





# Our Team:

**Maisy Norwood**  
**CEO**

**Risha Desai**  
**CMO**

**Gloria Pan**  
**COO & CTO**

**Evan Oaklander**  
**Creative Director**

**Darren Guo**  
**CFO**



# Mission:

To make at-home frozen yogurt and ice cream easy and hassle-free for families and individuals.

# Brand Identity:

- Sleek
- Vibrant colors
- Simplicity
- Fun



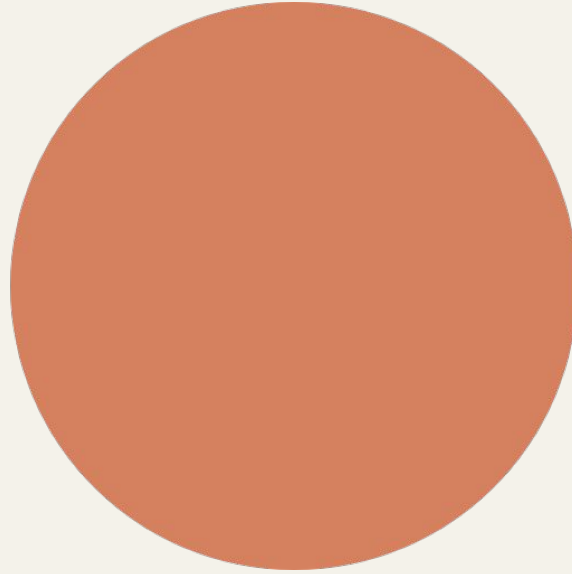


01

# Market Analysis

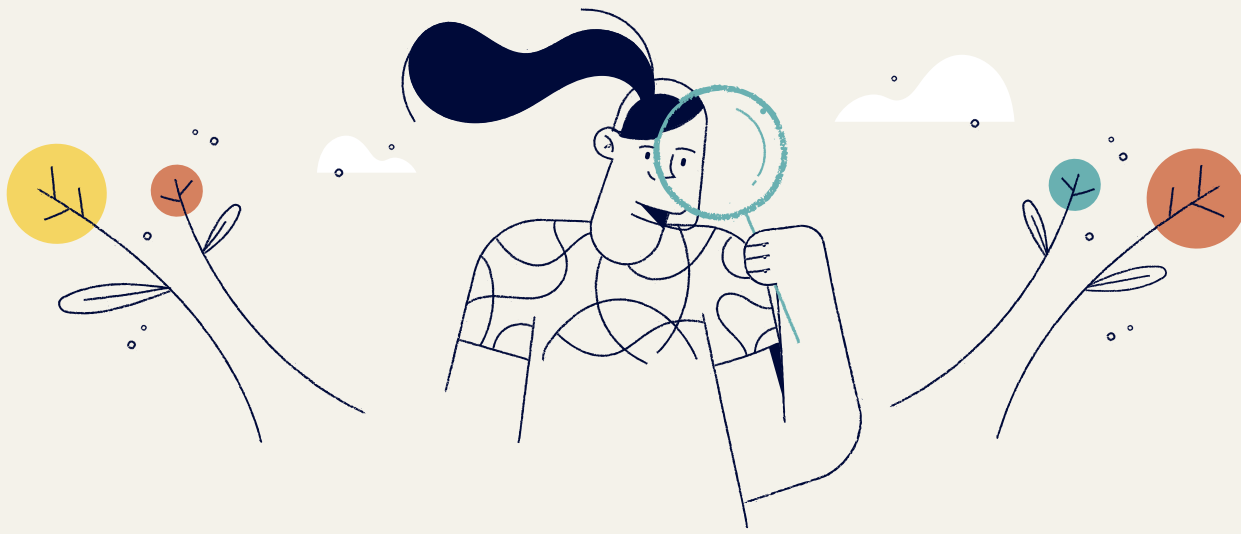
# What do you prefer?

Going to  
store 0%



100% Having a  
snack at  
home

Responses from: Middle class parents



## PROBLEM

Parents are getting busier and busier. Their children are at constant need for snacks and entertainment.



