



Fresh Baby Food

Jeannie Marrugo

Cofounder & CEO

jeannie@cafebabytogo.com

Camila
The Original
Café Baby



To-Do List:

- ☐ Do laundry
- ☐ Clean the house
- ☐ Meal plan/grocery
- ☐ Cook dinner
- ☐ Business finances
- ☐ Customer communication
- ☒ Keep the

TINY
HUMANS
alive...





	Amount Per Serving
Total Fat	0 g
Total Carb.	22 g
Fiber	1 g
Sodium	8 mg
Sugars	14 g
Protein	1 g
Vitamin A	100%
Calcium	8%
Iron	0%

Ingredients: Mango puree (mango puree, water), white grape juice (water, white grape concentrate), rice flour, water, acerola cherry.

To Microwave: Remove lid. Warm on low power for 15 seconds. Stir gently before feeding. Refrigerate after opening. Use within 24 hours.



Fresh Green Beans



Café Baby Green Bean Purée



Commercial Green Bean Purée





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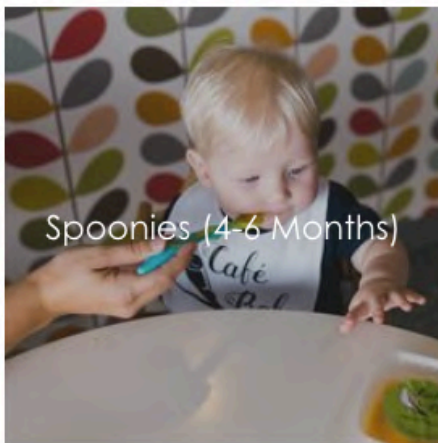
Fresh Baby Food Delivered.

Our passion is to create fresh baby food, free of chemicals and preservatives, and deliver it to your door.

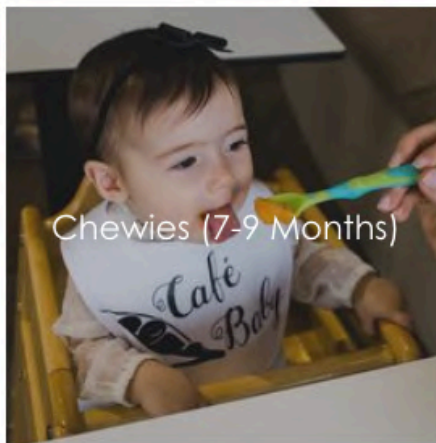
[SHOP NOW](#)



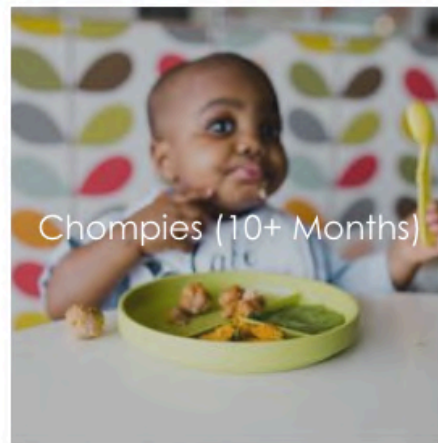
OUR MENUS



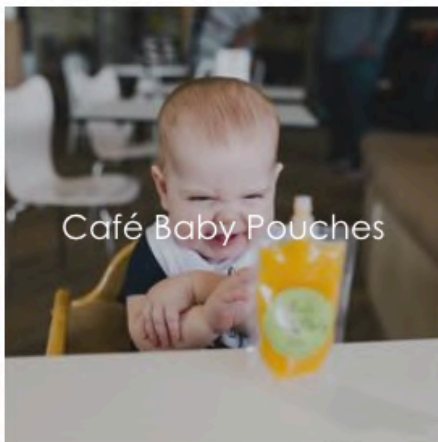
Spoonies (4-6 Months)



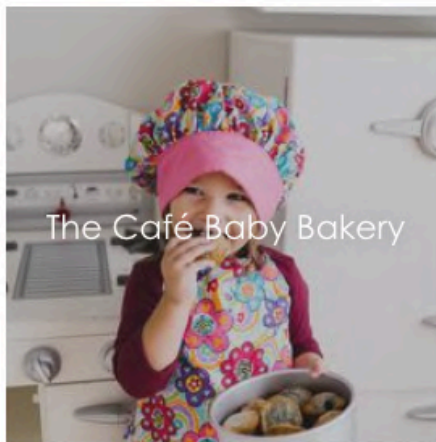
Chewies (7-9 Months)



