

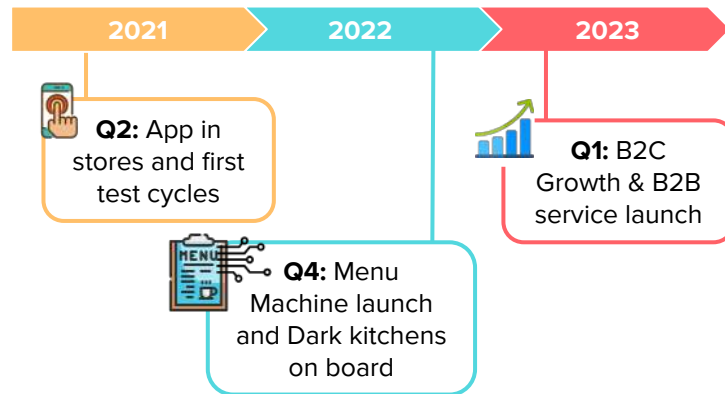


# TEASER

# X 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.



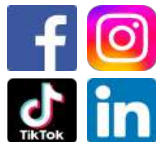
That's how we created MAMMT, the only **Food Experience** where the user is choice-free. **The user delegates the choice**, knowing that, thanks to data analysis, feedback and profile, MAMMT will choose more accurately for him and "solve" his lunch break reliably and punctually.

# X EXECUTIVE SUMMARY

Less than two years after its kickoff, MAMMT has reached over **50k downloads** and a **turnover of 190k € in 2022** and a **forecast of 380k € 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.



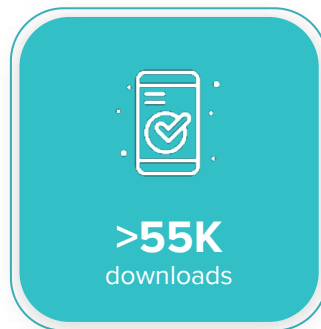
Extensive  
delivery in Turin  
& Milan



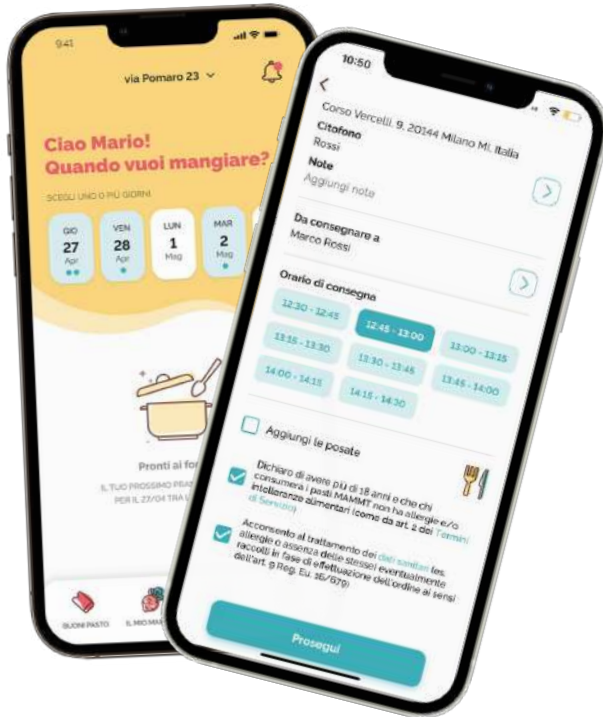
Official accounts  
in social networks



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



# APP AND ORDER FLOW



1

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

2

**Order before 13:00** 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

# BUSINESS MODEL & OFFERING

MAMMT main offer consists of a lunch delivered in 15-minute slots.

Meals are **customized** basing on the user's likes and “**dislikes**”, who delegates the meal choice to MAMMT, with guaranteed variability and seasonality. With the dislikes input from the users, MAMMT **algorithm can match the perfect meal** with their preferences, furthermore generates a big amount of data related to ingredients and dietary habits.



MAMMT sales channel is the app, available on both [Google](#) and [Apple](#) stores. The app flow is strongly optimized to guarantee a quick order without any stress, the UX offers also the possibility to reorder “the same” **going to the checkout in 3 taps only**. It is also possible to pre-purchase lunch packages in the form of gift cards via [website](#).

MAMMT is also integrating a **B2B offer**, with **company-dedicated solutions** such as welfares or customized deliveries and **events offerings** for happy-hours or working lunches.



# BUSINESS MODEL - AGGREGATED DEMAND



**Zero waste:** The user's choice delegation allows us to **optimise our partners' production**, ensuring variability with a limited number of dishes on the menu. In addition, the order cut-off at 11:30 allows the kitchens to prepare the line knowing the **exact number of meals** to prepare without waste. As the numbers increase, therefore, economies of scale allow a considerable **cost reduction in food**.



