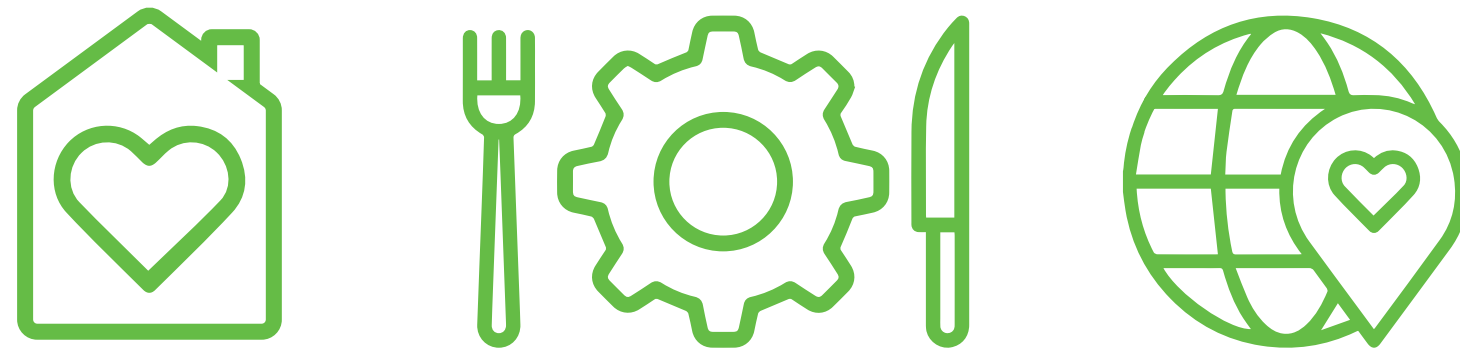manna

What Is Manna?

Manna is the ultimate recipe app. Customize your cooking.

We give people a platform to build community around food and connect through cooking.

Why Is Manna Different?

Unique + Proprietary Technology

• Import recipes from top sites directly into the app. Personalize & customize recipes

• Discover new recipes through Manna's unique Swipe Mode feature (Tinder for recipe discovery)

Community + Scale

• Interact with a global community of home-cooks, chefs, foodies and restaurants.

• Share your original creations and get inspired

Utility + Monetization

• Step by step cooking instructions paired only with relevant ingredients for each step with the Cooking GPS

Market Opportunity: People Love To Cook

- **The global food tech market** is expected **to grow over $250.43 billion by 2022.**
  (BusinessWire, 2016)

- **98% of Americans** prefer to cook at home.
  (ReportLinker, 2016)

- **59% of people ages 25-34** use smartphones or tablets in the kitchen.
  (Google Consumer Survey, 2015)

- **77% of Americans** would rather eat a meal made at home than go out to eat. (Peapod, 2018)

- **52% of shoppers** ordered groceries in the last 12 months; **70.7% increase from 2019 because of COVID-19.** (Supermarket News, 2020)

- **46% of internet users** in the US have either browsed pictures of food or watched food videos on social media. (GlobalWebIndex, 2019)

- **54% of target audience** personas save recipe videos on social media so they can make it at home for themselves. (Soical Chain, 2019)

The Power Of Manna

Community

• Friends, family, and like-minded home-cooks

• Chefs, restaurants, and food influencers

• Dietary preferences and allergies

• Social features that foster micro and global communities

Utility

• Scan recipes from the web, import them, and customize them to your taste/needs

• Cooking GPS

• Search thousands of recipes in our ever-expanding database

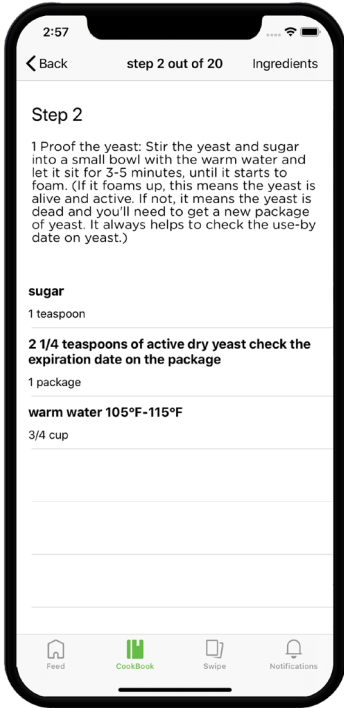• Ingredients, amounts, and directions in one uniform place and format

