

Example Pitch Deck

1

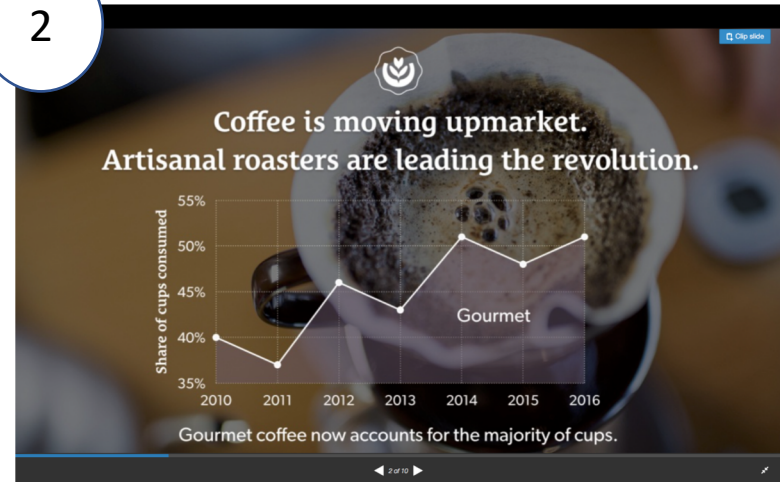


Crema.co
Top coffees from craft roasters.

TechCrunch EATER FOOD&WINE Parade EatingWell

Clip slide

2



3



But supermarket shelves are still stocked
with commodity coffee.

Next 2,000 Roasters

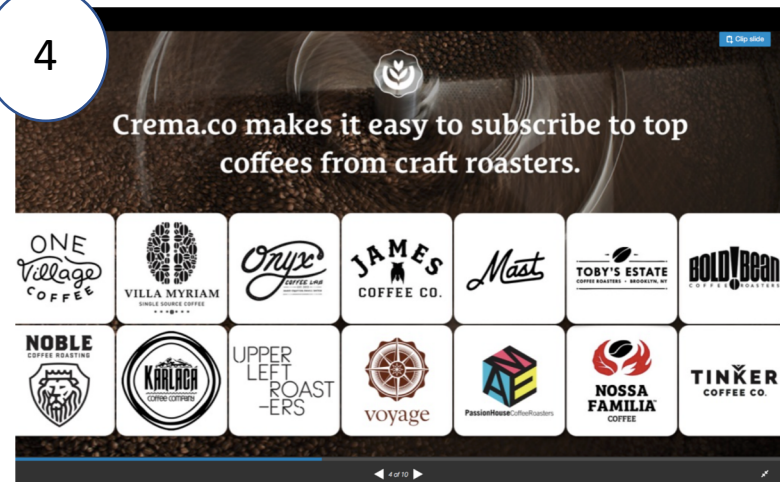
JAB
KEURIG GREEN MOUNTAIN

Kraft/Heinz
STARBUCKS
Nestle
SANTITAS

5 conglomerates control 80% of the \$14bn US CPG coffee market.

Clip slide

4



Crema.co makes it easy to subscribe to top
coffees from craft roasters.

ONE Village COFFEE	VILLA MYRIAM SINGLE ORIGIN COFFEE	Onyx COFFEE LAB	JAMES COFFEE CO.	Mast	TOBY'S ESTATE COFFEE ROASTERS - BOSTON, MA	BOLD BEAN COFFEE ROASTERS
NOBLE COFFEE ROASTING	KARLACH COFFEE COMPANY	UPPER LEFT ROASTERS	voyage	PassionHouseCoffeeRoasters	NOSSA FAMILIA COFFEE	TINKER COFFEE CO.

Clip slide

Example Pitch Deck

5

As you order and rate coffees, we learn the characteristics present in the coffees you like...

The slide features a dark wooden background with coffee-related items like pens, pencils, and coffee bags. A tablet and a smartphone are shown. The tablet displays a 'Your Brew Log' with a flavor wheel diagram. The smartphone shows a 'About Profile' page with a bar chart. A small logo is in the top right corner.

6

Help you discover coffees that match your unique taste preferences...

The slide features a dark wooden background with coffee-related items like a typewriter, a ruler, and coffee bags. A tablet and a smartphone are shown. The tablet displays a 'Top Picks for You' section with coffee recommendations. The smartphone shows a 'Coffee With Fruity Notes' page. A small logo is in the top right corner.

7

And learn the story of the people behind the beans.

The slide features a dark wooden background with coffee-related items like pens, pencils, and coffee bags. A tablet and a smartphone are shown. The tablet displays a 'Costa Rica Señora Colorado Honey' coffee page. The smartphone shows a 'Meet Robert Ramirez' profile page. A small logo is in the top right corner.

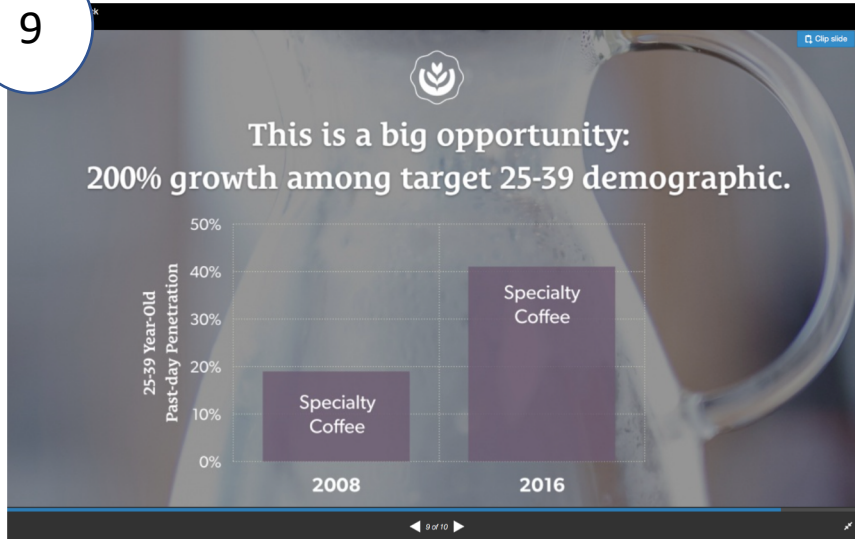
8

Specialty coffee for at-home consumption is a \$5bn market in the US.

The slide features a background image of hands pouring coffee into a glass. A large, semi-transparent brown circle is overlaid on the image. Inside the circle, the text reads: '\$14bn Coffee CPG, US' and '\$5bn Specialty Coffee CPG, US'. A small logo is in the top right corner.

Example Pitch Deck

9



10

We're combining our coffee & tech experience to create the next *iconic* coffee brand.

Emily McIntyre
Coffee Director / Cofounder
Cofounded Catalyst Coffee Consulting, coffee journalist & speaker. Written for Eater, Paste, Serious Eats, Sprudge.

Tyler Tate
CEO / Cofounder
Cofounded Twigkit (enterprise software), led design at Nutshell (Saas CRM). Consulted for Thomson-Reuters, Qualcomm, Vodafone.

11

We are looking for....

- Mentorship
- Funding
- Connections
- Marketing help