



FAST FOOD. REDEFINED.

PROBLEM

Fast food is
NOT healthy

Healthy food
is **EXPENSIVE**

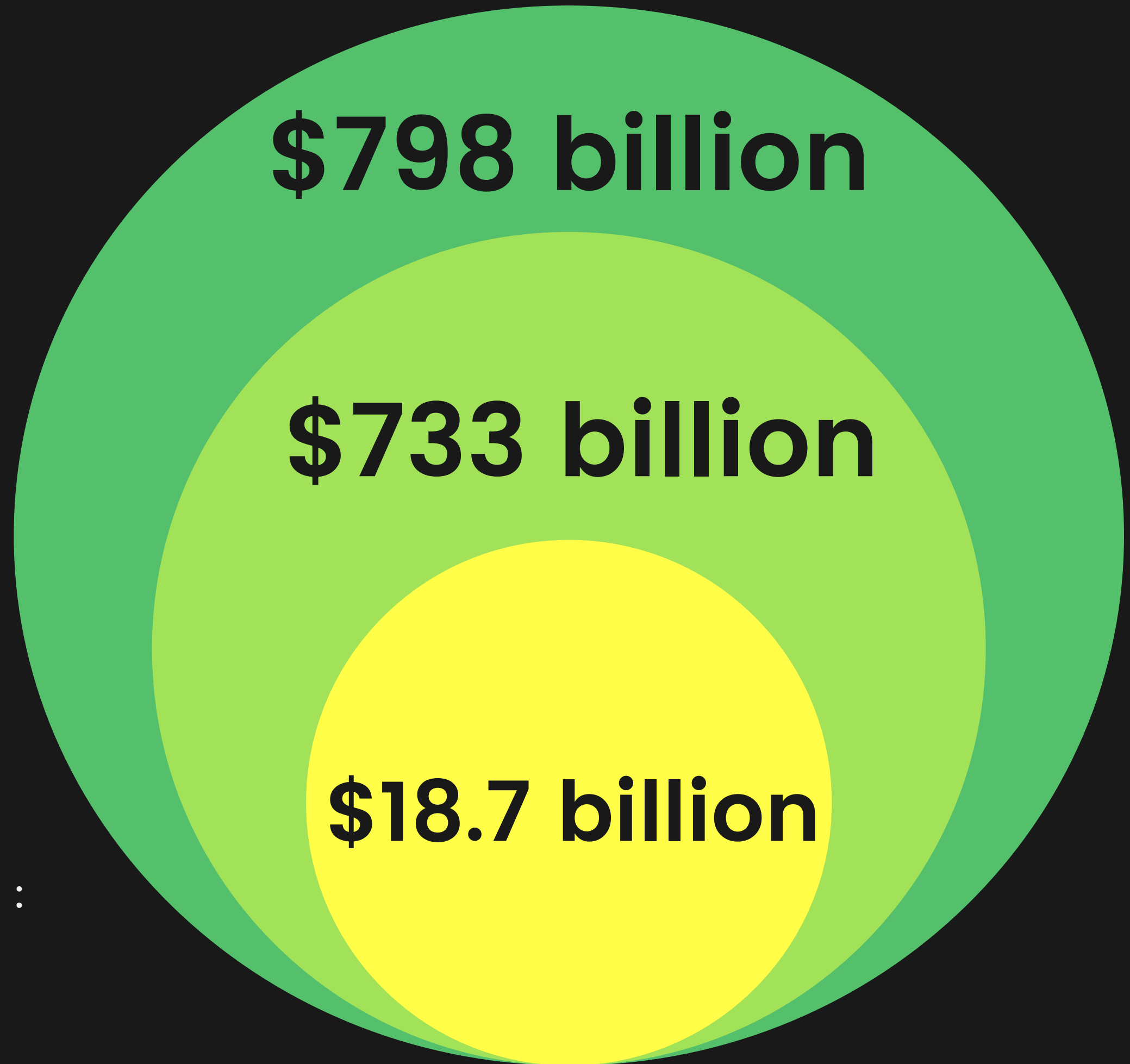


MARKET SIZE & POTENTIAL

Global Fast Food Restaurants Market Size :
798 Billion

Global Health and Wellness Food Market
Restaurants Market Size :
733 Billion

