

# Manna Mix

THE SOCIAL COOKING NETWORK

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Graj + Gustavsen  
210 5th Ave, 8th Floor  
New York, NY 10010







# Manna Mix

## The Social Cooking Network

*Introducing Your New Favorite Cooking App:  
The Perfect Blend Of Social, Personal, And Custom.*

### Everybody Cooks!





# What Is Manna Mix<sup>®</sup>?

Manna Mix<sup>®</sup> is an “all-in-one” cooking and recipe app seeking to revolutionize the home cooking experience.

From clearing the clutter of online recipes -- to converting them into a concise, sharable, and easy to follow format -- to accommodating for tastes and dietary restrictions -- Manna Mix<sup>®</sup> will take the hassle out of eating at home and put money back into the pockets of its users.



# Font

Our font of choice is Gotham Rounded font family with the primary type being Gotham Rounded Bold and Gotham Rounded Book as the secondary font.

The font is a friendly and fun interpretation of the original Gotham font family that offers an added personality while maintaining a legible and modern presence.

## Gotham Rounded Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

## Gotham Rounded Book

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz



# Logo Type

Original

**Manna**

**Manna Mix**

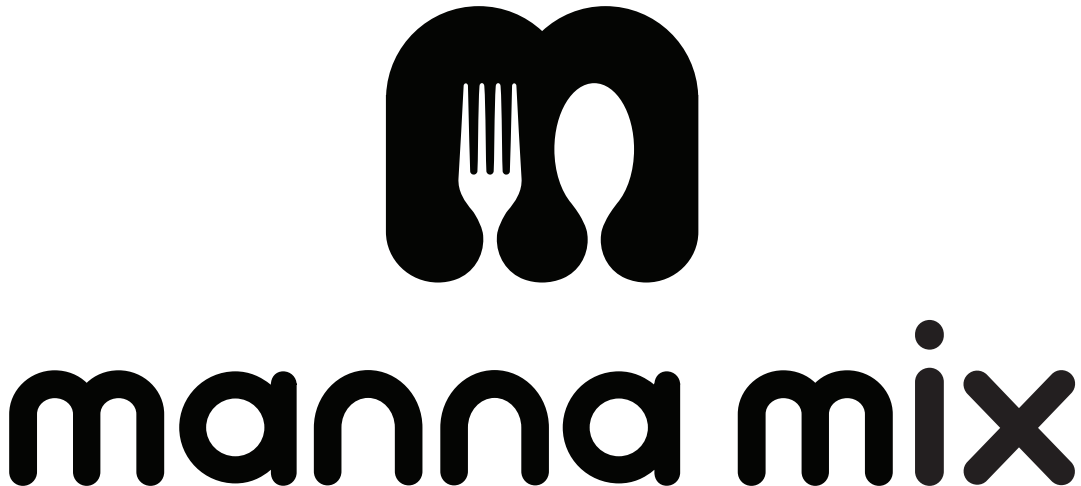
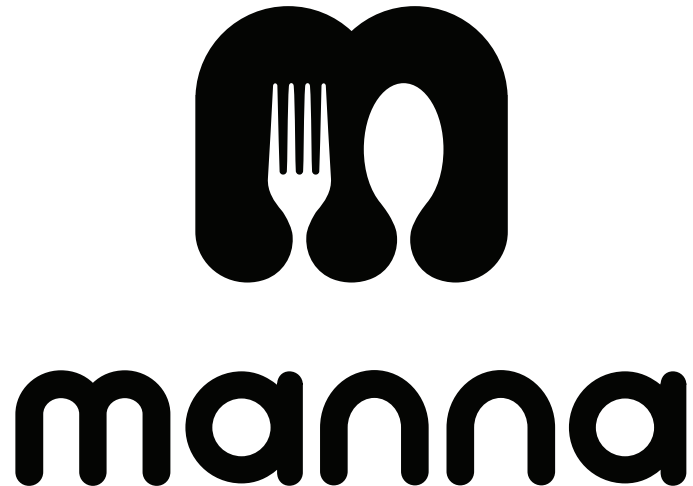
Updated

**manna**

**manna mix**



# Logo with Type



# Colors



RGB: 27,115,233  
CMYK: 79,56,0,0  
HEX: #1B73E9



RGB: 101,188,70  
CMYK: 46,0, 63,26  
HEX: #65BC46



RGB: 255,221,0  
CMYK: 0,13,100,0  
Yellow:#FFDD00



RGB: 255,130,35  
CMYK: 0,49,86,0  
HEX: #FF8223



RGB: 255,0,0  
CMYK: 0,100,100,0  
HEX: #FF0000





# Mission Statement

Manna Mix<sup>®</sup> will improve the quality of your life, one meal at a time. We created this app to improve upon and streamline features you already love into one place and built proprietary technology to make finding, saving, learning and sharing recipes easy, fun and limitless.

