

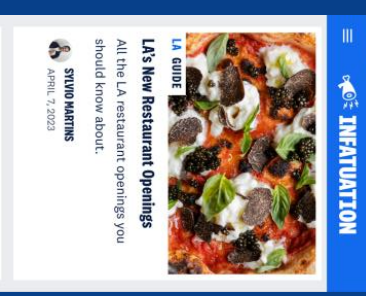


**Spring
2023**

**IN GOOD
COMPANY**

Southern California's breakthrough
distribution of the hottest independent
culinary creators





In 2019, culinary shows were the fastest growing sub genre of television

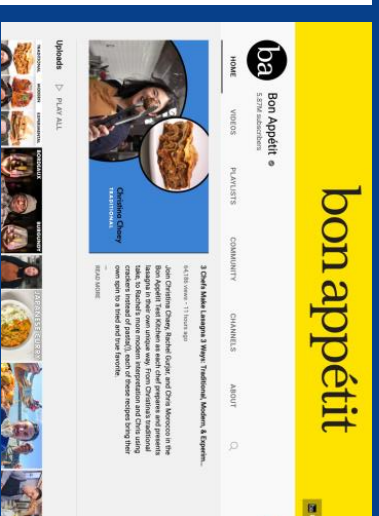


We are living in **generation foodie**, and people's appetite for all things food is insatiable

EATER websites receive 17M+ visits per month

Bon Appetit's YouTube has 6.3M subscribers

(NASCAR has 1M, The New York Times has 4.28M)



That said, Americans still prepare and eat 82% of their meals at home, and are increasingly willing to pay for premium, convenient, and aligned meal solutions



56% of U.S. adults (185 M ppl) consider themselves foodies and are interested in exploring new foods, flavors, and cuisines

These foodies already spend 18% (\$134 B) of their at-home dining dollars on prepared meals, meal kits, and restaurant takeout

Problem is, *actually* having an exciting food experience at home, is not as easy—or delicious— as you'd hope!



90% of at-home food dollars are spent at grocery stores that lack the unique products people truly want

- Infrequent product change
- Homogenous market with majority of products from mass manufacturers
- Impersonal product experience



And for foodie focused customers, the other options don't always cut it...

- Cooking from scratch is time intensive and requires skill
- Generic meal kits offer a low quality and wasteful experience
- Delivery is expensive, inconsistent and limited by location


**We are building the future of Southern California's *at-*
*home dining table.***





**IN GOOD
COMPANY**

A next-gen food retail platform that uses cultural trendspotting + data science to identify, develop and accelerate at-home food products for Southern California from the hottest culinary creators of today, creating a 360° customer experience that wins.



Our goal is to give Southern California consumers the base elements to create an exciting, “foodie-approved” meal at home in less than 15 minutes of active cooking

**AWARD WINNING
LOCAL CHEF AS
YOUR GUIDE**



**HEAT-AND-SERVE
CENTER OF THE PLATE
ENTREES**



**FEATURED PRODUCT
ADD-ONS**



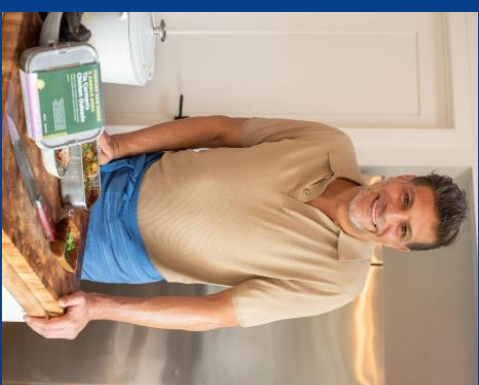
**RECIPES FOR
EASY SIDE
DISHES**



**A COMPLETE MEAL
EXPERIENCE**



Local trendspotters identify top culinary creators who we then partner with to source a high velocity of well curated and exciting products



RESPONSIVE PRODUCT PIPELINE
We can create products in weeks, not years, allowing us to respond to trends in a way traditional CPg or grocery cannot

