

#Spinach  
packed

A VEGAN, GLUTEN FREE,

NO ADDED SUGARS, NON-GMO,

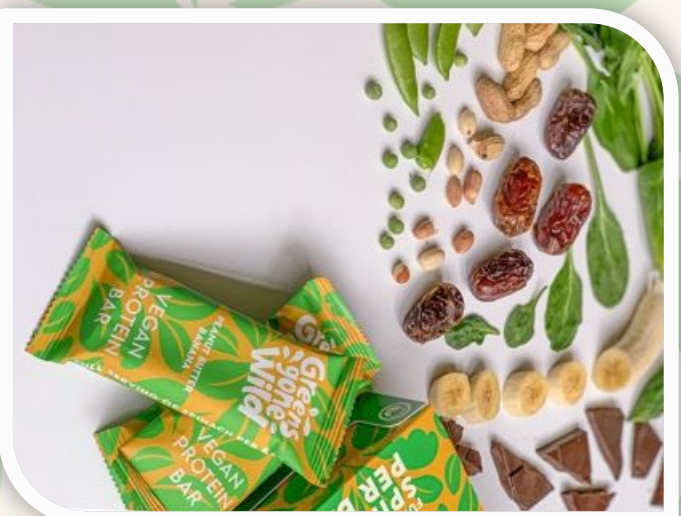
FULL SERVING OF SPINACH,

PROTEIN BAR.



# OUR MISSION

To create an easy and fun way to share  
the love of spinach and greens,  
with the goal of creating healthy products,  
a healthy business, and a healthier community.



# THE TEAM



**LAURA HARRIS**

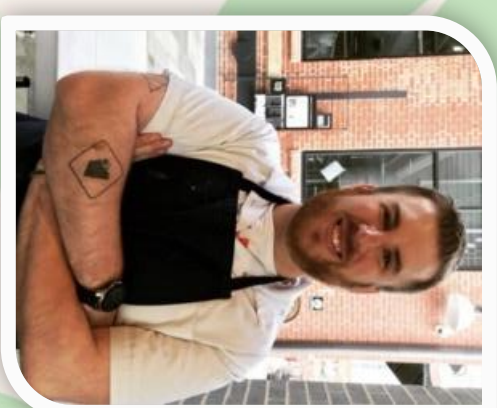
**CHIEF EXECUTIVE OFFICER**

Former small business owner

Aligned with target market

20+ years in various sales/customer service fields

Food handler safety Certified



**ZACH MEIER**

**CHIEF CULINARY OFFICER**

Trained in culinary arts

Executive Pastry Chef

BA Photojournalism

HACCP Certified

# THE ADVISORS



**BASECAMP CO-PACK**

**CO-PACKER/MANUFACTURER**

Six years mfg./pkg. experience

Food scientist

Food law expert



**LANI LANGTON**

**BUSINESS ADVISOR**

20+ years industry experience

10+ year in natural foods company expert

Experience assisting over 10 bar companies

Has grown multiple companies into million-dollar well-known brands



ON THE MARKET THERE WERE NO...

VEGAN,  
SHELF-STABLE,  
PROTEIN/MEAL REPLACEMENT BARS  
WITH LEAFY GREENS

...UNTIL NOW.