## SOLUTION

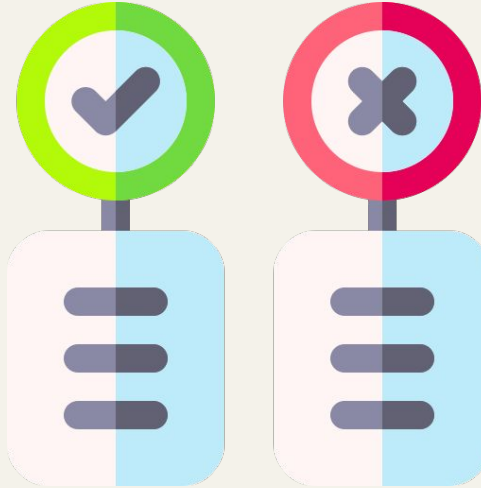
A product that provides families with something that fulfills their children's and the parents' needs.

# Competitors

## Cuisinart



What are their weaknesses and strengths?



## ColdSnap



# Advertising Platforms

## Tiktok/Instagram Ad

- Short-form
- Children
- Bright colors



## Youtube

- Influencer paid promotions



## Facebook Ad

- Parents
- Healthy snack





# 02 Operations

# Operations Plan

## 01 Manufacture

- manufactured & assembled in Austin, Texas by Conair Corporation

## Capital Equipment

- Factories, storage space, warehouse, office headquarters



**CONAIR®**  
HOSPITALITY

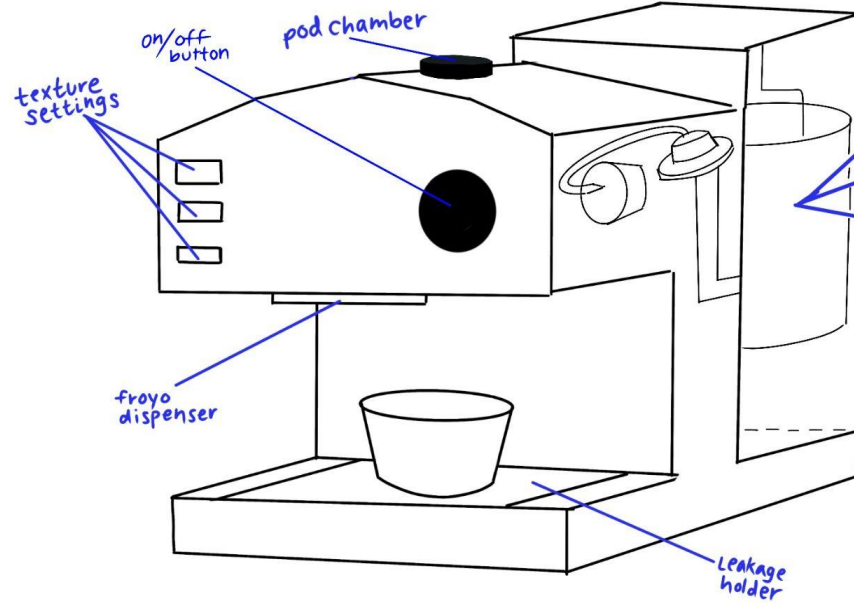
# Operations Plan

## 02 Distribution

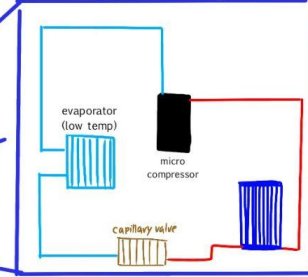
- stored + distributed from our factory warehouse in Texas
- #1 First stage
- #2 Second stage