Manna Mix<sup>®</sup> is the Google of recipe search; the Instagram of social cooking.

Everybody cooks!



# The Basics

Manna Mix<sup>®</sup> is downloadable mobile application for use in the search, collection, compilation, customization, sharing, and organization of food recipes.

The app will aid users in real-time with step-by-step “cook along” instructions in order to properly prepare food and execute the recipes.

The app will identify necessary ingredients, ultimately compiling and suggesting a usable grocery shopping list.

The app will also serve as a social media platform, enabling users to converse, connect and share information, recipes and media with each other, both online as well as through offline events.





# Key Features: Our Secret Sauce

1. Streamline features from multiple apps into once place.
  2. Enhance features you love.
  3. Create new technology.
- URL scrape
  - Cook along with in-app timers
  - Social features
  - Swipe mode
  - Gamification
  - Meal planning & grocery list
  - Customization based on personal filters



# Functionality - MVP

## SEARCH

- Search through an extensive library of pre-built and user generated recipes. Parameters include; Name, Ingredients, Likes, Popularity, Tags, Ease (time spent cooking, level of expertise)

## SAVE

- Organize recipes into creatable folders for easy access and later use

## RATE

- Like and review posts by users in community, offering tips/ suggestions. Drives credibility for top rated and recommended posts in feed.

## CREATE

- Manually create recipes (possibly with added utility of auto fill and such)
- Make permanent posts that can be commented upon and liked

## ORGANIZE

- Allow users to create personal cookbooks and social profiles to.

## INTERACT

- Interact and engage with friends and digital influencers

## CUSTOMIZE

- Convert, customize and reformat online recipe information and data into the application. Either through URL Scraper

## SHARE

- Share recipes, tips and ideas with friends in-app and outside of app.





# Functionality - Looking To The Future

Suggest replacement ingredients and proportions to match users' dietary restrictions and food preferences.

Suggest one-click meal plans & grocery shopping to help users plan their weekly food consumption in a manner that aligns with their dietary needs and financial restrictions.

Integrate with assistive devices (Google Home, Alexa) to further improve the “hands-on, hands free” experience.

Integrate with smart cooking hardware (Instant Pot) so people can maximize their at-home cooking tools.

Expand to the Android marketplace and offer functionality in other major languages including Chinese, Spanish, French, Italian, German, Japanese and



# Target Audiences: Four Types Of Foodies



## THE SHARER

KAT, 26, New York City, NY

- Works in media
- College-educated
- Savvy with technology and socialmedia
- Workaholic who has a very active social life



## THE PROVIDER

SHARON, 46, Boulder, CO

- Marketing executive
- Married with three kids (ages 16, 12, and 8)
- Likes to hike and be outdoors, host barbecues, read books and stay up to date on the news
- Watches TLC, HGTV, NPR



## THE CUSTOMIZER

LUKE, 22, Cleveland, OH

- Recent college graduate
- Lives with his parents while working an internship that pays \$15/hour
- Has celiac disease, but is not particularly health conscious
- Likes e-sports, video games, online poker, watching football



## THE LEARNER

GEOFF, 32, Brooklyn, NY

- Software developer with a masters degree
- Actively dating
- Likes whiskey, robotics, riding his bike, watching Jeopardy



# Community Building & Audience Growth

## Cooking is rooted in community:

- Build internal networks & in-app communities by incentivizing users to log-in, share content and interact with other people of the platform.
- Solicit feedback from our most engaged users; reward them with being the first to test new features as they develop.
- Send newsletters to reach new people, engage & delight current users and retain our overall user base.

## Social media & user generated content:

- Create Manna Mix social handles (Facebook, Instagram, Twitter); encourage users to share food creations on their personal feeds and tag Manna Mix. Reward folks by featuring their content.
- Create in-app database of UGC imagery to populate the platform and share with others.
- Build awareness across social media channels by getting users involved in the conversation, keeping folks up to date on new features, staying informed on the most current cooking and food trends, partnering with foodinfluencers and digital brand experts.
- Run marketing awareness and conversion campaigns across social networks, YouTube, newsletters and





A person wearing a grey and white striped shirt is shown from the chest down, standing at a sink. Their hands are cupped together, holding a bar of light-colored soap. The background is a blurred indoor setting. In the foreground, a metal shopping cart with green handles is visible, containing a large bunch of fresh green leafy vegetables. A green rectangular banner is overlaid across the middle of the image, containing the text 'OPPORTUNITY ANALYSIS' in white, bold, uppercase letters.

