



The ice cream for the entrepreneurs, unicorns & startups of tomorrow

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# Venture Ice Cup

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Investor presentation 2017



# OUR VISION

*Venture Ice cup will help boost  
creativity among  
entrepreneurs, startups and  
unicorns by providing ice  
cream that has been  
scientifically proven to  
increase brain activity in the  
right part of the brain.*

# ABOUT

*Venture Ice Cup was founded in 2015. It's a company who strives to provide entrepreneurs, startups and unicorns their well needed ice cream which scientifically have been proved to boost creativity. The sugar fuels the creative right part of the brain and helps in processes like brainstorming. The facts show that a person becomes 48,5% more creative 25 minutes after eating an ice cream from Venture Ice Cup.*



***the booster.***



# *Problem*

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1

*Entrepreneurial energy goes down.*

2

*The productivity goes down.*

3

*Low energy and productivity means lower efficiency, costly for startups.*



# Solution

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**Problem** Entrepreneurial energy & productivity goes down during the day

1

*High energy ice cream, keeps you going all day.*

2

*Scientifically proven to stimulate creativity.*

3

*Saves your startup a lot of money by having efficient workers.*

# Business Model

*Venture Ice cup is all about the ice cream and this is how our business model works.*

***E-commerce***

*We have our own website where our customers can order Venture ice Cup directly to their doorstep. They pay online and we distribute the ice cream by using our messengers on bikes.*

***Supermarkets***

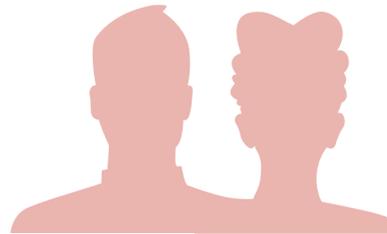
*We aim to have our main distribution channel through supermarkets to reach scale.*

***Ice cream truck***

*We cater our ice cream at different entrepreneurial events. This is a fun way to meet our customers face-to-face and get feedback on what we do.*

# Customer & Market overview.

*This is an overview of our typical and potential partners as well as over our market. As the slide shows our typical customer is the **entrepreneur** but we also see opportunities in potential customers as **intrapreneurs, ad agencies** and **music/movie industry**. Since we have created a new product we have to follow the revenue for the ice cream market In 2016, the global ice cream market which is projected to be worth about 54.7 billion U.S. dollars.*



## **Typical Customer**

*Our typical customer is an entrepreneur who have started her/his own company and have a lack of creativity and energy. They could then order our ice cream to help boost the energy & creativity level to new dimensions!*



## **Potential Customer**

*For potential customers we see intrapreneurs who works inside companies but still are in great need for extra creativity. Other potential segments could be advertising agencies, actors etc.*



## **The Market**

*The market for creative ice cream is for the moment quite empty. Since we have a patent for our ingredients we are the only brand out there with scientifically proven results. The market for ice creams is however huge and there are a lot of different actors who provide customers with high energy ice creams. The average person eats 200 ice creams a year and cost for a litre is in average 10 SEK.*

# Blue ocean Strategy

Unique approach  
- Stand Out

Free from  
competition

Create and  
captured a new  
demand

# Red ocean

Competing in  
existing markets

Beat the  
competition

Exploit existing  
demand



## Why are we different?

We are different to the other ice cream brands at the market since we are use the blue ocean strategy by using a unique approach with our ice cream that really stand out. We also have a patent for our product which means we are basically competing against no one on the market for creative ice cream which we have seen a high demand for at the startup scene.

# Milestones & Future

*This is how far we have come since we were founded in June 2016. We think that we have come far in such short amount of time but we aim for world domination within 2019. Stay tuned!*

## 10th

June 2016

*Venture ice cup was founded June 10th this year and we registered our name of the company and got our patent for the ingredients in our ice cream. All papers were in order and we were ready to start building a website.*

## 15th

July 2016

*July 15th this year our website and online shop went live and we sold our first tub of Venture Ice Cup, caramel flavour. The caramel flavour became popular soon and sold out by the end of the week. We definitely saw a demand for our ice cream!*

## 23rd

August 2016

*Our dream have been to sell our ice cream at startup events like Slush etc. Therefore we begun our hunt for an ice cream truck to see what it would cost us and start counting on what it could bring in revenue.*

## 28th

April 2017

*We aim to be in supermarkets in April but in order to reach this goal we need investments. This since the production volume needs to increase which in turn put higher demand on staffing and equipment.*

# Finances

	2013	2014	2015	2016e
Revenue				
Variable costs				
Contribution margin				
Key fixed costs				
Sales, marketing, administration				
EBITDA				
Liquity				

# The Investment Opportunity

We are looking for 600 000 SEK for 10% of Venture Ice Cup to take us to the next level

- Spending 200 000 SEK on advertising
- Spending 400 000 SEK to reach supermarkets

We are especially interested in an investor who have contacts and/or experience from the FMCG industry.



# *the team.*



**Muschina Mara**  
*The Scientist*



- Researcher at Harvard
- Helps with patent and ingredients
- Marathon canoe paddler



**Kia Jackson**  
*The Wiz*



- Savannah College of Art and Design 2012
- 10 startups on track rekord
- Would love to be an elephant in her next life.



**Michael Jackson**  
*The Spirit*



- Copenhagen Business School 2010
- Marketing guru
- Would give it all up to sound like Freddie Mercury

# CONTACT.

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