



NUTRABEL

Fernanda Carcamo

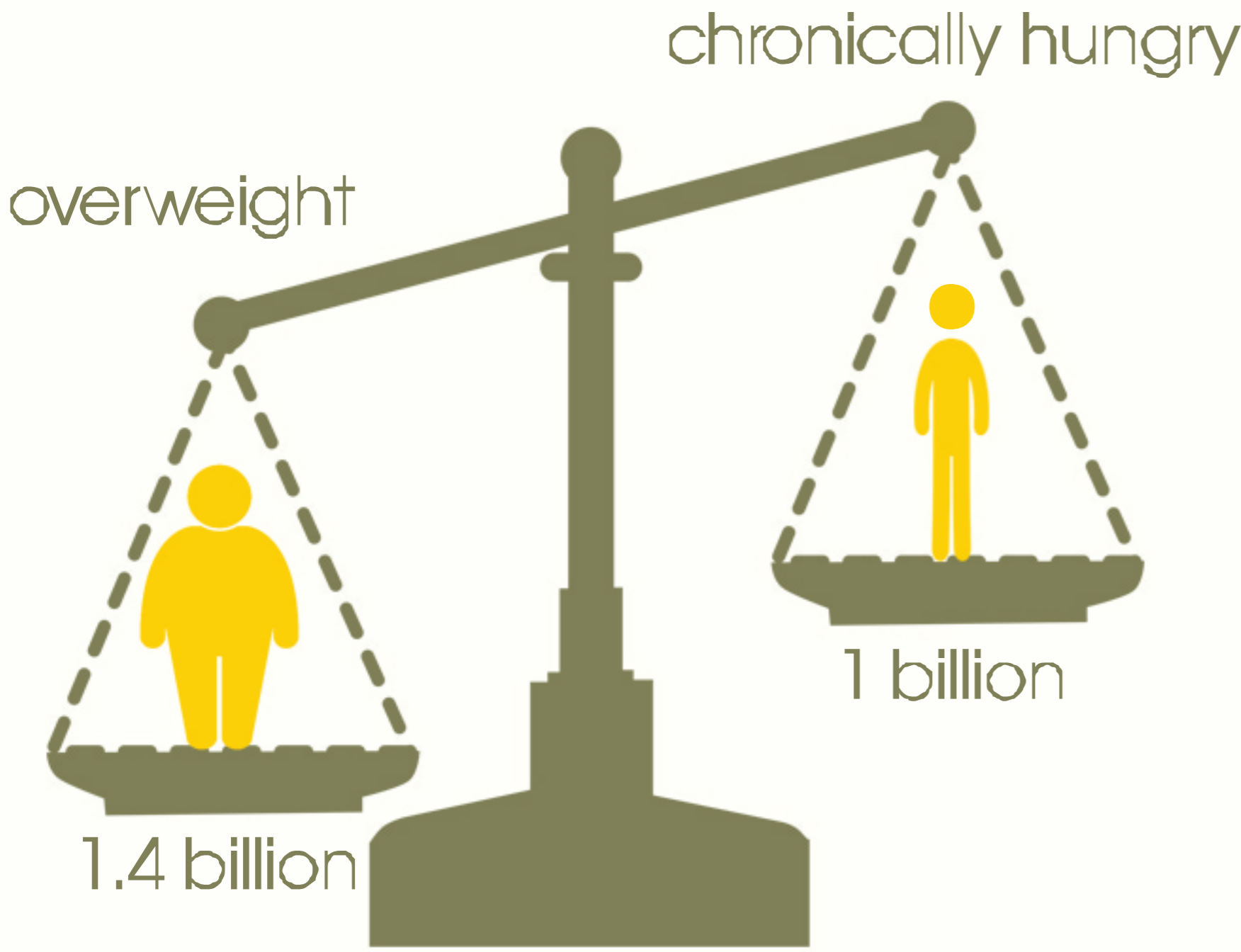