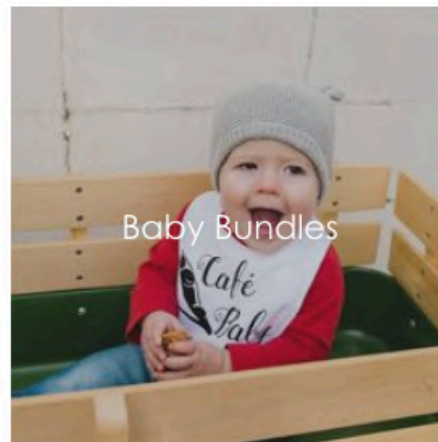
Chompies (10+ Months)



Café Baby Pouches



The Café Baby Bakery



Baby Bundles







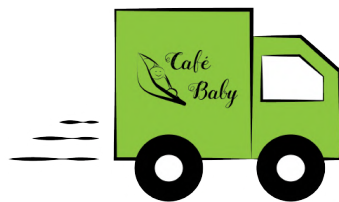
Purées
\$2.99-\$4.99



Toddler Menu
\$4.99-\$7.99



Lactation Cookies
\$15.99



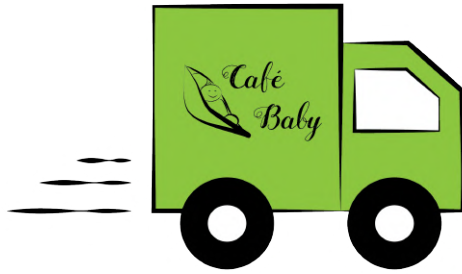
Home Delivery
\$50 minimum



Local markets & events
\$100+ per hour



\$85,000+ REVENUE



400 Online Customers



2,200+ in-person
transactions



400,000 households in central Indiana
X \$700 per household
SAM \$280M annually



19 million households nationwide
X \$700 per household
TAM \$13B annually

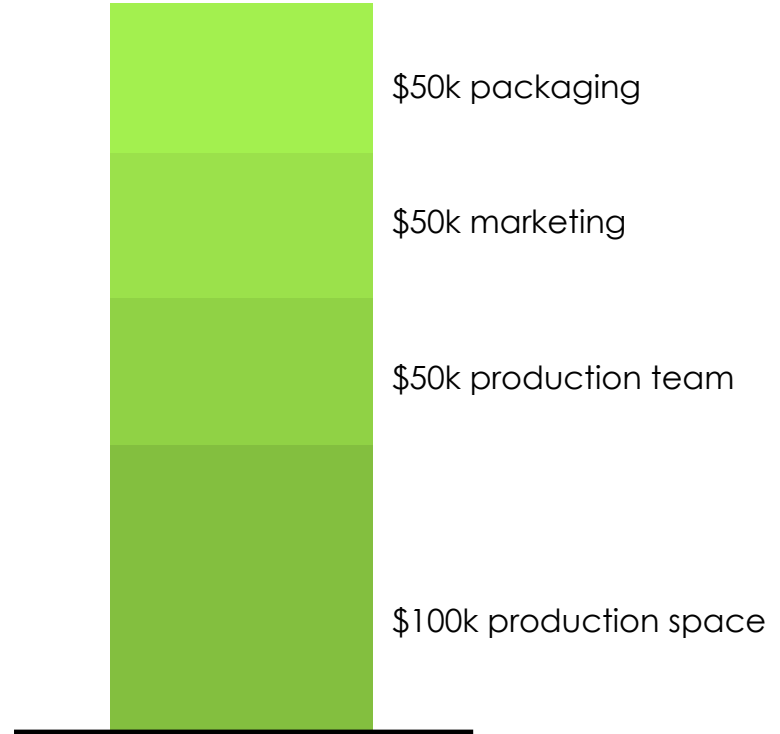


Jeannie
Marrugo
Cofounder &
CEO

Sherri
Sego
Cofounder &
COO



\$250,000
Runway through Q4 2020
\$20,000 in MRR





Imagine being able to feed your children healthy, homemade food without spending a second in the kitchen.

