

JUST A SAMPLE



Plate & Planet

Don't pollute your body & the environment

Rather order premium whole foods, healthy meal kits, and ready to eat nutritious dishes, that minimise your environmental footprint.

The problem

Poor access to nutritious food damages our health, but online-sold food distribution is bad for our planet



High GHG emissions

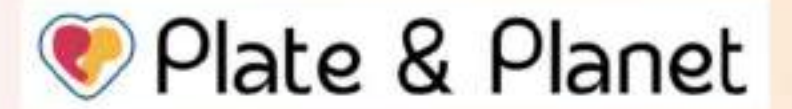


Landfills pollution



Water intensive

The solution



An online marketplace for healthy premium food pick-up & delivery, & reusable packaging programme



Environmental-impact



Capital efficiency



Scalable social-impact

Large market

£ 48 bn AR

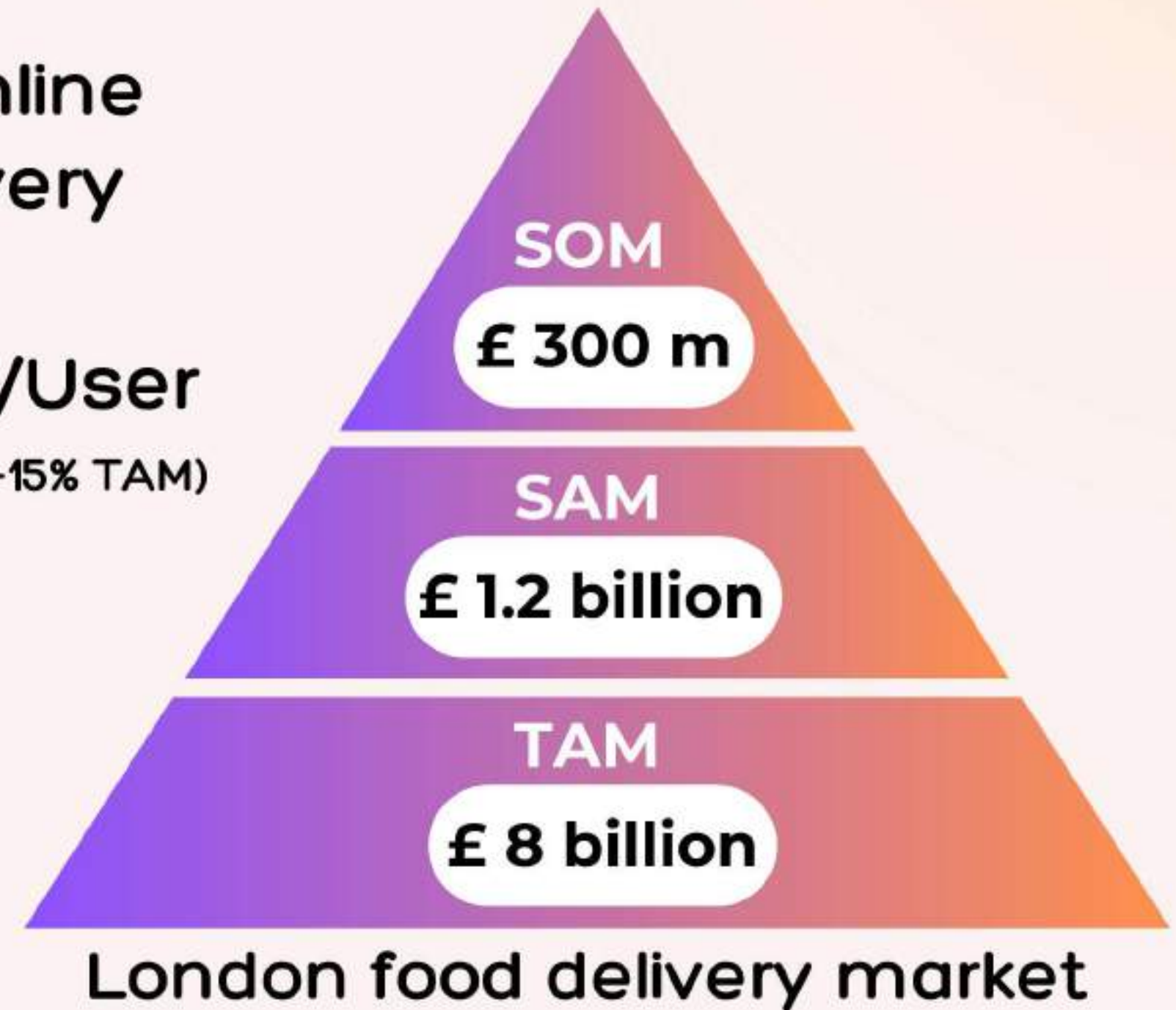
UK market for the online orders of meals delivery