Uniqueness

• Recipe Swipe Mode - Tinder for recipe discovery

• Automatic, uniform, and editable recipe format throughout the app

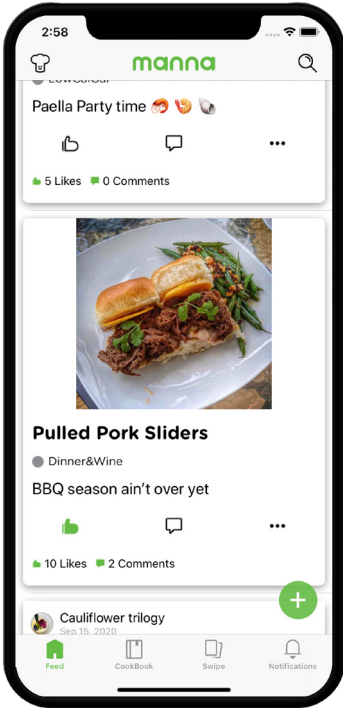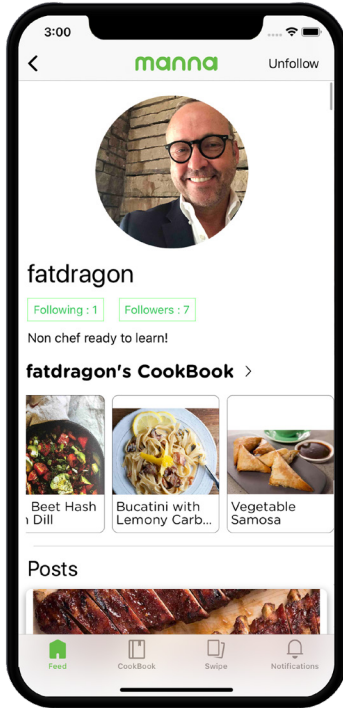• B2B opportunities for restaurants to promote to engaged audience, and manage their menus in-app
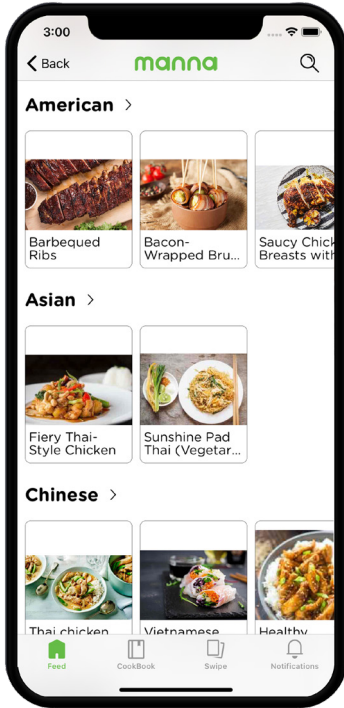
COMMUNITY

UNIQUENESS   UTILITY
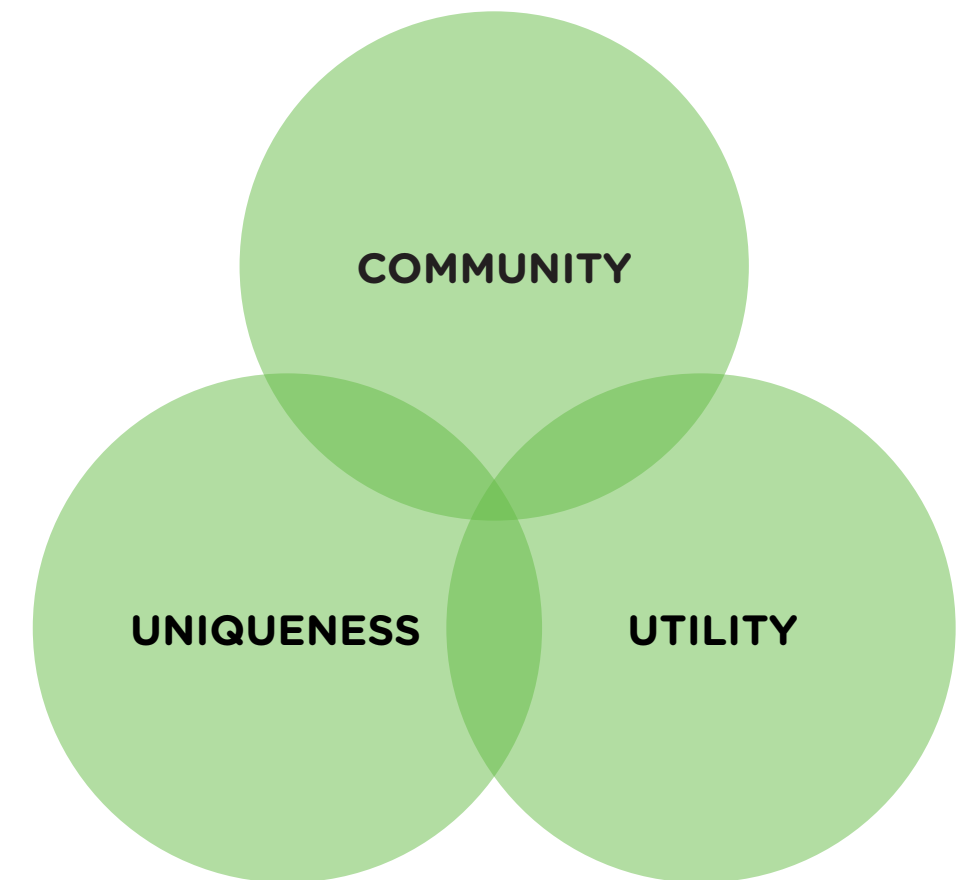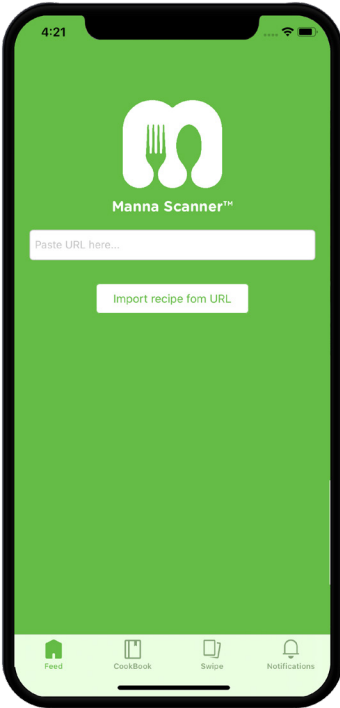
Key Features

