

A stylized graphic featuring a large green tree on the right side of the frame. A thick yellow line, resembling a horizon or a path, curves across the top and bottom of the image. The background is white.

# GreenCrate: Healthy Meals, On Demand

DELIVERING **NUTRITIOUS** MEALS WHENEVER YOU NEED

PRESENTED BY:  
SRIHARI GANTA

A large green abstract shape, resembling a leaf or a splash, occupies the left side of the slide. It is decorated with yellow lines: a wavy line at the top left, a heart shape at the bottom left, and a swirling line at the bottom right. The text 'Identifying the Problem & Solution' is written in white serif font across the center of the green shape.

# Identifying the Problem & Solution

## THE PROBLEM

2.8M torontonians struggle to find **healthy and convenient meal choices** in their busy lives, often resorting to fast food or takeout instead of fresh, nutritious options. Traditional machines often dispense snacks and processed items, harming diets.

## THE SOLUTION

Our **chef-crafted meals** are made available through smart vending machines, ensuring that delicious and healthy meals are available anywhere. we use sustainable packaging, locally sourced ingredients, accessible 24/7.



# Our Traction Journey



## From Pilot to Launch

We have made significant progress in our journey, achieving milestones that pave the way for future growth.

- 4-WEEK PILOT: SOLD 1,800 MEALS DIRECTLY VIA GYM DESKS/MARKET STALLS.
- 90% POSITIVE FEEDBACK (120 CUSTOMERS), 70% INTENT TO REPURCHASE.
- AVERAGED 21 MEALS/DAY PER LOCATION, GENERATING \$18,000.





# Business Model Overview

## UNDERSTANDING OUR REVENUE CYCLE APPROACH

The **GreenCrate business model** focuses on delivering healthy meals through smart vending solutions. By leveraging chef-crafted recipes and streamlined logistics, we ensure that our customers receive **fresh, nutritious options** on demand.

Revenue streams: Vending sales, corporate partnerships and Event spaces.

Centralized production: This allows us to control quality, manage ingredients and distribution across all the “Fridges”.

Technology: Greencrate uses data analytics to optimize menu, price and restocking, keeping the wastage below 15% initially, and enable smart realtime inventory tracking.