A data-driven R&D and production process gives us the speed and agility to get winning products to market in under 60 days, keeping us ahead of the product curve



**AGILE, COST
EFFICIENT R&D
PROCESS**



**DYNAMIC, JUST-
IN-TIME
PRODUCTION**



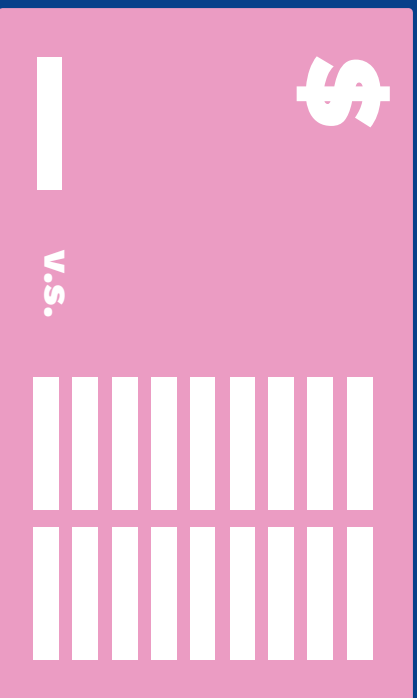
**EXTENDED SHELF
LIFE FOR MAX
DISTRIBUTION**



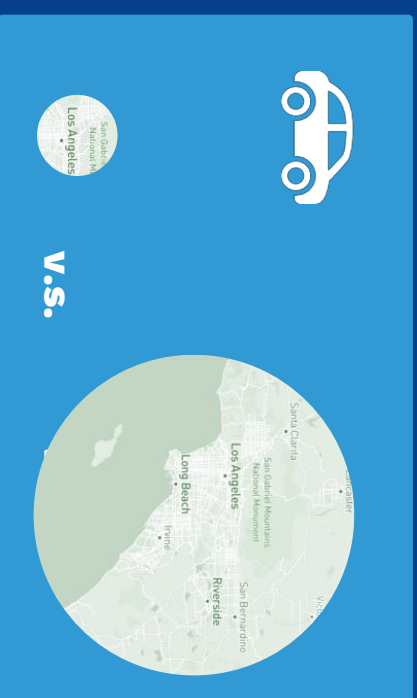
**END-TO-END,
VERTICALLY
INTEGRATED**

1st-to-market model is positioned to disrupt the world of traditional food CPG much like fast-fashion changed retail 30 years ago

Our licensing model offers independent chefs and restaurants a desirable, high-margin, brand expansion opportunity, enabling us to attract top-tier talent



Every \$1 earned via IGC is equivalent to making \$18+ in restaurant sales



IGC expands the geographic reach + awareness of a restaurant by 60X or more



We harness the brand equity and communities of our food partners to run systematic, cost efficient, and outperforming campaigns

NETWORK OF CREATORS (aka micro-influencers)

We leverage the underutilized brand equity our partners already have, but do not have the “big business” tools to unlock

JUST LAUNCHED!

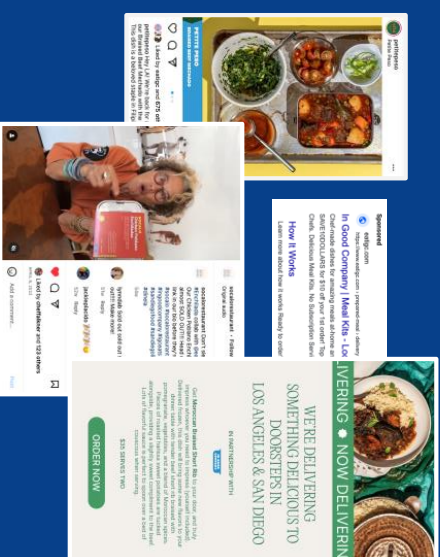
AI + CONNECTIONS-BASED MARKETING

We use data science + AI to power a best-in-class content and media engine in a way that is smart, scalable + cost efficient



