

NutriBites – Healthy Snack Subscription Service

Founder: Alex Costa
Age of Company: 8 months
Equity Offer: 40%
Funding Sought: €300,000

1. Executive Summary

NutriBites is a subscription-based healthy snack service delivering curated snack boxes to busy urban consumers who value convenience and nutrition.

We aim to raise €300,000 in exchange for 40% equity. Funds will be used to expand **R&D**, **develop new products**, and scale **marketing and logistics**.

NutriBites is **already operational** with paying subscribers and early traction, showing promising revenue growth, high engagement, and repeat purchase behavior.

2. Problem & Opportunity

Problem: Busy urban professionals want healthy snacks but lack time to find or prepare them. Traditional grocery options are often unhealthy or inconvenient.

Opportunity:

- Growing urban health-conscious population in EU countries
 - Subscription-based model allows recurring revenue and customer loyalty
 - Total Addressable Market (TAM): €2.5 billion (EU healthy snack segment)
 - Serviceable Addressable Market (SAM): €400 million (urban subscription segment)
 - Realistic initial capture (SOM): €10 million over 2–3 years
-

3. Product & Differentiation

Products:

- Monthly subscription box with 6–8 items (nuts, granola bars, protein bites, baked chips)
- Seasonal and regional flavors

Unique Selling Points:

- Curated by nutritionists
- Eco-friendly packaging
- Surprise “premium” snacks to increase retention

R&D Goals:

- Develop 10 new snack items over next 12 months
- Explore functional snacks (protein-rich, immunity-boosting, vegan-friendly)

4. Traction Metrics (8-Month Snapshot)

Metric	Value	Notes
Paying Subscribers	2,400	Organic growth + social media campaigns
Monthly Recurring Revenue (MRR)	€36,000	Average subscription €15/month
Cumulative Revenue	€180,000	Over 8 months
Customer Acquisition Cost (CAC)	€12	Across Instagram, referral programs
Lifetime Value (LTV)	€150	Average subscription duration ~10 months
Churn Rate	8% per month	Typical for subscription food boxes
Gross Margin	60%	Product vs selling price
Operating Expenses	€18,000/month	Marketing, salaries, logistics
Net Burn Rate	€6,000/month	Currently founder-funded
Social Media Following	18,000	Instagram, X (Twitter), YouTube Shorts
Average Engagement Rate	6%	Strong for industry standards

Key Insight: The numbers indicate **traction and product-market fit**, but the business is still early-stage and needs scale.

5. Financial Projection (Next 24 Months)

Month	Subscribers	MRR	CAC	LTV	Gross Profit	Net Profit/Loss
9–12	3,500	€52,500	€13	€155	€31,500	-€5,000
13–18	6,000	€90,000	€15	€160	€54,000	€12,000
19–24	10,000	€150,000	€14	€165	€90,000	€45,000

Assumptions:

- 25–30% monthly growth in subscribers
 - Marketing efficiency improves with brand recognition
 - Expansion to Tier-2 cities after month 12
 - Operational efficiencies reduce churn
-

6. Use of Funds (€300,000)

Category	Allocation
R&D / New Product Testing	€120,000
Marketing & Customer Acquisition	€100,000
Operations / Logistics Scaling	€50,000
Tech & Website Enhancements	€30,000

Goal: Double the subscriber base, expand product line, and reduce churn within 12 months.

7. Risks & Challenges

Market Risk: Healthy snack subscription is competitive (Snackible, FitSnack). Brand differentiation is critical.

Operational Risk: Logistics and supply chain disruptions can impact delivery and retention.

Financial Risk: Cash burn is significant in early stage; future fundraising may dilute current investors.

Consumer Behavior Risk: Subscription loyalty can fluctuate; customer retention depends on perceived value and novelty.

8. Why Invest?

Strengths / Pros:

- Tangible, relatable product—everyone understands snacking habits
- Early paying customer base demonstrates product-market fit
- Clear roadmap for product innovation and geographic expansion
- Scalable subscription model with recurring revenue

Caution / Cons:

- Early-stage, only 8 months of operational data
- Slightly negative net cash flow so far

- Success depends on both operational efficiency and brand loyalty
 - Emotional and personal judgment will play a role—will customers stick with NutriBites long-term?
-

9. Investment Offer

- **Equity:** 40%
 - **Use of Funds:** Product R&D, marketing, operational scaling
 - **Expected ROI Horizon:** 3–5 years
 - **Exit Options:** Acquisition by larger snack brands, strategic partnership, or IPO
-

10. Takeaway for Investors

NutriBites presents a **balance of promise and risk**. Metrics show traction and scalability, but early-stage burn, competition, and customer retention introduce uncertainty. Investors are left on **two minds**: the business could scale into a €10M+ annual revenue operation, or operational challenges and churn could slow growth. The decision is part analytical, part emotional—perfect for student investors to debate.