
VITA
VEND

Problem

To combat health risks from highly processed foods, we're introducing vending machines offering full-cooked meals.

These are prevalent in food deserts





UN Global Goals:

#2 NO HUNGER,

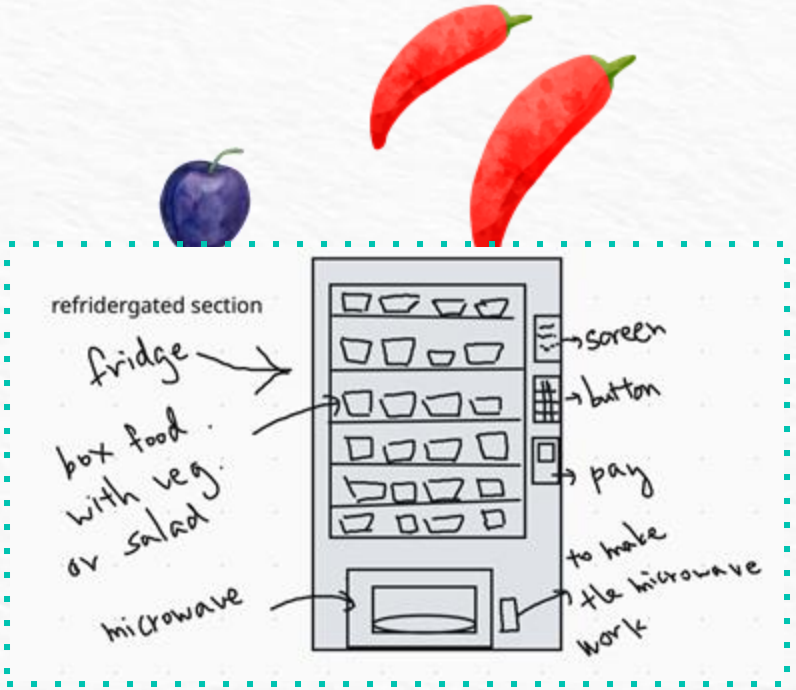
#3 GOOD HEALTH AND WELL BEING

Value proposition

Our solution:

- **VITA VEND:** a vending machine that offers groceries and healthy box food with vegetables





Value proposition: locate our vending machine in places like food desert in high traffic areas and give access to affordable healthy food.

Customer demographics

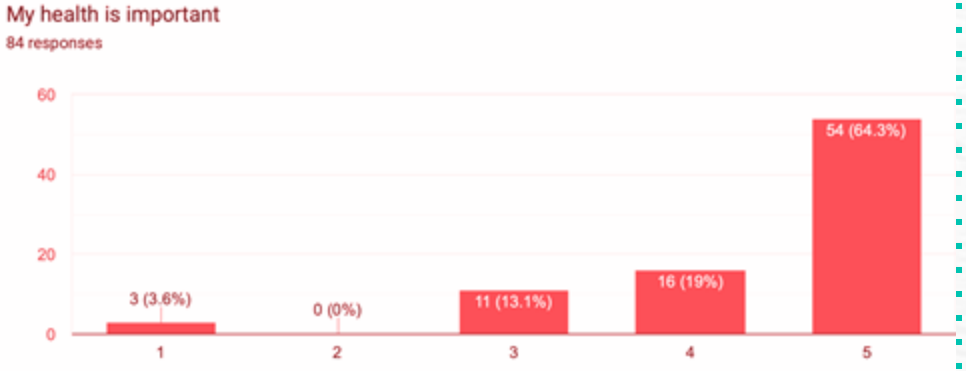
- People who live in food deserts
- Don’t have access to healthy food

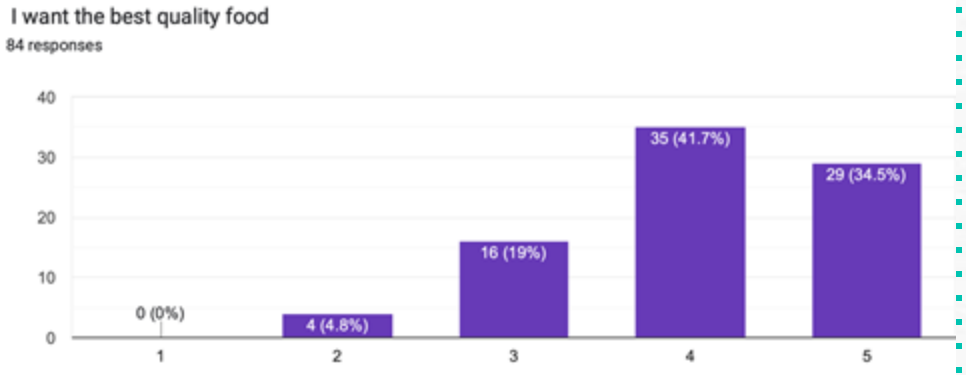


- People who are at higher risk for disease









What our customers think?

From the result of our customer survey we can observe that most of our customers think their health is important; also they will more likely to choose the best quality food.

76%

64.3%

Our Market Size & Potential Growth







The global retail vending machine market is projected to grow at a compound annual growth rate (CAGR) of 10.7% from 2022 to 2030.





Growth Drivers:

- **Hectic Lifestyles**
- **Healthy Lifestyle Trends**
- **Convenience**

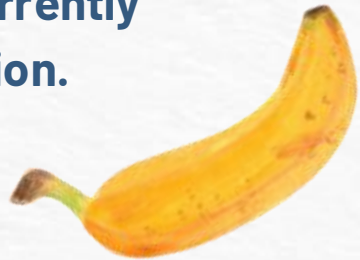







Product delivery

We have organized the financial information that we have calculated in case any potential investors are currently listening to this presentation.


Finances

Startup costs

Team/expertise

Pro-forma Income Statement						
Column "B" imports the Start-up budget items you added; You will need to complete all the other columns in yellow						
			Month 1	Month 2	Month 3	1st Qtr
A	Sales	+	900.00	900.00	900.00	2,700.00
B	Cost of Goods Sold	+	390.00	390.00	390.00	1,170.00
A+B=C	Gross Profit	=	510.00	510.00	510.00	1,530.00
	Operating Expenses					
D	Rent	+	15.00	15.00	15.00	45.00
E	Phone	+				-
F	Website hosting	+	15.00	15.00	15.00	45.00
G	Brochures	+				-
H	Sticker(with QR code to	+	30.00	30.00	30.00	90.00
I	0	+				-
J	0	+				
K	0	+				
L	0	+				
M	0	+				-
Sum(D:M)=N	Total Operating Expense	=	60.00	60.00	60.00	180.00
C-N	Net Income Before Tax	=	450.00	450.00	450.00	1,350.00

Start-up Budget	
Input costs into Column C; Use the blank cells in Column A so you can add your own unique cost items	TOTAL
Start-up Inventory	3,540.00
Packaging	100.00
Marketing - Launch only (one time)	15.00
Equipment Purchase	15.00
Up-front Operating Costs	
Rent	15.00
Phone	-
Website hosting	15.00
Brochures	-
Sticker(with QR code to website)	30.00
Total Identifiable Costs	3,730.00
Contingency (10%)	373.00
Start-up Budget	**4,103.00**





Feasibility

Effectiveness against low food diversity

Utilization of customer feedback for future choices



Alignment with UN global goals

Optimal machine placement

Next Steps…









Thank You!















Sources:

Yahoo Finance

LHSFNA

NPR