

Mission

To make products that are nutritionally dense and delicious without the carbs.

Problem

Regular Pizza is unhealthy

- ✗ High on calories
- ✗ High on carbohydrates
- ✗ High on sugar

Solution

Pizza crusts made from cauliflower

- ✓ Low on calories
- ✓ Very low on carbohydrates
- ✓ Full of vitamins Full of vitamins

Why

People with diabetes/celiac/autoimmune diseases/ low carb diets have little to no option for a healthy snack. We have developed a secret manufacturing process that makes cauliflower taste like real pizza.

Team

CEO – Perman Alex, Business and management B.A

Vast experience in marketing and healthy foods.

CFO - Yan Payuk

BD – Dmitry Perman, Rothschild, Merrill Lynch, Morgan Stanley – Investment banking.

Money

Average cost of goods sold is 2.4 NIS and the average retail price is 23 NIS.

Traction

More than 1000+ customers

More numbers

- Revenue growing 40%+ month over month for over 3 months
- 03/20 revenue of ~NIS 50k (up from ~NIS 20k in 12/19)
- 29% customer retention rate

Market Potential

- 1m pizza consumers
- 500k+ healthy lifestyle active followers
- 400k+ diabetes/celiac patients

Competition

- No other manufacturers entered the niche in Israel yet.
- Some small competitors in parallel markets such as “gluten free”.

Forecast

- Revenue and EBIT to grow to ~NIS 15 million and 5 million (33%) by 2023E.

Ask

- \$200k (equipment upgrade, staff hiring, marketing budget increase, working capital investment)