Manna Recipe Scanner
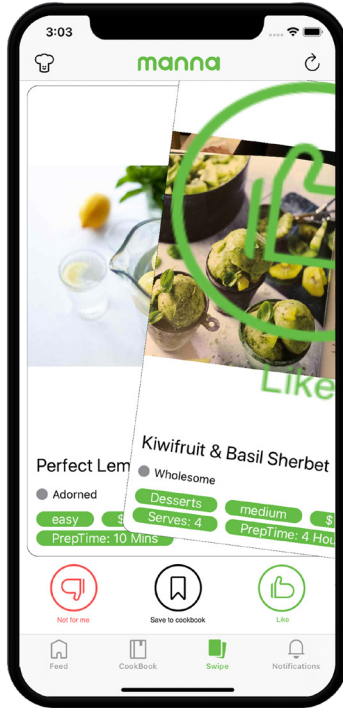

Cooking GPS
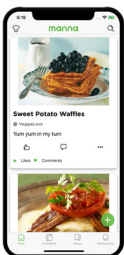

Social Media Feed

User Profile

Customizable Cookbook

Recipe Swipe Mode

Key Features Explained

Social Media Feed

In-app social media feed to interact and connect with the larger Manna community

Serve targeted ads in social feed; prioritize partner or premium content

Manna Recipe Scanner™

Copy and paste recipe URLs into Manna for uniform formatting and total customizability. Power to the user!

Cooking GPS

Step by step instructions as you cook with relevant ingredients shown for each step
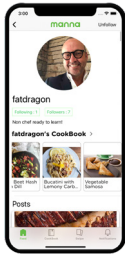
User Profile

Establish yourself on the app, see followers and following

Shortcut to your Manna cookbook
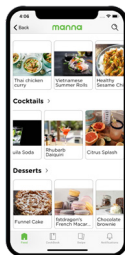
Customizable Cookbook

Add, organize, edit, save, and share recipes with friends

A personal, curated database of your favorite recipes
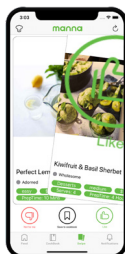
Recipe Swipe Mode

Find inspiration for what to cook when you don't know where to start. Swipe to add recipes directly to your cookbook

Features Coming Soon

My Manna Meals™

Manna users can print personalized cookbooks and give them as gifts to friends and family.

Badges

Special badges to highlight original recipes and super users. In-app social groups (Mac and Cheese Lovers, Keto Kids, Busy Parents). Dinner parties highlighting food restrictions and what food guests are bringing.

Manna Provisions Pal™

Adjust recipes and ingredients in-app to order food supply for restaurants and chefs. B2B portal to communicate, track, adjust, order and buy food supplies; (i.e. partner with Sysco, Albertsons, Baldor).

### Manna Pantry™

Keep track of ingredients left over from previous in-app shopping. Suggest recipes based on what remains in users' pantry.

Manna Meal Cart™

Drag and drop recipes from your cookbook into Manna Meal Planner. Manna automatically parses these ingredients out into a grocery list. One-Click in-app grocery shopping at no cost to save users time and money.

Groups and Event

In-app event invites to other Manna users (dinner parties, cooking together). In-app groups to foster micro communities (like Facebook). Events linked to user profiles; keeps track of dietary preferences.

User Journey

Manna takes you through the full lifecycle of the cooking experience – from inspiration, to discovery, to creation, to storing and sharing.