1/2 CUP SPINACH /  
BAR



SIMPLE  
INGREDIENTS



NO REFINED OR ADDED  
SUGAR



soy free

gluten free

non gmo

no refined sugar

vegan

almonds

spinach

blueberries

dates

green peas



SUSTAINABLE ENERGY  
BOOST



ALLERGY FRIENDLY



MEAL REPLACEMENT



## **GREENS GONE WILD**

- 12g Protein**
- 0g Added sugar**
- 1/2 Cup of Spinach**
- 7 Ingredients**



## **WHOLE EARTH & SEA**

- 15g Protein**
- ??g Added sugar**
- 0 Cup of Spinach**
- 24 Ingredients**



## **GREENS GONE WILD**

**12g Protein**  
**0g Added sugar**  
**1/2 Cup of Spinach**  
**7 Ingredients**



**PROBAR**  
**10g Protein**  
**13g Added sugar**  
**0 Cup of Spinach**  
**28 Ingredients**



# ACCOMPLISHMENTS

- Reached 100k Sales Year in 2022
- Two Popular Recipes with Consistent Online Orders
- Ready to Launch Salted Chocolate Cherry (Nut-Free)
- Eight Full Low Volume Manufactured Runs
- Completed Branding & Packaging
- Consistent Social Media Posts on IG & FB
- Gaining Steady Sales & Traction from SM & Google Ads
- Professional Team for Business Advisory, Marketing, & Accounting
- Fully Insured
- Average 25 Demos per Month
- Average \$300 in Sales per Demo
- Average \$800 in Sales per Event/Market
- 70 Wholesale Accounts Across Five States
  - Colorado, Idaho, Virginia, Arizona, California
- 3,379 Direct Orders since 7/2021
- Orders Shipped to 25 States
- 20 Active Subscriptions
- Amazon Store Live by 3/2023

The logo for 'Greener Wild' is written in a playful, rounded, white font with a thick green outline. The word 'Greener' is stacked above 'Wild'. Small green leaves are tucked into the letters 'e' and 'i' in 'Greener', and 'l' and 'd' in 'Wild'.

**Greener  
Wild**

# CURRENT CUSTOMER DEMOGRAPHIC

REVENUE: \$86,394



TIME CRUNCH



HEALTH CONSCIOUS



VEGAN/DESIRE TO  
EAT MORE PLANTS



CONVENIENT



**“I'm so glad I asked another mom at a birthday party about this bar that she picked up at the farmer's market. Laura's bars are really tasty and nutrient dense. I feel great about getting greens from a packable bar. Can't wait to have these on an upcoming trip, when snacks/food can be tricky while at the airport and on a plane.”**

**- Marisol, Busy Mom**

**“Amazing, tasty protein bars that regularly save me from hangry outbursts in class. The perfect, healthy snack for people always on the go.”**

**-Karen, Student, Works Full-Time**

**“These bars are the perfect pre-workout fuel for me - so many nutrients giving me energy AND they happen to be delicious!!”**

**-Jen, Competitive Tennis Player**

**WHOLESALE ACCOUNT REVENUE- \$40,617**

*The*  
**Village Market**

Putting Good food  
on your table since 1967



*Lucky's Market*



**Milk**  
DENVER  
**Market**





**Greens  
gone  
Wild**

**SEEKING**

**\$100,000**

# 2023 PROJECTED EXPENSES

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>EXPENSES</b>					
Salaries	\$60,000	\$87,000	\$117,450	\$152,685	\$190,856
Insurance	\$1,600	\$1,640	\$1,681	\$1,723	\$1,766
Manufacturing	\$91,200	\$93,480	\$95,817	\$98,212	\$100,667
Rent	\$3,000	\$3,075	\$3,151	\$3,229	\$3,309
Marketing/ Advertising	\$20,000	\$41,000	\$42,025	\$43,075	\$44,151
Demos	\$13,000	\$13,325	\$13,658	\$13,999	\$14,348
Events	\$8,000	\$20,500	\$21,012	\$21,537	\$22,075
Office Supplies & Software	\$3,600	\$3,690	\$3,782	\$3,876	\$3,972
Bank Fees	\$600	\$615	\$630	\$645	\$661
Merchant Fee	\$7,000	\$7,175	\$7,354	\$7,537	\$7,725
R&D	\$3,000	\$3,075	\$3,151	\$3,229	\$3,309
Dues & Subscriptions	\$2,400	\$2,460	\$2,521	\$2,584	\$2,648
Travel & Transportation	\$5,000	\$5,125	\$5,253	\$5,384	\$5,518
Brokers	\$20,000	\$41,000	\$42,025	\$43,075	\$44,151
Operating Profit	\$5,600	\$30,640	\$118,120	\$220,129	\$330,993