Café Baby is the solution.





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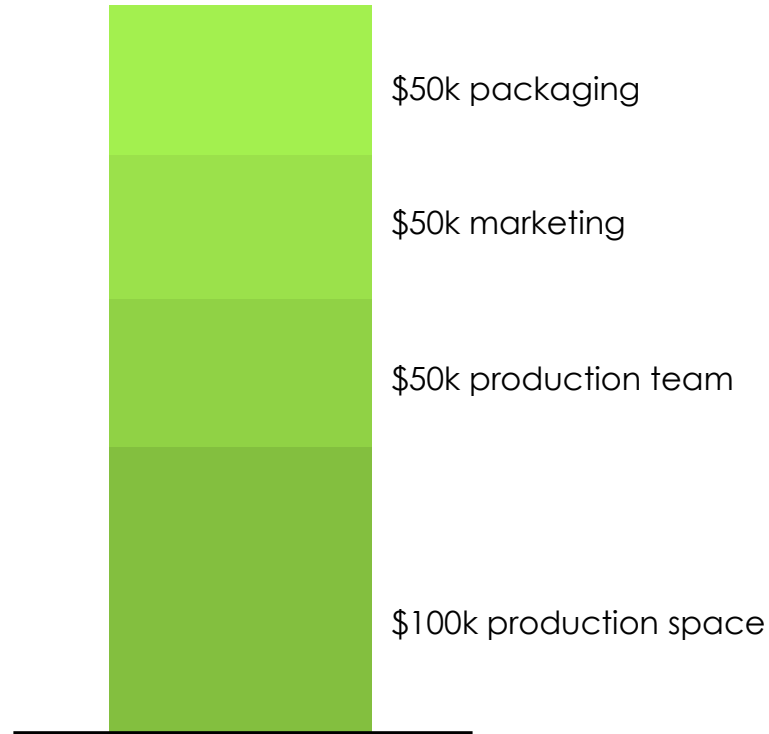
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COMPETITION

	Café Baby	Nurture Life	Pure Spoon	Little Spoon	Status Quo (Commercial Brands)	Status Quo (DIY)
Fresh	X	X	X	X		X
Delivered	X	X	X	X		
Chemical/ Preservative Free	X	X	X	X		X
Wide Variety	X	X			X	
Mild Flavors	X				X	
Lactation Products	X					X
Price Per Ounce	\$.50	\$1.10	\$.75	\$1.33	\$.34	