# Market Opportunity

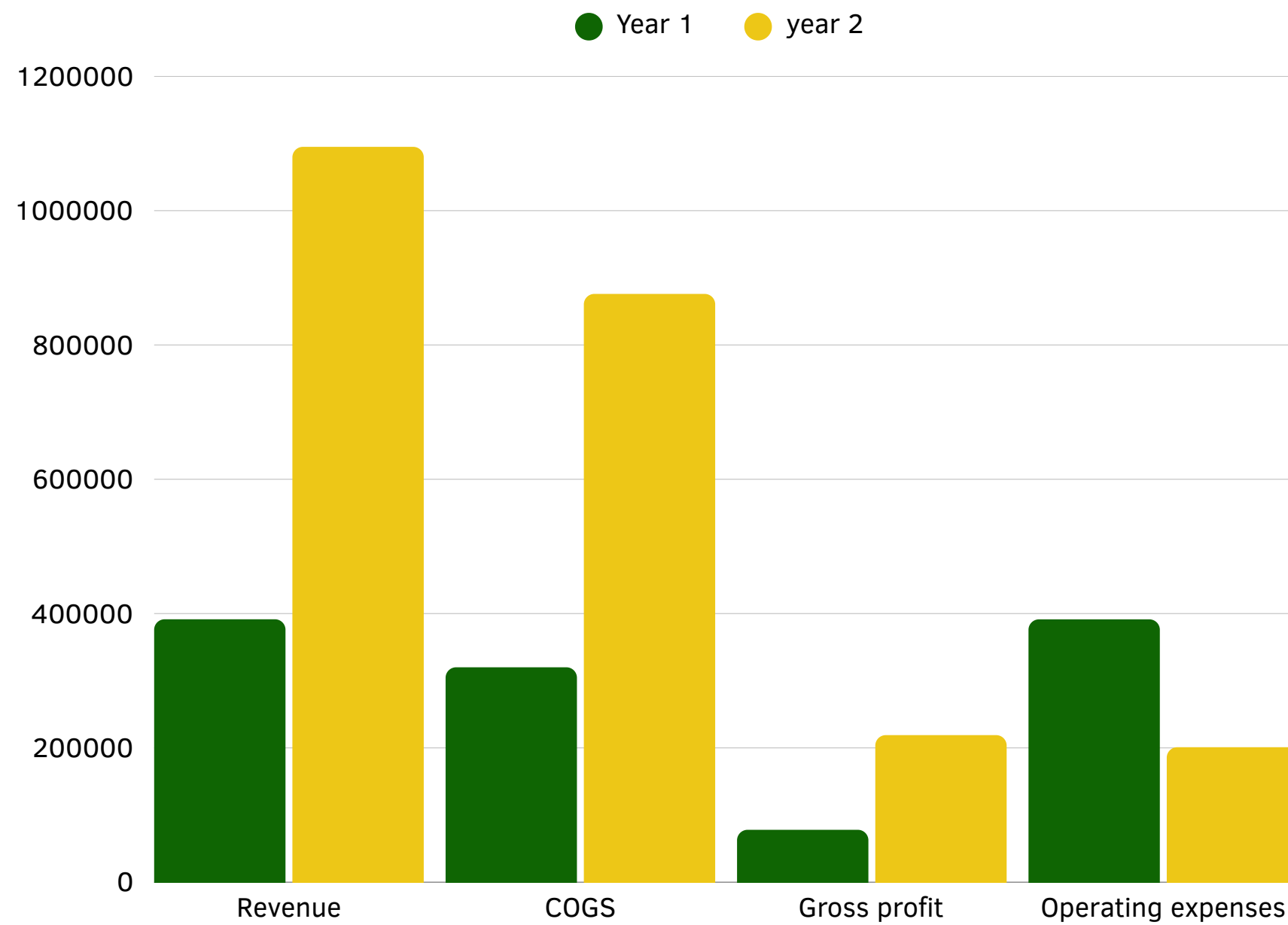
## TARGET AREAS

Canada's intelligent vending market to reach \$3.58B by 2030 (11.7% CAGR)

- Condominium residents
- Office workers
- Transit commuters
- Hospital workers
- Schools and Universities

- \$3.58B INTELLIGENT VENDING MARKET IN CANADA BY 2030
- GLOBAL MARKET: 3.7% CAGR, SHIFT TO HEALTHY OPTIONS
- TORONTO: 2.8M RESIDENTS, HIGH URBAN DEMAND
- GROWTH: 5→8 MACHINES IN 3 MONTHS, 20 IN 24 MONTHS





# Financial Overview Insights





# Competitive Edge

## WHY GREENCRATE STANDS OUT?

- Vs. UpMeals/Daily Blends: Stronger local sourcing, reusable packaging via Friendlier, SMRT1 tech for better analytics.
- Vs. Traditional Vending: Fresh meals, not snacks; 24/7 healthy options.
- First-Mover Advantage: Early entry in Ontario's fresh meal vending niche.

Category	Phase 1 (Year 1: Months 1–12)	Phase 2 (Year 2: Months 13–24)
Machine Expansion	Start with 5, grow to 8 in 3 months	Scale to 20 by end of Month 24
Marketing Focus	\$300K: Prime locations, brand awareness	\$10K: Maintain presence, partnerships
Operational Scale	1 vehicle, 1 staff, \$46K logistics	2 vehicles, 2 staff, \$92K logistics



Our growth strategy focuses on **maximizing market impact** through targeted milestones, ensuring we meet our objectives while delivering **value to our customers** and stakeholders.



# Salad-in-a-Jar Innovations



## CONVENIENCE

Healthy meals ready to go,  
accessible anywhere 24/7



## QUALITY

Chef-crafted and locally  
sourced ingredients to provide  
healthy options.



## SUSTAINABILITY

Eco-friendly packaging  
solutions, and convenient  
disposal.

# Ask and Vision

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Funding ask:

we are seeking **\$750K pre-seed via SAFE @ \$4m cap**

Use of Funds:

Marketing: \$300K - 40%

Expansion: \$300K - 40%

Operations: \$150K - 20%

Our growth strategy focuses on **maximizing market impact** through targeted milestones, ensuring we meet our objectives while delivering **value to our customers** and stakeholders.





# Meet Our Dedicated Team

## PASSIONATE ABOUT HEALTHY LIVING

Our team is committed to providing **nutritious meals** and promoting wellness through convenience and quality in every GreenCrate offering.

## EXPERTISE YOU CAN TRUST

With backgrounds in nutrition and culinary arts, our experts ensure each meal meets the highest standards of **taste and health**.



# We'd love to hear from you!

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