SAVING TIME
Without Sacrificing Health
GRIT GROCERY
THE PROBLEM: HEALTHY IS HARD
Meal planning and shopping for quality ingredients take time

GROCERY SHOPPING
- Transit time
- Parking
- Endless aisles
- Wait at register
- Planning the meal

TIME WASTED: 1 HR+

GETTING TOGETHER
- Planning the meal
- Scheduling
- Inviting Friends
- Who brings what?
- Who pays for what?

TIME WASTED: 2 HR+
THE SOLUTION: MAKE HEALTHY EASY
Grit brings local and unprocessed meal kits directly to your neighborhood in a mobile market

GROCERY TRUCK
● Truck in neighborhood
● Walk or bike to truck
● Small scale/footprint
● Curated product offering
● Meal bundles with recipes

MOBILE APPLICATION
● Pick up a meal (from Grit Bundles)
● Schedule and invite friends
● Divide up responsibilities

TIME SPENT: 10 MIN

TIME SPENT: 10 MIN
THE MODEL: FARM-TO-TABLE INNOVATION

Three key elements that foster a unique shopping experience and reconnect people and food

**CURATE—SUPPLY CHAIN**
Distilled product line focused on local and unprocessed goods and meal design

**CART—GROCERY TRUCK**
Neighborhood truck with simple meal bundle options

**COMMUNITY—MOBILE APP**
Provide an easier way to get together for a meal
THE MARKET: NATURAL & ORGANIC
High growth and healthy margins

HIGHLIGHTS
● $70 Billion Sales (US)
● $3 Billion Sales Houston
● 11% Growth Rate
● 6% Profit Margin
● 20% of Consumer Spending

THE PROOF: REVENUE POSITIVE
Proven customer acquisition and sales growth

- $50,000 Revenue (6 mths)
- 1,457 Transactions
- $22 Average Transaction
- 67% Return Rate
- 4 Metro Neighborhoods:
  - Downtown
  - EaDo
  - Magnolia Grove
  - Museum District

GRIT GROCERY SALES (5/1-12/20)
THE GROWTH: ADD CITIES AND LICENSING
Get profitable with trucks and stalls; scale with mobile app and licensing

MAKE HOUSTON Happen

$\Rightarrow$

TEXAS Takeover

$\Rightarrow$

BIG CITY Breakthrough

YEAR 1–2
● 35 Trucks in Houston

YEAR 3–4
● 140 Trucks in Houston, Dallas, Austin, and San Antonio

YEAR 5–6
● 360 Trucks (licensed) in Fast Growing Cities across U.S. (San Francisco, Seattle, Atlanta, Denver, New Orleans, Orlando, etc.)

LICENSING ADDITION
Truck Design ° Vendor Management ° Curation Innovation ° Data Analytics
### THE DIFFERENCE: MEAL KITS & MOBILE MARKETS

Bundles in your neighborhood without the subscription burden

<table>
<thead>
<tr>
<th>Feature</th>
<th>Grit</th>
<th>Big Box</th>
<th>Online</th>
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</thead>
<tbody>
<tr>
<td>Flexible and Easy to Evolve/Relocate</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
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<tr>
<td>Distilled/Curated Product Line</td>
<td>✔</td>
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<tr>
<td>Bundled Meal Solutions</td>
<td>✔</td>
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<tr>
<td>Focused Purely on Local/Unprocessed</td>
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<td>Moderate Price Point</td>
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<td>✗</td>
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<tr>
<td>No Subscription Required</td>
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<tr>
<td>Sensory Shopping Experience</td>
<td>✔</td>
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Experience the Grit Grocery difference.
THE BONUS: ADDITIONAL REVENUE STREAMS

The vision to further develop each element of the business model

CURATE—SUPPLY CHAIN

Wholesale division selling to restaurants and delivering to corporate and / or business locations

CART—GROCERY TRUCK

Alcohol sales, local beer, Texas wine, and Grit merchandise line

COMMUNITY—MOBILE APP

Advertising sales within app and market data gleaned from mobile app feedback
THE TEAM: OUTSIDERS & INNOVATORS

MICHAEL POWELL
Cultural Anthropologist PhD—Rice University
Food Retail, Marketing, Branding, Consulting, Cultural Research
Home Brand, Store Design, Customer Experience, Product Mix

JAMAL ANSARI
Finance & Predictive Analytics MBA—Rice University
Energy Trading Models, Technical Consulting, Entrepreneurship,
Data Analytics, Application Development, Finance

KELLY WINDHAM
Education & English Literature—Texas A&M University
Education, Communication, Community Development
Marketing, Public Relations, Community Partnerships

DUSTIN WINDHAM
Supply Chain & Ops Management MBA - Rice University
Sales, Marketing, Communication, Business Development Operations,
Sales, Supply Chain Development
GRIT BELIEVES...

• PROCESSED IS NOT PROGRESS

• LOCAL IS BETTER

• LESS IS MORE

• COOKING CONNECTS

• YOUR TIME MATTERS