August 09, 2014

Starter Coaching Mid-Term

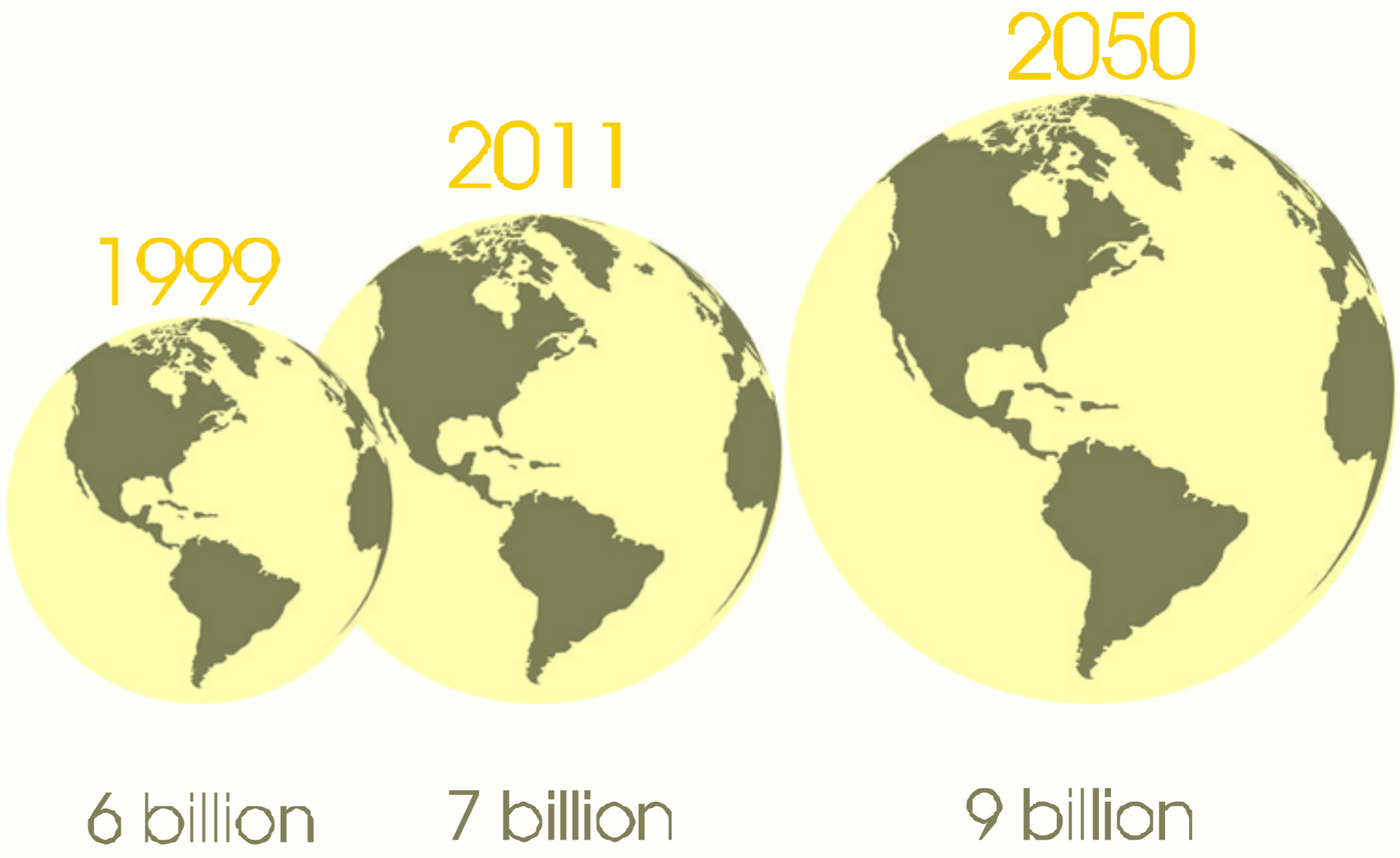
