



# BREADLAM'S UPRISING

BAKING FOR THE PEOPLE

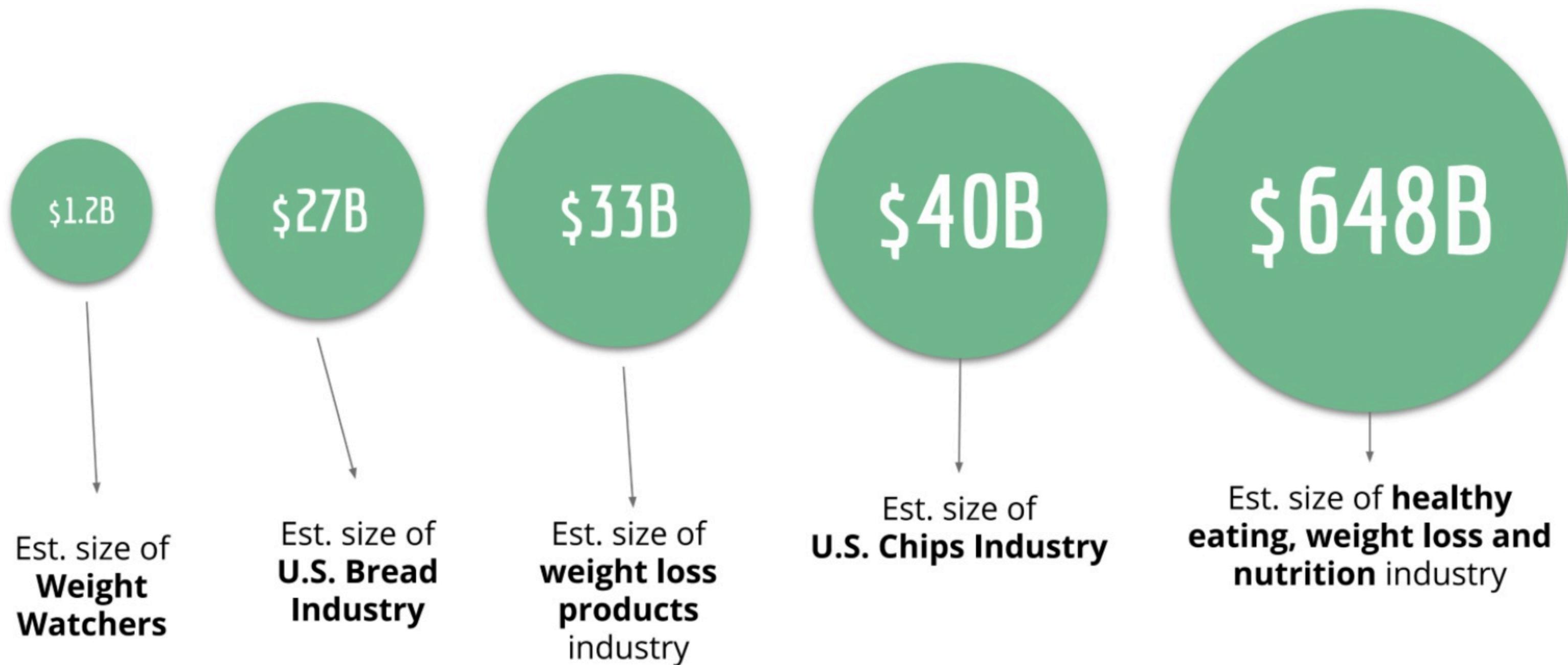
**Our task:** Upgrade the **staple foods**  
**for the masses**

**Our North Star Mission:** Rebuild,  
reformulate and reinvent staple  
high-carbohydrate foods **for the**  
**masses**, leveraging **modern**  
**health science** and **generations**  
**of old-school taste mastery**



UPRISING  
BAKING FOR THE PEOPLE

# A Massive, Multi-Billion Dollar Market Opportunity



# The Problem We Solve



=

Staple Category Exiters



# Uprising is the First “Halo Top Meets Olay” of The Healthy Bread Category

1. First direct-to-consumer **“keto bread” brand** that is **“taste buds” approved**. Serving a rapidly growing health-conscious consumer.
2. **Significantly underserved market**. Rising demand without established solutions and alternatives. Keto is not a trend, but a lifestyle.
3. **High lifetime value**. Healthy margins + DTC + potential subscription model to maximize CLV.