UNFAIR ADVANTAGE AT CUSTOMER ACQUISITION

Always changing network of creators gives us a continuous ability to feed new 1st party data into the system and maintain a competitive advantage on CAC



Our entire model is circular from day 1, putting us at the leading edge of a massive industry shift already on the horizon

MAJOR BRANDS ARE ALREADY TESTING HOW TO GO CIRCULAR:



REUSABLE & RETURNABLE PACKAGING

End-to-end production, packaging, and distribution model (backed by proprietary technology) makes circular possible for D2C, e-commerce and retail at scale

INTEGRATED TECH PLATFORM FOR TRACKING + CHARGING



In 2 years, we've partnered with over 50 chefs from across Southern California to release 78 different dishes under the IGC brand



OUR CHEFS HAVE BEEN FEATURED IN

Los Angeles Times

bon appétit

James Beard
monthly

MICHELIN

THE
INFATUATION

Sandiego
MAGAZINE

TimeOut

And with under \$1M in funding – we've...

- **Sold \$530,000 of product** to over 2,300 organically acquired customers
- Built an **end-to-end tech stack** from point of purchase through to container recollection
- Achieved a **87% packaging return rate** and ensured 95% financial accountability with customers

\$320k
Annual run
rate

49%
Customer
retention rate

42%
Gross margin
on signature
dishes

\$121
AOV

P.S. Average retention rate for D2C meal delivery and food products is between 25-30%

It's a win-win-win solution that generates positive returns at every stage of the value chain



Support local chefs and restaurants through revenue + brand expansion

In the last year, we've earned partners the equivalent of doing over \$500k in restaurant sales



Fight food waste through bulk production and frozen or extended shelf life products

Less than 3% of inventory removed due to expiration date, compared to typical 30% for fresh-prepared



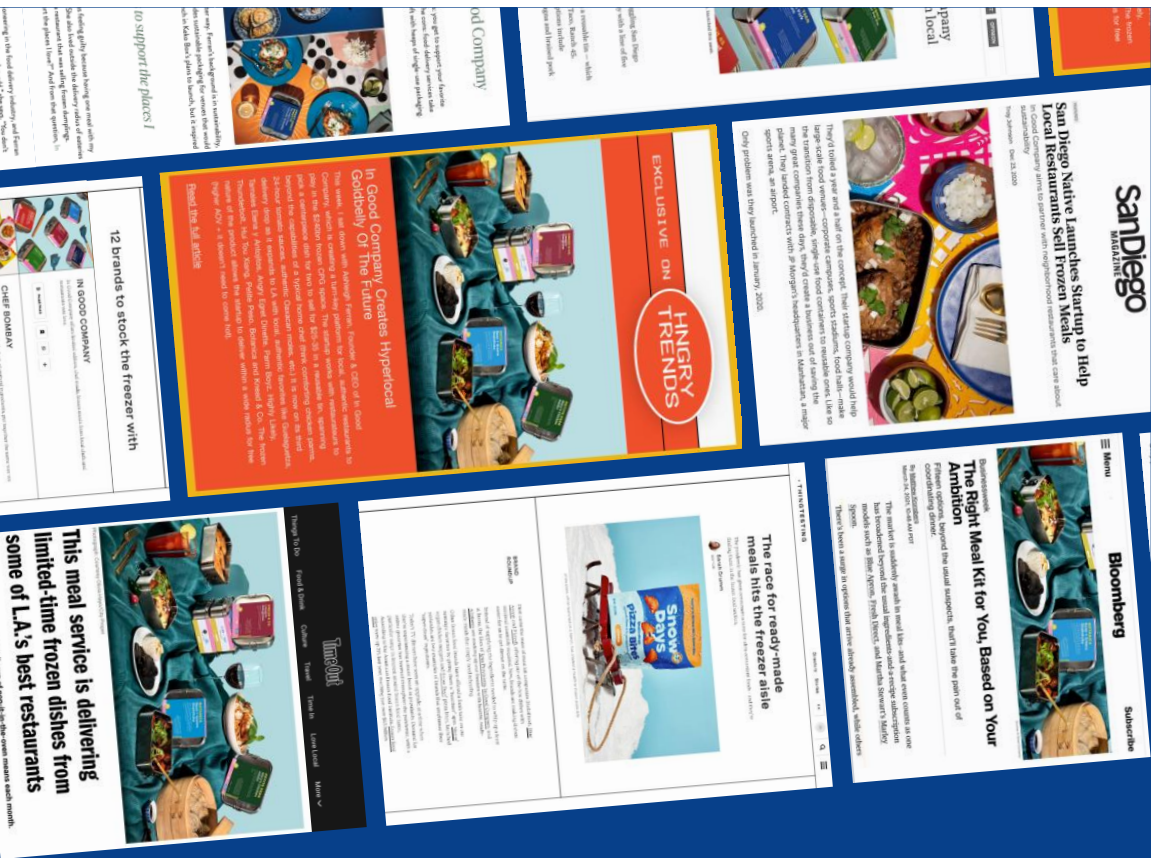
Reduce carbon emissions and waste through circular packaging + distribution