# OPPORTUNITY ANALYSIS



# Cooking App Market Opportunity

## The Cooking App Industry Is No Longer Limited To Recipe Apps.

Grocery delivery app, Instacart is offering a different and amazing option that is making it compete with the home cooking applications.

Instacart integrated with top sites like AllRecipes to let users **CLICK A BUTTON TO ADD ALL THE NECESSARY INGREDIENTS** of the meal into their cart.

Instacart was already assimilated into Yummly, the latter **RAISED \$15 MILLION AND IS NOW VALUED AT \$100 MILLION** for its recipe recommendation. It has even reached 10 million registered users. (StartUp-Buzz, 2019)

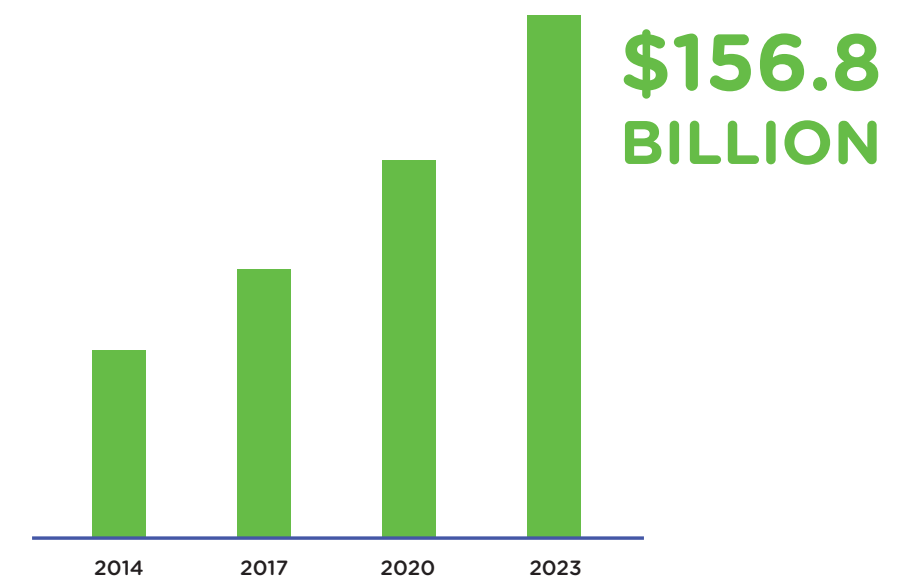
**About 20% Of Apple Users Have Searched For Food Recipes And Cooking Apps.** (SpaceO Technologies, 2017)

