

Pitch Deck

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COMPANY DETAILS

"Company Name XYZ" LLC, incorporated in **Louisiana, USA**, specializes in providing premium wild-caught shrimp. The company connects local **fishermen** directly to **nationwide consumers**.

BUSINESS MODEL

Direct-to-consumer **seafood** delivery platform sourcing **shrimp** from **Louisiana** fishermen and shipping **nationwide**. Revenue from shrimp sales, merchandise, and future subscription services



MISSION

Provide the highest-quality wild Louisiana shrimp, sustainably harvested and shipped fresh to consumers, while protecting local fishing communities.



OBJECTIVE

To preserve **Louisiana's shrimping** heritage by delivering authentic, chemical-free shrimp to American households, while supporting generational fishermen.

PRODUCTS AND SERVICES



Wild-caught Louisiana shrimp (various pack sizes).



Branded merchandise to build community identity.



Future: subscription shrimp boxes and curated seafood experiences.

COMPANY OWNERSHIP:

Founded and owned by John "Scudder," with operations supported by Louisiana shrimping partners and marketing consultants.



TARGET CLIENTS

Home cooks and foodies seeking premium, chemical-free **seafood**.

Chefs and **restaurants** valuing authenticity.

Retailers interested in sustainable, **traceable shrimp**.

GROWTH STRATEGY

 Invest in video storytelling & influencer marketing.

 Scale through 3rd-party fulfillment services.

 Launch subscription model and expand into retail/restaurant distribution.

TARGET GEOGRAPHY

Nationwide U.S. **delivery**, with expansion into retail and restaurant partnerships. Rooted in **Louisiana** but scaling nationally.

DISTRIBUTION CHANNELS

E-commerce platform, nationwide shipping (via Grip Shipping 3P fulfillment), future retail partnerships, and subscription boxes.

THE PROBLEMS



90% of Shrimp Imported

Mostly farm-raised, chemically treated, and mislabelled.



Environmental Disaster

Overseas farms linked to pollution & ecosystem damage.



Generational Shrimpers at Risk

Louisiana shrimp industry shrinking under cheap imports.



Consumers Misled

Paying premium prices for low-quality, non-authentic shrimp.



SOLUTIONS



Freshness with Fair Price

Wild-caught Louisiana shrimp, shipped directly from fishermen to consumers.



Clean & Sustainable

No chemicals, no preservatives – responsibly harvested from Gulf waters.



Support Local Heritage

Every purchase helps preserve Louisiana’s generational shrimping families.



Trust & Transparency

Authentic origin, hand-peeled, traceable – boat to table.



BUSINESS MODEL



01

Direct-to-Consumer Sales

Shrimp sold in different **pack sizes** directly through the "**Company Name XYZ**" **website**, shipped nationwide.

02

Subscription Model (Future)

Launch recurring **subscription boxes** for regular home delivery, ensuring **customer retention** and **predictable revenue**.

03

Merchandise

Branded merchandise (apparel, kitchenware, lifestyle items) builds community, strengthens brand identity, and adds margin.

04

Wholesale / Restaurant Partnerships (Expansion)

Partner with select restaurants and specialty retailers to broaden reach while maintaining **premium positioning**.

05

Margins & Scalability

Current gross margin **~20%** on shrimp; margin expansion expected through:

- Scaling volume with **3P fulfillment** (Grip Shipping). Improved inventory purchasing power.
- Lowered **CAC** via content-driven marketing.



VALUE PROPOSITION



Authenticity & Trust

100% wild-caught Louisiana shrimp chemical-free, hand-peeled, and sustainably harvested.



Supporting Local Fishermen

Every purchase helps preserve **Louisiana's generational shrimping** industry and coastal heritage.



Superior Taste & Quality

Fresher, sweeter, and more flavorful than imported, **farm-raised shrimp**.



Transparency & Traceability

Direct connection from boat to table — customers know exactly where their shrimp comes from.



Health & Sustainability

Free from harmful preservatives, pesticides, and antibiotics. Harvested responsibly with respect for marine ecosystems.



Convenience & Access

Nationwide shipping brings premium Gulf shrimp directly to consumers' homes, chefs, and restaurants.

MARKET RESEARCH

SHRIMP INDUSTRY IN THE U.S.



SHRIMP CONSUMPTION SHARE

Shrimp is the **#1 seafood** in the U.S., making up **~25%** of total seafood consumption (NOAA data).



IMPORT DEPENDENCE

About **90%** of shrimp consumed in the U.S. is imported, mainly from Asia and Latin America, raising concerns over quality, chemicals, and traceability.



REVENUE IMPACT

Shrimp drives a large share of the **\$4.3B U.S.** seafood market; fresh shellfish (led by shrimp) is one of the fastest-growing categories.