£ 1K ARPU

UK Annual Revenue/User
(Commission for delivery only: 10-15% TAM)



20% YoY growth in UK meals delivery
27% UK growth in ordering lunch online
7.83% CAGR 2024-2029 (\$70 bn in 2029)



Sustainability

lifecycle impact for 10 uses

GHG LCA = CO2 and other greenhouse gas emissions over a product life cycle

Water = lifecycle requirement (higher for 1-use recyclables & compostables)

disposable for 1 use

reusable 10+ times





packaging material

mixed recyclable with compostable

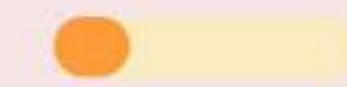
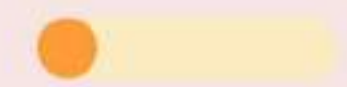
composite with compostable

composite with plant-based

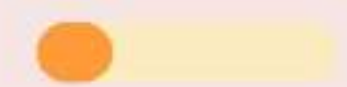
reusable recycled coloured glass 

reusable recycled stain steel 

life-end w/o composting



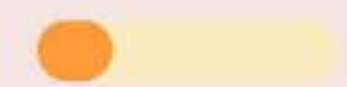
water consumption



GHG with composting

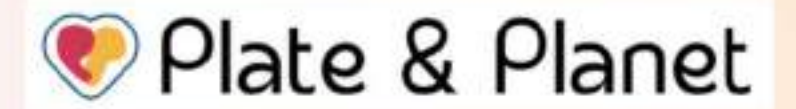


GHG w/o composting



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Differentiation



● = Direct competitors

○ = Could own and sell P&P reusables



Meal-kit ingredients ● Ethnic/dietary restaurants ● Restaurants of all kind ● Supermarkets aggregates ● Supermarkets Restaurants ● Zero waste 2nd choice ● Premium food stores ● P&P

	Hello Fresh	G	Balance Box	Panda	Cow	Fork	Food Hub	Fresh	Uber Eats	DoorDash	Oddbox	Whole Foods	Planet Organic	P&P
Portion meal kit	✓													✓
Ready hot meal				✓		✓		✓		✓			✓	✓
Owns what sells	✓											✓	✓	○
Pick-up option				✓		✓		✓					✓	✓
Ugly produce												✓		✓
Dietary specific	✓			✓				✓					✓	✓
Health focus													✓	✓
Return package														✓
Aggregated mix								✓						✓



