

A hand with dark blue nail polish holds a waffle cone with three scoops of light-colored ice cream, topped with a dusting of brown powder. The background features a large pink circle on the left, a blue brushstroke arc at the top, and a light teal rectangle on the right containing the title and subtitle.

VENTURE ICE CUP

Investor presentation 2020



ABOUT US

Venture Ice Cup was founded in 2020. 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 fruits fuels the creative right part of the brain and **helps in processes like brainstorming.** Facts show that a person **becomes 48,5% more creative** 25 minutes after eating an ice cream from Venture Ice Cup.



IDENTIFIED PROBLEMS

- Bloodsugar goes down → Energy goes down → Productivity goes down
- Today's existing ice cream contains much sugar → Bad for the health
- Performance enhancing products today are expensive and tastes poorly →
No sales

OUR SOLUTION

- ✓ A quick way to attain normal bloodsugar
- ✓ Easily approachable in all stores
- ✓ Healthy and tasty ice cream
- ✓ Fun and innovative





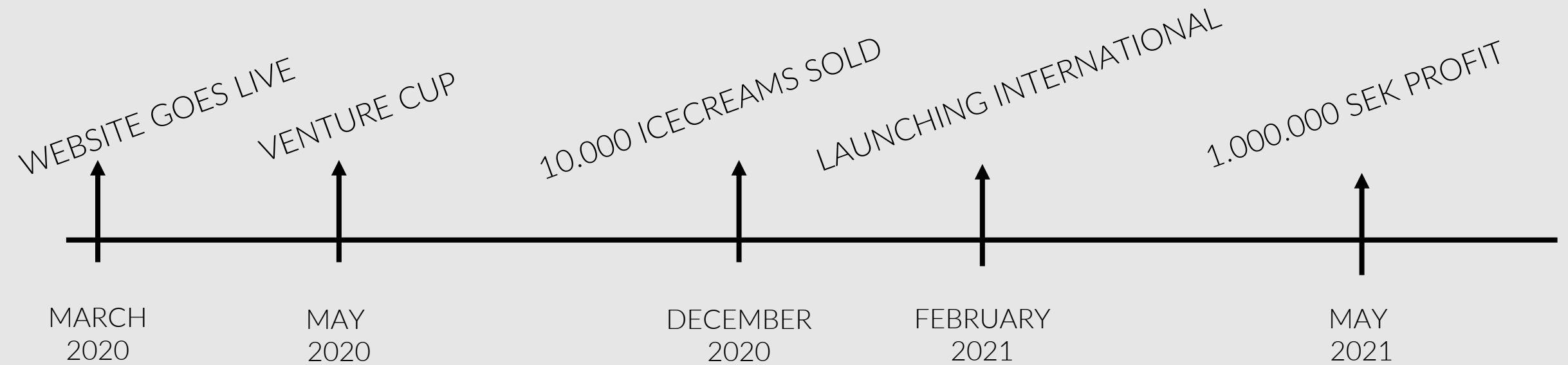
THE ICE CREAM

- ✓ Cone or popstick
- ✓ 3 different flavours
- ✓ All vegan ingredients
- ✓ Only fruits and healthy ingredients
- ✓ Locally produced
- ✓ Fair price
- ✓ Increases brain activity

VERIFICATION AND FEEDBACK

- Increases brain activity in the right part of the brain
 - A study from Lund University 2019
- 8 out of 10 feels more creative after eating a venture ice cream
 - Survey with 500 participants 2020
- 100% tasteguarantee – money back if the customer is disappointed

TIMELINE



CUSTOMER & MARKET OVERVIEW

TARGET GROUP

↓

Entrepreneurs, aged 20-50, recently started company, has a lot of creativity and energy.

TARGET MARKET

↓

In the existing market we are the first of our kind. The regular icecream market is huge and self-providing, and to combine that with our healthy, creative icecream is a winning concept.

SALES

↓

The icecream can be purchased in all grocery stores and also available online in our website. The goal is to be readily available for everyone.

COMPETITORS

BAREBELLS

PROS: Well-known, available everywhere, many flavours

CONS: Doesn't taste good, boring, not many flavours, bad ingredients

GB GLACE

PROS: Popular, many flavours, suitable for a bigger target

CONS: Lot of sugar, bad ingredients, doesn't increase creativity

GAINOMAX

PROS: Has both bars and drinks, high protein and increases creativity

CONS: Only two flavours, bad taste, not so popular



THE INVESTMENT OPPORTUNITY

- 600.000 SEK for 10% of Venture Ice Cup
 - 200.000 SEK for advertising
 - 400.000 to reach the full market
- A partnership between Venture Ice Cup and Venture Cup
- We are especially interested in an investor who have contacts and/or experience from the FMCG Industry



THE TEAM



MUSCHINA MARA

- ✓ Scientist
- ✓ Researcher at Lund University
- ✓ Handles patent and ingredients



KIA JACKSON

- ✓ PhD in Art and Design
- ✓ 10 startups
- ✓ Project Manager and customer support



MICHAEL JACKSON

- ✓ Copenhagen Business School 2010
- ✓ Sponsoring and marketing
- ✓ Web analyst

BUSINESS MODEL



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.

E-COMMERCE

We aim to have our main distribution channel through grocery stores.

GROCERY STORES

FIND US

SOCIAL MEDIA



@ventureicecup

CONTACTS

+46709857484

ventureicecup@gmail.com

PO Box 21177, Little Lonsdale St, Malmö

Or visit our website:

www.ventureicecup.com

