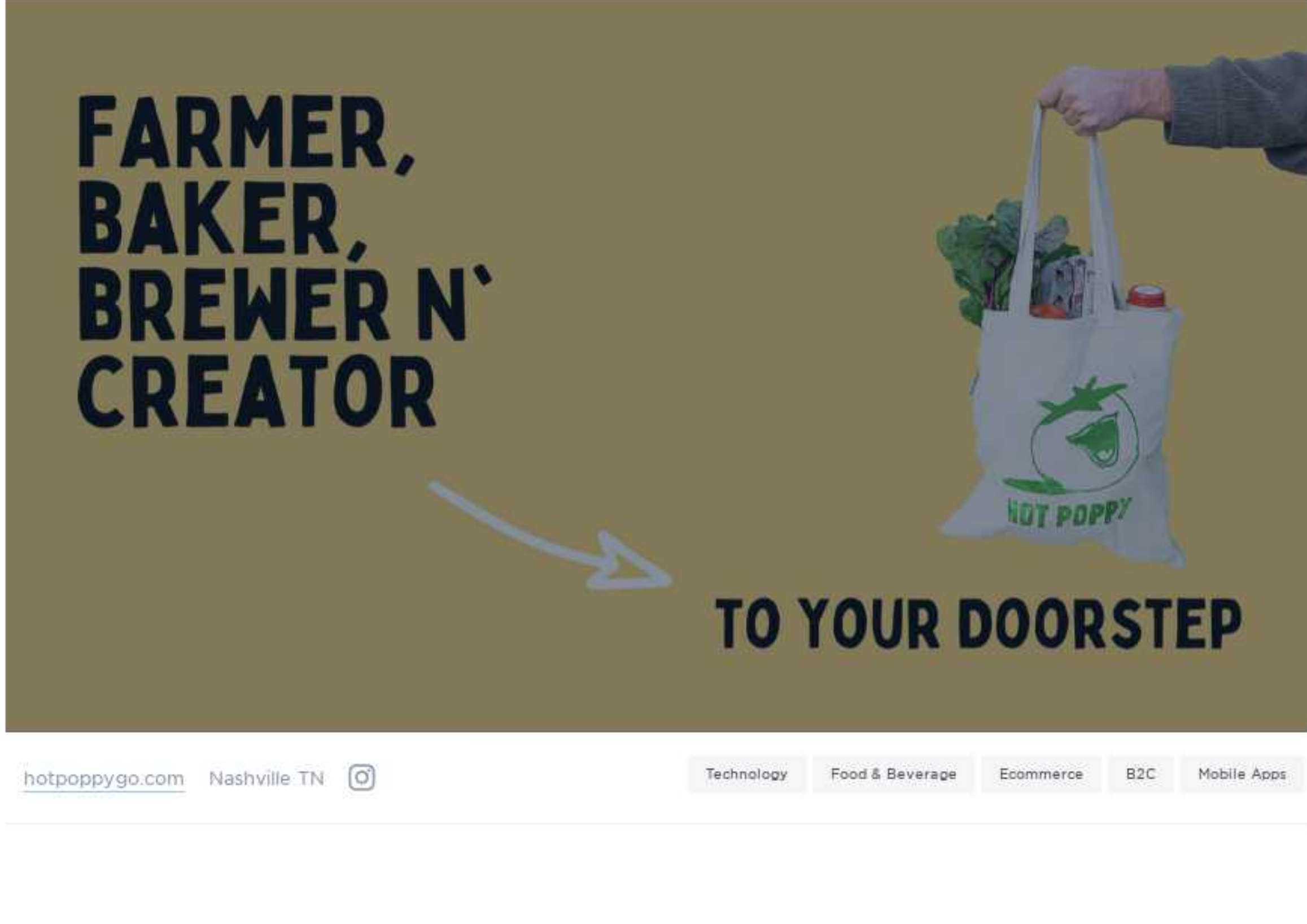


Straight from local farmers, bakers, brewers and creators to your doorstep



LEAD INVESTOR

Caleb Darnell Enthusiastic Consumer

Hot Poppy delivers what I grew up with, natural local products. In today's society, I find it increasingly difficult to source said local and organic goods, and, when I do, they are marked up by 200-500%. Hot Poppy doesn't do that. They are an honest, hardworking, and capable team dedicated to their customers. I'm so happy to be able to share my experiences with this company. Every interaction with their team has been positive, and u have never had a problem with any of the dozens of orders I've had.

Invested \$1,200 this round

Highlights

1. Launched pilot in Nashville in 2021 with and organically hit 4,000 users and 6 figure revenue
2. Super Early: Get in on the future of grocery in our very first market
3. Hyper loyal: Our top 50 customers spend \$1,000+ on Hot Poppy
4. Hot Poppy's average order size is \$63 (versus DoorDash's \$37)

Our Team

Stuart Landis Co-Founder
Endured the tedious steps of building out a wefunder profile

I chose this idea because food is the fabric of community and individualism. Change food change society

Storm Sheler Co-Founder

Vincent Maniscalco Co-Founder

Farm-to-Doorstep Local Grocery Delivery

We say Farm-to-Doorstep for simplicity, but our amazing farmers are just a piece of the puzzle. Hot Poppy is 100+ producers creating tamales, sourdough, coffee, beer and a lot more who make up our local food system.