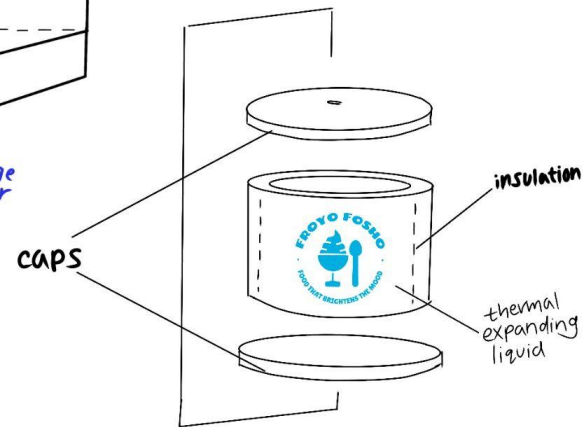
# froyo fosho machine blueprint

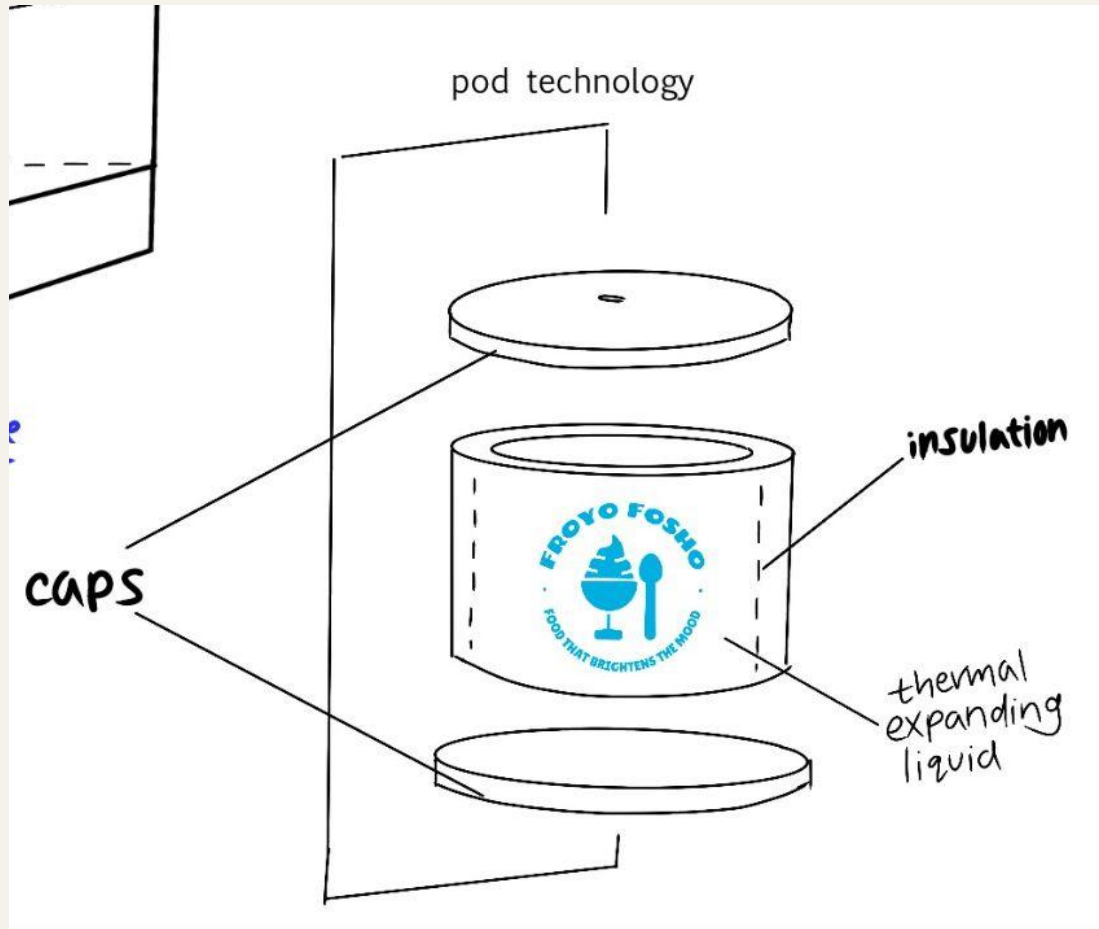


refrigeration technology



pod technology







03

# Financial Plan

# Revenue Model



**Durable**

- Affordable price: \$175
- Slim profit margin



**Consumable**

- \$, \$\$, \$\$\$ subscriptions
- High profit margin



# The Keurig-Style Froyo/Ice Cream Machine

[Buy Now](#)

[Subscriptions](#)



## Subscriptions

Froyo, Ice Cream, or both, you decide.



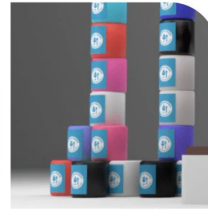
### 22 PODS EVERY MONTH

\$59.99/month or \$669/year



### 36 PODS EVERY MONTH

\$79.99/month or \$859/year



### 68 PODS EVERY MONTH

\$139.99/month or \$1399/year

[Shop All](#)



## Sale Goals

- **Year 1 inventory:** 3,000 units
  - **Goal:** 2,250 machines and 2,250 individual tier subscription
- **Moving forward:** manufacture 1,000 machines every year
  - **Goal:** 750 machines/year with 750 new subscriptions and 60% retention rate for existing subscriptions