The story behind Nutrabel



Worldwide



World Health Organization, 2014

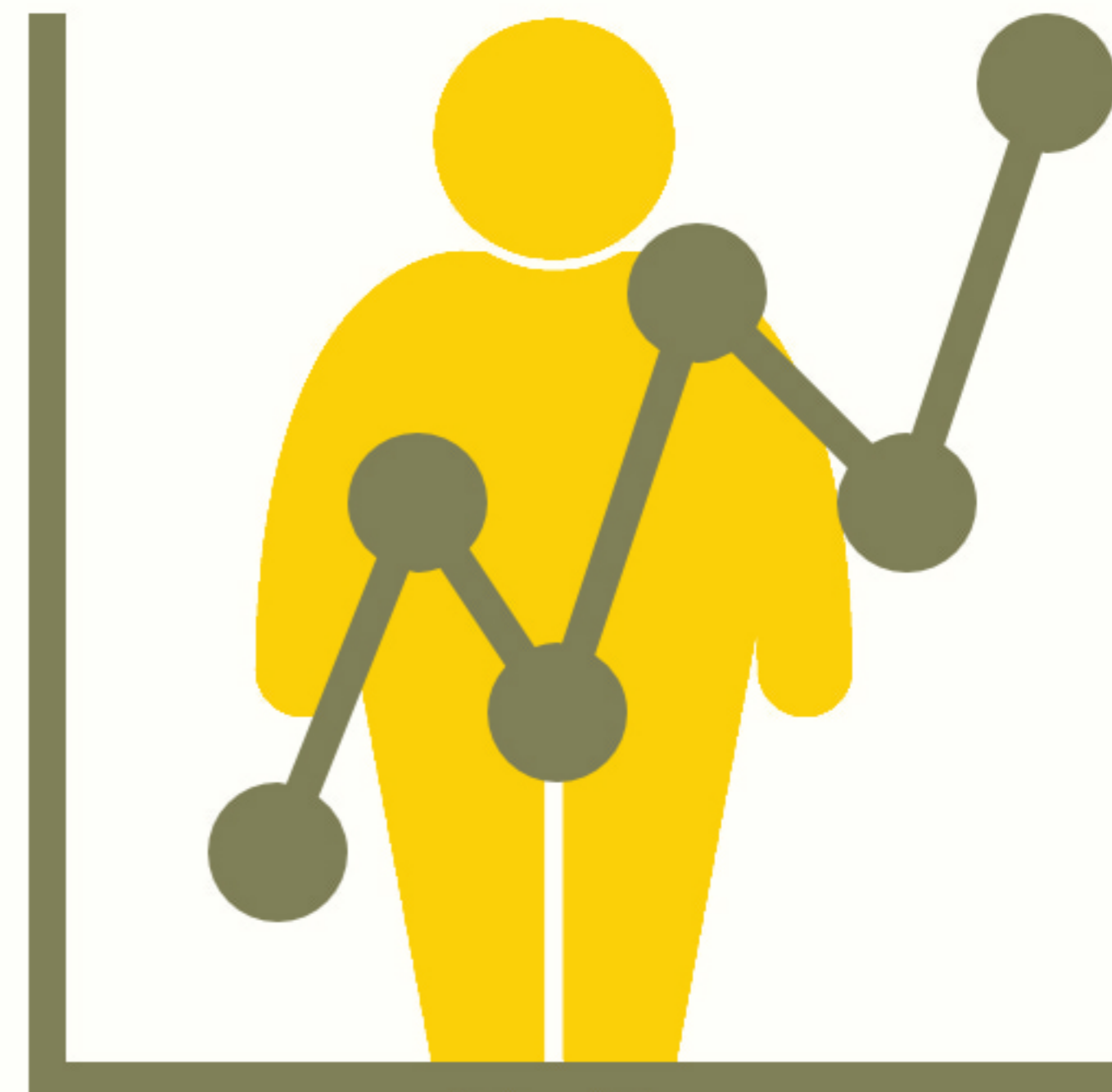
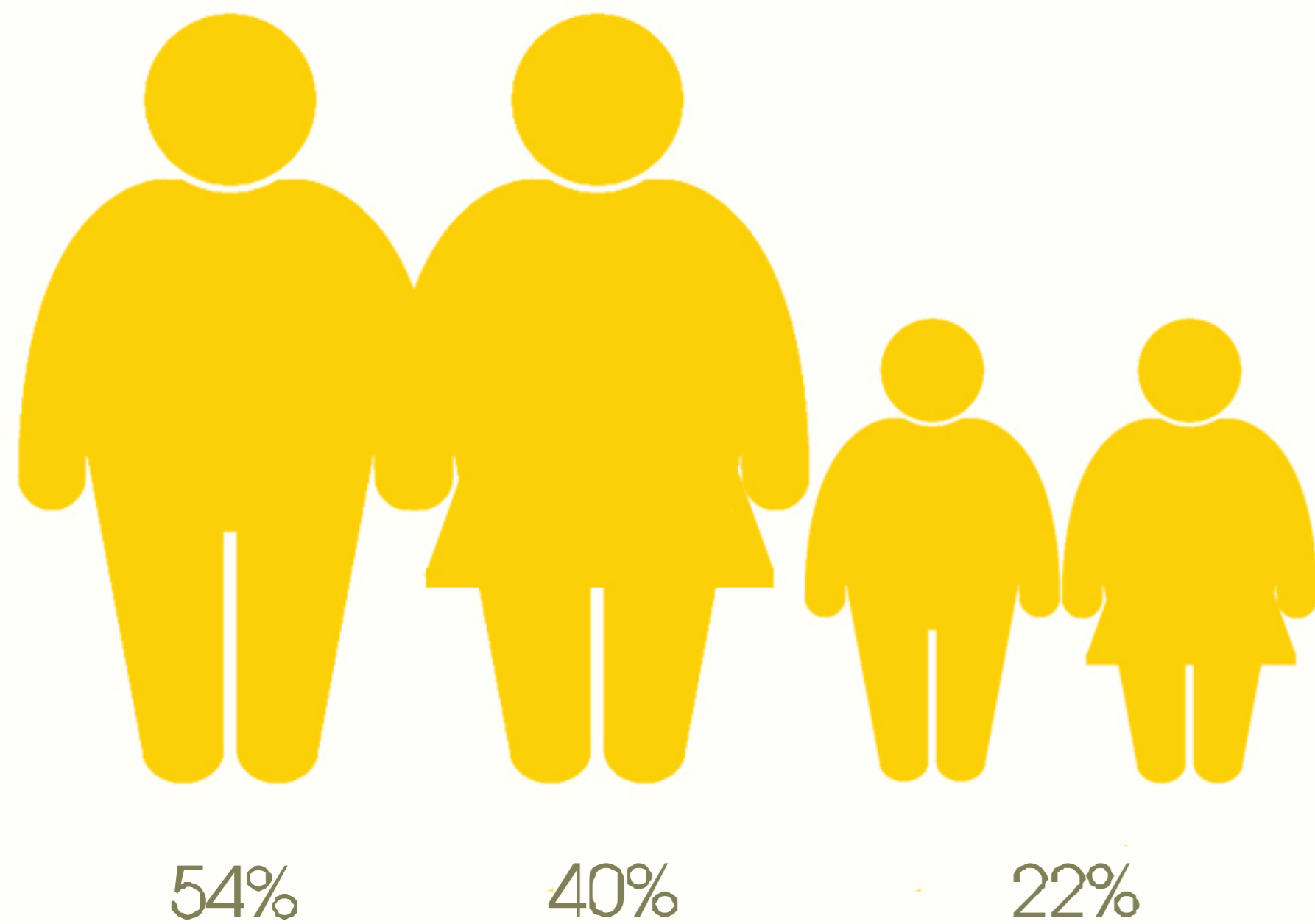


