



GUS Fo°Ds

**Great food at work
all day long**

Good food at work can be challenging for both employees & employers



Eating (greasy) canteen food every day



Eating cookies from the vending machine because you are too busy



Going outside for lunch, possibly losing a lot of time

Canteens

- expensive, with long contracts
- low flexibility
- limited opening hours

Other options

- daily follow-up from company
- require planning
- hidden costs and fees

*"Eating well in the workplace can raise productivity levels by 20% and make **employees happier, calmer and more engaged**"*

- The World Health Organization



Meet Gus!

A 24/7 accessible smart
fridge in your office.
Restocked every day with
ultra-fresh, healthy and
locally sourced products.



How does Gus work?



Unlock with badge



Choose your products



Scan & pay



Enjoy!



Average purchase takes about 1 minute!

Sales during difficult market period proves traction

Two companies and 185 employees trust our services today, with more potential in the pipeline

1 Despite low office occupancy, sales are promising

KPI	BC	Actual (60 fte)	Extrapolation (150 fte)
Average daily sales	€270	€140	€350

2 Average customer buys 2.5 times per week

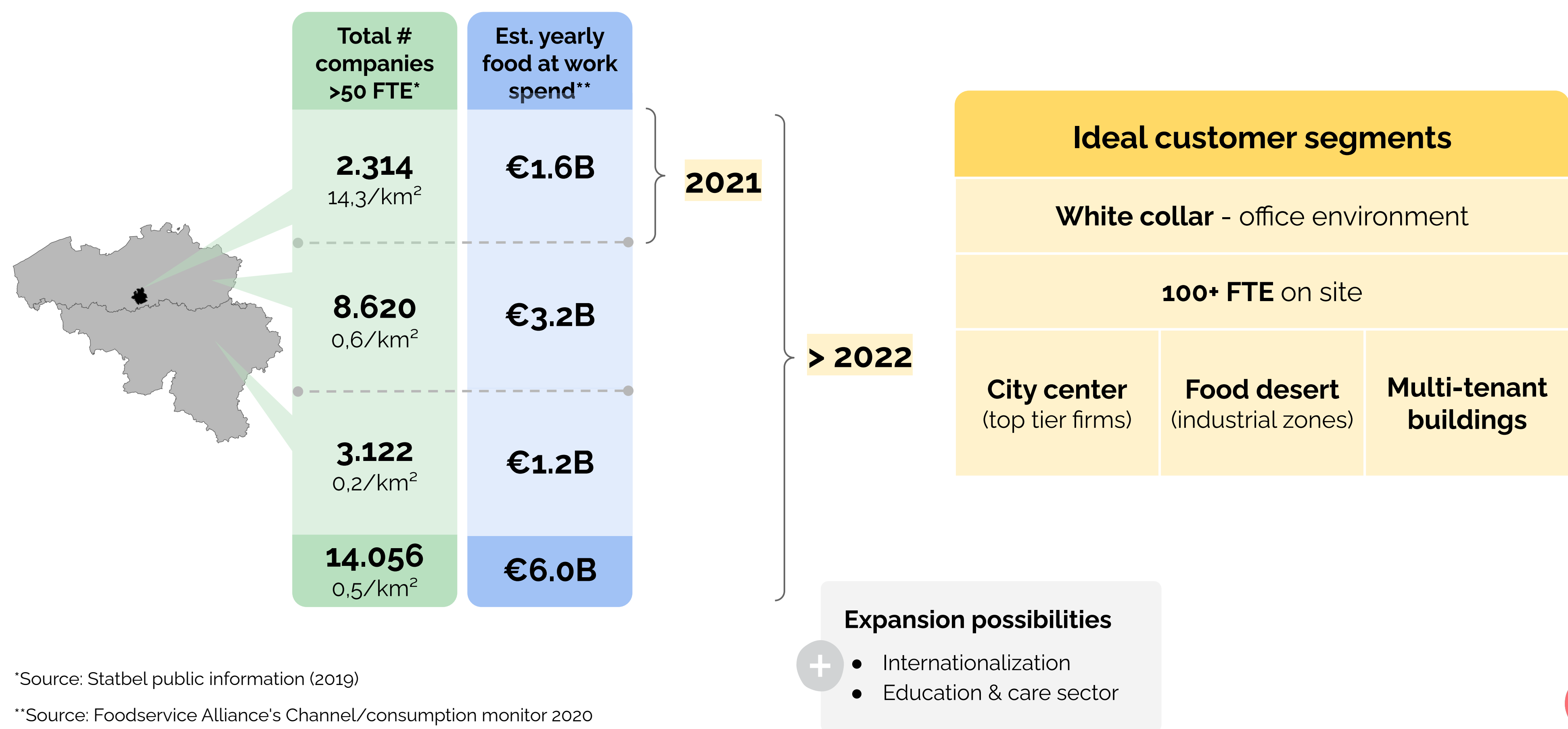
3 First customer feedback is very positive; NPS > 60 (n=20)