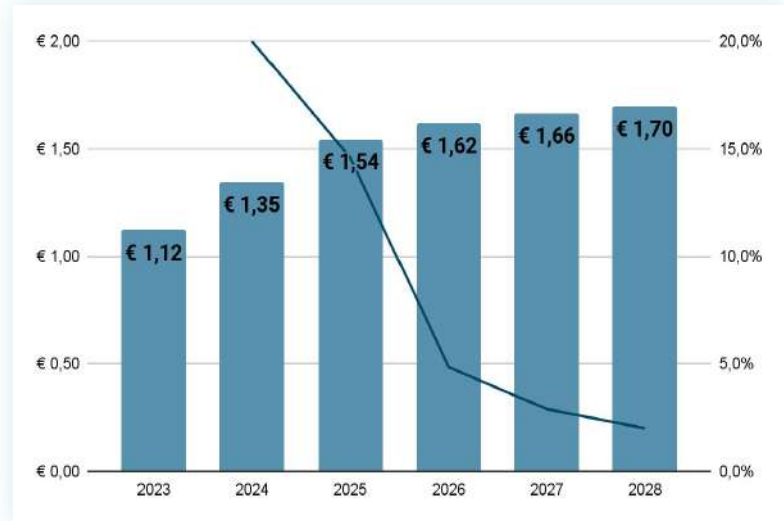
**Bundled deliveries:** Knowing all pick-up and delivery locations our algorithm can **identify the most efficient routes**. This way, we group pick-ups, and riders can deliver **several meals in one route**. Thus, as orders increase, the increased saturation of the map will allow for more and more optimised trips, proportionally **amortising the delivery cost**.

# ○ MARKET OVERVIEW

Mammt enters the lunch break market and intends to focus on a target group of employees or self-employed persons who have to solve the lunch break problem at home or in the office.

In 2028 the meal delivery market in Italy will grow of almost +50% compared to 2023. In this market segment, following the expansion of the service in **8 cities** and focusing on the white-collar and freelance targets, Mammt expects to reach a total revenue of **€21,3M**.

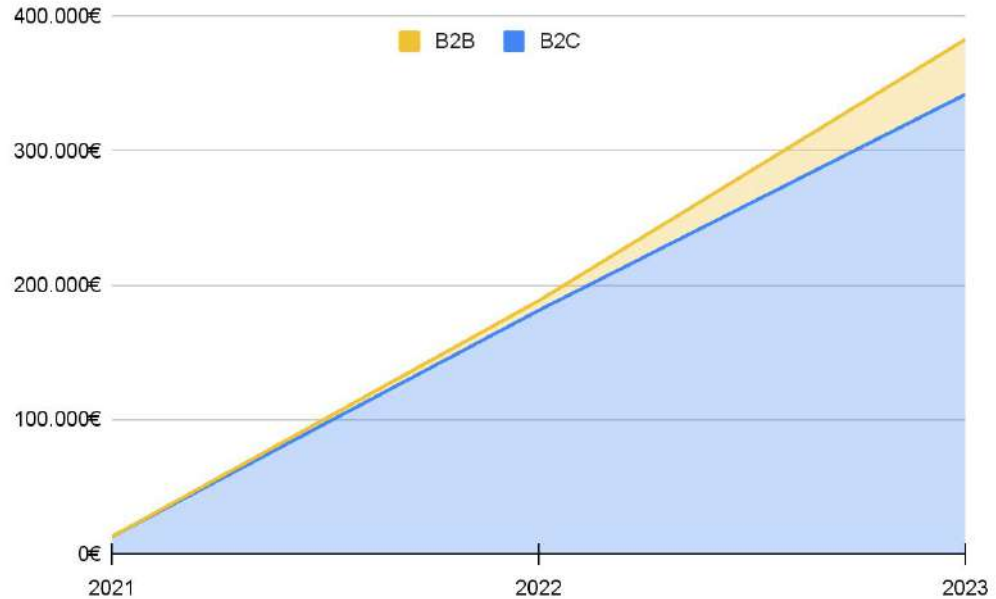
Meal delivery Market in Billion €



# OUR RESULTS

The revenue curve to date shows an upward trend in both cities, with an average of **+20%** from month to month. In addition, monthly revenues in 2023 are realizing a **x2 or x3 YoY**. Since July 2023, the price change has clearly reduced the user base in favor of better operating margins, selecting users in favor of a higher average receipt.

It is also important to note the growth of the **B2B sector of the curve**, which has generated a high-margin revenue stream since early 2023.





# ○ B2B2C & B2B PARTNERSHIPS



# FOUNDING & MANAGEMENT TEAM



**STEFANO  
REVERBERI**  
Chief Executive Officer

A former Mechanical Engineer (MBA Innovation College Des Ingenieurs) | Product & Program Manager | has gained various experiences in the field of innovation that allow him to **fly from vision to operation**.



**VANESSA CANTELE**  
Chief Operations Officer &  
Customer Service Mng

Former Lawyer | Business Development | Project Management | Executive Assistant to the CEO | PR & Sustainability, as Executive Assistant she **co-ordinated operational and administrative activities** and covered business dev activities.



**UMBERTO SCOTTI**  
Head of Sales & Area Mng

Former GDO | Senior Auditor | Quality & Logistics Specialist | Team Manager | Store manager, has **10 years of experience in the GDO sector**, with a focus on store management and team growth.

**Djungle  
Studio**



**GIULIETTA TESTA**  
CEO & Co-founder



**ALESSANDRO NASI**  
COO & Co-founder

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

**The core team is covering all the key-roles to guarantee the uniqueness of the service**



**LET'S TALK**  
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