In order to feed this number, the current food production will need to almost double

Food and Agriculture Organization of the United Nations (FAO), 2013

In Belgium

overweight population



obesity rate among adults
has increased from 10.8% in
1997 to 13.8% today

Change is hard



What How Why



We believe that change is possible and necessary.

Bringing healthier, more accessible, and more sustainable ingredients and products to people across the nation

1. Distribution of ingredients and products considered "superfoods"
2. Own brand of breakfast cereals and snacks including insects

Why our customers love Nutrabel



Our recipes pay a special attention to taste & nutrition

Breakfast cereals for specific niche markets:

1. contributes to the hormonal balance,
2. for sportsmen and sportswomen,
3. healthy breakfast for children

Social added value: fair trade, organic & Non GMO

Why our customers love Nutrabel



Original nutritious ingredients from Latin America

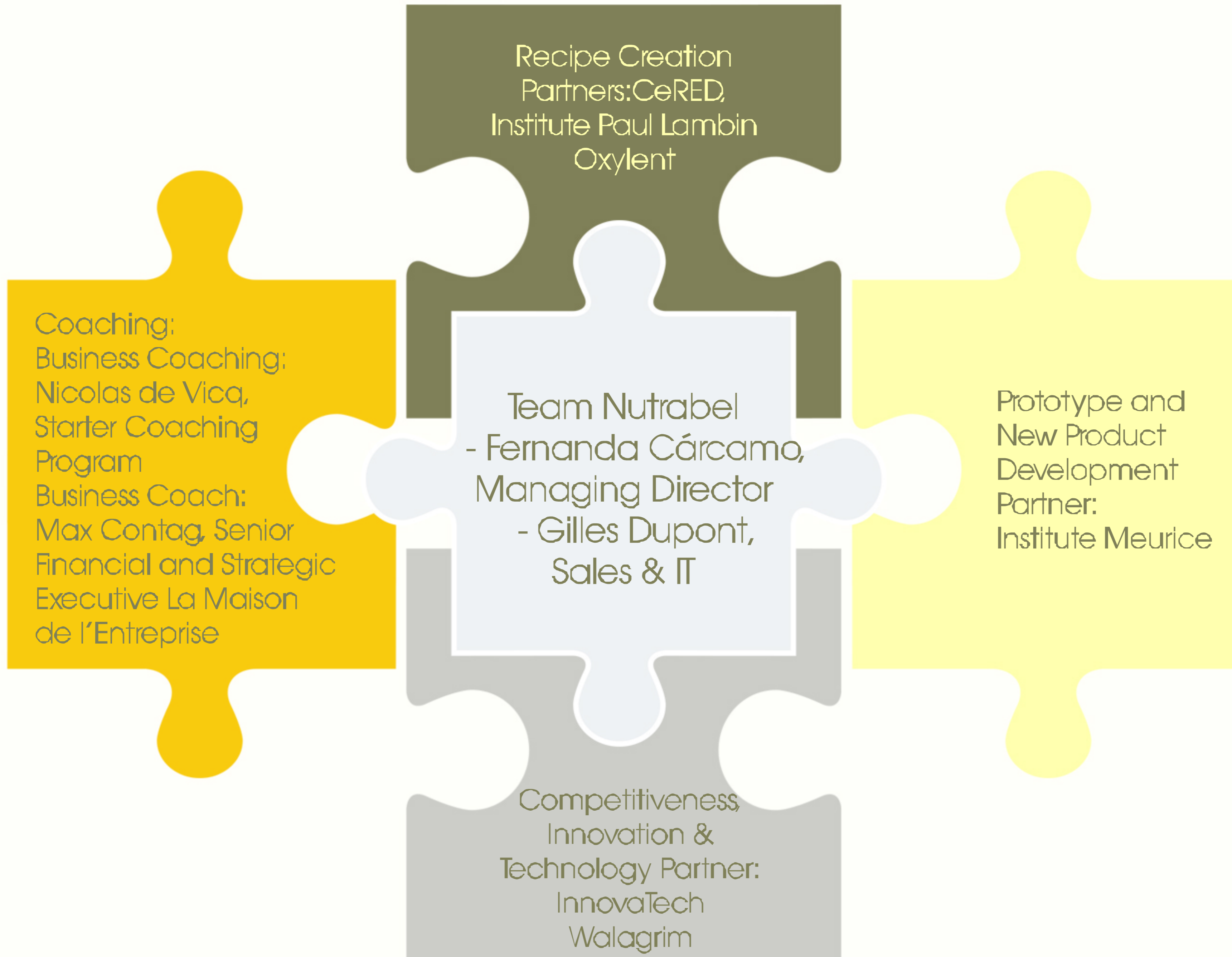


Our rich-in-protein cereals are a viable solution to the visual and psychological aversion that people have regarding the consumption of insects



Our products as gift packages are original and special

Team and partners



Nutrabel is :



BREAKFAST CEREALS:

The average amount of cereals that Belgians consume is 2.3kg per person per year. The total breakfast cereal market is about 130 million euros with a growing rate between 3-4% per year. (Kellogs Belgium, 20113)

Nutrabel is :



ORGANIC PRODUCTS:

Organic market in 2013: 403 million EUR, 8% larger than 2012.

Belgians now go 13,4 times per year to an organic store, compared to only 12,9 times in 2012.

Belgians spend now on average 7,13 euros per visit on an organic store, compared to only 6,96 EUR in 2012.
(BioWallonie, 2014)

Nutrabel is :



INSECTS:

