



Zora & Josh Tabin,  
CoFounders





## Zora's Pitch

### Semi

#### (Intro)

Hello I'm Zora; the creator of Wild Zora –  
The Original Meat and Veggie Bars!  
And this is Josh, my husband and partner of 17 years.

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### Final

#### (Intro)

Hi I'm Zora; Creator of Wild Zora –  
The Original Meat and Veggie Bars!  
(... but I really only get wild *because* of HIM—)  
This is Josh, my husband and partner of 17 years.

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## Zora's Pitch

### Semi

#### (Problem)

We started this business because our family likes to snack; but when we eat typical *sweet* bars — we get the sugar high... then crash, and we're hungry again 30 minutes later.

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### Final

#### (Problem)

We started this business because our family likes to snack; but when we eat typical *sweet* bars — we get the sugar high... then crash, 30 minutes later *everyone* is hungry again!

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## Zora's Pitch

### Semi

#### (Solution/Product)

\* So I was on a mission and got inspired to dehydrate meat AND veggies into bars; and in early 2014 Wild Zora was born.

\* We currently have 5 recipes with grass-fed or free-range beef turkey or lamb; each loaded with organic veggies like kale, spinach, and peppers.

\* All our bars are gluten-, grain-, soy-, and nut-free, with no added sugar or preservatives.

### Final

#### (Solution/Product)

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\* and in early 2014 Wild Zora was born.

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## Zora's Pitch

### Semi

#### (Competition)

- \* Our competition makes bars with *meat, fruit & nuts*; we're first to market with bars of *meat AND veggies*!
- \* We have our own USDA-inspected facility;
- \* and while challenging to be inspected daily by the federal government — it's a barrier-to-entry and competitive advantage.

### Final

#### (Competition)

- \* Unlike our competitors, we have our own USDA facility,
- \* which means I can maintain the highest possible quality,
- \* even though it is a pain to be inspected *daily* by the federal government!

## Zora's Pitch

### Semi

#### (Team)

Josh and I have started several businesses and we have very different but complimentary skill-sets:

- \* I cook by taste; Josh with a spreadsheet.
- \* I spend my time on R&D and Production; Josh on Sales, Marketing and Finances.

(look at Josh)...

### Final

#### (Team)

Josh and I have started several businesses and we have very different but complimentary skill-sets:

- \* I cook by taste; Josh with a spreadsheet.
- \* I spend my time on R&D and Production; Josh on Sales, Marketing and Finances.

(pass mic. to Josh)...

## Josh's Pitch

### Semi

#### (Go-To-Market Strategy)

While Zora's busy making bars, I'm selling them.

- \* We started in *Farmer's Markets and Online* which gave us valuable early feedback and quickly built revenues with strong margins.
- \* Then we went *direct to Local Retailers* such as Lucky's, Alfalfa's, Natural Grocers & Whole Foods.
- \* Now we're ready to expand, so we just signed with a broker to get us into UNFI and *Larger National Chains*.

### Final

#### (Go-To-Market Strategy)

While Zora's busy making bars,  
my job is to say, "yes Dear" ... and to sell them!

- \* We started in *Farmer's Markets and Online* which gave us valuable early feedback and quickly built revenues with strong margins.
- \* Then we went *direct to Local Retailers* such as Lucky's, Alfalfa's, Natural Grocers & Whole Foods.
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## Josh's Pitch

### Semi

#### (Target Market)

Our current Target Markets are:

1. the Paleo/Gluten-Free crowd;
2. folks with food allergies;
3. athletes, especially CrossFitters;
4. and moms who want healthy, low-sugar snacks for their kids.

### Final

#### (Target Market)

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## Josh's Pitch

### Semi

#### (Money)

- \* So far we funded the business entirely from personal savings,
- \* and reached breakeven after 11 months with sales crossing 10,000 units/month,
- \* on equipment that can produce 50,000/month;
- \* and we just purchased new equipment that will double that amount.

### Final

#### (Money)

- \* So far we funded the business entirely from personal savings,
- \* and reached breakeven after 11 months with sales crossing 10,000 units/month,
- \* on equipment that can produce 100,000/month.

## Josh's Pitch

### Semi

#### (The Ask)

(We only have 2-minutes, so...)

Let me close by saying:

- \* We love what we do;
- \* we truly believe our food makes people healthier and happier;
- \* and we're honored to be here and hope there may be someone in the audience today who is inspired to help us.

*(look together)* "THANK YOU!"

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### Final

#### (The Ask)

Let me close by saying:

- \* We love what we do;
- \* we truly believe our food makes people healthier and happier;
- \* and we're honored to be here and hope there may be someone in the audience today who is inspired to help us.

*(together)* "THANK YOU!"

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## Possible Questions:

**Allergens:** Over 30 million American families affected by food allergies; more than 1/3rd choosing to eat Gluten-Free; more than half with some kind of diet restriction (gluten-free, paleo, diabetic, IBS, nut-allergies, AIP, etc.)

**Margins:** We have a detailed Financial Projection that analyzes both Gross and Net margins — if you want more details, please speak to us in private.

**Sales:** Sales Velocity is around 3-400 bars per month/store, depending on demo activity. We're in about 50 total locations; about half are grocery stores; half are gyms, coffeeshops, & doctor's offices.

**Capital:** We put in \$250,000 from savings & a personal loan... we need another \$250k to \$1 million, depending how fast we decide to grow.

**Previous Businesses:** J: "That's an answer I can't give in under 3-minutes... but suffice to say, it's the reason I joke with Zora that, 'we're rich... in learnings.'" Z: "Hopefully we can put some of those learnings to good use, finally."

**BHAG:** Get our bars into a majority of purses & lunch-boxes in America.

**Exit:** We saw Krave exit for more than 5X their top-line revenue... but if our kids are interested, we can imagine passing it on to them.