4 3 more letters of intent signed; 7 contracts in negotiation

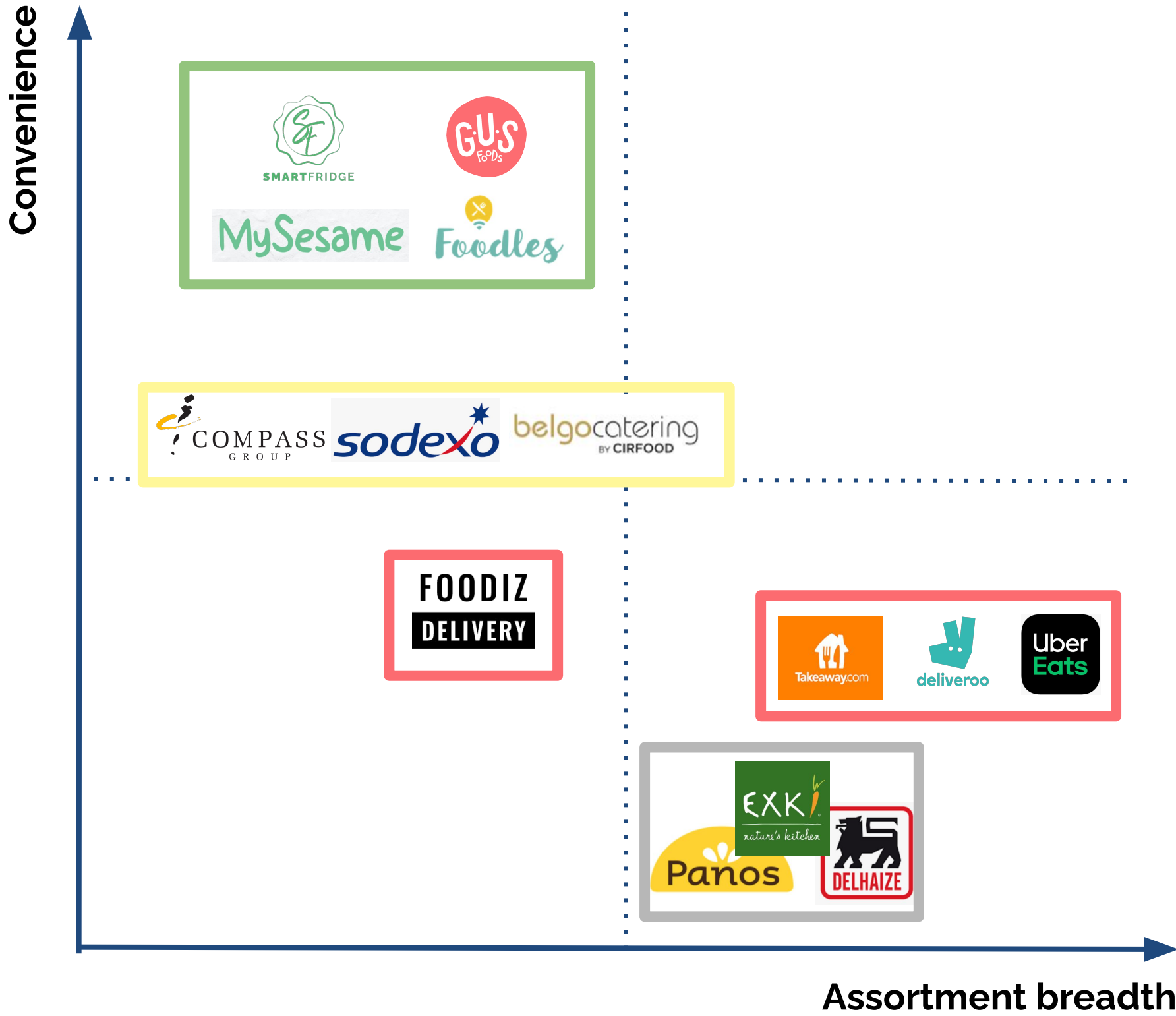
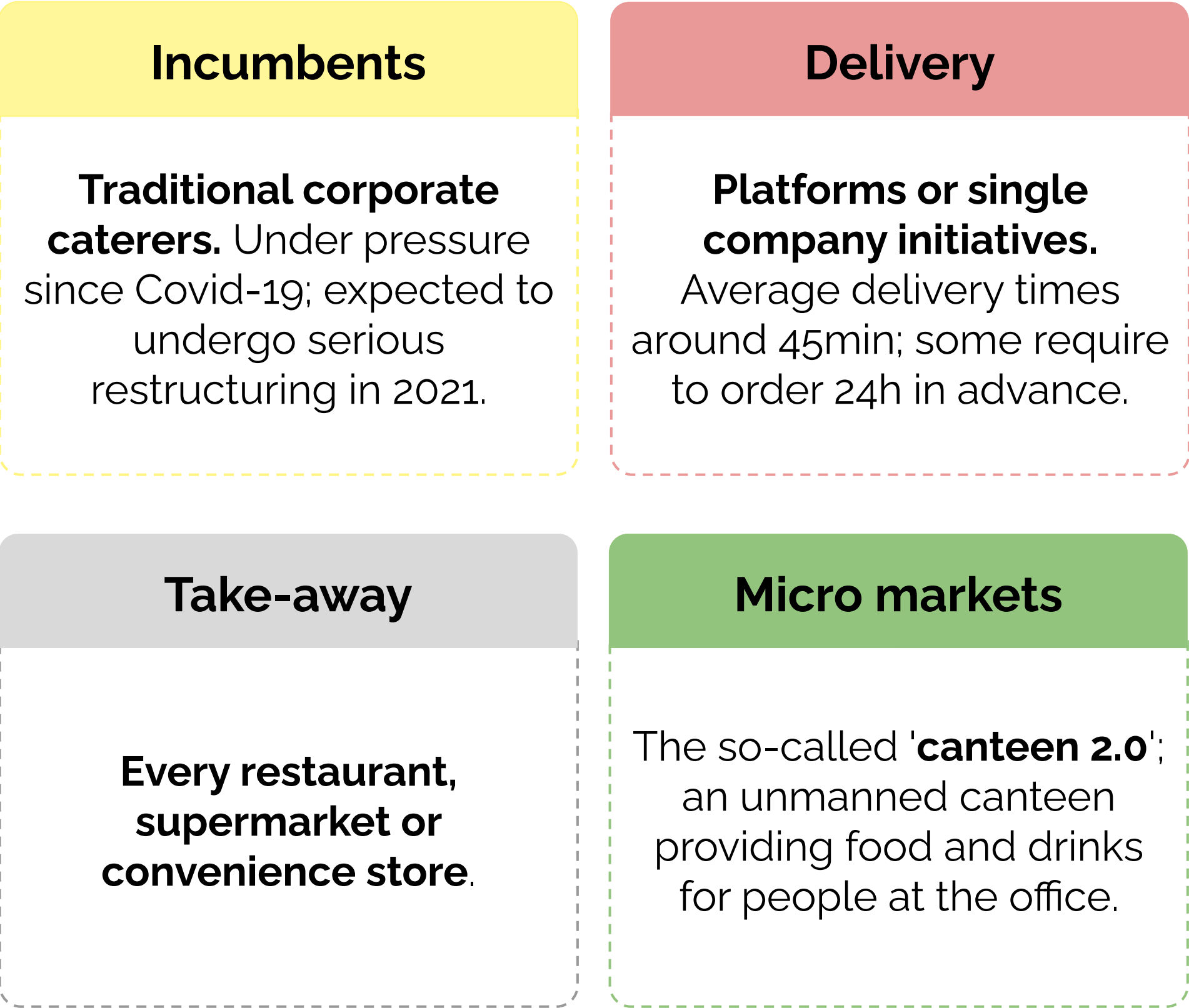