- Inspiration & Discovery: What should I cook?
- Community & Scale : Host a dinner party
- Customization & Personalization: Food allergies and preferences
- Organization & Utility: Import and safeguard recipes
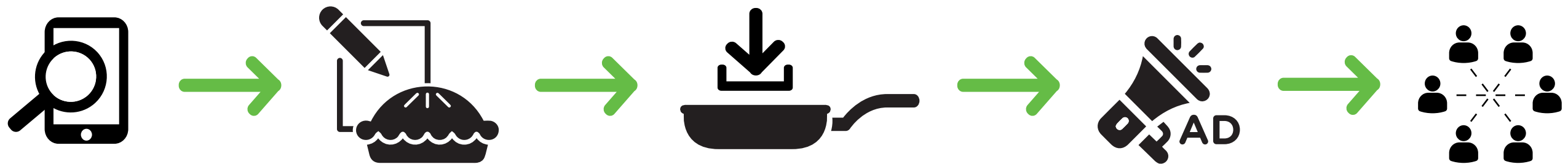
Recipe Scraping from URL:
Discover, Search, Scrape

Upload, Edit, Enhance:
Recipe editing

Cook, Create, Share:
Cookalong to make the recipe

Receptive Moments:
Moments for serving ads

Share to Feed:
Share it with the Manna community

User Journey: Life Cycles

Daily:

• Scan favorite recipes found online and customize them to individual taste/needs

• Set up weekly meal plan for work lunches

• Order necessary ingredients with one click

• Use cooking GPS to help with meal-prep

• Share meal plan and photos of process with other Manna users in feed

Weekly:

• Host a weekly dinner party among friends and track what guests are bringing/food preferences

• Like and comment on posts from favorite profiles. Download their recipes to user cookbook

• Share unique recipes and photos with fellow foodies

• Find fun micro-communities to join in app for memes and recipe inspiration

Monthly:

• Swipe through Recipe Swipe Mode to look for delicious food porn that you likely won't cook

• Scroll through feed for cool chefs, influencers, and food products

Monetization V1: Launching Q1 2021

- **Banner Ads in Social Feed:** Ads placed every 5 cards (same as Instagram). $0.40-0.80 RPM

- **Interstitial Card Ads in Swipe Mode:** Ad card every 5-7 swipes (same as Tinder). $3-$4 RPM

- **Content Partnerships:** Prioritized, sponsored content from food products, brands, appliances

- **E-Commerce:** Manna dropshipping shop in collaboration with RevCascade. Feature products relevant to Manna users and take B2B rev share. As operations scale, feature direct sales of Manna products as well.
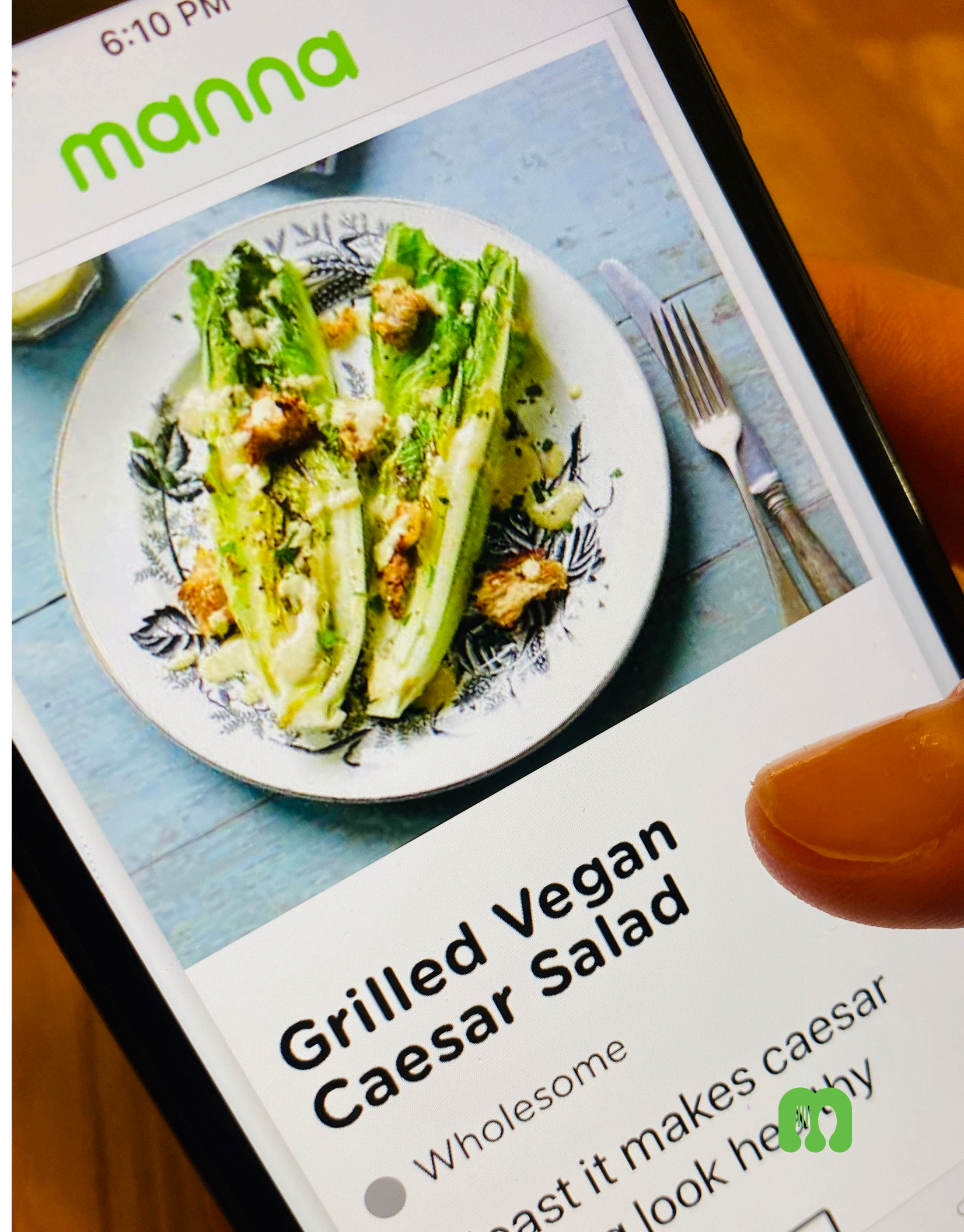
Monetization V2 & V3

