

# Marlo's™

BAKE  SHOP



# EXECUTIVE SUMMARY



## WHO WE ARE & WHAT WE DO:



## OUR TEAM:





# CATEGORY OPPORTUNITY



**COOKIES ARE PRESENT IN 3.4 OUT OF 5 AMERICAN HOUSEHOLDS\***



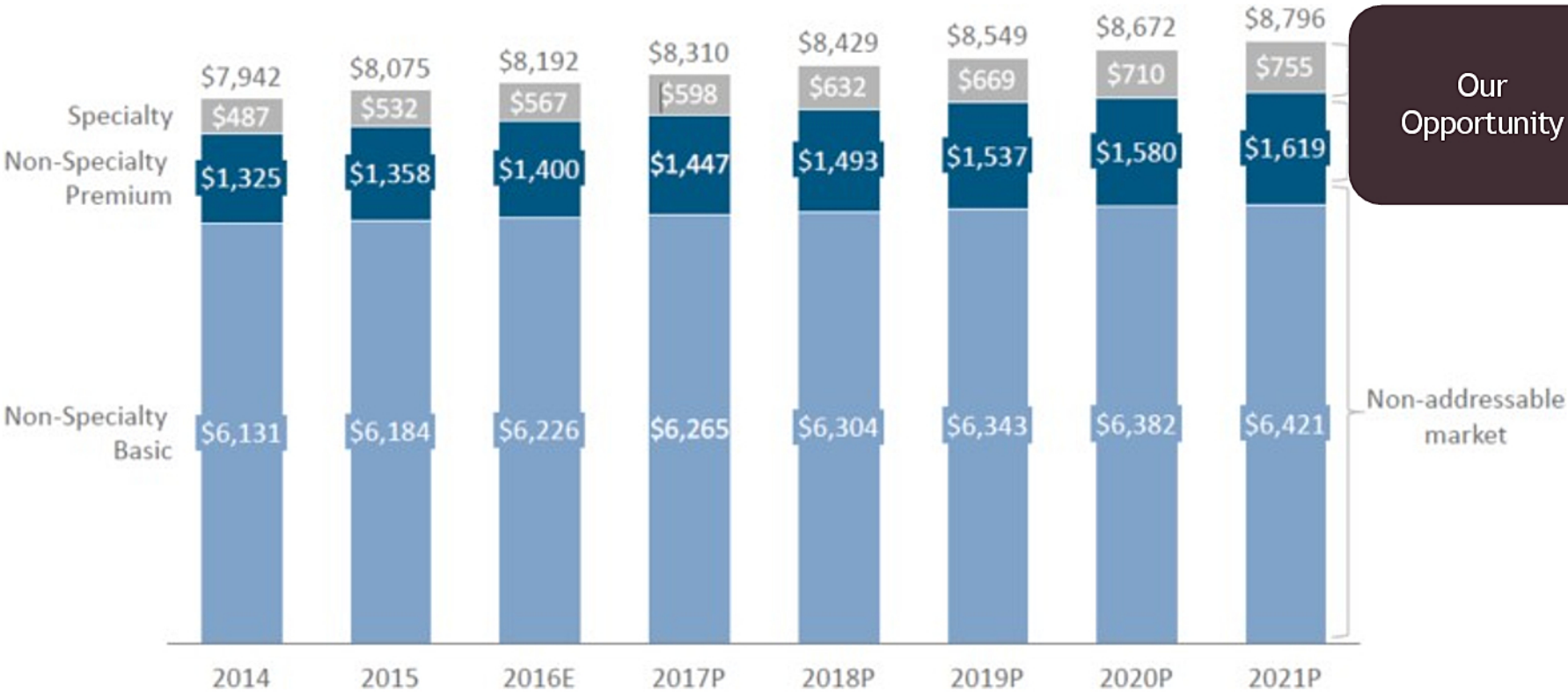
**THEY REPRESENT AN \$8.3B MARKET IN THE US**

**...AND THE SPECIALTY COOKIE MARKET IS PROJECTED TO GROW AT 6% COMPOUNDED ANNUALLY THROUGH 2021\*\***

**SOURCES: \*Mintel International, 2016; \*\*Technavio, Nielsen, Euromonitor, Kurt Salmon Analysis**



# ADDRESSABLE U.S. MARKET



Source: Technavio, Nielsen, Euromonitor, Kurt Salmon Analysis



# OUR WHOLESOME INDULGENCES: TREAT YOURSELF

Marlo's  
bake shop

## SOFT-BAKED BISCOTTI



18 SKUs

## HEIRLOOM COOKIES



4 SKUs

## CRISPY COOKIE BITES



To Be Released: 8 SKUs

\*ALL PRODUCTS AVAILABLE IN SINGLE SERVING FORMATS



# OUR CONSUMERS



- ✓ **GRAZING & SNACKING**
- ✓ **SHOP ONLINE**
- ✓ **SEEK 'CLEAN' INGREDIENTS & UNIQUE FLAVORS**

**HOW WE REACH THEM:**



- ✓ **WANT WHOLESOME INDULGENCE**
- ✓ **MULTIPLE EATING OCCASIONS DAILY**

**HOW WE REACH THEM:**





# CURRENT RETAIL DISTRIBUTION



amazon.com



meijer

ROUSES  
MARKETS

COST PLUS  
WORLD MARKET.



~1,100 POINTS OF DISTRIBUTION



# CUSTOMER PIPELINE & DISTRIBUTION FORECAST



**2018  
PLACEMENTS**

**H1 2018**

**PRODUCTS  
PRESENTED**

**H2 2018**

**BUYERS ENGAGED**

**2019 & BEYOND**





# COMPETITIVE LANDSCAPE



	NON-GMO PROJECT VERIFIED	WOMEN-OWNED BUSINESS	"CLEAN" INGREDIENT LISTS	GRAB'N' GO OFFERINGS	COMPELLING ORIGIN STORY
	X	X	X	X	X
				X	
				X	



# OUR TEAM

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**CEO/Founder**  
Marlo Giudice