**59% OF 25-34 YEAR OLDS GO TO THE KITCHEN WITH EITHER THEIR SMARTPHONES OR TABLETS.** (Think With Google)

## The Food App Market Is Exploding

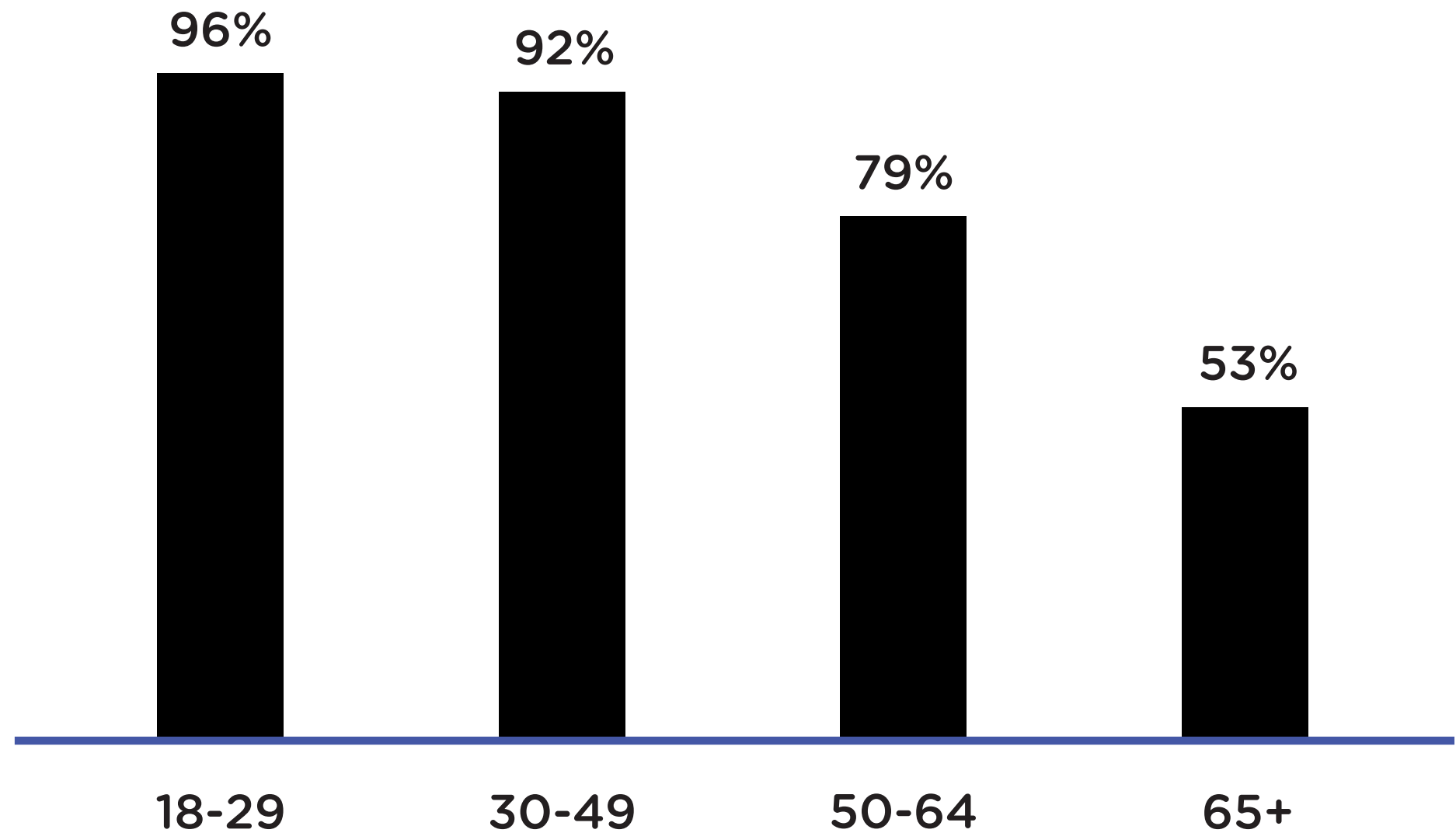
According to research done by Statista, the **ONLINE FOOD DELIVERY SPACE GENERATED \$107.4B IN REVENUE IN 2019.**

Statista predicts that this space will have **AN ANNUAL GROWTH RATE OF 9.9%, RESULTING IN A MARKET VOLUME OF \$156.8B BY 2023.** (Statista, 2019)



# Smart Phone Owners By Age In U.S.

- Currently there are more than 100 million iPhone users in the United States, accounting for about 45 percent of all smartphone users in the United States. (Holst, 2019)
- Overall, more than 250 million people in the United States use a smartphone, which means that roughly 80 percent of the country's population has access to a smartphone. (Holst, 2019)



*\*The data collected is based on a study done by Statista on smartphone ownership in the U.S. from 2015-2018.*



