

We make cooking fast, fun and enjoyable



prepdeck.com Los Angeles CA

LEAD INVESTOR



Nicholas Condos

Prepdeck's innovative products and lifestyle brand continue to deliver on its promise of making things faster, easier, and simpler in the kitchen. We believe deeply in the company's mission and trajectory and even more so in the founder, Alexander. Having known Alexander professionally for nearly 15 years, we have seen him build multiple companies into incredible successes. What he has accomplished with Prepdeck in such a short amount of time is impressive, but will ultimately pale in comparison to the success that lies ahead as Alexander and the team move into the next phase of growth.

Invested \$50,000 this round & \$350,000 previously

Highlights

- 1 📺 Recently featured on Shark Tank!
- 2 💰 Over \$16M in revenue already generated
- 3 📈 500% revenue growth in the past 36 months
- 4 🧑‍🎓 Prepdeck has over 150,000 enthusiastic customers and supporters
- 5 ⭐ Projecting \$30M revenue by 2025!
- 6 🌱 Growth phase is focusing on retail expansion and international reach
- 7 🚀 Cutting edge kitchen solutions positioned to dominate the sector

Our Founder



Alexander Eburne Founder & CEO

Cooking with Prepdeck is faster, more enjoyable, and less stressful than any other way, and I'm certain you will love everything Prepdeck has to offer.

I love to cook, but when I do, I make a mess. It used to be that my wife would save me by cleaning up my chaos which was amazing, until one day... pregnant with our first daughter, she wanted nothing to do with the kitchen. Left to plan, prep, cook and clean on my own, I grew frustrated. I'd had enough. I knew there had to be a better way.

Why Prepdeck?

PREPDECK

Join the cooking revolution

October 2022

SIGNATURE | QVC | People | delicious | mindbodygreen | NBC | REAL SIMPLE

Cooking from home shouldn't be a nightmare.

We're on a mission to make kitchen life easier.. like it was meant to be.

Prepdeck - The original kitchen organization system that has taken the market by storm.

It all started one day in the kitchen - See I love to cook, but I've been spoiled most of my life - I've always had someone to cook with - When my wife got

pregnant I found myself alone in the kitchen, and it was obvious now chaotic everything was when I didn't have a helping hand. I knew there had to be a better way, so I got to work inventing the perfect system.

Prepdeck was born.. And what a journey it's been!..

Prepdeck is a patented and award-winning cooking accessory with over 45 features that help you prep faster, cut down on clutter, and speed up the clean-up. (Patents are owned by the Company).

Prepdeck is our cornerstone product, but the company has grown into a lifestyle brand for the kitchen, bringing solutions to the home, and the art of cooking.

In 2021 we acquired Chef Caddy, paving the path to an even wider audience. Our expansion products complement one another, and stay true to our core values, taking the headache out of cooking while making things fun and easy.

Today Prepdeck is made up of more than XXX products that our customers love.

The company has become much larger than our namesake product, however there is still a tremendous opportunity to unlock as we move into new markets and expand into retail.. and we're just getting started!



Cooking often feels like a chore

It's chaotic, time-consuming, stressful and daunting



Chaotic counters



Cluttered drawers



Crummy clean-up

But it doesn't need to be

We make cooking organized, fast and enjoyable

Infused with chef-proven secrets, Prepdeck is a compact, easy-to-use system, that takes home cooks instantly from disarray to dailish! Just like the pros!

- Prep faster**
- Better results**
- Clean up 2x faster**



The collection

Prepdeck

Patented, Award-Winning System

- Home-use
- 14 ingredient containers in four sizes
- Measurement markings
- Airtight lid
- Magnetic, detachable cutting surface
- Removable storage compartments
- Scraps / trash compartments
- 7 prepping tools included
- Tablet / mobile device stand
- Dishwasher safe
- Antibacterial & BPA Free
- Premium pattern aesthetic available
- Range of colors and designs
- Available in Original or new Mini size



The collection

Kitchen Solutions



The business

Breathing life into home cooking

Prepdeck is a digitally native brand with product-market fit and significant traction, centered around our innovative recipe prep system, Prepdeck.

