



thebox 2go

FOUNDERS



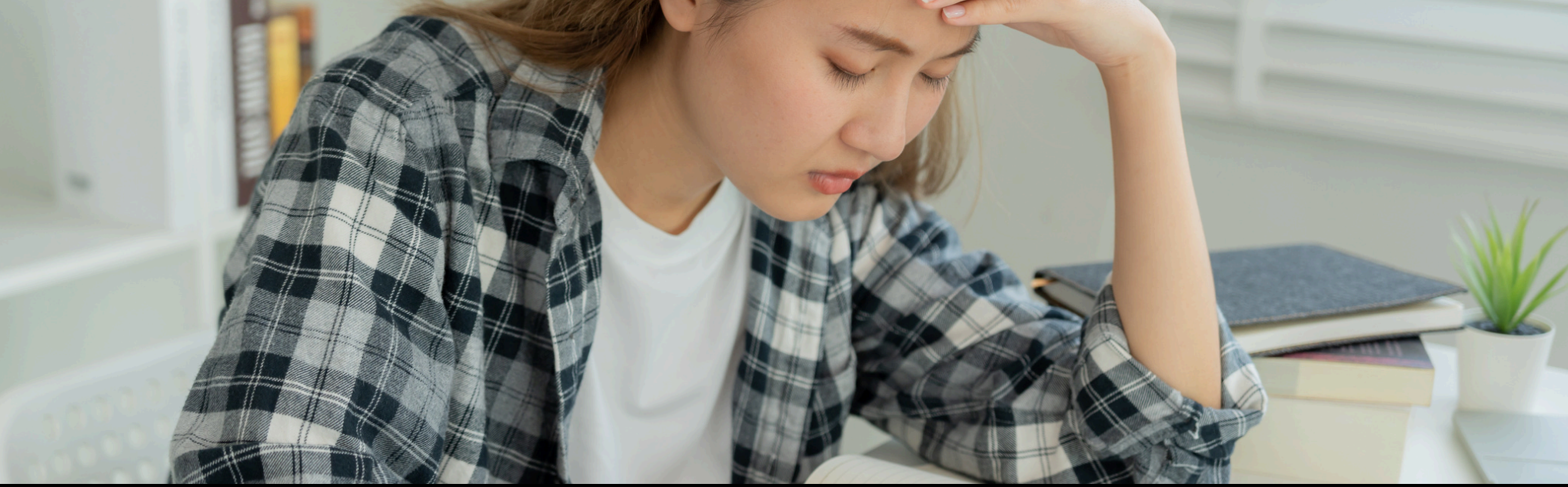
Ansh Jain

Product Manager



Depar Htet

Operations Manager



64% of college students skip a meal.



75% of college students find food delivery expensive.



90% of International Indian students miss home food.

PROBLEM



Lack of authentic Indian food.



Indian cuisine is time consuming.