>95% return rate, saving over 65,000 single-use items from entering landfills



Strengthen regional food systems through local sourcing + job creation

Created 5+ local jobs that pay staff at or above a living wage



We've caught the attention of
15+ major media sources

Bloomberg

EATER

Los Angeles Times Los Angeles

The San Diego
Union-Tribune

Sandiego
MAGAZINE

abc
70NEWS

TimeOut

HNGRY

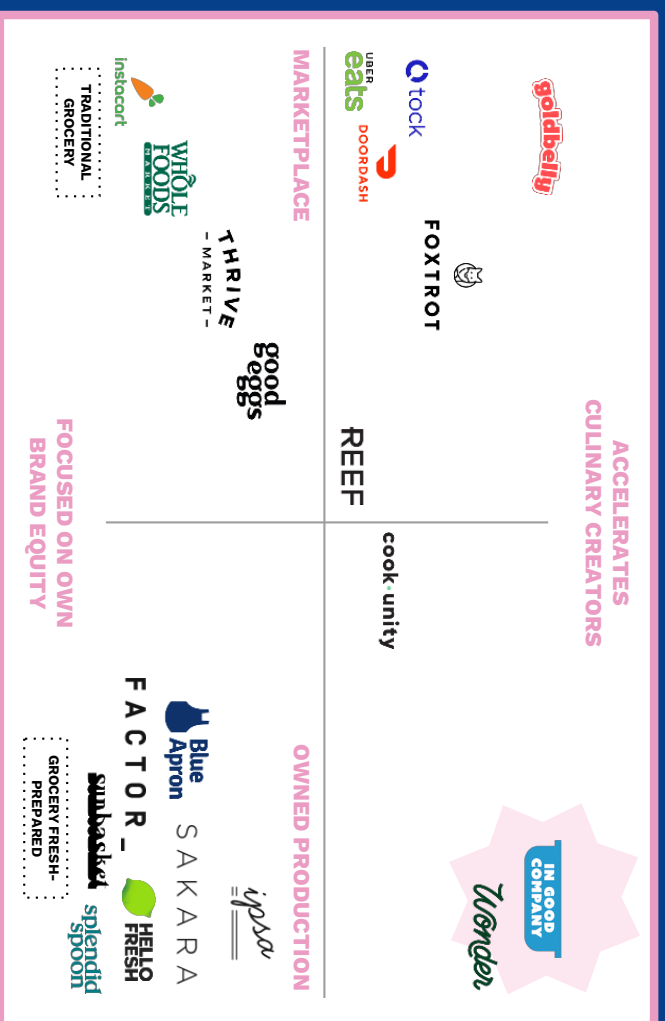
THINGS
STAY
SAN

SEE FULL STORIES

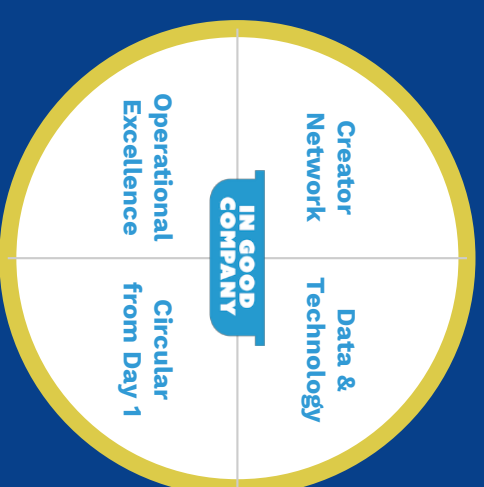


Goodbye Blue Apron, Hello Foxtrot!

Online grocery shopping is growing at 11.7% CAGR, leaving big market opportunity on the table, especially as the interest in generic meal kits wanes and excitement for more authentic and unique products heightens