\$16m+ Revenue to date
150k+ Customers



500%
Over growth in 24 months

20m+
Views on TikTok



The business

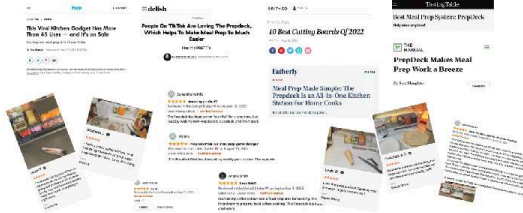
Highlights

- Launched with \$1m+ in crowdfunded pre-orders
- Utility & Design Patented
- Winner 2021 Amazon Innovator of the Year
- Shark Tank Season 15
- OVC + Costco Vendor
- Generation 2 products launched in 2022
- Bootstrapped to date
- Acquired ChefCaddy in 2021

\$6.3m **\$164**
 Revenue (US Only) AOV

21% **46%**
 AOV Growth (12) AER growth (last 6 months vs prior 6 months)

Say what, chef?



And TikTok is obsessed

20m+ views



Our products are in over 150,000 homes, we've received thousands of 5-star reviews, generated over 20m views on TikTok, been featured on Shark Tank to an incredible response, and we won Amazon's Innovator of the Year Award!

...and we're just getting started.

Our team



Alexander Bourne
Founder & CEO



Ben Parraglia
Head of Growth



Graciella Tapia
Head of Supply Chain



Eric Hangartner
Head of Product



Dan Elzer
Head of Customer Experience



Christian Lee Hollister
Finance



Allison Korman
Marketing Manager

Growth is our primary focus now.

To date, we've been building our Direct to Consumer brand through our website and Amazon.

To become a household name, we want the Prepdeck brand to be positioned among products where tremendous synergy exists - we are currently vendors for QVC & Costco but have our eyes set on stores like Target, Walmart, REI and more.

Our product strategy includes vertically expanding the Prepdeck system into growing, multi-billion dollar niche markets with products that solve pain points in sectors such as grilling, home pizza ovens and camping

We're projected to grow to \$30M in revenue by 2025, and we'll do this by expanding our product line, growing through retail, and opening internationally to markets like Canada, the UK, Europe and Australia.

Strategy

Growth

\$30m in revenue by 2025

Vertical Product Expansion



International

Vertical Product Expansion
Development of unique Prepdeck experiences around explosive verticals with direct-use cases

Retail Partnerships

Vertical product expansion crystallizes our place in retail. Private label opportunities open up and distribution widens.

International
Expansion beyond the US to Canada, UK, EU and Australia is a \$10m / year opportunity within 24 months.

Marketing Diversification

We are investing deeply in strategic partnerships, brand collaborations, and influencers, opening channels that lead to long-term organic growth.

*Forward-looking projections can't be guaranteed.



Products

What's Next

Vertical product expansion around explosive verticals in large, fast-growing niche verticals

The Prep Station



- Clear positioning for retail success
- Large, expanding markets
- Private label opportunities
- Minimal product development (cost or time)



Product

Pizza Prep Station

Outdoor home pizza markets have exploded at over 500% YoY. The market is growing to \$1.5bn in 4 years. The Pizza Prep Station will be first to go to market for this booming market segment.

Includes exclusive recipes, accessories and content



Product

Grilling Prep Station

The worldwide BBQ market is needed to reach \$10b / year by 2028.

Prepdeck's Grilling Prep Station stands to capitalize on this enormous, demand-driven market by coming to market with a product of convenience for grill masters around the world.

Includes exclusive recipes, accessories and content



Product

Explorer Prep Station

Targeting the Van Life, Camping, and Outdoor Living market, the Explorer Prep Station offers a multi-million dollar opportunity.

The Explorer Prep Station offers a path to millions of outdoor enthusiasts who seek convenience for their outdoor adventures and away from the comforts of a traditional kitchen.

Includes exclusive recipes, accessories and content



Growth

Revenue

Our 4-pillar growth strategy continues our trajectory as we build to \$50m annual revenue by 2025



*Forward-looking projections can't be guaranteed.

Growth

Use of Funds

After bootstrapping to product-market fit, 150k+ passionate home chefs, and a wide and stable product offering, we are ready to scale.



into the growth opportunity ahead of us.

Inventory
Team
International
Retail



This round provides us the resources to further our mission by expanding our marketing and sales teams, increasing our marketing budgets, growing our inventory levels, investing in new products, and expanding internationally.

 **PREPDECK**

Thank you

SMITH TIME |    **People** | **delish** |    **REAL SIMPLE** | © 2019 PrepDeck LLC. All rights reserved. [Privacy Policy](#) [Terms of Service](#)