# Superfood Cube: Proprietary Formula Protected by Trade Secrets



1. Macro composition  $\approx$  50% fat, 30% protein & 20% carb ... **AND** zero net carb
2. **Hero ingredients:** almond flour + golden flax + psyllium husk + ACV
3. **Fresh for up to 4 weeks** without refrigeration via Uprising proprietary formula

## Nutrition Facts

Serving Size: 1 slice (72g)  
Servings Per Container: 8

### Amount Per Serving

Calories 160    Calories from Fat 100

% Daily Value\*

**Total Fat** 11g    **17%**

**Saturated Fat** 1g    **5%**

**Trans Fat** 0g

**Cholesterol** 0mg    **0%**

**Sodium** 400mg    **17%**

**Total Carbohydrate** 11g    **4%**

**Dietary Fiber** 9g    **36%**

**Sugars** <1g

**Protein** 6g

**Vitamin A** 0%    •    **Vitamin C** 0%

**Calcium** 15%    •    **Iron** 6%

\*Percent Daily Values are based on a 2,000 calorie diet.  
Your daily values may be higher or lower depending  
on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: WATER, ALMOND FLOUR, EGG WHITES, PSYLLIUM HUSK, FLAXSEED, APPLE CIDER VINEGAR, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORNSTARCH, MONOCALCIUM PHOSPHATE), SALT

Superfood Cube:  
The "Magic Chassis"

Taste-First

Health-First

Mass-First



Tostitos





**LAUNCHING JAN 2021**  
**1<sup>st</sup> Low-Carb, MCT Oil,**  
**Superfood Chips**

## Nutrition Facts

Serving Size: about 16 chips (30g)

Servings Per Container: 3

### Amount Per Serving

**Calories** 190      Calories from Fat 130

**% Daily Value\***

**Total Fat** 14g      **22%**

Saturated Fat 2g      **10%**

Trans Fat 0g

**Cholesterol** 0mg      **0%**

**Sodium** 680mg      **28%**

**Potassium** 420mg      **12%**

**Total Carbohydrate** 14g      **5%**

Dietary Fiber 10g      **40%**

Sugars <1g

**Protein** 7g

Vitamin A 0%      •      Vitamin C 0%

Calcium 10%      •      Iron 6%

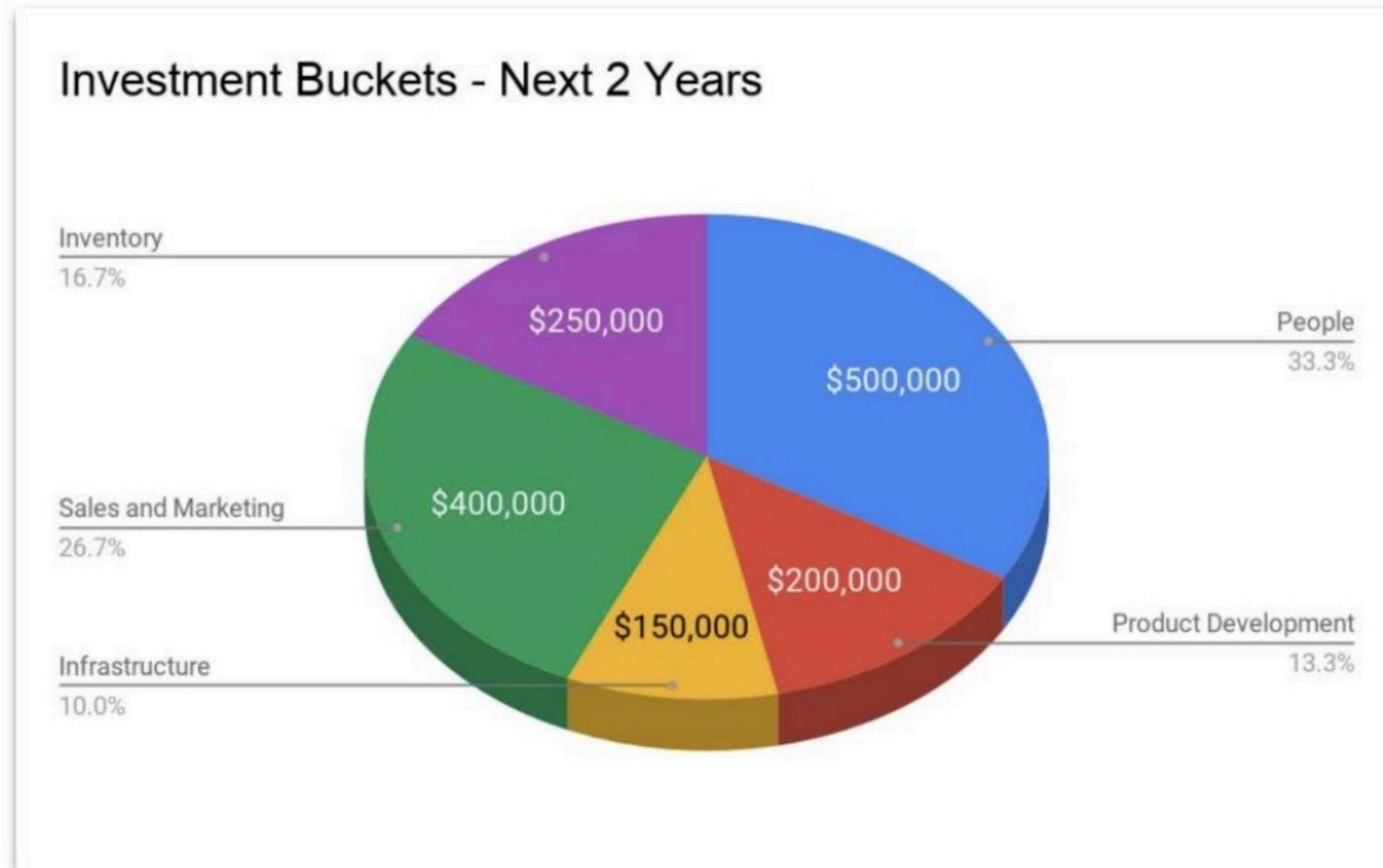
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	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