# PROJECTED ACCOMPLISHMENTS W/ MAINVEST FUNDING

- Launch Salted Chocolate Cherry (nut-free)
- Produce 60,000 Bars Between all Three Flavors
- Secure Placement in Two Midsize Market Chains
- Focus on Direct Sales for Profitability Growth and Name Recognition into the Marketplaces
- Increase Ad Dollars to Include the Salted Chocolate Cherry
- Continuing Weekly Demoiing and Sampling of Product.
- In-Store, Chain, & Distributor Advertising. Required by Stores Typically as Off-Invoice Specials.
- Continuing the Mission to Grow Greens Gone Wild as a Popular, Healthy, and Preferred Household Name.
- Achieve or Exceed Projected Quarterly Sales Goals for Q2 & Q3
  - Combined Goal: \$240,000

The logo for "Greens Gone Wild" is written in a playful, bubbly font. The word "Greens" is in a dark green color, while "Gone Wild" is in white with a thick green outline. Small green leaves are integrated into the letters, particularly around the 'e's and 'i's. A small trademark symbol (TM) is located at the bottom right of the word "Wild".

**Greens  
Gone Wild**

# MARKETING STRATEGY



Social Media Strategy/Management

Content Creation

Digital Advertising Strategy

Digital Content Creation



# MARKETING STRATEGY



## IN STORE

- Demos. Demos. & More Demos.
- Quarterly Scan Downs
- Store Ads

## EMAIL CAMPAIGNS

- Monthly Newsletter
- Newsletter Sign Up Coupon Code on Website
- List Building



# MARKETING STRATEGY EVENTS/FARMERS MARKETS - REVENUE: \$40K



# TARGET MARKET / POTENTIAL CUSTOMERS



target



## GLOBAL MARKET RESEARCH

**Plant-Based Food Market is Likely to Upsurge  
USD 88.00 Billion Globally by 2029**

<https://www.investorsobserver.com/news/qm-pr/7545441544307810>

**Global Protein Bar Market is Projected to Grow  
from \$4.68 Billion in 2022 to \$7.07 Billion by  
2029**

<https://www.fortunebusinessinsights.com/industry-reports/protein-bar-market-100805>

**Vegan Food Industry Will Double to \$92 Billion  
by 2027**

<https://vegnews.com/vegan-news/business/vegan-food-industry-92-billion-2027>

**Forecast Greens Gone Will Growth: 4x/year**  
Denver -> Colorado -> Rocky Mountain States -> National  
Direct Sales -> Wholesale -> Distribution



