

Cakes with wow effect

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Type Klant	B2C, B2B
Gewenst Type Investeerder	Angel Investor
Benodigd Kapitaal	€ 550000
Reeds toegezegde financiering	€ 250000,-
Minimale Ticketsize	100000

Sector	Consumentengoederen, Food
Bedrijfsfase	Seed
Land geregistreerd	Nederland
Aantal Founders	1
Aantal Huidige Werknemers	1
Maandelijke Omzet	€ 5.000,-
Omzet (prognose) komende 12 maanden	€ 150.000,-
Omzet (prognose) maand 13 - 24	600000
Huidige Kosten (maandelijks)	€ 8000,-

Bedrijfsbeschrijving

Cakes have become too ordinary and have lost their intended “Wow!” effect a long time ago. We can bring back the excitement and guarantee raised eyebrows at any celebration, be it birthdays, anniversaries, graduations, or any other random casual parties, including modest family events with small groups of loved ones.

We concentrate on the high-end spectrum of the sector as we maintain our focus on differentiation strategy in the cake industry.

- Lots of positive feedback received from actual customers (around 700).
- We have patented our models in the Benelux area so that no other company can copy our products.
- Production commenced in March 2023 and progressing.

Business Model

We work as an online bakery and deliver cakes next day to the customers' doorstep. In addition to that we plan working with B2B clients like event organizers, hotels, restaurants and companies like car dealers who always want to give special cake or flowers to their customers.

USP's

The competitive advantage of us is the exceptional, futuristic quality cakes not represented currently in the market, allowing high margins.

Investeringsbehoefte

Marketing (including new products development): 200k

New production facility preparation: 100k

Salaries: 200k

Upgrade equipment: 50k

Ervaring Founder(s)

Founder has more than 10 years experience in finance field of big international companies.

Overige Relevante Informatie

Turnover estimate (12 months): 150k (if we get investment)

Expenses estimate (12 months): it depends on how we look, first year we will have big spend because of investment in new production center, marketing and salaries. after year 1 that is not the case.

Committed funding in the current financing round: we raised 250k out of 800k inception to date.

Samenvatting

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URL: <https://venturecapital.nl/cake-food-investment/>

Contact & Site

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