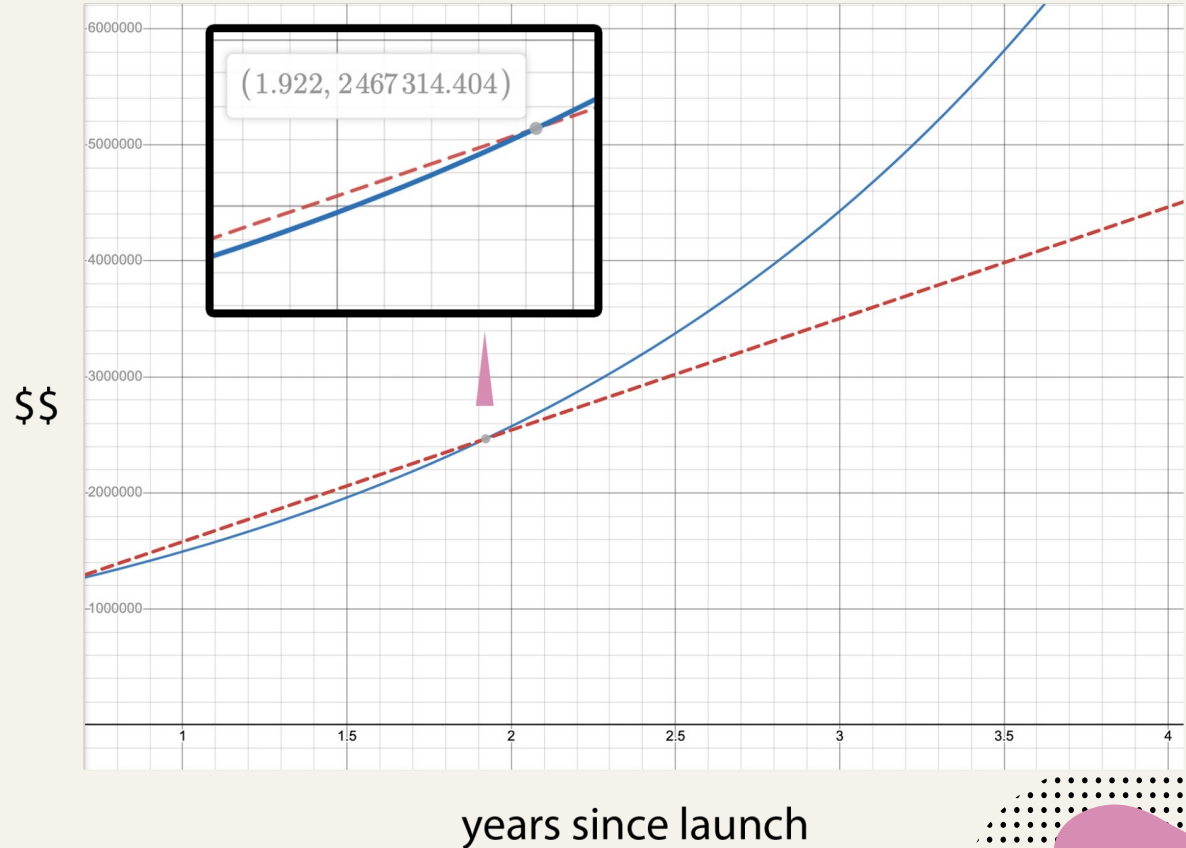


## Costs

- **Initial Production:**
  - \$998,700
- **Employment:**
  - \$300,000
- **Operation Expenses:**
  - rent, marketing, website development, optimization and testing

# break-even point

- 23 months
- **Exponential** growth

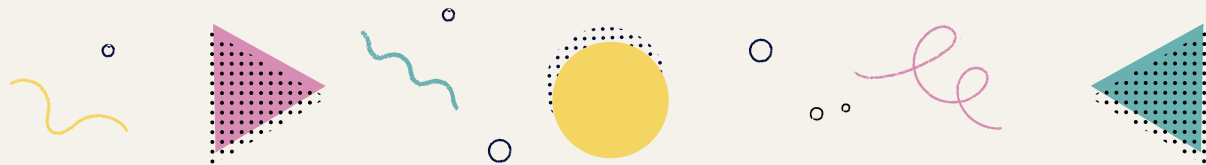


We are asking for

# \$2,000,000

for **30 %** of the company plus **5%** of all revenues from subscription in perpetuity.





Thank you so  
much for your  
time!

Questions?