

Bake Better

The go-to brand for everything-baking in India.

Sister Brands.



Problem

There's a significant gap in demand and supply of what the new-age baker wants and what's being delivered.

From bloated conventional education system to lack of tools/ingredients/access to no single trusted go-to brand.

- ▶ **Lack of Customer-Centricity**
- ▶ **Significant lack of resources for average Indian Baker**
- ▶ **Severe Fragmentation of the suite of services, products and offers that can be made to the Indian baker/Chef**

The Solution

Build bake-better into a media channel that drives customer acquisition while converting them to customers via online courses and adding high margins at the backend with Offline Courses.

▶ **Become a Zero-Margin Wholesaler to Scale Customer Acquisition**

Being a Zero-margin retailer of bakery ingredients and tools will help us acquire data on existing customers in the market.

▶ **Add Profitability and scale with online courses**

Once we have acquired the average Indian baker from our physical products front, we can break even and hit profitability via offering tailored online courses as per their buying patterns.

▶ **Maximise revenue via high-ticket backend Offline Courses**

Our bottom of the funnel, high ticket offering is already an established and growing brand in Northern India with past students from over 30 Indian states and the Indian Army.

Competitive Advantages

Customer Acquisition via Zero Margin Physical Products (undercut wholesalers and break even on backend)

Customer Acquisition via Media Channels - Content Production at Scale (Take advantage of low production quality and scale audiences on all major challenges)

Monetise Audience on Scale via Online Courses (\$70,000 in revenue in first 3 months of going live)

Maximise Revenue via Offline High ticket Course Offerings and recurring revenue from Wholesale operations (Established Pilot brand in north India, with students including the Indian Army)

Future Roadmap

- 1** Maximise Customer Acquisition via Frontend Channels
(Grow from an audience of 160k to 10 million by Q4 2020)
 - 2** Scale our Product Offering by Launching more studios and tripling down on content production (Grow Revenues from \$70k since May 2020 to over \$500k by Q4 2020)
 - 3** Setup Backend high ticket Truffle Nation Institutions in 4 Major Cities to maximise Revenue (Grow from \$600k revenue in 2019 to over \$2.5 MM in 2021)
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