USE OF FUNDS



IP

RECIPES
PROCESSES
PACKAGING

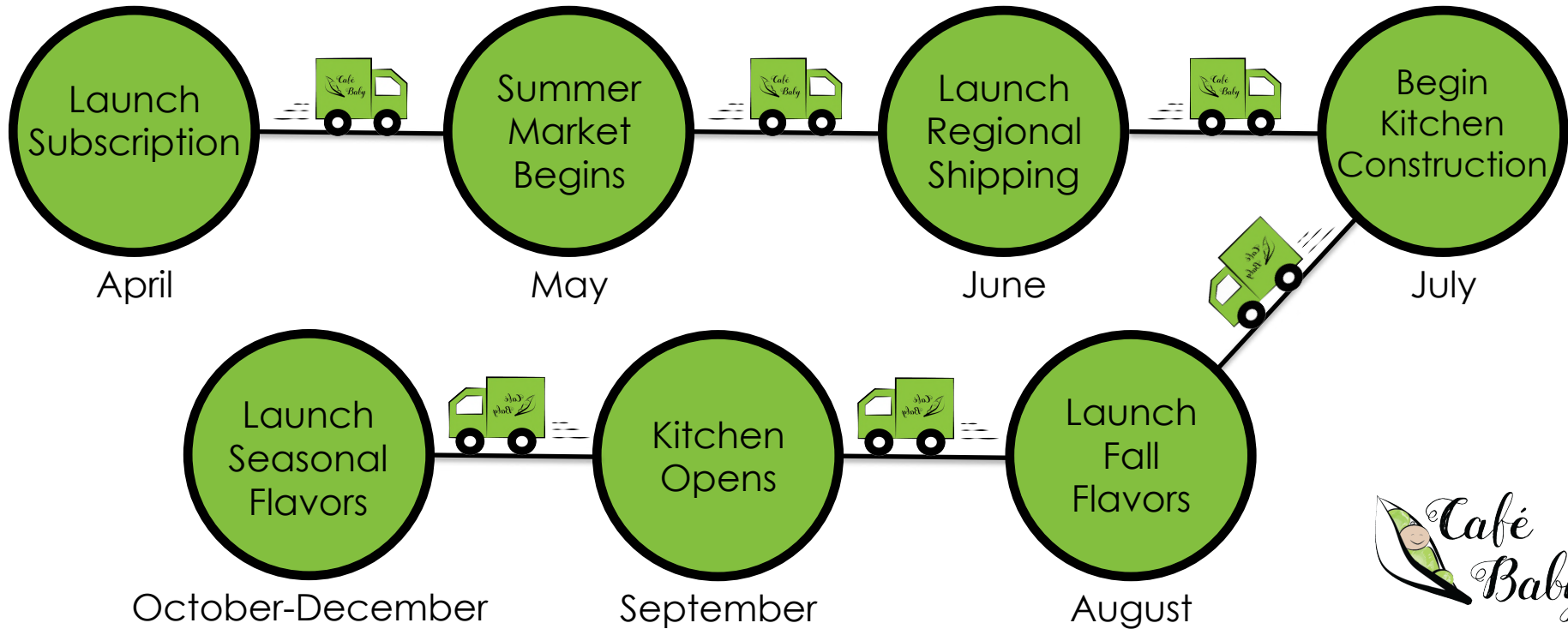


FINANCING & MILESTONES

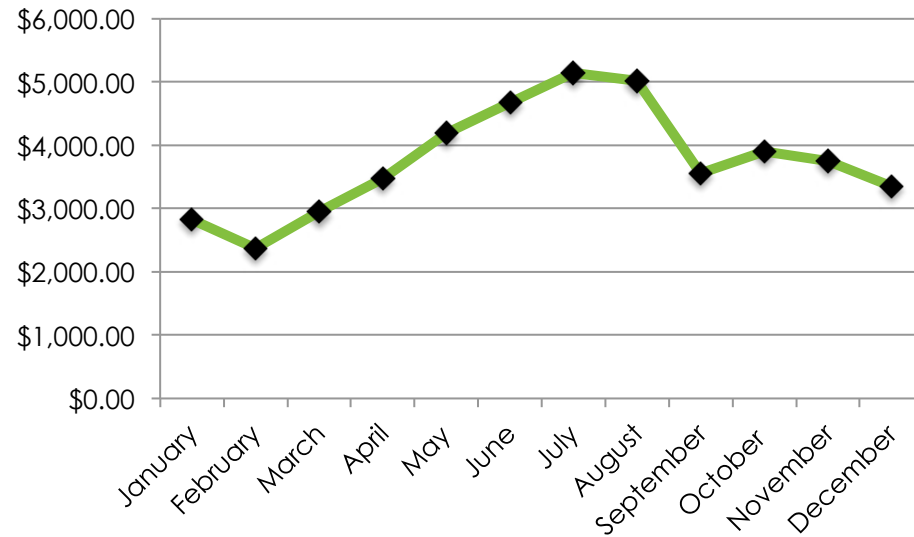
Round	Closing	Runway Through	Amount	Status	Milestones
Seed	Q3 2019	Q4 2020	\$250K	Open	Kitchen build out, Marketing, Build Team, \$20K MRR
Series A	Q4 2020	Q4 2021	\$2M	Future	Nationwide expansion, Marketing, Build Team, \$100K MRR



FUTURE PRODUCT TIMELINE/ ROADMAP



SEASONALITY



COST OF GOODS



Spoonies Purées
Average cost - \$.85



Chewies Purées
Average cost - \$1.06



Chompies Purées
Average cost - \$1.26



Toddler Menu
Average cost - \$1.10



Lactation Cookies
Cost per pack - \$3.60



SUBSCRIPTION MODEL



Build A Box - Weekly Meal Plan

\$85.00 CAD

Size: 15 Meals A Week

Subscribe to this product today!

Place order every 1 Week(s) on

Monday

[Shipping Schedule](#)

[See More Details](#)

SELECT CHOICES