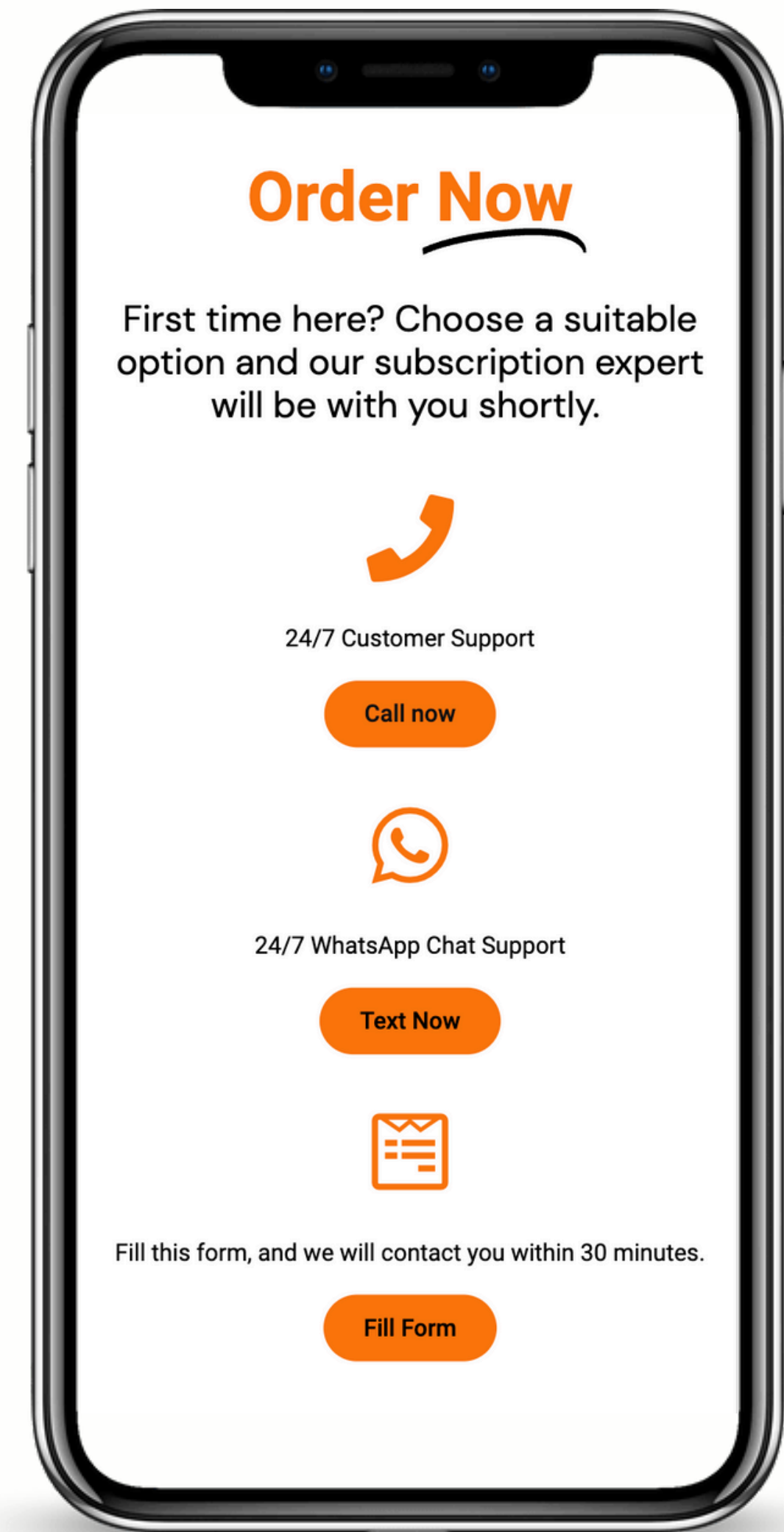


Students are financially restricted.

SOLUTION

Ready-to-eat Indian meal boxes delivered to customers under a cost-effective subscription plan.

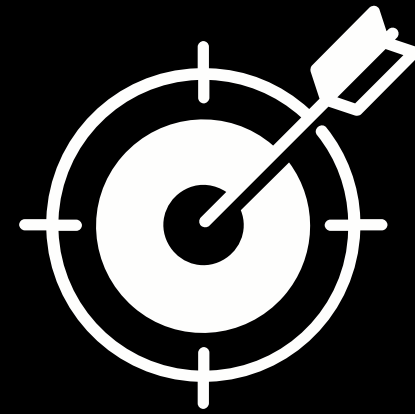
We deliver **authentic** Indian meal boxes under **affordable** subscription plans.



CUSTOMER DISCOVERY



185 Interviews



- Students
- Working professionals
- Foodies



Aasish Muchala
MBA Graduate Student

"I usually order my meals from Doordash..it is **breaking my wallet.**"



Ritika Dave
MS in Business Analytics

"I wish I had the **time to cook** Indian food every day."

