



*For the love of bread*



# Nice to meet you

Our vision is to make people love bread more. We believe bread should be enjoyed by everyone, without having to worry about health effects or feeling guilty for the environment.

We are Oxyca.

We develop sustainable bread packaging solutions using active packaging technologies.



So, let's talk  
about bread  
(baby)

# Did you know?

In the UK, a lot of bread is wasted:

- 900.000 tonnes annually
- 24 million slices every day
- 44% of all bread produced
- 80% therefore is wasted because it has not been used on time or has lost its freshness
- This is enough to lift 26 million people out of malnutrition!





# Did you know?

Preservatives in bread causes various health issues:

- Gastro-internal issues
- Changed sleeping behavior in children
- Depression
- Allergies

# However...

- 42% of UK citizens consume bread on a daily basis (Mintel, 2017)
- 62% of UK consumers are willing to pay more for better food quality (Statista, 2017)



# Grandma Betsy (78)

*"I love eating bread, especially the traditional kinds. My knees don't allow me to bake them myself anymore, but Tesco has good bread as well.*

*However, it is impossible for me to eat the whole loaf before it goes stale, and I'm feeling bad for throwing away so much of it".*



*“My family always eats bread for breakfast, although we are a bit concerned about the preservatives in the bread. We don’t want our children to develop allergies!*

*We’ve considered baking our own bread instead, but simply don’t have enough time as we both have a fulltime job and rather spend our free time with our family”*





*“I have been working at Tiffin sandwich for the past 2 years now. What strikes me most about working here is that we have to throw away so much bread!*

*I’m an environmentally-conscious person and would love to find a way to change this”*



## Plastic bread bags:

- Do not actively keep bread fresh, and thus:
- Bread becomes stale/mouldy rather quickly
- Or contains (chemical) preservatives
- Manufacturers are moving towards non - preservative bread production



We present to you:





# Benefits

The Oxyca ScavPack allows bread producers to:

- Meet market demand/trend for artisanal/healthier food
- Meet market demand/trend for convenience foods
- Reduce food waste along the value chain, thereby becoming more sustainable
- Increased logistic flexibility, allowing you to save on transportation costs
- Easier transportation as a result of being able to stack packages
- More sustainable brand image
- Innovative brand image
- Reduced chances of losing market share to competitors



# Our pricing strategy (B2B)

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of customers	2	3	10	50	150
Units sold: market share	25.000	155.000	387.620	975.240	2.000.000
Price/sold unit	€0,50	€0,50	€0,50	€0,50	€0,50
Total revenues	€12.500	€77.500	€193.800	€487.620	€1.000.000
Variable costs / unit	€0,25	€0,25	€0,25	€0,25	€0,25
Variable costs	€6.250	€38.750	€76.905	€218.810	€500.000
Customer acquisition costs	€5.000	€5.000	€5.000	€5.000	€5.000
Fixed costs	€40.000	€40.000	€40.000	€40.000	€40.000
Total costs	€51.250	€83.750	€121.905	€263.810	€545.000
Total revenues (EBIT)	-€38.750	-€6.250	€71.895	€223.810	€455.000



# Our Marketing Channels

- Attending fairs and conferences by bread manufacturing firms in the UK (The BCA conference in 2018 will be the first of many).
- Low costs,
- Ability to meet a wide range of target market
- Easy demonstration of our products



# What we have...

- A team of highly motivated experts
- A great concept for innovative packaging technology
- A great office location, in the midst of our target market (UK)
- Financial resources to finalize the technical design and to obtain the required certificates (food safety, etc.)
- Contact with the first few interested customers (1 small and 1 large bread producer)
- Opportunity and motivation for growth and expanding to other market segments



# What we are lacking...

- Equipment for (industrial) production and testing of ScavPacks
- Skills to further develop our brand image and market our product
- Financial resources to take the business to the next level





# What we need your help with

- Financial resources (€100.000) to:
  - Produce a first batch of 100.000 ScavPack to be evaluated by potential customers
  - Purchase the required production equipment
  - Continue developing and expanding the technology for the next 5 years
- What we offer to you:
  - 5% equity, or
  - Full payback of your investments in year 10



*For the love of bread*