**VP of Sales**  
Jeff Canner



**Marketing & Operations Admin**  
Olivia Hoedt

# BOARD OF ADVISERS

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**Blair Kellison**  
Traditional Medicinals



**Deborah Luster**  
Annie's Homegrown



**Swapna Kodali-Ranade**  
Operations Consultant



**Greg Sieck**  
SieckGrowth





# CAPITAL ALLOCATION



INITIATIVE	RESOURCES REQUIRED
<b>New Products</b>	<b>\$118,000 - 36%</b>
<div style="text-align: right;"><b>R&amp;D</b></div>	<b>\$6,000</b>
<div style="text-align: right;"><b>Packaging Design</b></div>	<b>\$10,000</b>
<div style="text-align: right;"><b>Inventory</b></div>	<b>\$90,000</b>
<div style="text-align: right;"><b>Printing Plates &amp; Dies</b></div>	<b>\$12,000</b>
<b>Sales &amp; Marketing</b>	<b>\$207,000 - 64%</b>
<div style="text-align: right;"><b>Online Media Manager</b></div>	<b>\$77,000</b>
<div style="text-align: right;"><b>Product Promotion</b></div>	<b>\$80,000</b>
<div style="text-align: right;"><b>Tradeshows</b></div>	<b>\$50,000</b>
<b>TOTAL:</b>	<b>\$250,000</b>





For More Info, Please Contact:  
Marlo Giudice, CEO/Fot1ndrr





# APPENDIX



# CAPITALIZATION TABLE- DETAIL



Source	Amount Raised
<b>Self-Funded, 2012-2017</b>	<b>\$60,000</b>
<b>Kickstarter, 2013</b>	<b>\$15,500</b>
<b>Convertible Notes, Friends &amp; Family, 2014-2016</b>	<b>\$88,000</b>
<b>Loans</b>	
<b>HFLA, 0% Interest- 2015</b>	<b>\$50,000</b>
<b>KivaZip, 0% Interest- 2015</b>	<b>\$10,000</b>
<b>JFCS, 4.25% Interest- 2018</b>	<b>\$40,000</b>
<b>CircleUp, 2017</b>	<b>\$60,000</b>

- **94% owned by Marlo Giudice, a California LLC**
- **Certified Diverse Supplier as a Women-Owned Business**

