

REACH BAR

The plant-based nutrition and protein
bar containing one full serving of vegetables.



OUR PRODUCT

Reach Bar

Reach Bar is a plant-based nutrition and protein bar containing one full serving of vegetables. Appetizing, tasty, and no loss of nutrients!



OUR PRODUCT



Nutrition Facts

Servings Per Container 1
Serving size 1 Bar (45g)

Amount Per Serving
Calories 180

Amount Per Serving	% Daily Value*
Total Fat 9g	12%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%

Vitamin D 0mcg 0% • Calcium 30mg 2% • Iron 2.9mg 15% • Potassium 230mg 4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Amount Per Serving	% Daily Value*
Total Carbohydrate 18g	7%
Dietary Fiber 7g	25%
Total Sugars 9g	
Includes 4g Added Sugars	8%
Protein 11g	

INGREDIENTS: Peanut Butter, Pea Protein, Chicory Root Fiber, Dates, Agave Nectar, Oats, Greens Blend (Kale, Broccoli, Spinach), Shredded Coconut, Coconut Oil, Sea Salt, Natural Flavors.

AUDIENCE

TARGET AUDIENCE

Young suburban mothers who shop organic, sustainable, and local.

73%

willing to pay more for a product that offers complete transparency in all attributes

94%

likely to be loyal to a brand that offers complete transparency

86%

would pay more for food products with completely transparent information

MARKET



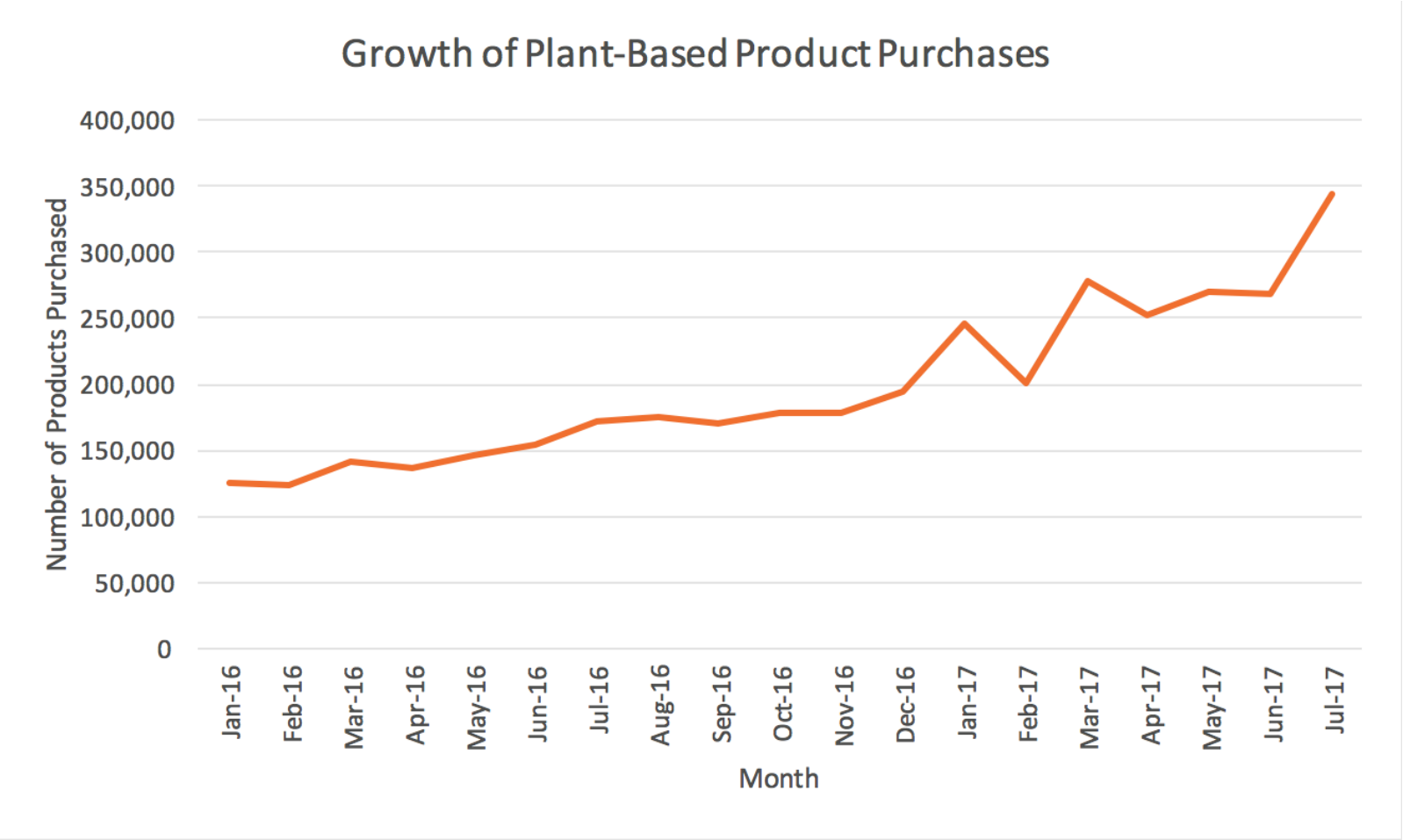
MARKET SIZE

- Nutrition Bars - \$9.6 billion
- Protein Bars - \$4.66 billion
- Vegan Products - \$14.2 billion
- Non-GMO Products - \$1.25 billion
- Kosher Products - \$19.1 billion



