



*Welcome to the revolutionary  
transformation of healthy eating.*

***PITCH DECK***

# ***THE PROBLEM***

*What do we want to solve?*

# ***THE PROBLEM***

**A.**

*Eating at home is time  
-consuming and can  
be monotonous*

**B.**

*Food delivery is  
expensive and  
typically unhealthy*

**C.**

*Dining out is costly  
and nutritional  
content is unclear*

**D.**

*Existing meal prep  
services lack true  
personalization*

# ***THE SOLUTION***

*How do we want to solve these problems?*



# ***THE SOLUTION***

*AI-powered algorithm  
creates personalized  
meal plans*

*App-based platform  
for easy ordering  
and customization*

*Fresh, tailored meals  
delivered to your door*

*Holistic approach:  
planning + preparation +  
delivery Key Features*

*Personalized nutrition  
based on individual  
data*

*Fresh cooking (not  
pre-made meals)*

*Adaptable to changing  
customer needs*

# ***MARKET OPPORTUNITY***

*What advantage would we gain?*

# MARKET OPPORTUNITY

1.

*Global meal kit delivery market valued at \$10.26B in 2020*

2.

*CAGR of 12.8% expected from 2021-2028*

3.

*Growing health consciousness trend*

4.

*Rising demand for personalized nutrition solutions*

5.

*Concrete market opportunity for Germany*

6.

*TAM: €1,174.56 million  
SAM: €466.30 million  
SOM: €23.32 million*

# ***BUSINESS MODEL***

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## ***TIERED SUBSCRIPTION MODEL***

- *Free tier. Basic access*
- *Premium tiers: Faster delivery, more recipes, flexible cancellation*

09.

## ***PERL - MEAL PRICING***

- *Dynamic pricing based on ingredients*

# ***TARGET CUSTOMER***



## TARGET CUSTOMER

### **PRIMARY**

#### **YOUNG PROFESSIONALS**

- *Have disposable income*
- *Time-constrained*
- *Health-conscious*



## TARGET CUSTOMER

# SECONDARY

### **FITNESS ENTHUSIASTS**

- *Focused on specific nutritional goals*
- *Currently meal prepping manually*
- *Seeking convenience without compromising results*



**GOPREP**  
*Your nutrition. On the go.*

# ***COMPETITORS***



# COMPETITORS

## DIRECT



*A there are no competitors  
in the market that do what  
we aim to reach*

## INDIRECT



prepmymeal

FIT TASTE

Huel®

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# ***COMPETITIVE ADVANTAGE***

# **TECHNOLOGICAL INNOVATION**

*True personalization through  
AI algorithm*

# **PRODUCT QUALITY**

*Fresh cooking  
vs. pre-made meals*

# **INTEGRATED SOLUTION**

*Meal planning + preparation  
+ delivery*

# **DATA-DRIVE STRATEGY**

*Data-driven approach  
to nutrition*

# ***GO-TO-MARKET STRATEGY***

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## ***TARGETED SOCIAL MEDIA CAMPAIGNS FEATURING***

- Brand ambassadors and user testimonials*
- High-quality meal content*

## ***DIRECT CUSTOMER ADQUISITION THROUGH PERSONA OUTREACH***



# **GO-TO-MARKET STRATEGY**

## **KEY PARTNERSHIPS**

### **VYTAL - SUSTAINABLE PACKAGING SOLUTION**

- *Eco-friendly, reusable containers*
- *Reduces environmental impact*

Vytal

### **DELIVERY APPS**

- *Outsourced last-mile delivery*
- *Increased operational efficiency*

Wolt



# ***GO-TO-MARKET STRATEGY***

***SCALABLE MODEL BASED  
ON FRANCHIES FOR  
NATIONAL/INTERNATIONAL  
GROWTH***

***PHASED EXPANSION  
TO OTHER MAJOR  
GERMAN CITIES***

***SCALABLE MODEL FOR  
NATIONAL GROWTH***

# ***ROADMAP***

*Launch Phase*

## **EXPANSION PLAN**

- *Beta testing with initial customer group*
- *App development and AI/algorithm refinement*
- *Establish kitchen operations in Frankfurt*
- *Negotiate delivery and packaging partnerships*

## **GROWTH PHASE**

- *Expand customer base through referral program*
- *Iterate on menu based on customer feedback*
- *Develop corporate wellness programs*
- *Prepare for expansion to new cities*



A woman with long dark hair tied back with a blue polka-dot headband is shown from the chest up. She is wearing a light blue lace-trimmed top and has her arms raised high in the air, looking upwards with a joyful expression. The background is a bright, clear sky. The entire image is overlaid with a semi-transparent dark grey filter.

*GOPREP is revolutionizing the healthy eating market with advanced technology that personalizes and delivers nutritious meals to users' doorsteps. with a scalable model and a solid growth plan, the startup is positioned to lead in a booming industry.*

*Now is the ideal time to invest and be part of this growing success.*





# ***GOPREP***

*Your nutrition. On the go.*





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