AN IMPENETRABLE MOAT

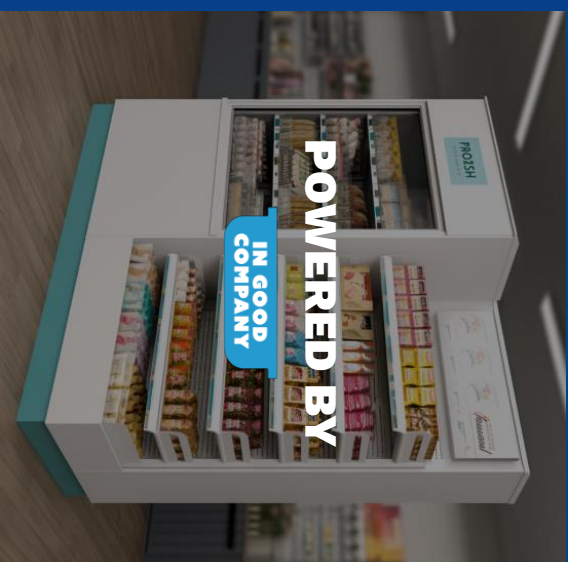


TODAY



We've started by developing our own brand of premium, heat-and-serve, frozen meals developed by chefs

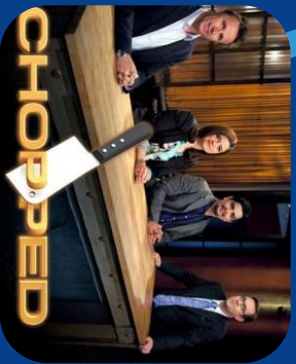
FUTURE



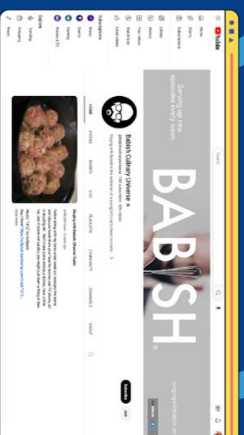
In the future, we plan to apply our systematic approach to new product categories and white-labeled solutions

With opportunity to create a truly omnichannel, multi-product future

ACTIVATIONS WITH MEDIA & ENTERTAINMENT



PRODUCT & BRAND PARTNERSHIPS



CONTENT CREATION & CURATION



IMMERSIVE GROCERY EXPERIENCE

A vertically integrated, single kitchen model enables us to scale profitably while serving all of Southern California



