Esteemed Juices

“Reap The Harvest”

Rontier Whitfield, Creator/CEO

October 27, 2017

The Problem



The Solution



- Hand-Held Juicer
- Funnel
- Cheese Cloth
- 6 Glass Bottles (8 oz.)
- Juice Recipes

How It Works

- Order The Kit
- Buy The Fruit
- Do It Yourself



The Customer



Feedback

Hard Working, Pressed For Time Individuals (25-45):

- Desired to be healthier
- Lacked time
- Lacked motivation
- Lacked consistency



Market Overview

Total Market Size:

- Global Juice Sales in 2016: $492M
- Estimated Global Juice Sales by 2024: $845M

Financial Model

Unit Revenue:	$45.00
Costs:	
Materials	($17.49)
Shipping	($4.95)
Packaging, Labeling	($5)
Website	($5)
Labor ($8.00/hr)	($.80/unit)
	= $33.24
Unit Gross Profit	$11.76
Gross Margin	26.13%

Sales and Marketing Strategy

- Social Media
- Health and Wellness Promotional Fairs
- Farmer's Markets
- Expositions
- Health Publications (Magazines, Newspapers, Etc.)



Competition

There is no box or kit that is specifically created for consumers to DIY their own juices with given recipes.



The Team

- Esteemed is currently looking for outgoing and creative individuals who are interested in joining me on the quest to make the world a healthier place.



The Ask

- Supplies For The Boxes $1,000
- Labels/Packaging $700
- Marketing Materials $300



The End

Esteemed Juices
Building confidence through health, fitness, and awareness.