V2

- **Printable Cookbooks:** Customized printed cookbooks to turn any Manna user into an original cookbook creator. Partner with printing company (e.g. Moo).

- **Premium Subscriptions:** Ad-free, unique B2B portal and profile. Prioritized access to promote to Manna users. Backend social tools and recipe scaling/management tools for restaurants.

- **Video Ads:** Video Ads displayed to users who just set a timer of 20min+ within the Cooking GPS flow. Ads target highly engaged users without disrupting the cooking experience. $7-8 RPM

V3

- **Grocery Delivery:** Meal plan checks in-app pantry and automatically generates grocery lists with missing ingredients. Users shop for and order groceries with a single click.

- 3% rev share with Grocery delivery service (e.g. Instacart, FreshDirect).
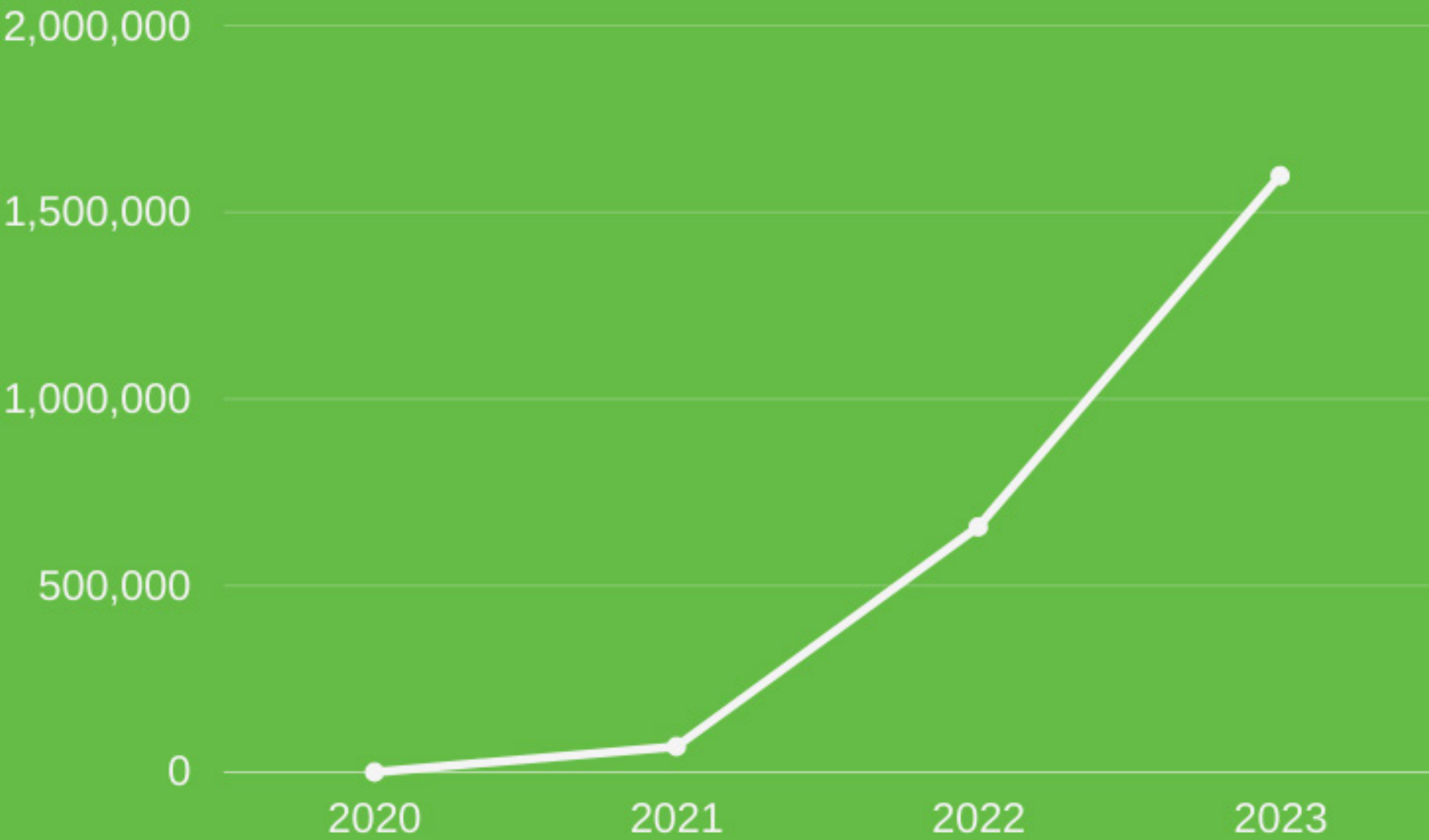
- No additional cost to user.
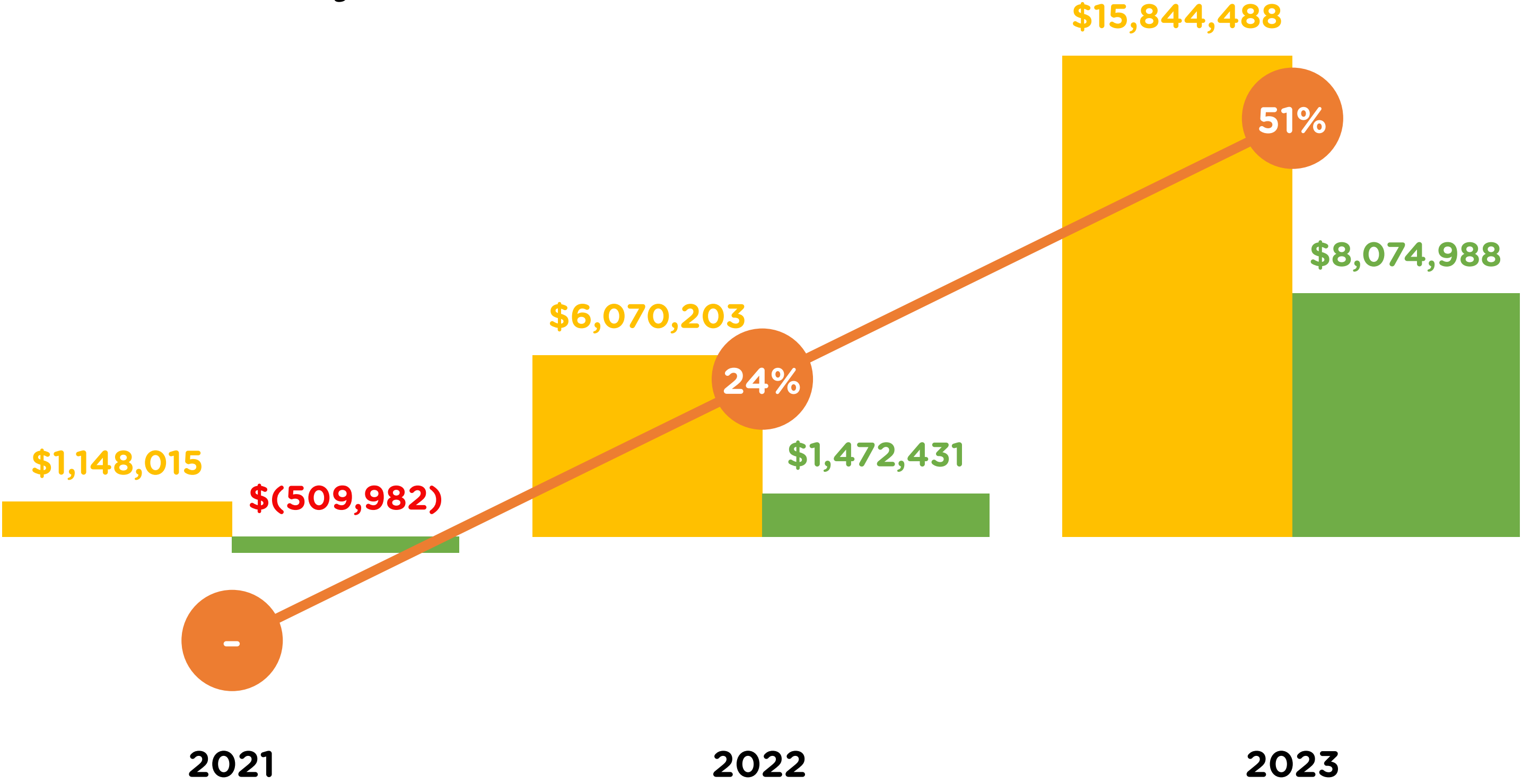
User Growth

