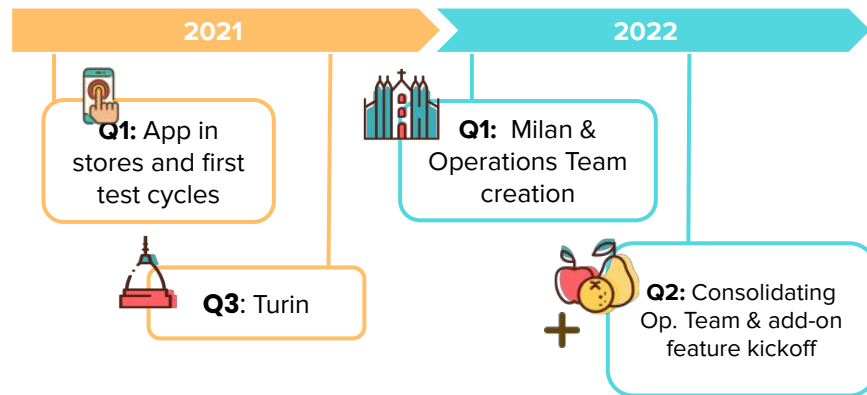# EXECUTIVE SUMMARY

MAMMT was born from the forge of **Djungle Studio**, the Italian startup builder aiming to innovate the service sector for the man of the future.

In the 2020-21 pandemic context, the need to have lunch, squeezing it between daily *calls*, suddenly became relevant.

2021

Q1: App in stores and first test cycles

Q3: Turin

2022

Q1: Milan & Operations Team creation

**Q2:** Consolidating Op. Team & add-on feature kickoff

That's how we created MAMMT, the only **Food Experience** where the user is choice-free. **The user delegates the choice**, knowing that, thanks to data analysis, feedback and profile, MAMMT will choose more accurately for him and "solve" his lunch break reliably and punctually.

MAMMT
che buono!

EXECUTIVE SUMMARY

Less than two years after its kickoff, MAMMT has reached over **40k downloads and a turnover of 200,000€ in 2022** and **a forecast of 0,5M in 2023**, with an operation team of 8 people covering all the key-role needed to guarantee the uniqueness of the service. After a pre-seed and seed phase, it is ready to finalise a Series A round.
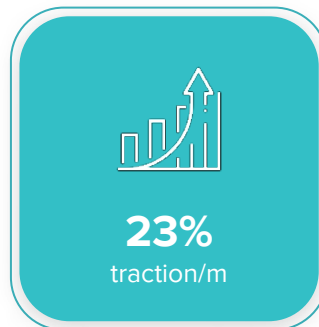
Extensive delivery in Turin & Milan
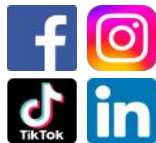
Official accounts in social networks

4,5 ☆ on Apple Store
4,1 ☆ on Google Store

>40K
downloads

>60K
meals sold

23%
traction/m

B2B & B2C
Offer

MAMMT
che buono!

COMPANY OVERVIEW

MAMMT: the only Food Experience where users are choice-free.

MAMMT is an **active solution in the B2C lunch break market**, aiming at simplifying meal choices and optimising waiting times, targeting both single workers and buying groups.

The possibility to pay with ticket restaurant, with Satispay and cards, is a perfect fit for the target group of low/medium spenders, both employed and self-employed.

MAMMT also successfully launched a **trial in Madrid**, validating **execution speed (2 wks)** and market potential (30 meals sold in 2 days without MKT support). The app is also available in Spanish.

HQ in Turin

Spinoff coming soon

8*
Staff & Collab

Started on **March 2021**

Turin & Milan

200.000 €
2022 Revenues

350
meals/day

80
Riders

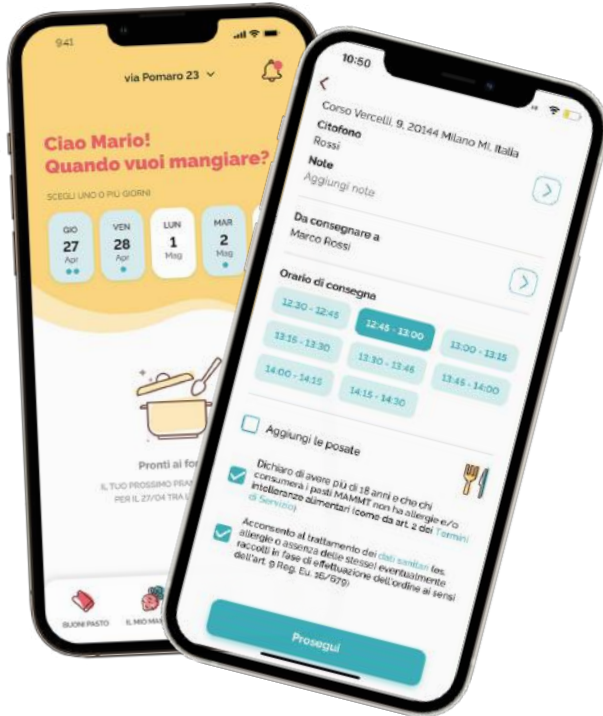**10**
Dark Kitchens

15
Restaurants

The technical area is manned by the Djungle Studio Team with Developers, data Analysts and designers.