UK Fast Food Restaurants Market Size in 2021 :
18.7 Billion



80%+

of respondents consume fast food a few times a month or more

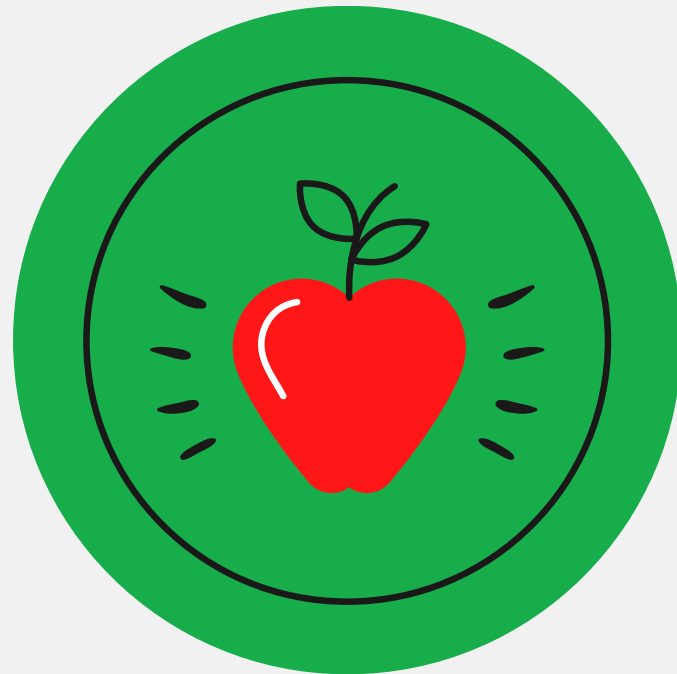
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could not think of any fast food restaurant providing healthy food