The Belgian 'food at work' market is worth approx €6B per year

We start by focusing on mid-size, white collar companies in Brussels and expand from there



What does the **competition** look like?



The **team** - Two food retail colleagues with complementary profiles

ANDREAS DE RIDDER

Education: Communications & Marketing

Experience:

- Advertising (1yr)
- Food retail - e-grocery (4yrs)

Current scope:

- Operations & Logistics
- Technology
- Sales

Fun fact:

Was born and raised
in food retail



linkedin.com/in/andreasderidder

PAULINE GELDOP

Education: Business Engineering & International Management

Experience:

- International BizDev (1 yr, Malaysia)
- Food retail - Product & Sourcing (6yrs)

Current scope:

- Product & Sourcing
- Quality & Production
- Sales

Fun fact:

Certified chef (CERIA)



linkedin.com/in/pauline-geldop-6524861b9



Business model & financial overview

Gus Foods projects to reach 17M€ in annual revenue for 2025

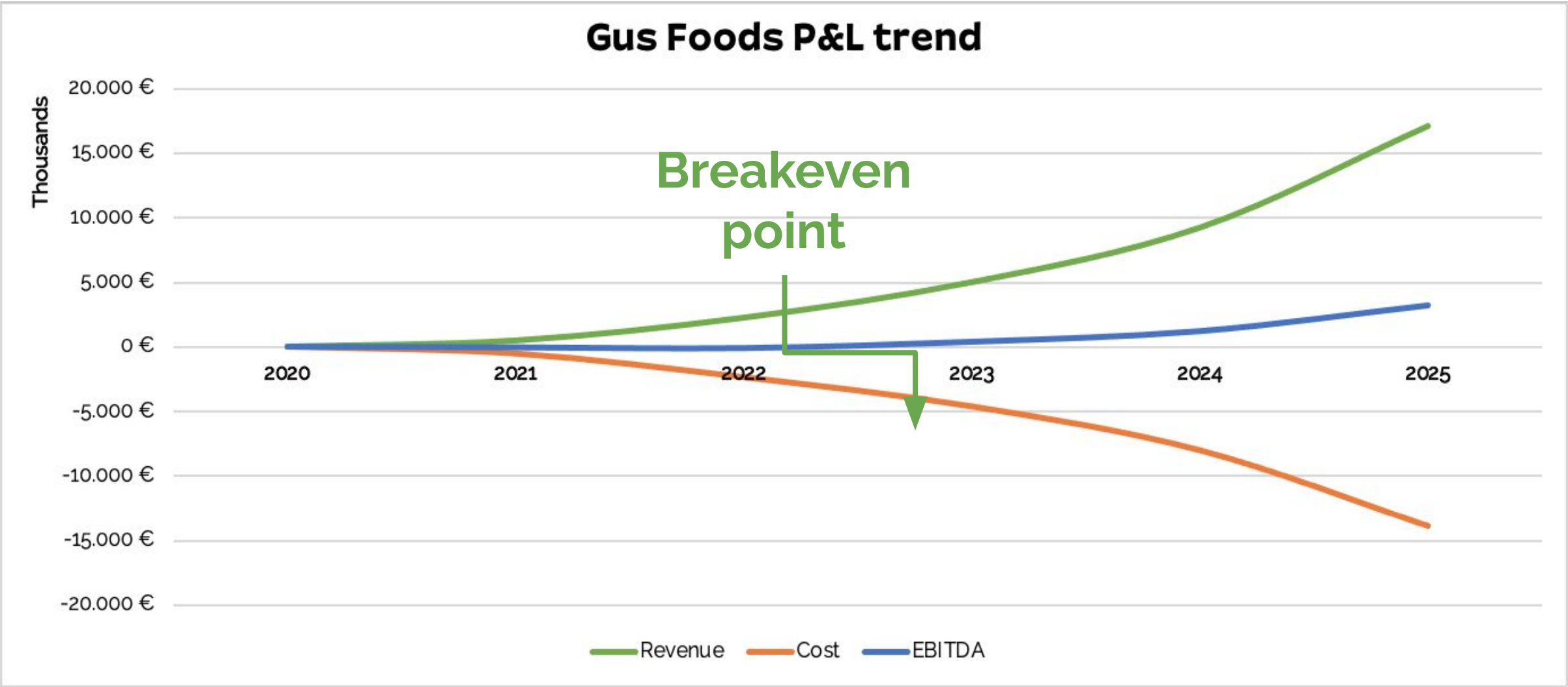
B2B2C dual revenue stream

Monthly fee
paid by company



Product revenue
paid by employee

Future revenue streams may include other **non-fridge product revenue** (e.g. meeting platters, fruit baskets,...), but also **marketing/advertising revenue** from suppliers.



# fridges	14	43	87	155	300
# fte	3	8	16	27	46

Funding requirements

Gus Foods is looking for 250K€ in seed funding

Objectives:

Expand and scale current solution in
BXL market

Timing:

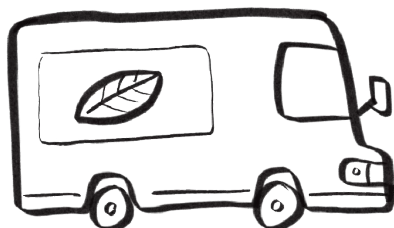
Start Q2 2021 -
End Q1 2022

**Funding
need:**

250K€

What?

60K€



Cash flow for
operations

56K€



14 fridges

10K€



Other equipment

115K€



Sales &
Marketing

10K€



Fridge R&D

This **ambitious & complementary** team
with a **passion for good food**
wants to **reshape** the way we experience **food at work.**

Do you want to be part of our story?
Get in touch today!



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Our key differentiator is our focus on product & assortment

1. Dynamic assortment keeps things interesting

- Weekly rotation
- Brand-agnostic distribution: try many partnerships!
- Iterate new concepts (e.g. snacking & drinks only)



2. Focus on ultra-fresh products from local suppliers

- Daily deliveries
- 90% Belgian products from 100% Belgian suppliers



3. Sustainability as key pillar

- Electric last-mile alternatives
- Zero waste ambition
- Sustainable packaging