MAMMT
che buono!

APP AND ORDER FLOW

1 **Let us know your dietary habits** and what you really don't like

2 **Order before 11:30** to have lunch the same day or plan your lunches for the week
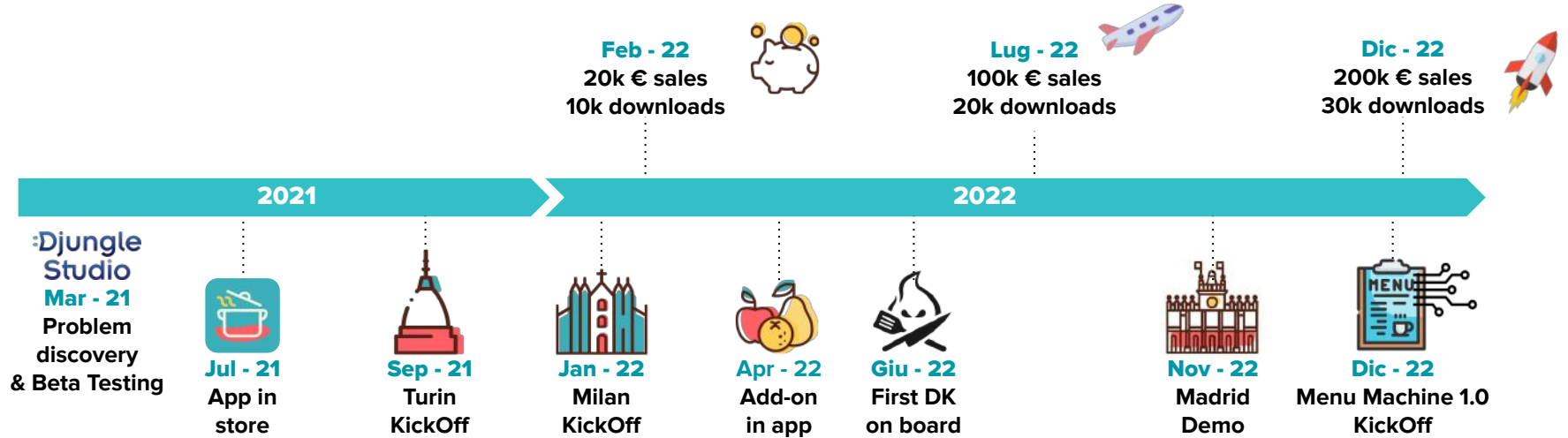
3 **Select the time-slot** Choose among 15 minutes timeslots to fit the lunch break in the agenda

4 **Enjoy the Wow** Discover MAMMT choice and enjoy the lunch. Remember to leave a feedback to improve your MAMMT experience

MAMMT
che buono!

DEVELOPMENT ROADMAP

Feb - 22
20k € sales
10k downloads

Lug - 22
100k € sales
20k downloads

Dic - 22
200k € sales
30k downloads

2021

2022

Djungle Studio

Mar - 21
Problem discovery & Beta Testing

Jul - 21
App in store

Sep - 21
Turin KickOff

Jan - 22
Milan KickOff

Apr - 22
Add-on in app

Giu - 22
First DK on board

Nov - 22
Madrid Demo

Dic - 22
Menu Machine 1.0 KickOff

The project development had tight milestones and short but effective development sprints with an A/B testing methodology that helped identify value paths. In addition to the App implementations, a turning point was the introduction of the **Dark kitchens** (in the form of different types of structures), which led to the **MAMMT-designed menus**.

This dynamic enabled the Menu Machine and completely unlocked the project's scalability. In parallel, the turnover and user base figures have grown exponentially thanks to online and offline marketing campaigns and a constantly improving service.

MAMMT
che buono!

MAMMT VS FOOD DELIVERY

ONLY LUNCH - Delivery between 12.30am-2.30pm with 15min pre-organized time-slot on a specific target (employees having lunch at home or in the office).

