> <p>AUDIENCE BUILDING: Email capture and frequent audience engagement.</p> <p>INFLUENCERS: Many opportunities for partnerships within existing macro counting eco-system (coaching companies, influencers, apps)</p> <p>HIGH ROI: Digital marketing provides inexpensive marketing channel to reach consumers vs traditional retail marketing strategies</p>	<p>SCALE: Scale quickly due to experience and existing excess capacity</p> <p>SERVICE: Accustomed to providing high service levels to demanding retailers</p> <p>COST EFFECTIVE: Does not require capital expenditure</p> <p>FLEXIBILITY: Enter new categories and follow trends quickly</p> <p>INNOVATION: Easier for innovation and co-development with large retailers</p>	<p>FIRST TO RETAIL: Be first on retail shelves (private label will be second, difficult to have 3rd brand in emerging category)</p> <p>PARTNERSHIPS: Secure exclusive partnerships with influencers, coaching companies, apps, and others in eco-system</p> <p>CREDIBILITY: Create credibility with being first-to-market in the macro counting space</p> <p>SEARCH RANKING: Better positioning in search results on social media platforms and search engines</p>

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Macrofy will begin by launching assortments in the Breakfast, Entrees, and Snacks/Appetizers categories, and within 12 months of launch will approach the club and mass channels for distribution

PRODUCT EXAMPLES FITTING WITHIN THE "CUT" MACRO SWEET SPOT RATIO (4C 2.5F 3.5P)								INITIAL RETAILERS TO APPROACH
BREAKFAST		ENTREES				SNACKS/APPETIZERS		
PROTEIN PANCAKES 6C 1F 3P	BUTTERFINGER PROTEIN OATMEAL 4.5C 2F 3.5P	BUFFALO CHICKEN PASTA 2.5C 3F 4.5P	LOADED CHICKEN & POTATOES 2.5C 3F 4.5P	BUFFALO CHICKEN MAC & CHEESE 3C 3.5F 3.5P	FAJITA CHICKEN BURRITO BOWLS 2.5C 3F 4.5P	"MIKE'S" BAKED CHICKEN NUGGETS 2C 1.5F 7P	BUFFALO CHICKEN BITES 2C 4F 4P	
BACON EGG WHITE & CHEESE MUFFINS 1.5C 4.5F 4P	BACON & EGG BREAKFAST PIZZA 3C 4F 3P	CHICKEN FAJITA PASTA BAKE 3.5C 3F 3.5P	CHIPOTLE SWEET POTATO SKILLET 4.5C 2F 3.5P	ITALIAN SAUSAGE PASTA BAKE 4C 3F 3P	GREEK CHICKEN & VEGGIES 2C 3F 6P	BAKED BEEF & CHEESE TACOS 3.6C 3F 6.5P	CHEESEBURGER BITES 2C 2.5F 5.5P	

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Because of their backgrounds in retail, product development, growing brands, and building teams, the Co-Founders are uniquely positioned to create, launch, and accelerate a new better-for-you brand in Frozen Foods

Jeff Ferrell
Co-Founder, CEO



- Frozen Foods category expert - manages \$350M Frozen Foods P&L at Sam's Club
- Key player in rise of pre-IPO Tattooed Chef
- Built and sold a 6-figure ecommerce brand
- Former D1 Collegiate swimmer turned macro counter
- BYU BS Civil Engineering, Texas MBA

Benn Manning
Co-Founder, COO



- Started and grew 2 \$100 million brands at Walmart
- Developed and launched 1,000+ items in career
- Built a 6-figure ecommerce brand
- Built and led cross-functional teams
- BYU BS Supply Chain, Harvard MBA

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Founders are raising **\$1.175 million** to fund product development, hiring an experienced digital marketer, growth of digital assets, and all overhead expenses