# WHY GREENS GONE WILD?

SPINACH PACKED

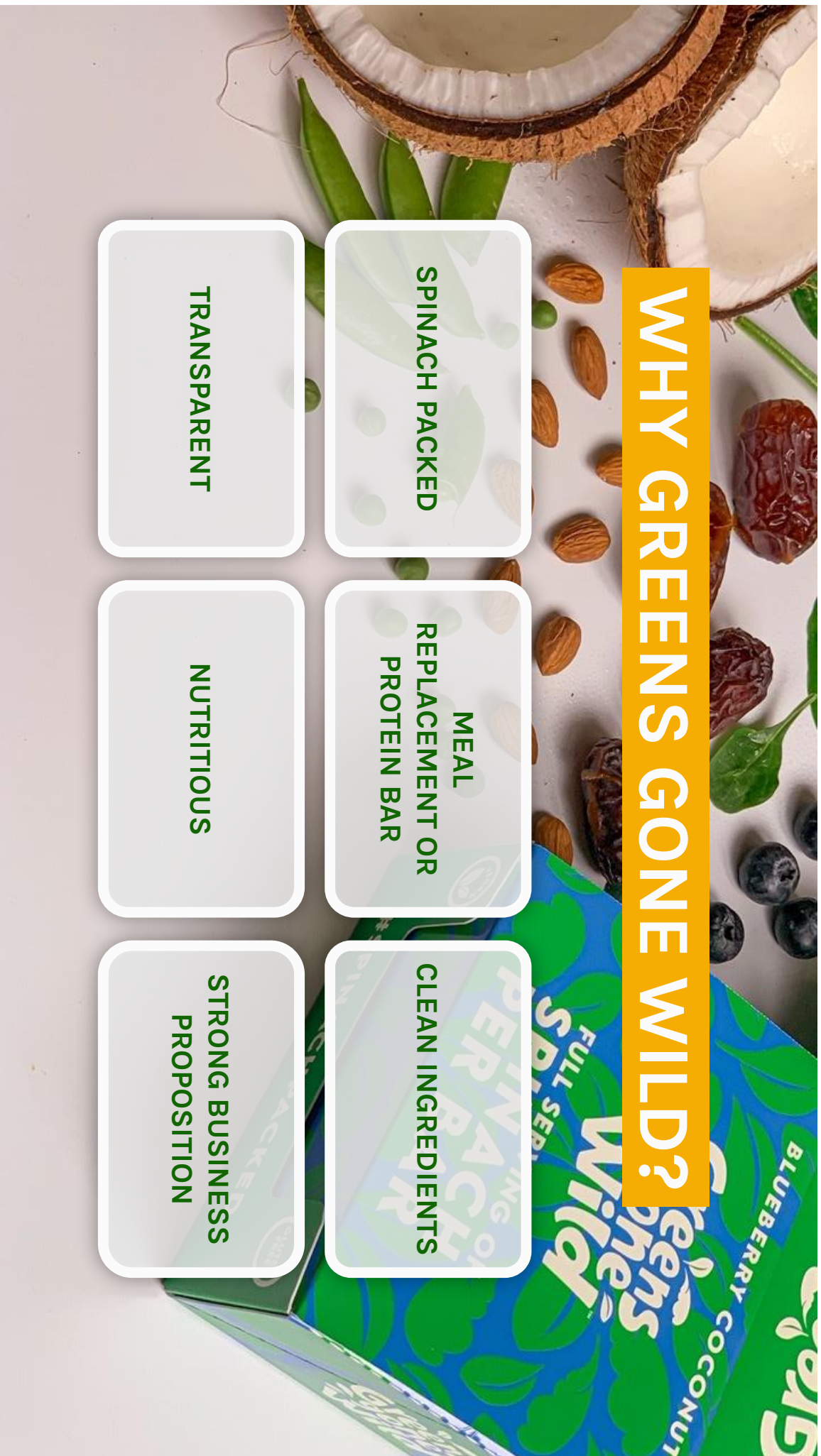
MEAL  
REPLACEMENT OR  
PROTEIN BAR

CLEAN INGREDIENTS

TRANSPARENT

NUTRITIOUS

STRONG BUSINESS  
PROPOSITION



# SALES FORECAST

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sales	\$400,000	\$580,000	\$783,000	\$1,017,900	\$1,272,375
Cost of Goods Sold	\$156,000	\$226,200	\$305,370	\$396,981	\$496,226
Gross Profit	\$244,000	\$353,800	\$477,630	\$620,919	\$776,149

\*Based on full investment.

The logo for 'Greens Wild' is written in a playful, bubbly green font with white outlines. The word 'Greens' is stacked above 'Wild'. Small green leaves are integrated into the letters, particularly around the 's' in 'Greens' and the 'l' in 'Wild'.

**Greens  
Wild**

# CONTACT

LAURA HARRIS  
FOUNDER & CEO

[LAURA@GREENSGONEMILD.COM](mailto:LAURA@GREENSGONEMILD.COM)  
(720) 630-3120

The logo for 'Greens Gone Wild' features the words 'Greens' and 'Wild' in a large, white, bubbly font with a thick green outline. The word 'Gone' is written in a smaller, green, sans-serif font and is positioned between 'Greens' and 'Wild'. Small green leaves are scattered around the letters, particularly around the 'G' and 'W'.

**Greens  
Gone  
Wild**