Assumptions*

- $3.60 cost per download
- 5% monthly churn rate

Marketing Spend:

- 2021 - $360,000
- 2022 - $3,150,000
- 2023 - $6,125,000

EBITDA Projections

$15,844,488

51%

$8,074,988

$6,070,203

24%

$1,472,431

$1,148,015

$(509,982)

-

2021

2022

2023

■ Revenue   ■ EBITDA   ─●─ % EBITDA margin

Manna vs. Competitors

	Manna	AllRecipes	BigOven	Epicurious	Food Network	Kitchen Stories	NYT	Side Chef	Yummly
Recipe Customization	X		X		X				
In-App Event Creation	X								
Group Creation	X								
Virtual Assistant Compatibility	X							X	
Recipe Cook-Along	X			X	X				X
Grocery List	X	X	X	X	X	X	X	X	X
Ingredients Inventory / Pantry	X								
Established User / Chef Profile	X								
Customizable Cookbook	X		X			X	X	X	
Social Media Feed + Tools	X	X	X			X			
Meal-Planning	X		X		X			X	X
URL Recipe Scraper	X		X						
Recipe Discovery: Swipe Mode	X								
One-Click B2C Grocery Shopping	X	X	X		X			X	X
One-Click B2B Food Procurement	X								
Recipe Uniform Format	X								
Micro-Communties	X								

X = Current   X = Coming Soon

Audience & User Growth

- **Average open-rate of 46% on newsletter sends** – highly engaged audience, people love to hear from us! App engagement spikes consistently after each newsletter update.

- **40% increase in active user growth** since Wefunder launch

- **Average daily time spent in app up 31%** to 12 minutes and 19 seconds per user since Wefunder launch

GENDER

54.8%	Male
40.9%	Female
4.3%	Unknown
0.0%	Other

AGE RANGE

18-24	**3.2%**
25-34	**65.6%**
35-44	**6.5%**
45-54	**9.7%**
55-64	**9.7%**
65+	**1.1%**
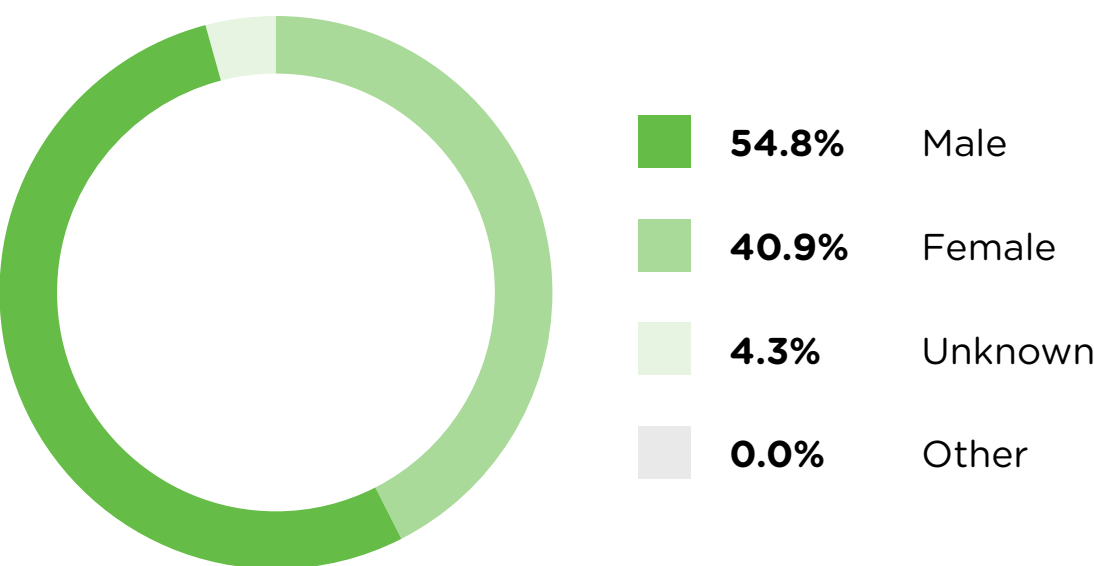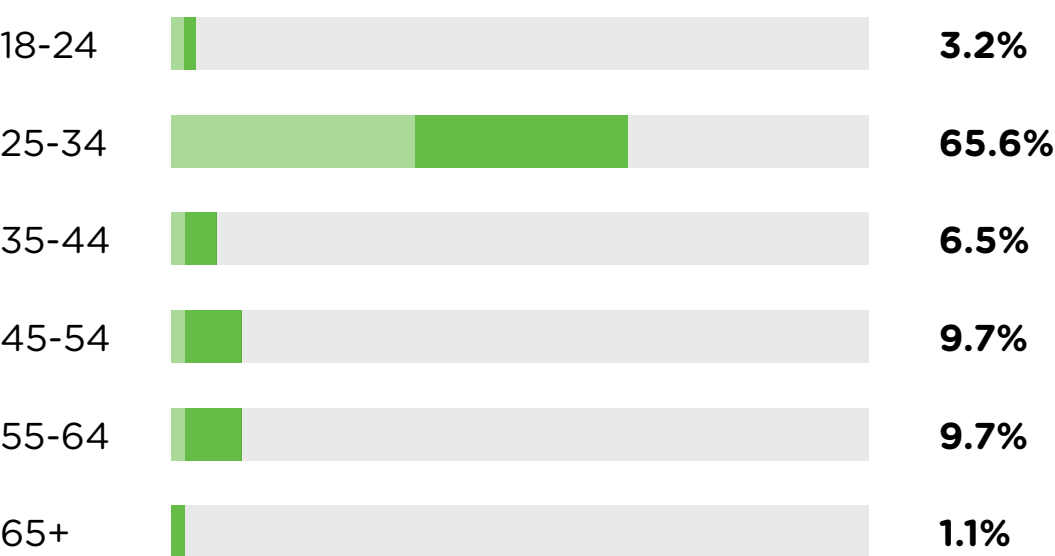
User Acquisition, Early Conversations, Collaboration