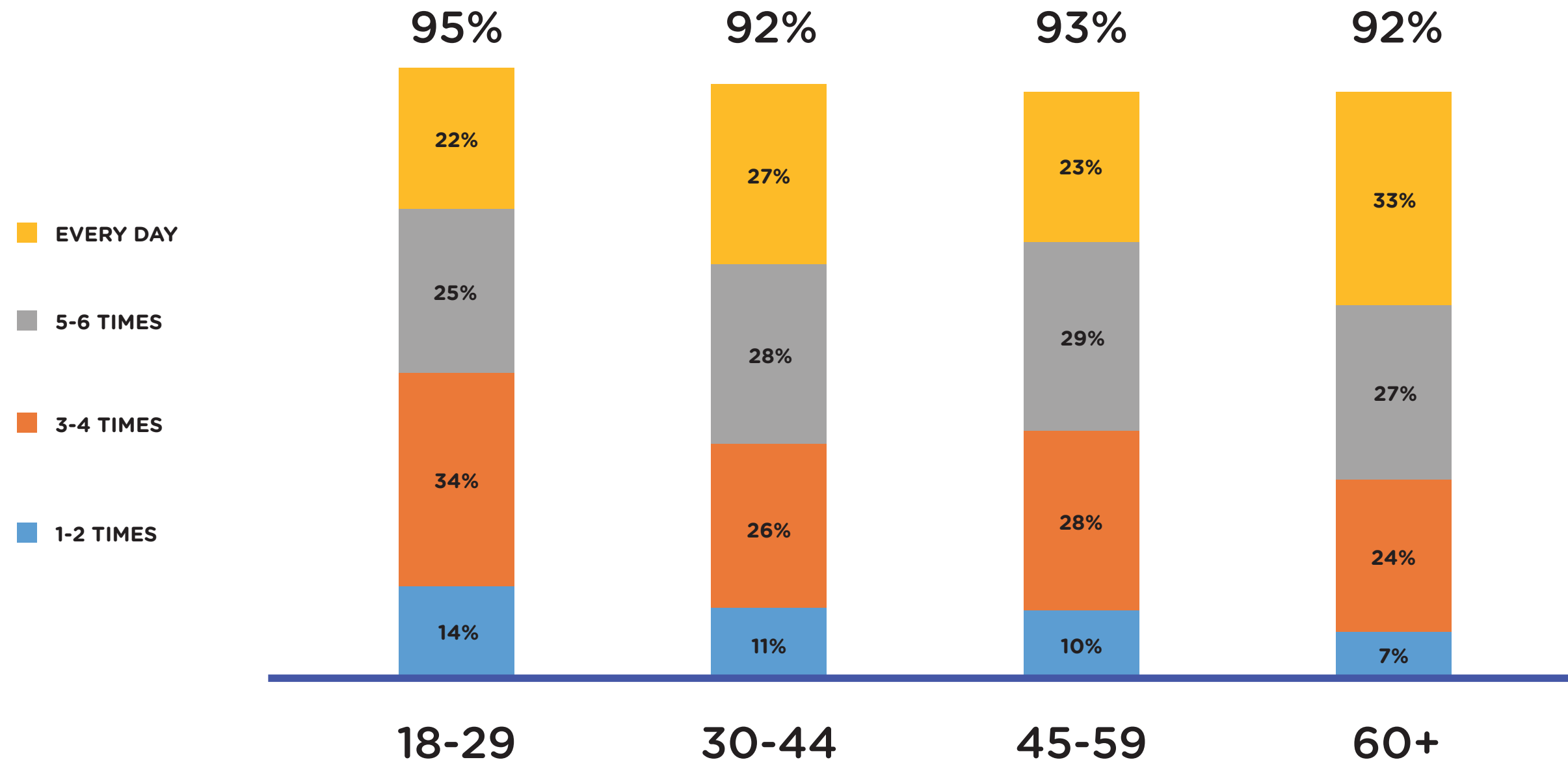
# We Love To Cook At Home

- Research performed in 2016 suggests that 98% of Americans prefer to cook at home. (ReportLinker, 2016)
- This research also indicates that of the 36% of people who cook everyday, 44% of that population is retired (Report linker, 2016)
- The same study also indicated that 17% of people draw cooking inspiration from internet, and that 37% of that population are millentials.
- According to a study, more women than men cook, but the amount of men who do cook has increased significantly from 2003 to 2016. (Nutrition Journal in 2018)
- A study done by Peapod indicates that 77% of Americans would rather eat a meal made at home than go out to eat. (Peapod, 2018)



# The “Cook At Home” Demographic

By Age And Frequency Per Week In The United States



*\*The data collected is based on a survey conducted by TheSpoon.tech of over 1000 US households.*





# Why Manna?

	AllRecipes	BigOven	Epicurious	Food Network	Kitchen Stories	NYT	Side Chef	Yummly	MANNA MIX
Customization		X		X					X
Events									X
Group Creation									X
Hardware Compatibility							X		X
Cookalong			X	X				X	X
Grocery List	X	X	X	X	X	X	X	X	X
Pantry									X
Chef Profile									X
Cookbook		X			X	X	X		X
Social Feed + Posting	X	X			X				X
Meal-Planning		X		X			X	X	X
URL Scraper									X
Swipe Mode	X								X