**INGREDIENTS: WATER, ALMOND FLOUR, EGG WHITES, PSYLLIUM HUSK, FLAXSEED, APPLE CIDER VINEGAR, CREAM OF TARTAR, SALT, MCT OIL, BAKING SODA, OLIVE OIL**

# Investment Overview: \$1.25 million seed round

**Purpose:** Fuel growth plans through 2023



# Uprising's 2020-2021 Winning Formula

1. **Blitz-scale our superfood bread** to capture the healthy lifestyle tribal elders.
2. **Expand** the channels and product set **with superfood chips**, the 1<sup>st</sup> low carb, MCT oil boosted "pita-like" chip to be available to the masses at retail
3. Install eComm specialist growth agency infrastructure to **minimize CAC**, achieve instant marketing scale and unlock self funded acceleration
4. **Drive** happy belly bundle **subscriptions to maximize CLV** and lock in recurring revenue



# Where will we get this bread?

**Who?**



**What?**



Blitz  
Scale  
Fast

**How?**



Pilot &  
Prep  
for  
Scale



# The Tribal Elders Size of Prize = \$134M Total

\*Assumes \$220 CLV

## Who?



Category Exiting  
Tribal Elders

A screenshot of a Facebook Audience targeting interface. The 'Audience Name' is 'Tribal Elder SOM (Serviceable Obtainable Market)'. The 'Locations' are set to 'United States', with 'Exclude Location' set to 'United States: Alaska; Hawaii'. The 'Age' range is '30 - 65+' and 'Gender' is 'All genders'. The 'Detailed Targeting' section is set to 'Include people who match' and includes two interest-based filters: 'Paleolithic diet' and 'Ketosis'. The 'Potential Audience' summary shows a reach of 610,000 people. The 'Audience Details' section lists various filters including location, age, and specific interests like 'Paleolithic diet', 'Ketosis', and 'Gluten-free diet'.

**Audience Name** Tribal Elder SOM (Serviceable Obtainable Market)

**Custom Audiences** Add a previously created Custom or Lookalike Audience

Exclude | Create New

**Locations** **Location:**

- United States

**Exclude Location:**

- United States: Alaska; Hawaii

**Age** 30 - 65+

**Gender** All genders

**Detailed Targeting** Include people who match

Interests > Additional Interests > Paleolithic diet

**Paleolithic diet**

Add demographics, interests or behaviors | Suggestions | Browse

and must also match

Interests > Additional Interests > Ketosis

**Ketosis**

Add demographics, interests or behaviors | Suggestions | Browse

**Potential Audience:**

Potential Reach: 610,000 people

**Audience Details:**

- Location:
  - United States
- Exclude Location:
  - United States: Alaska; Hawaii
- Age:
  - 30 - 65+
- People Who Match:
  - Interests: Paleolithic diet
- And Must Also Match:
  - Interests: Ketosis
- And Must Also Match:
  - Interests: Gluten-free diet
- And Must Also Match:
  - Interests: Low-carbohydrate diet
- And Must Also Match:
  - Behaviors: Engaged Shoppers
- And Must Also Match:
  - Income: Household income: top 5% of ZIP codes (US), Household income: top 10% of ZIP codes (US), Household income: top 10%-25% of ZIP codes (US) or Household income: top 25%-50% of ZIP codes (US)
- Detailed Targeting Expansion:
  - Off