Positioning

- = Pick-up option
- = Health focus or mostly healthy offer



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Value proposition

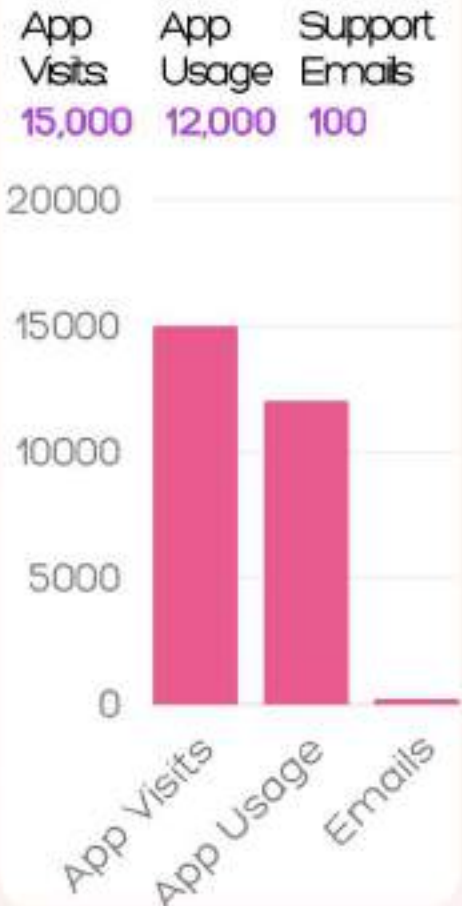


Traction & team

CHURN RATE MVP



ENGAGEMENT



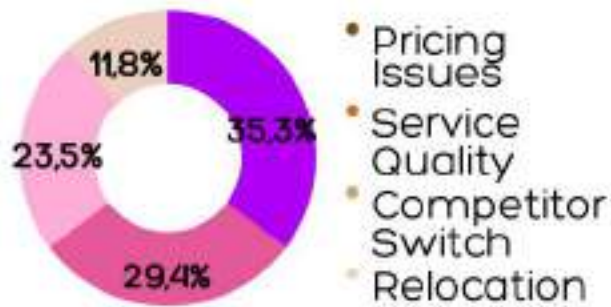
RETENTION



SATISFACTION PROJECTED & HISTORICAL



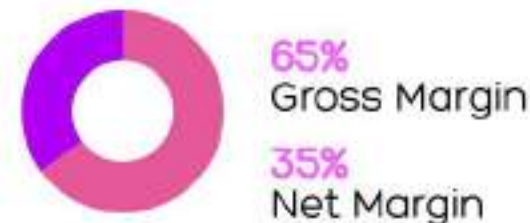
WHY CHURN



FINANCIAL PROJECTIONS 2025



Profit Margin Analysis For the latest quarter



[CONFIDENTIAL]
CEMO Founder

Exited co-founder
[SaaS startup]
[university] alumni
Ex analyst [MMB]
Ex VP of strategy
[FMCG FTSE 500]



[CONFIDENTIAL]
CPTO Co-Founder

[university] alumni
[university] alumni
Ex senior mngt
consultant [big4]
founder [ecommm]
Product lead [XYZ]



Use of funds

Having tested traction with a MVP for our POC, we are looking to raise a £300K fund to launch:

PRODUCT: £60,000

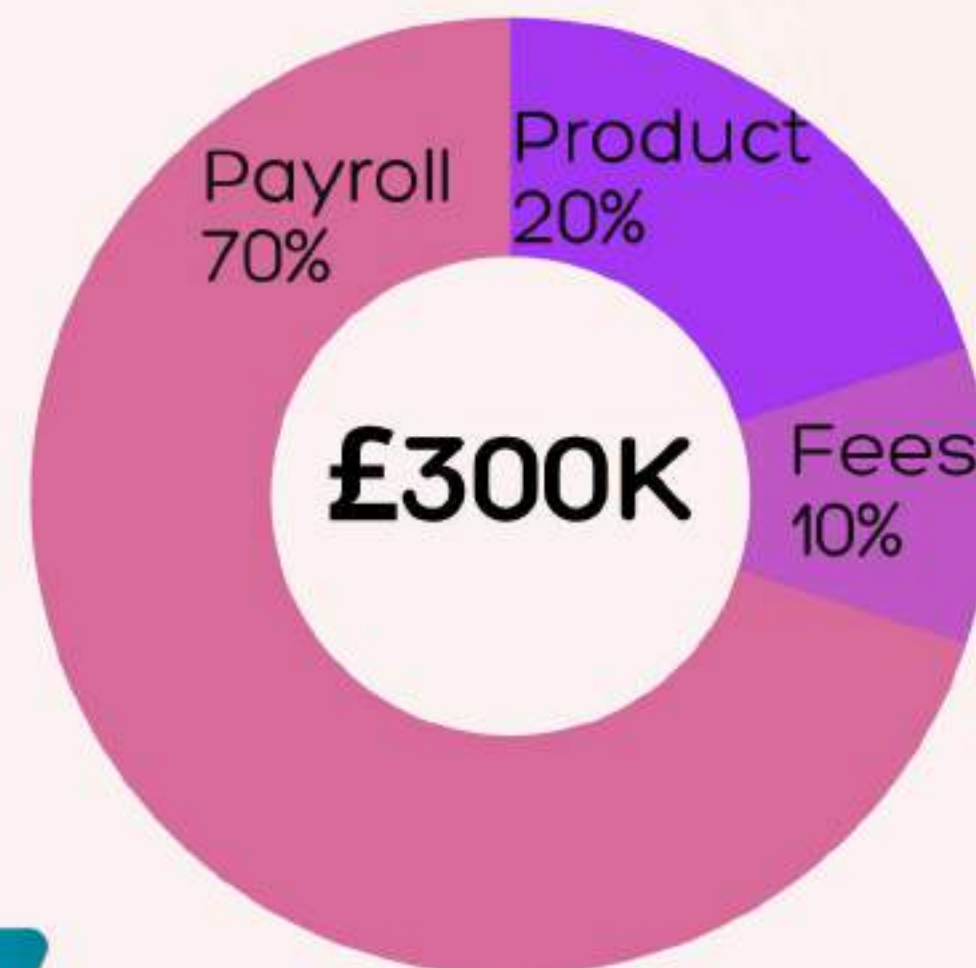
- £30,000 app design
- £30,000 development

SERVICE FEES: £30,000 for 1 year

- Server costs: ongoing app hosting cost
- Apple & Google store: submissions free
- Payment processing fee: Stripe integration
- Optimised Checkout payment suite
- Circular packaging: for integrating reusable packaging services (Loop, GoBox, Again)
- Outsourced marketing and PR (agencies)
- Outsourced customer support (ZenDesk)