# Competitor Valuation

Company	Funds Raised	Annual Revenue	Public Company	Market Capital
Cookpad	\$9.5M	52.9M	Yes	325M
Epicurious	-	30.1M	No	-
BBC Good Food	-	23M	Yes / BBC	100M**
Yummly	\$24.2M	10M	Yes / Whirlpool	9.54B**
Side Chef	\$1M	7.7M	No	-
BigOven	-	7.5M	No	-
Green Kitchen	-	7.3M	No	-
AllRecipes	-	5.8M	Yes / Meredith Corp.	1.71B**
Drop Recipes	\$11.6M	3M	No	-
NYT Cooking	-	2.4M	Yes / NYT	5.23B**
Food Network Kitchen App	-	720K	Yes / Scripps Network	11.71B**
Tasty	-	300K	Yes / BuzzFeed / NBCU	208.02B**
Forks Over Kinves	-	100K	No	-
Oh She Glows	-	60K*	No	-
Hippie Lane	-	<60K	No	-

\*Oh She Glows' Annual Revenue Report varies in multiple publications

\*\*Market Capital of Parent Company





# BUSINESS PLAN



# Business Plan

## Pricing & Payment Structure:

- Manna Mix's baseline application will be available to users free of charge. Revenue generation will come from in-app advertising (see Marketing, Advertising and Sales), as well as partnerships with brands and influencers on Manna Mix's social platform.

## Research & Development:

- Manna Mix® will initially focus its resources on building a smooth functioning Minimum Viable Product (MVP) for closed beta distribution (target January 15th, 250-500 users), a second round open-beta (target Q2, 1000-3000 users), and eventual mobile market release.

## Revenue generated from this MVP in addition to future capital raised from angel investors that will be used to develop:

- More advanced in-app functionality, such as: Automated grocery list generation, automated meal plan generation, permanent tag links to user profiles, in-app event creation.
- A more functional and seamless UI and UX
- A more refined UX
- Machine learning algorithms that learn user preferences and personalize offer suggestions.
- Developing an android version of the app
- Building partnerships with Manna Mix® sponsored influencers
- Integrations with social media platforms for sharing and building community (Facebook, Instagram, Pinterest, MyFitnessPal etc.)
- Integrations with smart home software such as Alexa and Google Home





# Cash Burn and Expected Costs

## Paid Employees:

- CEO/CTO
- COO
- CMO
- QA Director
- UX/UI Designer
- Assistant Developers
  - Developer 1 hire late Q1 2020
  - Developer 2 hire late Q2 2020
- Project/Community Manager
  - Hire Q2 2020

## Business Expenses:

- Coworking Office Space
  - Q1-Q2 2020
  - Approx. \$3,000 per month
- Travel
- Legal Research
- Marketing
  - \$100,000-\$250,000 allotted by end of 2020

## Total Costs:

- At peak capacity without marketing: Q4 2020-Q4 2021 salaries+business expenses = \$670,000



# Monetization Plan

## Advertisements:

- Ads will appear in a variety of places throughout the app. It is a priority for the business to strike a balance between pervasiveness in order to generate revenue, and avoiding oversaturation that will alienate users. Manna Mix® is both a single user and community experience application, so advertising structure will be designed accordingly within each section of the app.

## Feed:

- **Static banner ads will appear throughout the user's social feed. The feed will show the user an average of 3 ads per minute (approximately 1 ad every 5 posts). This ratio is derived from averages across other social media platforms based on user testing.**

