

TITLE OF YOUR PROJECT RESUME

FoodBanka - Ready-to-eat meals in retort packs or glasses with term of use 1-2 years

Contact Information

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Branch

Healthy Food

Stage of development

Launching, organization of production and sales

Year of establishment

2012 – FoodEx - main business, healthy food production and delivery, FoodBanka - 2022

Number of employees

20

Required amount of financing

300 000 \$

Use of investments

80% equipment
20% sales channels development

Current monthly spending dynamics

3000-5000\$

Current monthly income

1500\$

Current debts

-

Investors

no investors, 2 co-founders

MAIN IDEA

FoodBanka - ready-to-eat meals in retort packs or glasses with term of use 1-2 years

PROBLEMS/OPPORTUNITIES

- **Lack of time to cook**
- **Little after-work energy to prepare dinner**
- **Short durability of most fresh food dishes**
- **Food crisis because of war**
- **Lack of electricity**

SOLUTION/PRODUCT

FoodBanka - Ready-to-eat meals in retort packs or glasses with term of use 1-2 years

- Storage conditions without fridge +5 до +20 C
- Soups, main dishes - rice, spaghetti, buckwheat with meat and vegetables
- Dishes are healthy and tasty
- Easy for logistics
- Without harmful preservatives
- Without flavor enhancers

BUSINESS MODEL/REVENUE

B2C, B2B sales

COMPETITORS AND ADVANTAGES

Competitors

Advantages

Portion	They cooperate with army, produce ordinary dishes. Focus of FoodBanka is more on healthy and delicious
Veres	Only 3 types, more simple dishes. Focus of FoodBanka is more on healthy and delicious
Yimo Razom/ Eat together	They focus on taste. We focus to be not only tasty but healthy and high-protein
Yidlo	Produce dry food. FoodBanka produces ready-to-eat
Culinary	Term of use – 24h. FoodBanka 12-24 months

ROAD MAP

Till the end of 2023

To increase production capacity

Sales increase from 600 for 30 000 packs per month
To increase number of sales channels
To attract investments to buy and install automated packaging line
To analyze expert opportunities

INVESTMENTS

300 000 \$
To buy automated packaging line
To develop sales channels in Ukraine and for Export
To increase production capacity
To reduce production cost

TEAM/EXPERIENCE

Svitlana Kotenko
Co-founder, Vision and Strategy Officer

Serhii Kotenko
Co-founder, COO, Product manager

We started our business in 2012:
FoodEx – healthy food production and delivery company/ 2014, iceFood – frozen ready-to-eat food/ 2020. We have dark kitchen 600 m2, certified by HACCP та ISO 22000:2018. Our team consists of cooks, delivery guys, client managers, marketing.