Target Customer



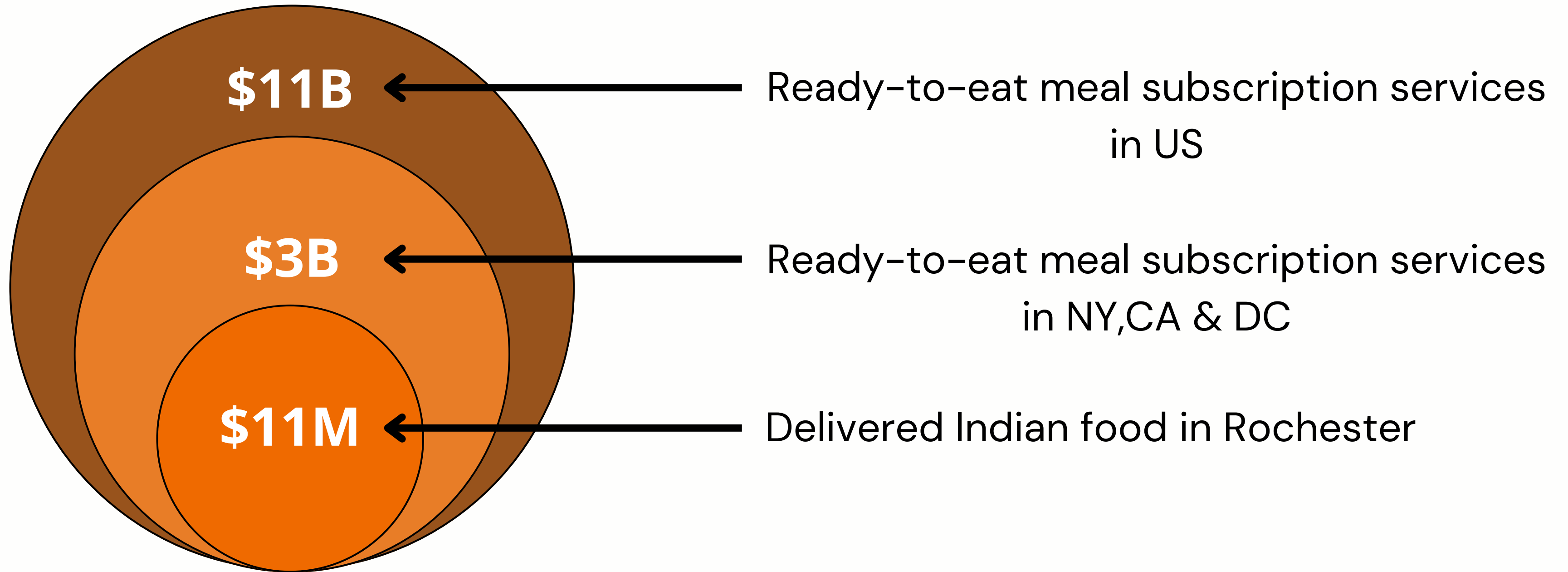
International Indian students in Rochester