## Swipe Mode:

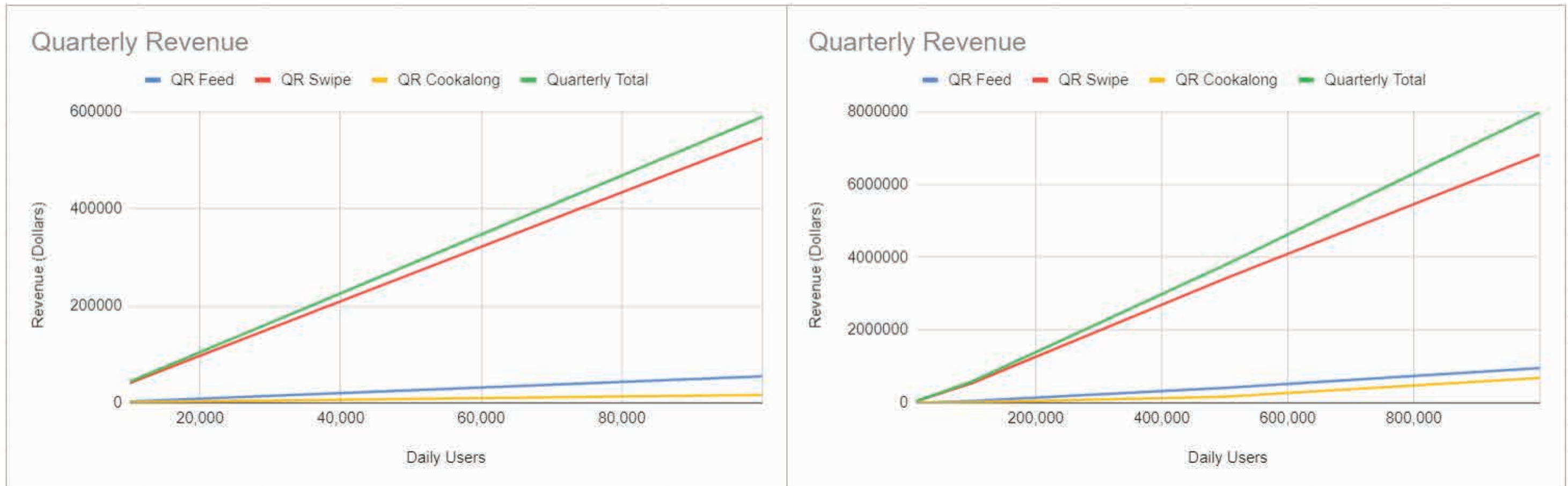
- **Interstitial ads will appear within swipe mode card stacks. The user will be fed 1 ad every 5 cards, comparable to popular dating applications. User testing shows an average of 15 swipes per minute (3 ads per minute). Interstitial ads are high value compared to static banner advertisements due to the increased level of user engagement.**

## Cook Along:

- Manna Mix® will feature a robust cook along feature that guides the user through recipes and aids in multi-tasking by setting simultaneous in-app timers. Users will be fed a video ad at the beginning and end of the cook-along experience. A video ad will only be fed during the experience if a user has set a lengthy timer. This limits the app's interference in the user journey, as to not detract from the utility of the cook-along functionality. Video ads are very high value per display.



# Revenue Generation



- 1k daily active users yields ~\$2.4 million in yearly revenue
- 39k daily active users business breaks even against expenses

- Revenue scaling for video ads and banner ads based on conservative metrics. Likely to scale more than projected.
- Once audience reaches large-scale, other revenue streams such grocery shopping and partnerships have potential to yield far more revenue
- Average online grocery order approx. = \$118.58. (0.5%) commission (\$.60) per order



# Monetization Plan Continued

## **Grocery List:**

- Manna Mix® will feature automatic grocery list generation, informed by the user's past preferences and dietary restrictions. This list will also be generateable directly from a user created meal plan. Manna Mix® seeks to partner with grocery delivery services such as Peapod and FreshDirect to integrate a “one-click grocery shopping” feature where users can automatically order groceries to their door. Manna Mix® will not incur cost on the user, instead taking a small commission on each delivery that is made through the app.

## **Premium paid subscription:**

- Access to certain features only with monthly or one-time fee at download (cookalong, ad free, one-click shopping, hardware integration)

## **Partnerships:**

- Sponsored content
- Branded content
- Influencers
- Hardware (Instant Pot, Alexa, Google Home)