# The Healthy Besties Size of Prize = \$8.4B Total

\*Assumes \$209 CLV

## Who?



Category Exiting  
Healthy Besties

Audience Name: Healthy Masess Tam (Total Addressable Market)

Potential Audience:  
Potential Reach: 40,000,000 people

Audience Details:

- Location:
  - United States
- Exclude Location:
  - United States: Alaska; Hawaii
- Age:
  - 18 - 65+
- People Who Match:
  - Interests: Health & wellness
- Detailed Targeting Expansion:
  - Off

Custom Audiences: Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations: Location: United States; Exclude Location: United States: Alaska; Hawaii

Age: 18 - 65+

Gender: All genders

Detailed Targeting: Include people who match

Interests > Additional Interests

Health & wellness

Add demographics, interests or behaviors | Suggestions | Browse

# eCommerce Traction

## Revenue Grew 10x YOY

### Transactions

Transactions

717.67%

12,821 vs 1,568



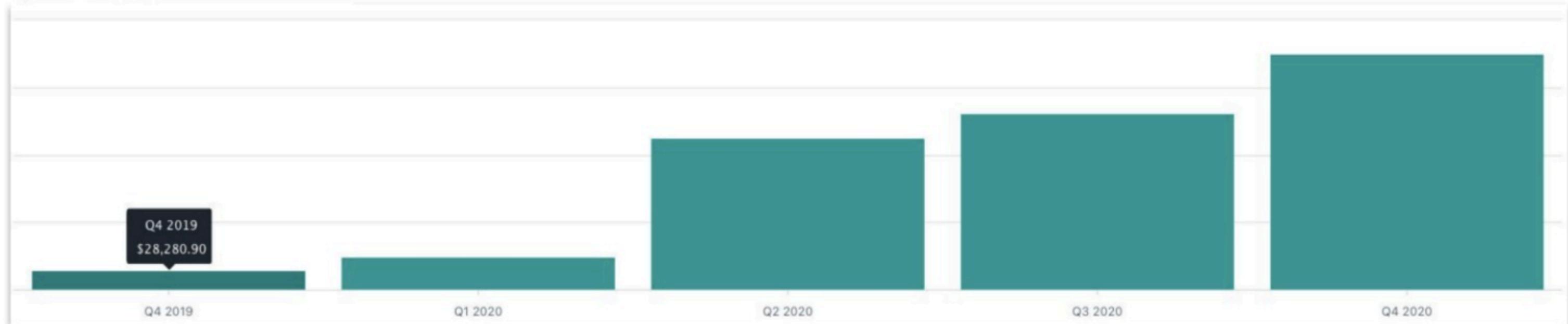
Avg. Order Value

7.29%

\$59.92 vs \$55.85



### TOTAL SALES



**\$275M**  
(Flower Foods)



**\$600M**  
(Kellogg's)



**TBD \$1B+**  
(Wells Enterprises)



**\$286M**  
(Hormel)



**\$820M**  
(General Mills)

**Annie's**  
HOMEGROWN



# A Team of Brand Builders & Already-Established Bakers



*A brother sister duo...*

**William Schumacher**  
Founder & CEO

- 4 years @ P&G beauty, brand building @ OLAY
- 4 years of commercial & investment banking
- Successfully led a P&G backed beauty DTC startup to product market fit
- Long-time Paleo/ Keto / Bio-Hacker



*& professional bakers*

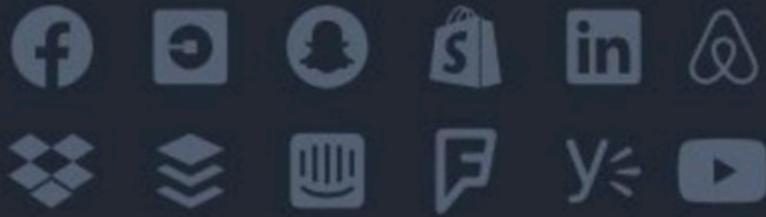
**Kate Schumacher**  
Co-Founder & Head of Social

- Marketing degree from the Farmer School of Business
- Began in Target Corp's retail management. Worked in brand innovation consulting
- Health and fitness enthusiast



**Mark and Sara Frommeyer**  
Co-Founders & Head of Product

- Proven founders with 11+ years owning & operating award-winning commercial bakery, Blue Oven
- Brought European open-air market bread expertise to US
- Supply a variety of breads for 20+ top restaurants in Cincinnati including Boca restaurant group
- Inventors of over 25 different breads with distribution in 12 farmers markets
- New product development + commercialization expertise



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