Restaurants & Chefs

- South End New Canaan
- Nick Martschenko
- David Burke
- Jean Georges
- Wolfgang Puck

Food Influencers

- Lucie Fink (@luciebfink)
- Emily Fedner (@foodloversdiary)
- Ariela Trepman (@onehungrybaker)
- Village Marketing (@villagemarketing)
- Daniel Landers (@thedaniellanders)

eCommerce & Grocery Shopping

shopify   instacart   Nitty Bunny

BIGCOMMERCE   Bamboozle™   Cuisinart®

REVCASCADE

Recipe Publishers & Content Partners

RACHAELRAY™   delish   Fred Pescatore M.D.

GOOD.

What We'll Do With Funding

- Hire QA engineer full-time
- Hire full-stack junior developer
- Hire senior front-end engineer
- Hire social media/community manager
- Hire UX/UI designer full-time
- Hire B2B developer
- Hire Content Creator
- Hire Business Development Manager
- Marketing

Manna Team

David Greenstein – Co-Founder, CEO

David is a serial entrepreneur and career CEO. He co-founded Wonder Brands with his wife Stacy as a direct extension to his life's work building scaled branded businesses, using his experience to nurture young brands toward growth.

Rachel Abady – Co-Founder, CMO

Rachel is a writer, producer, editor and audience growth expert. She's spent the last 10 years developing, marketing & producing a wide range of content for ABC-TV, The Huffington Post, The New York Times, Vox Media and Red Bull Media House.

Guy Greenstein – Co-Founder, CTO

Guy studied physics, computer science and engineering. After spending literally one day in the corporate world, he left to start Manna.

Josh Abady – Co-Founder, COO

Josh is a passionate educator; he taught chess and tutored high school students for 5 years. He then played professional poker for 3 years in the World Series of Poker Circuit.

GRAJ+GUSTAVSEN

G+G is a brand transformation agency and brand strategy think-tank with over 30 years of experience creating and launching new, innovative brands into the marketplace

wonder brands

Wonder Brands, headed by David Greenstein (CEO of Manna), is an investment and incubation group specializing in cultivating and launching lifestyle brands.

Advisory Board

Russell Sternlicht
CEO
Tone It Up

Nick Martschenko
Chef & Restaurant Owner
South End

Wendi Cassuto
Chief Talent Officer
Sustainable Talent

Heather Mee
EVP, Marketing
Global Brands Group

Sergei Kuharsky
EVP, Digital,
Franchises & Marketing
BBC Studios

Mario Nelson
Co-Founder
Micro Audio

Robert Davis
EVP, Strategy
PJA

Ken Pilot
Advisor & Investor
Deep North

Contact

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Josh Abady — Co-Founder, COO
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Rachel Abady — Co-Founder, CMO
rachel.abady@manna-app.com

WeFunder: wefunder.com/manna

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