Indian food lovers in Rochester



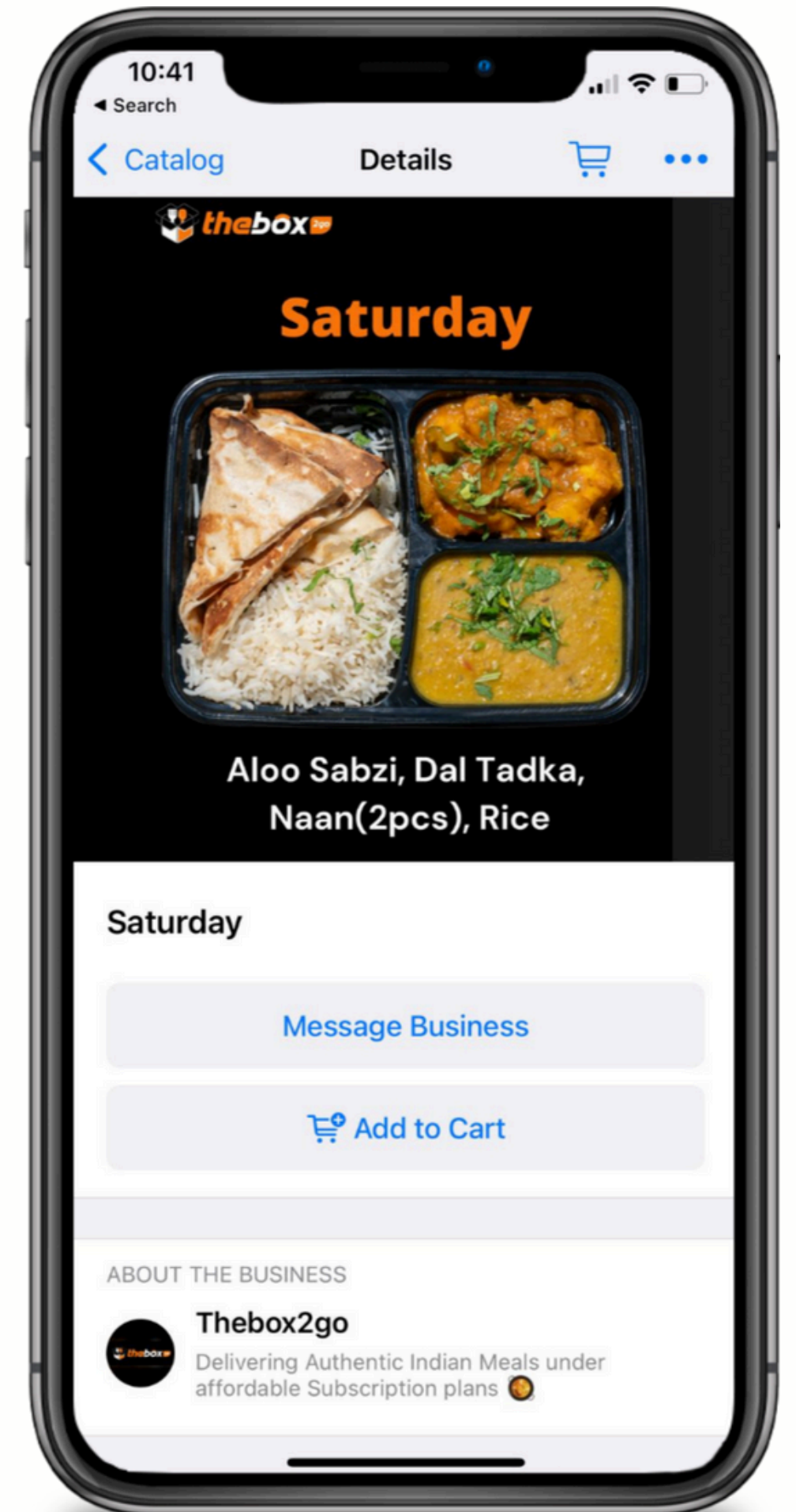
Ready-To-Eat Meal Market



Value Proposition

For Indian food lovers who need **freshly** made meals, TheBox2Go provides **authentic** Indian meal boxes, saving **time** and **money**, unlike cooking it yourself or ordering from food delivery services.

Product



Subscription Plans

Single-Meal Credit

One Authentic Indian Meal box / Month

\$ **14** Monthly

- ✔ Per Meal Cost - \$14
- ✔ Authentic Indian Food
- ✔ Freshly Cooked Meal
- ✔ Delivery to all Locations
- ✔ 14+ Meal Options
- ✔ Add-ons Available

Four-Meal Credit

Four Authentic Indian Meal Boxes / Month

\$ **48** Monthly

- ✔ Per Meal Cost - \$12
- ✔ Authentic Indian Food
- ✔ Freshly Cooked Meal
- ✔ Delivery to all Locations
- ✔ 14+ Meal Options
- ✔ Add-ons Available

POPULAR

Fifteen-Meal Credit

Fifteen Authentic Indian Meal Boxes / Month

\$ **165** Monthly

- ✔ Per Meal Cost - \$11
- ✔ Authentic Indian Food
- ✔ Freshly Cooked Meal
- ✔ Delivery to all Locations
- ✔ 14+ Meal Options
- ✔ Add-ons Available