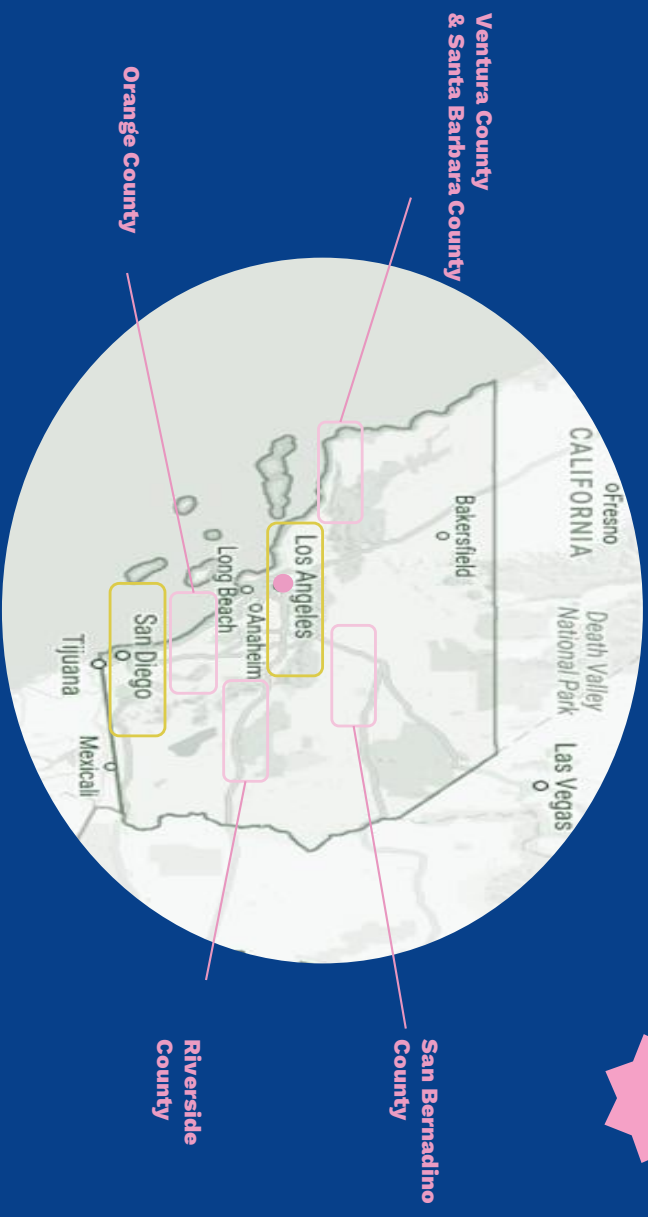
OUR 2026 VISION

6 Counties
across Southern
California

Ability to reach to over
22.6M people



\$40M annual sales and
\$9M EBITDA



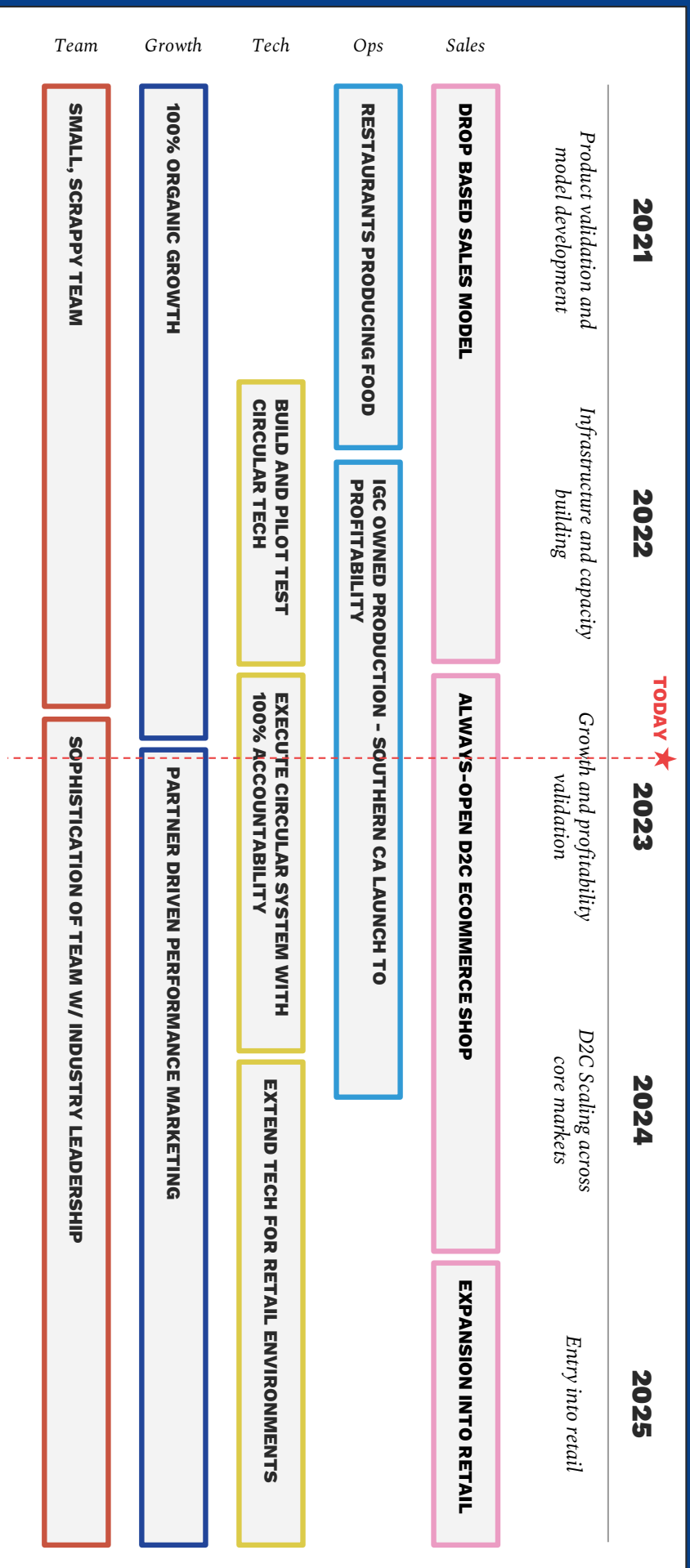
We have solid unit economics and a **clear path to profitability**

- We have reached break-even gross profit in March 2023 after only 6 months of taken control of the entire food production and delivery process
- We will achieve monthly breakeven profit by Q4 2024 and a full year profit of \$2M in year 2025 driven by
 - Batch production
 - Bulk purchasing power
 - Repeat customer scale

Unit Economics

	CURRENT (125- 200 unit batches)	TARGET (1000- 2000 unit batches)
EXAMPLE RETAIL PRICE (2-3 servings per dish)	\$32.00	\$28.00
COGS		
Food & Labor	\$16.34	\$8.70
Freezing & packaging	\$2.37	\$0.92
Restaurant commission	\$2.71	\$1.26
Product Gross Margin (\$)	\$10.58	\$17.12
Product Gross Margin (%)	33%	61%
OPEX		
Delivery	\$2.73	\$1.52
GROSS PROFIT (\$)	\$7.85	\$15.60
GROSS PROFIT (%)	25%	56%

What we've done and where we're headed



Join us as we eat, *In Good Company*



Our Team



Ashleigh Ferran

Founder & CEO

Founder of circular economy business, Keko Box, and former creative agency owner. 10 years of marketing and branding experience with a focus on early-stage and socially conscious businesses.

**SOCIAL INNOVATION WORK
RECOGNIZED BY:**



Mary Sue Miliken

Chairwoman, Chefs Council

Co-owner Border Grill Restaurants. Award-winning chef, restaurateur, cookbook author, Food Network star



Jesse Chen

Director of Operations

Director of Logistics at Freshly / Nestle. 12+ yrs Business Development and Strategic Operations



Kevin Lam

Product Manager

QA & Implementation Chef at Freshly, Executive Chef at QSR chain Crack Shack



Alec Giusti

Strategy & Ops Manager

Growth Strategy & Product Dev at Bird Scooter, Data Analytics / AI workflow optimization