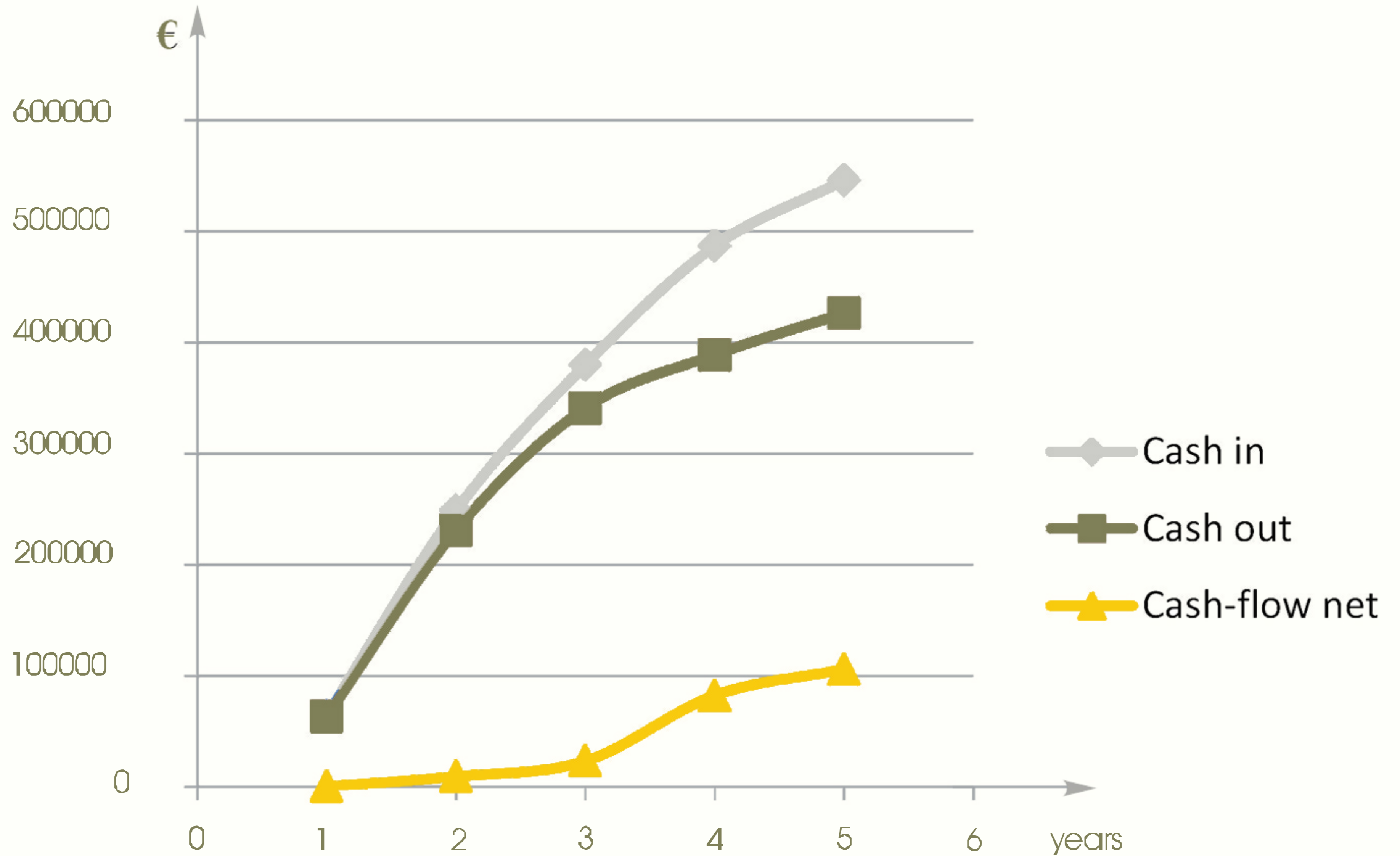
In the EU, Belgium has taken the lead by legalizing in December 2013 the commercialization and consumption of ten different insect species

Nutrabel cashflow statement



	2014	2015	2016	2017	2018
Cash in	64500	249000	380000	487000	546000
Total Revenue	64500	249000	380000	487000	546000
Retail Sales Produits importés	46500	175000	260000	310000	330000
Online Sales Produits importés	10000	10000	22000	32000	38000
Retail Sales Nutrabel Muesli	0	45000	65000	120000	150000
Online Sales Nutrabel Muesli	0	11000	25000	25000	28000
Subsidies refunds	8000	8000	8000	0	0
Cash out	63151	231050	341150	389000	426500
Investment expense	26815	24500	38250	6500	4500
Operational expense	36270	204450	300000	377000	415000
Financial expense	430	2100	2900	5500	7000
Donations in Honduras	430	2100	2900	5500	7000
Free Cash Flow	985	17950	38850	98000	119500
Taxes	650	4000	8000	8000	8002
Profit after tax	335	13950	30850	89999	111498
Reimbursement loan / crédit 25000 € en 5 ans	0	4500	7500	7500	5500
Cash-flow net	335	9450	23350	82499	105998

Nutrabel cashflow statement



Completed Milestones

