

The background features a large green abstract shape on the right side, resembling a stylized tree or leaf. A thick yellow wavy line runs across the top and bottom of the page. On the right, there are illustrations of a yellow lemon slice and a white lime wedge, both with green speckles representing seeds or zest.

GreenCrate: Healthy Meals, On Demand

DELIVERING NUTRITIOUS MEALS WHENEVER YOU NEED

PRESENTED BY:
SRIHARI GANTA



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.





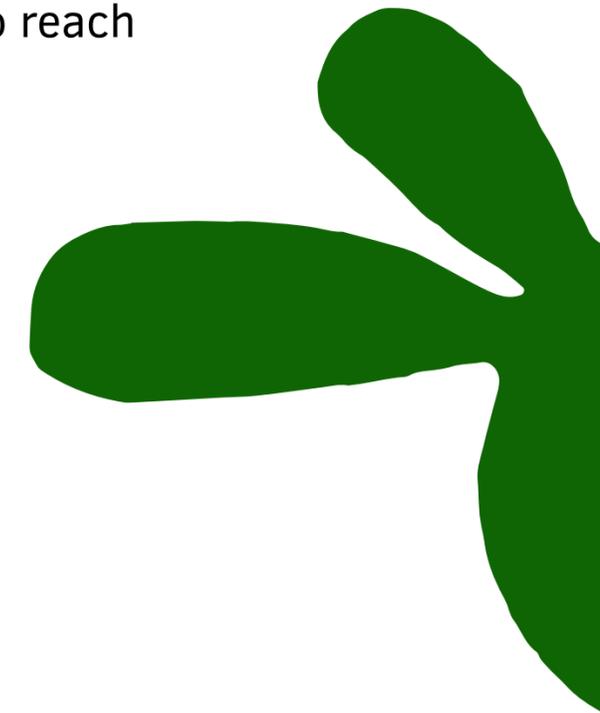
Market Opportunity

TARGET AREAS

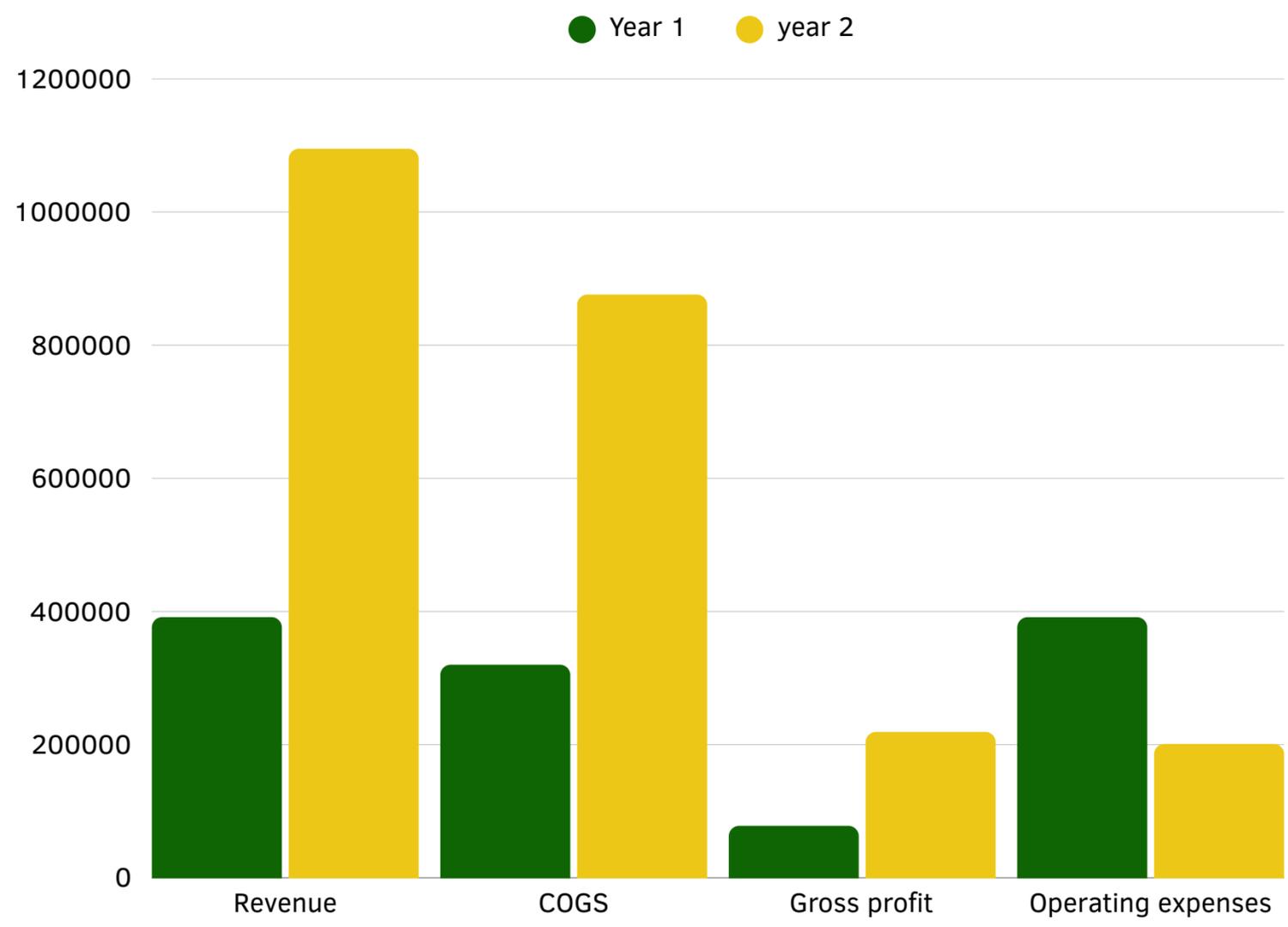
Canada's intelligent vending market to reach \$3.58B by 2030 (11.7% CAGR)

- 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.



Growth Strategy Overview

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



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!

EMAIL

Srihari.ganta.pm@gmail.com

SOCIAL MEDIA

[linkedin.com/sriharigantapm](https://www.linkedin.com/company/sriharigantapm)

PHONE

705-988-0883