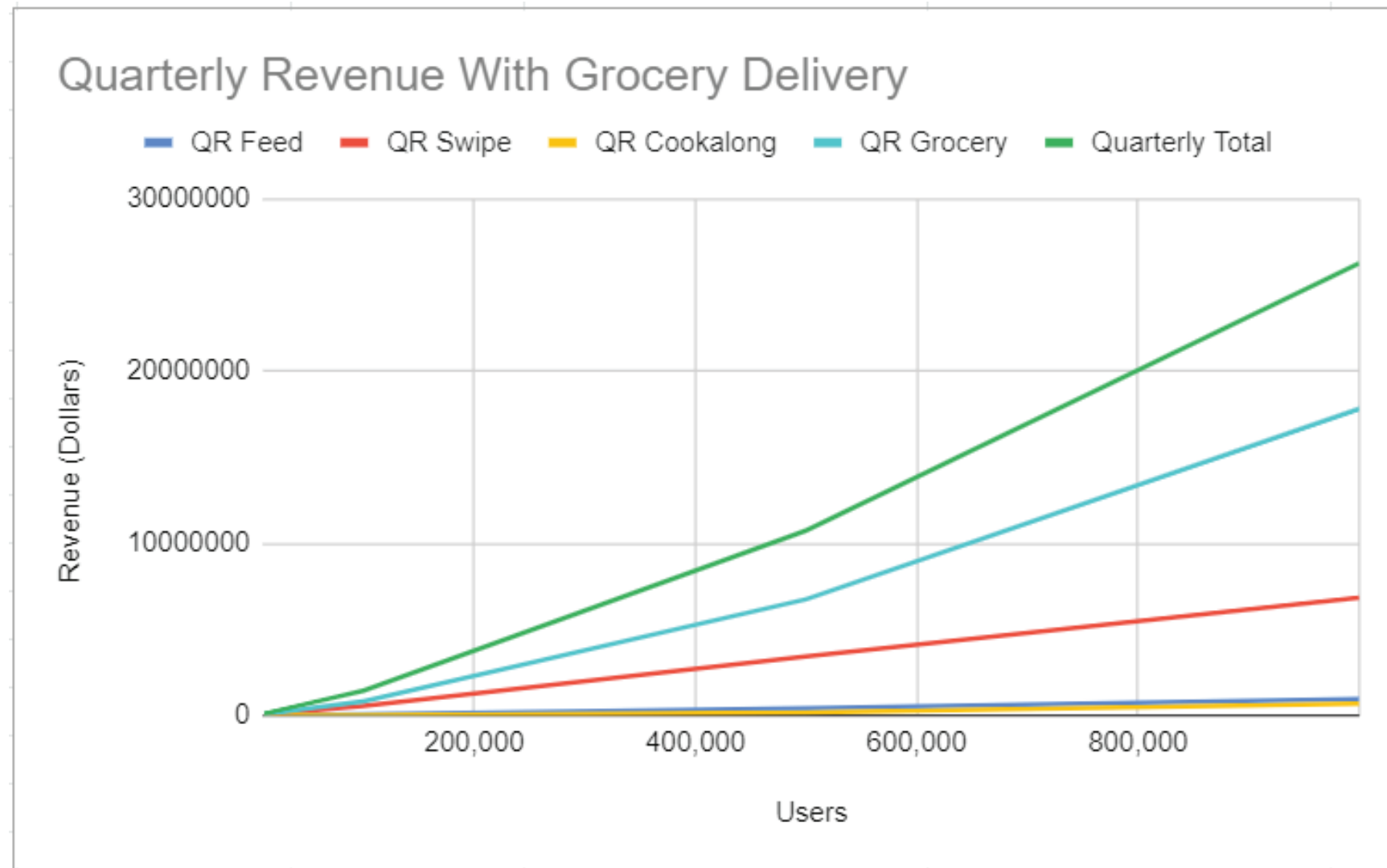
## **Physical Cookbook Creation:**

- Design, print, create, save and/or gift a physical cookbook of all your Manna Mix creations for a fee.





# Revenue Generation with “One-Click Shopping”



- 25% of shoppers have ordered groceries online in the past year
- Amazon, Walmart, FreshDirect and others are committing significant resources to increase volume of online food shopping
- Average grocery order online approximately = \$118.58
- At just .5% commission per order, “one-click shopping” generates massive revenue as user base scales



# The Manna Mix Launch Plan

## 2019:

Manna Mix's target MVP launch date for closed beta is January 15th, 2020. In preparation for launch, Manna Mix® will seek out capital in order to cover labor costs for: UI/UX development, UI/UX implementation, Website and Social Media launch, and QA testing.

## 2020 Q1:

- Closed beta is live. Critical Mass gathers user data and makes improvements to code and user experience.
- New feature roll-out 30-45 days in to beta.

## 2020 Q2:

- Open Beta is live. Rigorous QA testing is done to ensure scalability
- Business prepares for general launch

## Idea R&D

- Q1/Q2 2020: Web development
- Q3 2020: Online launch: website, social media
- Q4 2020: Collaboration launches: partner announcements & press
- 2021: First full year of business

## Launch activations:

- Pop-up events in major US cities
- Panels and discussions with industry experts



# The Manna Mix Team



Critical Mass Applications is a digital development group with deep expertise in the conception, building, and launch of branded digital experiences.

The logo for G+G consists of a solid red square. Inside the square, the text 'GRAJ+' is positioned above 'GUSTAVSEN' in a white, bold, sans-serif font.

G+G is a brand transformation agency and brand strategy think-tank with over 30 years of experience creating and launching new, innovative brands into the marketplace.

[www.ggny.com](http://www.ggny.com)



wonder brands

Wonder Brands is a brand investment and incubation group with over 30 years of experience developing, nurturing, and launching lifestyle brands into the marketplace.





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**THANK YOU!**