OPTIMIZED FOOD PRODUCTION based on user's choice delegation. MAMMT decides what users eat, having economies of scale and a considerable cost reduction in food.
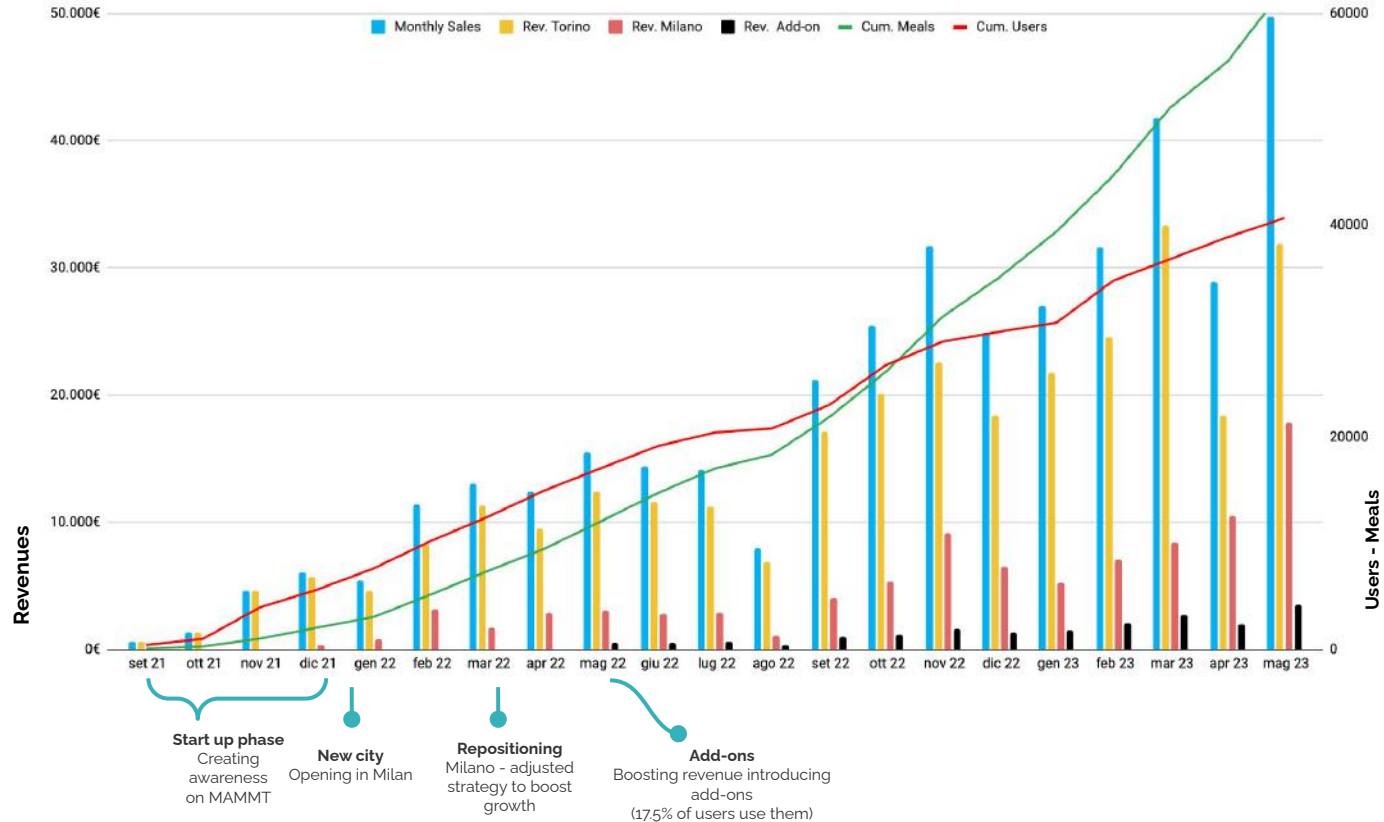
BUNDLED DELIVERY - Not on-demand delivery but group pickups on geolocalized and pre-organized time-slot: reduced delivery cost & better relationships with riders.

DJ STUDIO B2C COMPETITIVE ADVANTAGE - having know-how on different B2C initiatives makes it possible to achieve better-than-average user acquisition & retention metrics.

MAMMT
che buono!

REVENUES GROWTH - Sep-21/May-23

Legend: Monthly Sales, Rev. Torino, Rev. Milano, Rev. Add-on, Cum. Meals, Cum. Users

Start up phase — Creating awareness on MAMMT

New city — Opening in Milan

Repositioning — Milano - adjusted strategy to boost growth

Add-ons — Boosting revenue introducing add-ons (17.5% of users use them)

MAMMT che buono!

B2B & B2C PARTNERSHIPS

STRATEGY DEVELOPMENT PLAN

The growth strategy is based on 3 interrelated and propaedeutic steps:

1 **Technical implementations** to enhance scalability and improve service without the need for a proportional increase in resources;

2 **Consolidation of the user base in Turin and Milan** until critical mass is reached and profits are generated;

3 **Reinvestment of profits in opening new cities,** first in Italy in Rome, maintaining the current format, and then internationalisation in Spain.

Goals

Given the current user base and the pool of potential customers, it is estimated that by year 3, turnover will reach **€7M with a positive EBITDA**. with a 5-year projection of €34,7M and 5 cities covered.

LET'S TALK!
stefano@mammtfood.it