SOLUTION



FAST



HEALTHY



TASTY



AFFORDABLE

TARGET CUSTOMER



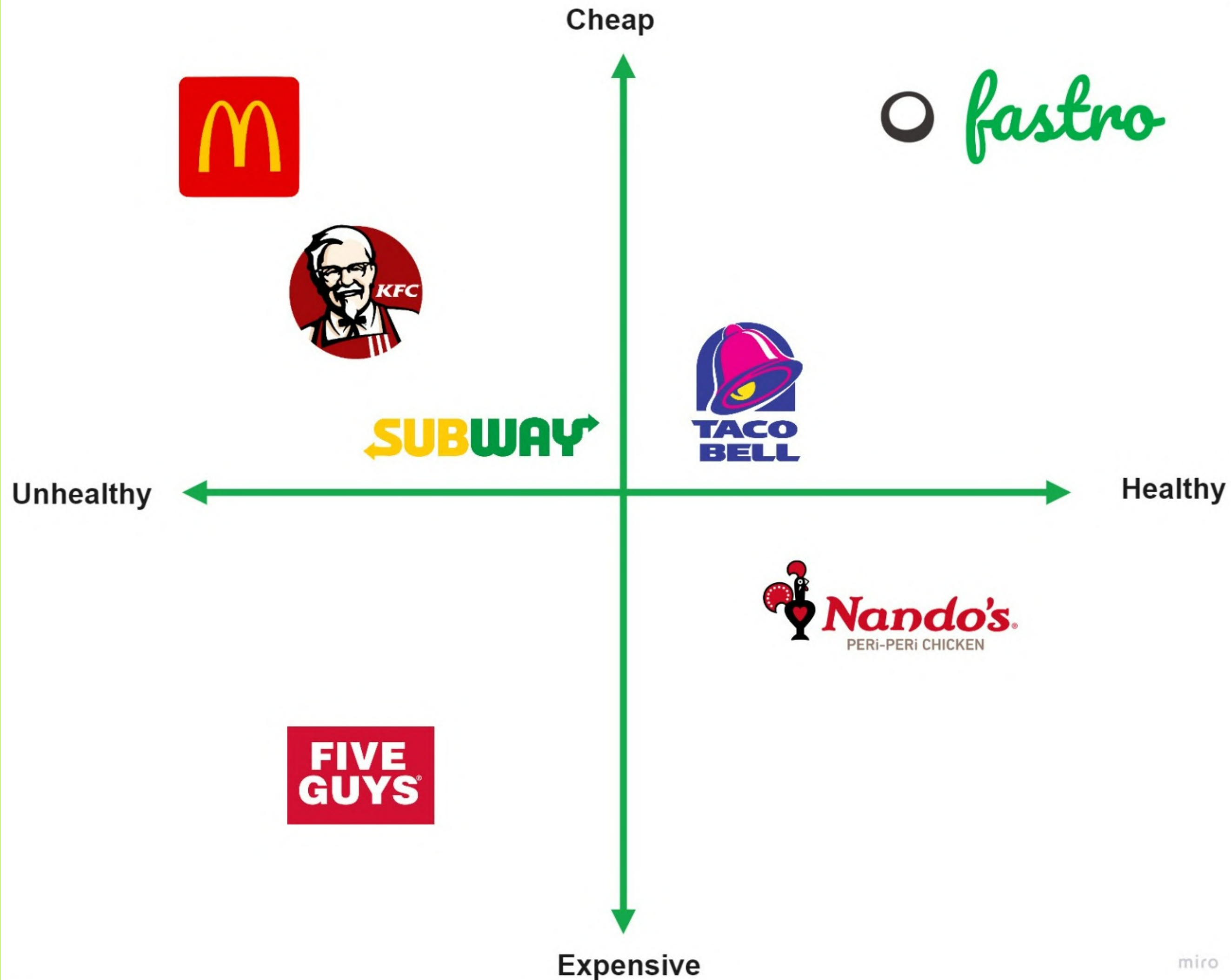
AGE 18-24

**Health
Conscious**

**Busy
Schedule**

COMPETITIVE LANDSCAPE

- STRONG COMPETITION
- NEED FOR STRONG SUPPLY CHAIN



CORE VALUES

1 Health

2 Transparency

3 Commitment

4 Sustainability

REVENUE MODEL



1 **Delivery Apps**

2 **Eat-in/Takeout**

3 **Loyalty programme**

MVP



fastro



Burgers



Skinny Burger

grilled chicken fillet, lite mayo, tomatoes, lettuce, onions

£4.50



Green Burger

green bread, plant-based meat, chilli, onion, lettuce, tomato

£5.50



Gym Burger

double grilled chicken fillet, bbq, white egg, lettuce, tomato, onion

£7.00



Eggs Burger

grilled chicken fillet, Eggs, garlic, cheese, onion, and tomatoes

£6.00



+£1.50 for regular meal

Drinks

Sparkling Water

Soda, water, fresh milk, cream, and sugar

£2.00

Fresh Juices

organic orange or apple juice

£2.00

Organic Tea

Tea, water, cheese cream, sugar

£2.00

Mineral Water

Fresh natural mineral water

£1.50





fastro



Wraps



Skinny Chicken

grilled chicken, sweet chilli, lettuce, tomato, onion

£4.00



Veggie Feast

plant-based meat, chilli, onion, lettuce, tomato

£4.50



Chicken Curry

grilled chicken fillet, curry, tomato, lettuce, onion

£4.50



Gym Wrap

double grilled chicken fillet, ketchup, lite mayo, lettuce, onion, tomato

£5.00



BBQ Special

grilled chicken fillet, bbq, cous cous

£4.00



+£1.50 for regular meal

Sides

Quinoa Salad

£4.50

Sweet Potato Wedges

£3.00

Add-on:

sauce: £0.50

ketchup, lite mayo, chilli, bbq, curry

Cheese £0.50

Eggs £0.50



fastro



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MVP

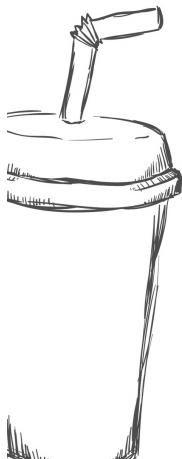



Burgers



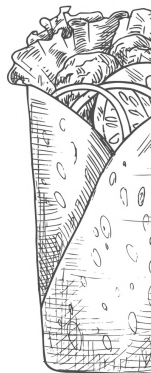
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- Fresh Juices** £2.00
organic orange or apple juice
- Organic Tea** £2.00
Tea, water, cheese cream, sugar
- Mineral Water** £1.50
Fresh natural mineral water

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-  **Gym Wrap** £5.00
double grilled chicken fillet, ketchup, lite mayo, lettuce, onion, tomato
-  **BBQ Special** £4.00
grilled chicken fillet, bbq, cous cous

Sides

-  **Quinoa Salad** £4.50
-  **Sweet Potato Wedges** £3.00

Add-on:

- | | |
|--|---------------------|
| sauce: £0.50 | Cheese £0.50 |
| ketchup, lite mayo, chilli, bbq, curry | Eggs £0.50 |



BBQ Special

grilled chicken fillet, bbq, cous cous







MVP

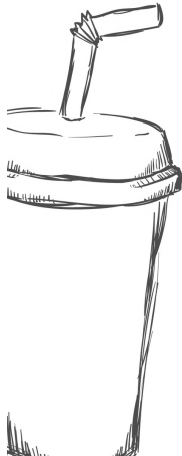



Burgers



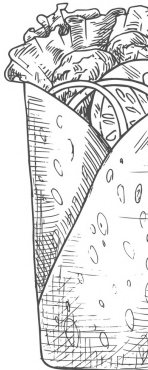
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Sides

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-  **Sweet Potato Wedges** £3.00

Add-on:

- sauce:** £0.50
ketchup, lite mayo, chilli, bbq, curry
- Cheese** £0.50
- Eggs** £0.50

Nutrition Facts

1 servings per container

Serving size 1 1 (257g)

Amount Per Serving

Calories 325

% Daily Value*

Total Fat 4g	%
Saturated Fat 0g	%
Trans Fat 0g	
Cholesterol 0mg	%
Sodium 298mg	%
Total Carbohydrate 21g	%
Dietary Fiber 7g	%
Total Sugar 15g	
Includes 0g Added Sugars	%
Protein 46g	%

BBQ Special

£4.00

grilled chicken fillet, bbq, cous cous



MARKETING STRATEGY



fastro

- Digital marketing
- Partnerships (i.e. gyms)
- Promo coupons

GO GREEN!

Today's special
GREEN BURGER



CALL FOR DELIVERY +123-456-7890

fastro
GO GREEN!

Healthy Food



Swipe Up

reallygreatsite.com

Order Now!



Green Burger

green bread, plant-based meat, chilli, onion, lettuce, tomato

**5% of each
green burger
order goes to
charities**



FAST FOOD. REDEFINED.



Thank you !