Jonny Sabbath

Growth Catalyst

Global Brand, Growth & Innovation Marketing exec. AB InBev, R/GA & William Morris Endeavor Alum



Olivia Rodbell

Marketing Manager

Wagstaff Media & Marketing for top food and hospitality brands



Andreas Cary

Software Engineer



Mckinzie Bridges

Culinary Director



Jeremy Aquino

Field Operations Manager



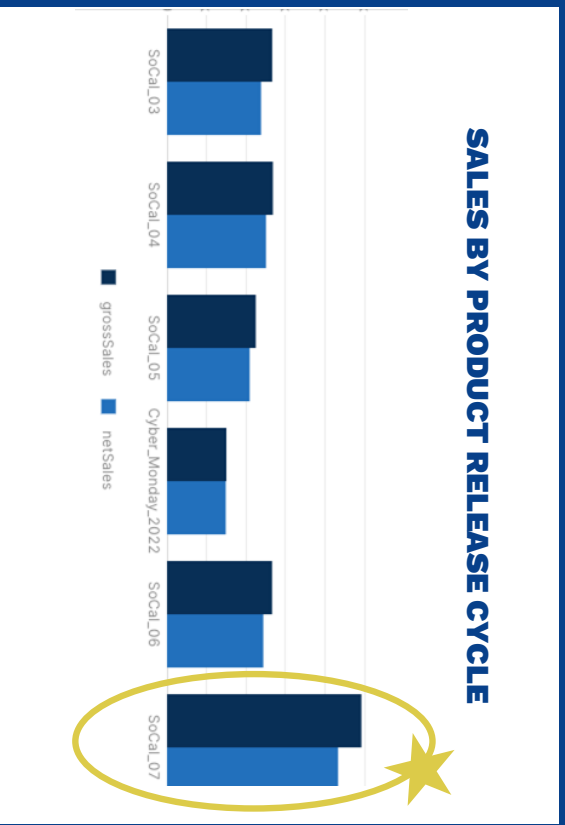
Gene Timoshenko

Data Scientist, Media Buyer

Update: On Jan 15, 2023, we transitioned from 1-week only drops to an **always-on shop to maximize revenue generation opportunities and improve customer acquisition and retention cycles.**

The results are  **!!**

- **2x revenue** from Jan/Feb to March/April
- **64% increase in net revenue** in March compared to 2022 monthly average
- **53% increase in new customer acquisition** in Q1 2023 vs Q4 2022
- **82% increase in new customer retention** in comparison to 2022 average



Financial Performance / Forecast

Listed in thousands (\$) except for # Active kitchens and % values



	2022	2023	2024	2025	2026	2027
Net Revenue	145	1,000	6,300	19,400	42,700	48,400
COGS (\$)	294	787	3,300	9,600	27,650	23,500
Gross Margin (\$)	(149)	213	3,000	9,800	15,050	24,900
Gross Margin (%)	-103%	21%	48%	51%	35%	51%
Kitchen Opex	73	544	2,100	5,600	7,000	8,500
Corporate Opex	482	903	2,000	2,700	3,700	5,000
EBITDA	(704)	(1,234)	(1,100)	1,500	4,350	11,400
EBITDA (%)	-486%	-123%	-17%	8%	10%	24%

WE'RE RAISING A \$124k Crowdfunding Round

Total funds raised to date: \$1.4M since 2019
Seed round planned for Q3 2023

Use of Funds

- ✓ Grow to \$100k MRR + demonstrate kitchen level profitability in Southern California
- ✓ Establish connections and performance driven growth plan (increase new customer acquisition)
- ✓ Increase gross margin to 30% on signature product SKU's
- ✓ Complete pilots tests with just-in-time logistics model for expansion
- ✓ Demonstrate 100% traceability/ accountability for returnable packaging

Backed By



WANT A SEAT AT OUR TABLE?

Ashleigh Ferran

Email: ashleigh@eatigc.com

Phone: 858-736-6082

IN GOOD
COMPANY