GROWTH RATE

- Vegan Products - 9.6%
- Non-GMO Products - 13.74%
- Kosher Products - 3.7%



OUR COMPETITIVE EDGE

PROTEIN FIBER IRON SUGAR CALORIES



10g 4g 2mg 20g 260



2g 4g 1.5mg 14g 130



11g 7g 2.9mg 9g 180

TRACTION



PROTOTYPING

the recipe of
the bar



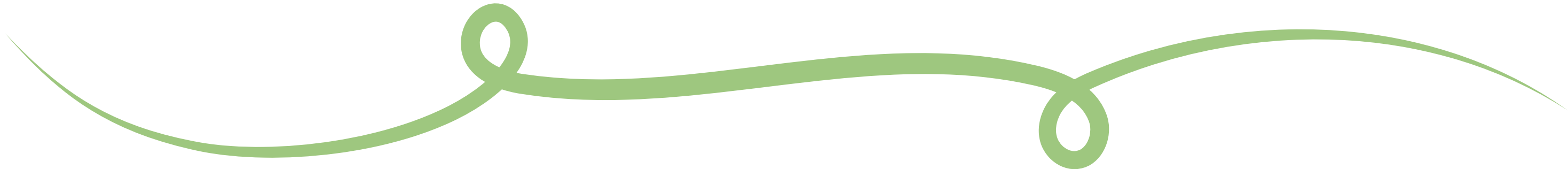
DISTRIBUTION

through local
vendors



FELLOWSHIP

with the Connecticut Center
for Entrepreneurship & Innovation



FDA COMPLIANCE

process for
packaging



PURCHASE ORDER

4,000 bars
produced

OUR TEAM



EVA QUIGLEY

Co-Founder and CRO
Nutritional Sciences



NATALIE LACROIX

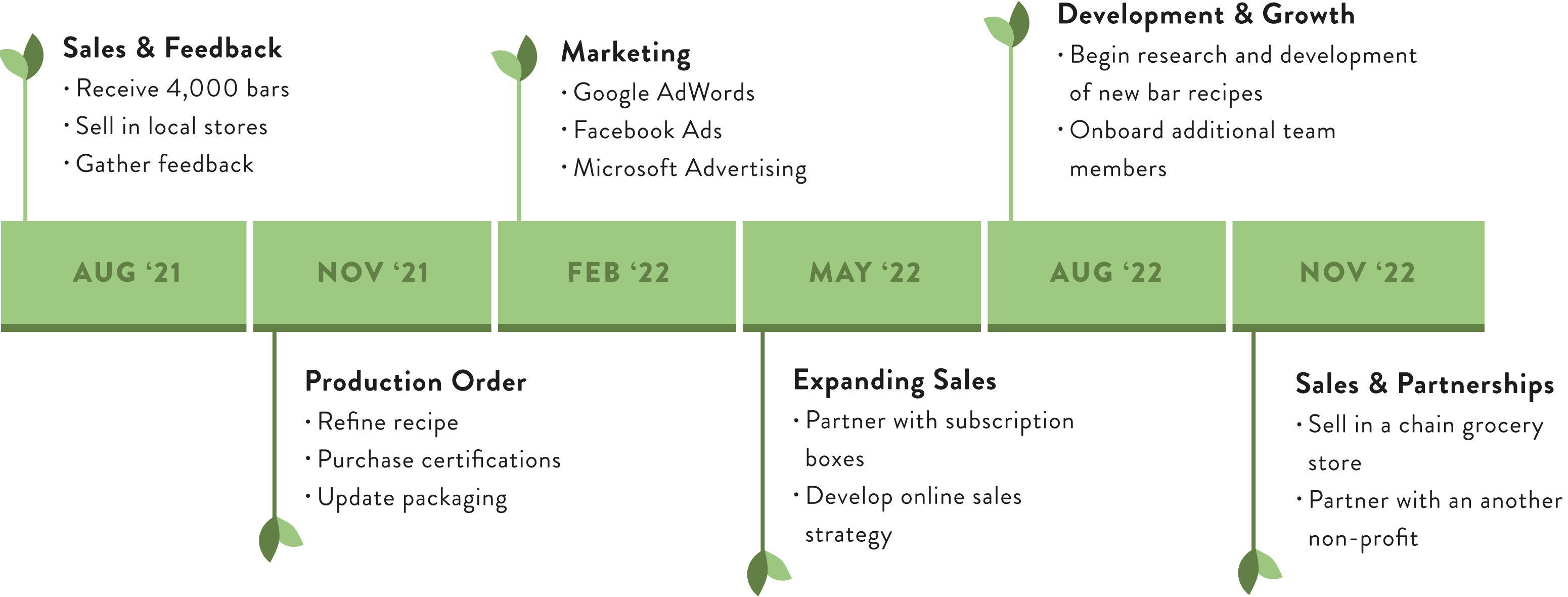
Co-Founder and CMO
Digital Media & Design



SOFIA SAUL

Social Media Coordinator

TIMELINE



ONE-YEAR GOAL



Sell 1,000 boxes

1 BOX = 12 BARS



\$33 per box

\$2.75 per bar

Production cost per bar: \$1.85

ONE-YEAR GOAL



Give 3,300 meals



1 BOX = 3.3 MEALS

(filling in the blanks)



MISSION















Reach Out.

Reach Bar strives to bridge the food insecurity gap by providing nutritional products that give back to the local community through partnering with local non profit organizations.

Our core values involve nutrition and well being, transparency, and charity.



OUR COMPETITIVE EDGE

	VEGETABLE COMPONENT	PROTEIN COMPONENT	CHARITABLE COMPONENT*
			
			
			

*excluding grants to external organizations



PRICE COMPARISON



2.75



1.05



1.53



2.00



2.73



2.91



COST BREAKDOWN

Production & Shipping

Boxes with Sticker Label	\$221
Bars	\$5,210
Wrap Around Box Label	\$252
Bar Film	\$1,761
Shipping	\$906

Annual Certifications

Vegan	\$395
Non-GMO	\$1,000
Gluten Free	\$900

Sales & Marketing

Donation	10%
Grocer Cut	1-3%



PROJECTIONS