When it comes to the staples, the quality local producers provide is unmatched by the "traditional" food system. So we proudly say "the future of food is local". Folks are eager and ready to make the change and we feel it is high time it was accessible and affordable.

80% OF ITEMS IN GROCERY STORES ARE OWNED BY 5 COMPANIES: POWER TO THE CREATORS

CORPORATIONS DON'T MAKE GREAT FOOD. PEOPLE DO. WE TAP THE CREATIVITY AND FRESHNESS OF INDIVIDUALS.

GROCERY IS READY TO MAKE THE SWITCH. THESE INDUSTRIES ALREADY HAVE:
HOTEL INDUSTRY -----> AIRBNB
ENTERTAINMENT -----> SOCIAL MEDIA / YOUTUBE
GROCERY CHAIN -----> PRODUCER LEAD-FOOD SYSTEMS

https://www.theguardian.com/environment/ng-interactive/2021/jul/14/food-monopoly-meals-profits-data-investigation

What does it do to a country of over 300 million people when 5 companies produce 80% of the products in the major grocery chains? In a nation made up of deserts, mountains, swamps and plains should the local grocery stores not look a bit different from one another? Our mission is to put the power in the hands of the local creators and let the offerings organically develop.

The app functions the same way any grocery platform would. We are working with/communicating with the 100+ vendors on the back end, to give the user a single view of the offerings.

THE HOT POPPY APP:

CENTERED AROUND LOCAL STAPLES

- PRODUCE
- PASTURED MEAT & EGGS
- DAIRY
- BAKED GOODS/VEGAN CREATIONS
- READY MADE MEALS
- BEER & WINE

ALLOWS FOR EASY ADD ONS:

- HANDMADE PASTA
- COFFEE/TEA/KOMBUCHA
- JAMS/ HONEY
- SAUERKRAUT, SAUCES AND MORE

We have had over 4,000 organic downloads from friends telling friends about our amazing vendors. These users typically come for the staples that traditional grocery falls short on, and ends up adding on items like handmade pasta, roasted coffee from their favorite shop, and fresh hummus.

TRACTION

- 4,000+ ORGANIC DOWNLOADS
- SIX FIGURE SALES IN FIRST CALENDAR YEAR WITH NO MARKETING
- OVER 100 PRODUCERS SELL WITH HOT POPPY
- RAISED AVERAGE ORDER SIZE TO \$63 DOLLARS IN FIRST CALENDAR YEAR (DOORDASH IS AT \$37)

The reception from the community tells us we are just getting started. A big step towards creating a fully sustainable local food system, is moving our delivery bags to reusable tote/cooler options.

WHAT WILL THIS ROUND HELP ACHIEVE?

- GROW WITHIN OUR CURRENT AUDIENCE
- ROLL OUT SUSTAINABLE REUSE PACKAGING
- ROLL OUT PHASE 1 INTO A NEW MARKET

GROW WITHIN OUR CURRENT AUDIENCE...

Weekly Blog: Deep dive into the produce in season, new items, vendor highlights, and deals for the week.

Expand staple offerings

- Subscription options
- Additional ready made meals
- Expand dietary categories
- Offer "clean line" home care products

The lessons we have learned here have given us the playbook for launching lean into new markets. We know the values of people who respond to the service, and are able to reach them extremely efficiently as we brand out.

PHASE 1: ULTRA LEAN

PHASE 1 IS LEAN AND ALLOWS US TO LAUNCH IN NEW MARKETS QUICKLY AND EFFECTIVELY. BY BUILDING A STRONG BRAND AND TARGETED MARKETING, WE CAN SUPPORT OVER 6 FIGURES A MONTH, IN EACH MARKET, WITH THIS MODEL.

- 2-day Delivery through pre-order system
- Focus on fresh grocery items like produce, dairy, meat, and baked goods
- 1 Operations Manager, 2-3 delivery drivers required for this stage
- We only need space for a reach in fridge, reach in freezer, and a dry storage rack to launch

Once a strong base is built within a community, we can then move to phase two. We rolled out phase two in Nashville and have seen really tremendous growth on the back of 7 days a week.

PHASE 2: 7 DAYS A WEEK + LOCAL ALCOHOL

- Membership tier to unlock deals and free delivery
- Delivery 7 days a week
- Beers, Wine and Spirits are offered through the app

Ready to grow

We are raising capital so that we can continue to grow. We have a plan in place to improve the service offered to our existing customers and to expand into new markets.

This raise will enable us to:

Build a community of over 2,000 monthly users in our launch market - Nashville

Launch sustainable reuse packaging

Invest in marketing analytics and a powerful, repeatable paid marketing strategy

Rollout Phase 1 in a second market and reach over 1,000 users by the end of 2022

(*The above projections can't be guaranteed.)

Want to talk with our CEO about the vision? Book here <https://calendly.com/stuart-poppy/30min>

STUART LANDIS FOUNDER / CEO
GROWN UP ON A CATTLE RANCH IN MONTANA. HAS SPENT HIS PROFESSIONAL CAREER IN CONSUMER BEHAVIOR FOCUSED TECH

STORM SHELER FOUNDER / COO
NASHVILLE NATIVE WITH A BACKGROUND IN FINE DINING MANAGEMENT

VINNY MANISCALCO FOUNDER / CHIEF OF DESIGN
GRAPHIC ARTIST DESIGNER. TRAVELER WHO'S BACKGROUND IS FINE DINING AND HIGH END EVENTS