



DETAILS

Foodnerd Inc.
485 Cayuga Road, Suite 11
Buffalo, NY 14225

Founded: 2017
Employees: 6

Founding Opportunity
\$500,000 Convertible Note
(\$150,000 committed)

Use of Funds
73% Equipment
18% Marketing & Sales
9% Personnel & Other

Product



Our first 4 go-to-market products are our Overnights, Anytimes, SeeReal and Elements line. Both our SeeReal and Anytimes are the first unprocessed and raw cereal/snack made from 100% fruits, vegetables and mega-plants.

Market

The Global Health and Wellness industry is a \$4.5 trillion dollar market with the Nutrition category making up more than \$702 billion. Foodnerd will be positioned as a specialized nutritional platform with both food and education, which will lend to its defining of the Food is Medicine category.

The main competition for Foodnerd includes GoRaw, Koyah, JuicePlus, Catalina Crunch, YourSuper, Sunwarrior and OatsOvernight.

WHAT

With a mission to feed the world and improve health for all, Foodnerd has developed the most nutritious, affordable, and delectable offerings available to everyone. The vast majority of today's foods are highly processed, removing the critical micronutrients that our bodies desperately need. Consumers are moving beyond controlling their macro-nutrient intake of (proteins, carbohydrate and fats) and are growing tired of supplements, vitamins and nutrition shakes. This is why Foodnerd has developed a complete line of meals and snacks that are made mainly from raw-unprocessed ingredients with complete macro and micronutrient profile. We are leaders in the Food is Medicine market with research in place to begin our disease targeting food formulations for both foods and supplements.

WHY

According to the Center for Disease Control and Prevention, only 1 out of every 10 of us meet the federal fruit or vegetable recommendations - whether you are an adult or child. Limited access to healthy options, escalating costs of fresh food, and lack of tasty treats are some of the reasons for only 10% of the population in the United States reaching minimal nutritional requirements. The results of poor eating habits significantly impact our healthcare, our economy, and our environment. Current methods of food manufacturing and processing uses heat, pressure and chemicals, which denatures the majority of micronutrients within foods. Foodnerd is setting a new standard for the way food is processed, formulated and marketed.

HOW

Foodnerd will be partnering with a local co-growers in order to launch our first four product lines from its existing test facility. It is partnering with the ECIDA in order to build a custom facility at the Erie County Agriculture Park in Angola, NY. The initial launch will be direct to consumer via online platforms including Foodnerd website, specialty online markets, Amazon and Walmart. Once the brand is established via the online channel Foodnerd will be sell to grocery stores/co-op markets via retail distribution. Strategic marketing efforts will be used to target our customers via social media platforms. Foodnerd will be partnering with other food manufacturers, plant-based organization and social media influencers in order to build brand awareness and drive initial sales. In September of 2020 Foodnerd filed its first methodology patent for its unique manufacturing process.

WHO



Sharon Cryan | Founder & CEO

Food industry professional for over 12 years; Licensed attorney



Alyssa Cryan | R&D and Production

Childcare and cooking with a focus on infant/toddler developmental foods



Kyle Wojciechowski | VP of Marketing

Online campaign strategy with SEO and sales funnel expertise



Jamie Young | Director of Digital Marketing

Social media with focus on psychology and nutrition



Richard Del Plato | Food Scientist

Cornell graduate focusing on food safety and product-line expansions

FINANCIALS

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|--------------|----------------|--------------|---------------|---------------|
| UNITS | 6,600 | 54,900 | 405,000 | 1,539,000 | 4,707,000 |
| REVENUE | \$ 33,000 | \$ 335,250 | \$ 2,934,000 | \$ 11,115,000 | \$ 33,615,000 |
| COGS | 69,883 | 402,275 | 1,482,240 | 4,650,205 | 12,296,128 |
| GROSS MARGIN | (36,883) | (67,025) | 1,451,760 | 6,464,795 | 21,318,872 |
| <i>Gross Margin %</i> | -111.8% | -20.0% | 49.5% | 58.2% | 63.4% |
| OPERATING EXPENSES | 289,625 | 1,098,750 | 2,434,069 | 5,530,541 | 13,385,070 |
| OPERATING MARGIN | \$ (326,508) | \$ (1,165,775) | \$ (982,309) | \$ 934,254 | \$ 7,933,802 |
| <i>Operating Margin %</i> | | | | 8.4% | 23.6% |