PAYROLL: £210,000 for 1 year

- £60,000 for 2 founders
- £150,000 for 7 couriers (35 hrs/week, <23yo)



OPTION 1

VC & angels

- equity tiers (small pooled in 1 entity)
e.g. 9,09% equity for £100m at £1m PMV

Incubators, accelerators

- equity minus fees for support

OPTION 2

VC & angels

- SAFE (£1m cap, 20% discount)
- 2% equity kicker for over £100K

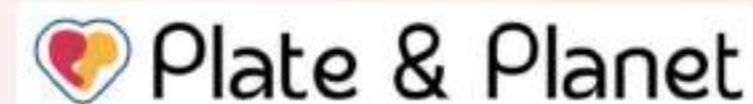
Crowdfunding

- non-equity rewards

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Appendix

PRODUCT & PROGRAMME



TRY DEMO



Set eco-options

CHOOSE

- reusable packaging VS disposable
- pick up from local store VS delivery

FILTER

- recyclable package (disassembles)
- compostable package (to return)
- reduce food waste (ugly produce)
- shorter transport (local produce/store)
- less water intensive food (vegetarian)

Purchase online

- Restaurant dishes
- Portioned meal kits
- Ingredients: from organic whole foods stores, farm markets & supermarkets

Return the packaging

A) COMPOSTABLE: **drop-off** (send back)

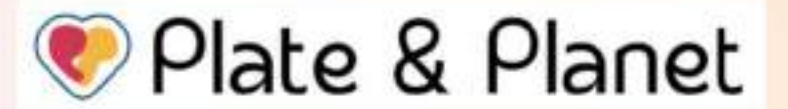
- B) 1. REUSABLE: pay a **deposit for each**
2. **scan QR** (package + drop-off point)
3. **drop-off** & upload **photo evidence**



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Appendix

TIMELINE AND EXIT



2023

2024

POC & MVP
for traction

Partnerships
for reusables

Pilot roll-out &
interactions

Launch (mass market
customers segment)



App design &
Development

Partnership
with sellers

Launch for PMF
(early adopters)

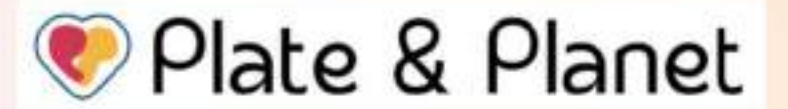
20XX

EXIT BY ACQUISITION
(POST KSA EXPANSION)



Appendix

BUSINESS MODEL & FINANCING



COST STRUCTURE

APP

- Design and development
- Hosting and deployment
- Digital & event marketing
- Partnerships outreach
- Founding team payroll
- Developers & sales payroll

OPERATIONS

- Reusable packaging service
- Zero-hours couriers payroll
- Awareness & ed campaigns
- Insurance, general & admin

REVENUE STREAMS

- Direct sales commission (food, reusables)
- Advertising revenue (after critical mass)
- Awareness-workshops for businesses

Non-dilutive financing

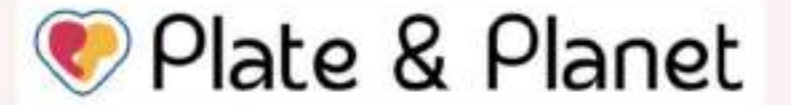
- Government subsidies (net zero budget)
- Private packaging-competitions, awards
- Philanthropic initiatives' financial support
- Environmental charities start-off grants
- Government green grants and awards
- Private funds (eg Starbucks' Bring it Back)

Dilutive financing

- Impact investors (angels, crowdfunding, VC)

Appendix

MORE ON PROBLEM & SOLUTION



IMPACT OF THE CURRENT FOOD DELIVERY OPTIONS

High GHG emissions

- Disposable packaging production and recycling
- Landfills biodegradation
- Motorised transportation

Landfills pollution

- Compostable package w/o composting
- Composite package w/o disassembly
- Food-contaminated mixed-recycling
- Recyclables binned in general waste

Water intensive

- Packaging production, especially plant based
- Wasting food, water intensive to produce

IMPACT OF OF OUR SOLUTION

Environmental-impact

- Reusable package has lower LCA emissions & water use
- Options for local sourcing & pick up reduce transport CO2
- Options for ugly produce & expiring food reduces waste

Capital efficiency

- The cost to collect & sanitise is off-set by the premium food price
- Charities & public subsidies funds can help to grow faster at scale
- Zero-assets = lower cost structure

Scalable social-impact

- after market fit at premium (mid to high-budget **early adopters**), P&P can serve the mass market:
- we can improve public health by increasing access to healthy food