RIT Dining



Affordable



Authentic



Fresh



Variety



\$12

\$15

\$20

\$25

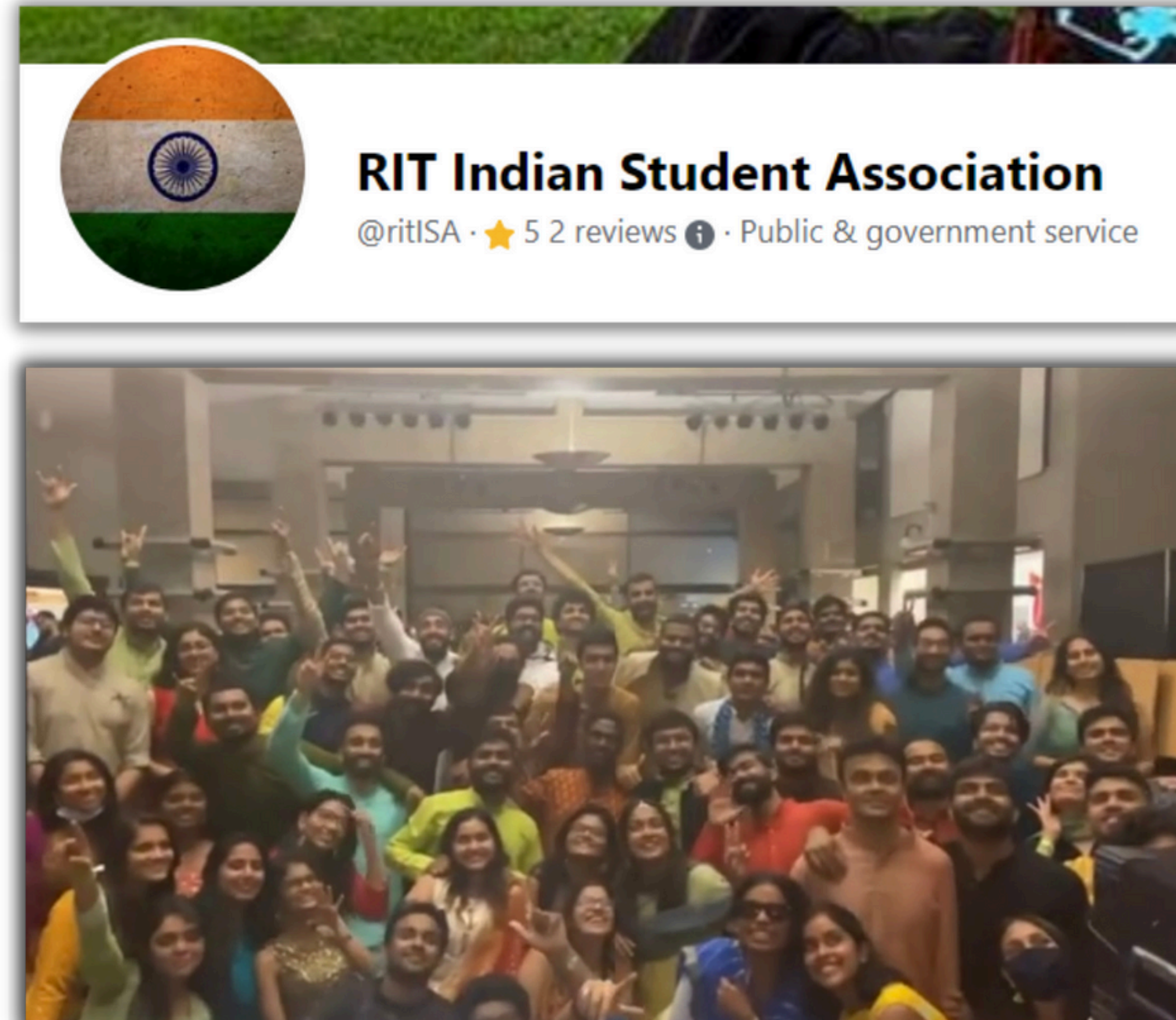
Business Model



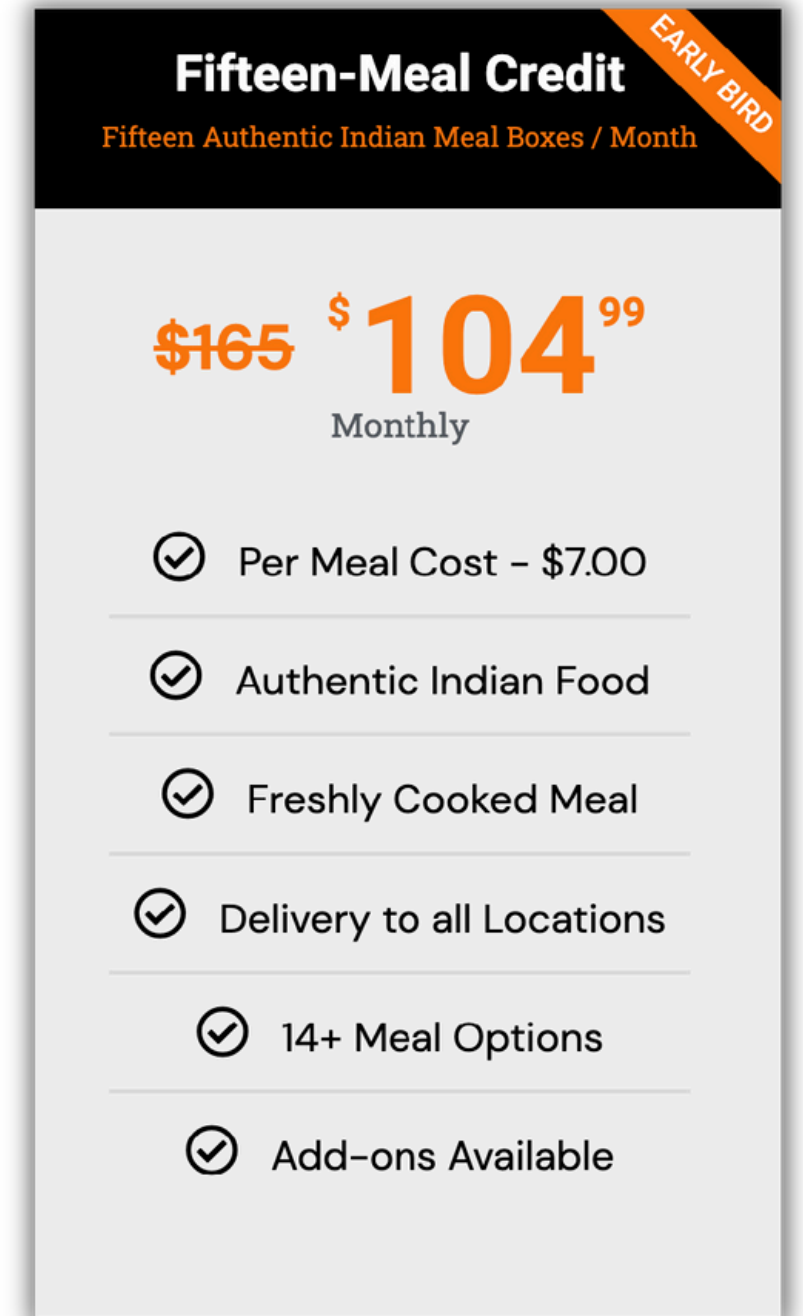
Marketing



Online Marketing



Catering & Sampling at Events



Early-Bird Offers

	2023	2024	2025	2026	2027
Revenue	\$262,000	\$895,000	\$1,950,000	\$3,375,000	\$4,200,000
<i>Box</i>	<i>22,000</i>	<i>115,000</i>	<i>150,000</i>	<i>250,000</i>	<i>300,000</i>
<i>Price</i>	<i>\$11.50</i>	<i>\$12.50</i>	<i>\$13.00</i>	<i>\$13.50</i>	<i>\$14.00</i>
COGS	\$154,000	\$525,000	\$900,000	\$1,500,000	\$1,800,000
<i>Unit Cost</i>	<i>\$7.00</i>	<i>\$7.50</i>	<i>\$6.00</i>	<i>\$6.00</i>	<i>\$6.00</i>
Gross Profit	\$108,000	\$370,000	\$1,050,000	\$1,875,000	\$2,400,000
Gross Margin	41%	41%	54%	56%	57%
Sales & Marketing	\$20,000	\$100,000	\$200,000	\$350,000	\$400,000
R&D	\$50,000	\$70,000	\$150,000	\$200,000	\$250,000
G&A	\$24,000	\$80,000	\$300,000	\$500,000	\$700,000
Total	\$94,000	\$230,000	\$650,000	\$1,050,000	\$1,350,000
Operating Profit	\$14,000	\$140,000	\$400,000	\$825,000	\$1,050,000
Operating Margin	5%	16%	21%	24%	25%

Thank You

Come try our samples at our booth!