Q / A

MAJOR EXPENSES

01

Recipe
Development

02

Equipment

03

Employment

04

Marketing
campaigns



BBQ Special

bbq, cous cous, chicken

£4.00



COST

SWEET POTATO WRAP: £0.583

CHICKEN FILLET: £0.910

Cous Cous: 0.02

BBQ SAUCE: £0.052

TOTAL COST: £1.565

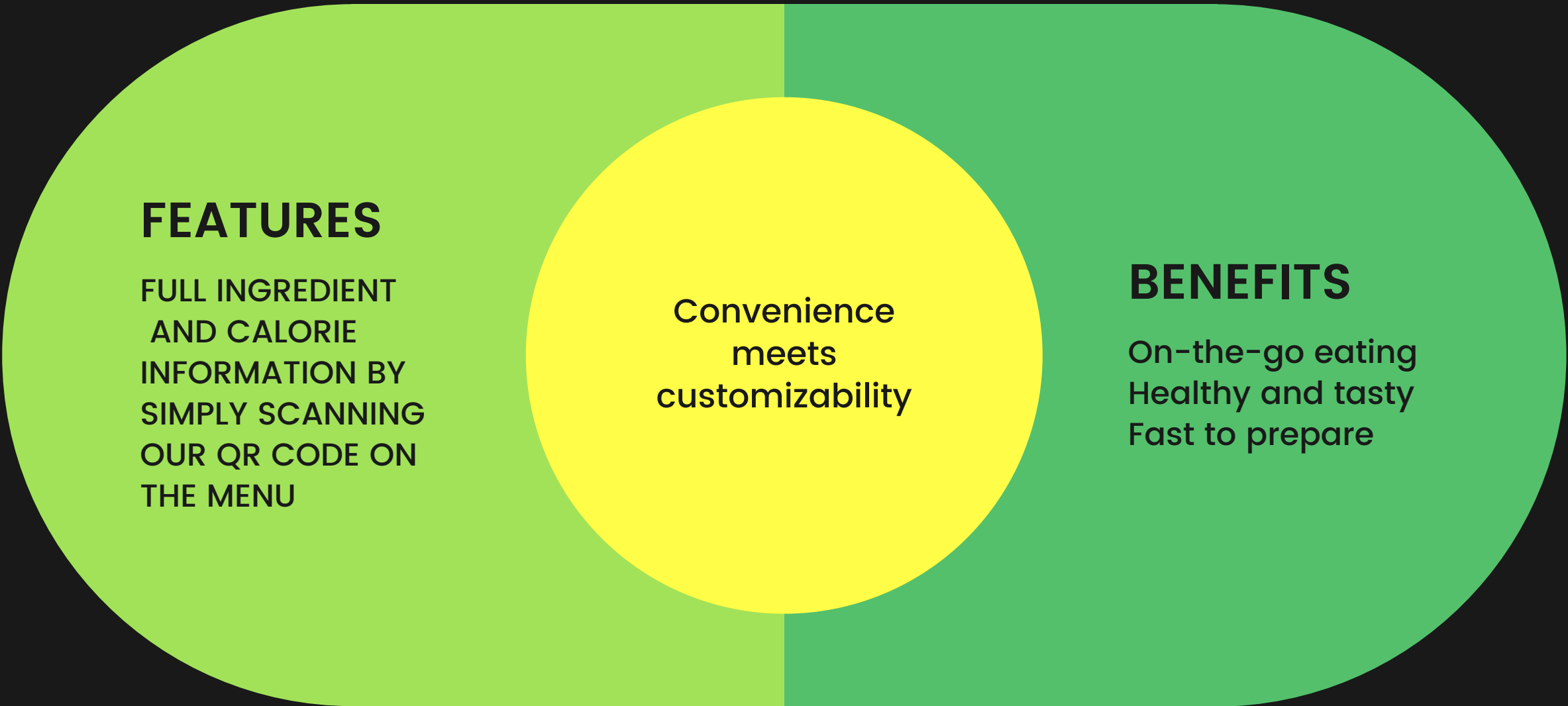
PROFIT

WE SELL IT: £4.00

THUS...

TOTAL PROFIT: £2.435

VALUE PROPOSITION



Our food truck gives
customers the
freedom to customize
their burgers.

VISION



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