



www.mabaker.es

@mabakercompany

MaBAKER
Pure bread, fresh & easy.

CEO

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TEAM

2 Cofounders full time dedicated

CAP TABLE

4 Cofounders 91%
10 Investors (8 syndicated) 9%

EQUITY STORY

Seed Round Jan'20 91K
Current value pre-money: 1.500K
Current Round (scale up) 350K

To: - Reinforce team sales and admin
- Roll out subscription model
- Marketing new model launch
- Relocate production to Spain

BUSINESS DESCRIPTION

A 360º worry-free solution, Bread machine + 'Ready to Bake' products (organic), coming together to make it **easiest ever**: 'just choose bread, add water and press play'. A concept similar to a "BREAD NESPRESSO", that democratizes high quality bread baking at home, under an **eco-friendly and healthy** approach.

PROBLEM SOLVED

Consumers want to adopt **healthier and more sustainable eating habits** as part of a more active lifestyle, but need **easy** proposals, **without sacrificing taste and enjoyment**.

Bread is a universal staple food and there is nothing more delicious and comforting than freshly baked bread. Who wouldn't like to 'literally' wake up with this aroma?...whilst being certain it is good for you, for your loved ones (and for the planet!) because you made it yourself and know exactly what is in it. **MaBAKER® will make this magic available to all.**

BUSINESS MODEL

Recurring Purchase model currently evolving into **SUBSCRIPTION**

-**B2C** Direct through own ecommerce and selected marketplaces
-**B2B2C** Indirect sales through strategic alliances like CREATE

PROJECTIONS

	2022	2023	2024	2025	2026	2027
TURNOVER €	68K	116K	915K	2106K	3990K	6790K
EBITDA €	36K	-79K	-80K	15K	257K	673K
HOMES #	3K	4,5K	12L	27K	50K	80K

MILESTONES

- 2019** 1st investment round raised + ENISA granted
- 2020** Portfolio extension (gluten free, organic extras and eco-accessories)
- 2021** Vegan certification joins the BIO certification
- 2022** Entry in selected Market Places: Planeta Huerto, Mentta, Amazon.
- 2023**
 - **3k** homes in database + **8k** followers.
 - Satisfaction Index 9,3 / 10
 - **75k** units of bread mixes sold total accum. since launch (**80%** by recurrence)
- Q3'23** Signed Alliance with WWW.CREATE-STORE.ES to impulse growth, start internationalization and give us technological service at scale

INCOME STRATEGY AND KPIS:

From **100k € to 10M € in 5 years** (2024-29), by reaching **80k customers** (homes) through:

- **B2C** Evolved model on **SUBSCRIPTION PLANS**
- LTV / CAC** | - Non-subscribed **3**
- Subscribed (aprox.50% clients) **8,7**

Operational savings in subscription: up to **-50%**

- **B2B2C** Commercial Alliances and B2B channels
- **Relocate production of flour mixes to Spain** to gain production flexibility + cost efficiencies