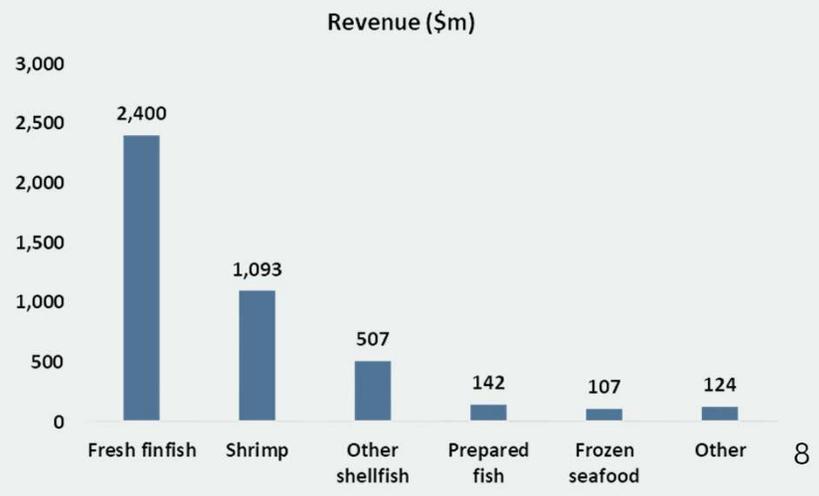
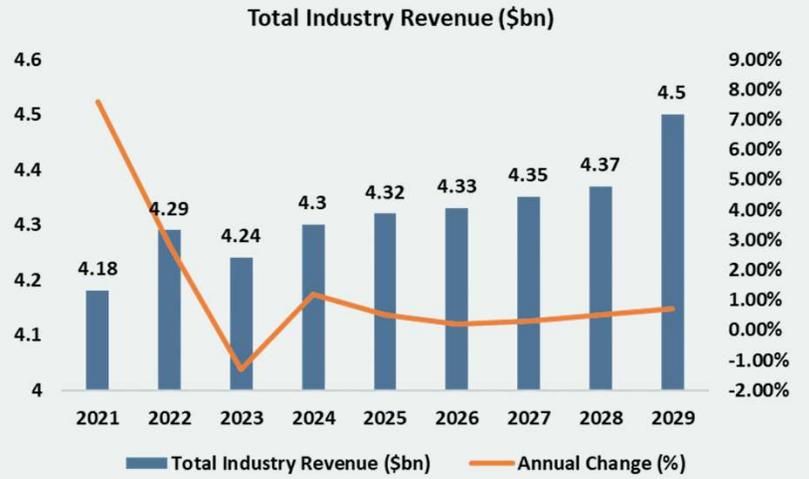
PROJECTED OPPORTUNITY

New tariffs (**Vietnam up to 46%, China 34%**) are shifting demand toward domestic, wild-caught shrimp — creating a premium opportunity for **Louisiana** origin branding.



GROWTH RATE

Fresh shellfish demand (esp. shrimp) is projected to grow faster than finfish, driven by health, luxury dining, and sustainability trends.





SEAFOOD INDUSTRY IN THE U.S.

\$4.3 Billion



Revenue of U.S. fish & seafood markets in **2024**, with a **CAGR of 2.5%** over the past **5 years**.

25%



Shrimp accounts for roughly **25%** of all seafood consumed in the U.S., making it the **#1 seafood** product.

90% Imports



About **90%** of shrimp consumed in the **U.S. is imported**, creating opportunities for domestic, wild-caught suppliers.

0.6%



Projected growth in overall seafood market revenue between **2024** and **2029**, with shellfish (led by shrimp) expected to outpace finfish.

\$4.5+ Billion



Projected revenue of **U.S. seafood** markets by **2029**, supported by sustainability trends and tariff-driven domestic demand.

Health & Premium Demand

Nationwide U.S. **delivery**, with expansion into retail and restaurant partnerships. Rooted in **Louisiana** but scaling nationally.



SUBSCRIPTION MODEL

Entering the Subscription-Based Economy

(Next Phase)

Launch curated monthly and bi-monthly "Company Name XYZ" Subscription Boxes (5lb / 10lb / 15lb tiers) offering convenience, savings, and exclusive perks.

- Builds recurring revenue stream and predictable cash flow.
- Enhances customer lifetime value (LTV) and retention through auto-renewal plans.

Current Market Value \$23 Billion



The U.S. subscription box industry is expected to expand rapidly over the coming decade, achieving an average annual growth rate of approximately **14.2%** through 2034.

The U.S. subscription box market is set to exceed **\$76 billion by 2034**, driven by demand for convenience, personalization, and recurring experiences.

"Company Name XYZ" is positioned to capture this trend through shrimp subscription boxes, combining authentic Louisiana seafood with chef-curated storytelling—creating recurring revenue, loyalty, and premium brand differentiation.

“Evolving from premium seafood orders to a recurring seafood lifestyle.”

DIRECT COMPETITORS

Sizzlefish

What they offer: Wide range of fish & shellfish via subscription and one-time orders.

Strength: Variety and convenience.

Gap: Shrimp is only one SKU; no single-origin brand story.

Fulton Fish Market (Online)

What they offer: Huge seafood selection shipped nationwide.

Strength: Scale, reputation, variety.

Gap: No singular focus or premium geographic shrimp identity.

Wild Alaskan Company

What they offer: Subscription boxes focused on wild Alaskan seafood.

Strength: Strong sustainability and “wild” brand.

Gap: Not shrimp-focused; brand tied to Alaska, not Louisiana.

Why XXX Wins

Specialization: Shrimp only focus → clearer brand than broad **seafood boxes**.

Geographic Identity: Building “**Louisiana Shrimp**” brand like Maine lobster or Argentine sea bass.

Premium Positioning: Top-tier price point marketed as **luxury seafood**.

Authenticity: Direct relationships with generational **Louisiana fishermen**.



MEET THE TEAM

Owner Name

- Lifelong Louisiana native, deeply connected to the region's culture and foodways.
- Passionate storyteller and brand builder, focused on protecting Louisiana's shrimping heritage.
- Oversees sourcing partnerships with generational shrimpers and direct-to-consumer operations.
- Vision: "Bring Louisiana shrimp to the masses and build it into a national luxury brand."

— **Founder & CEO**

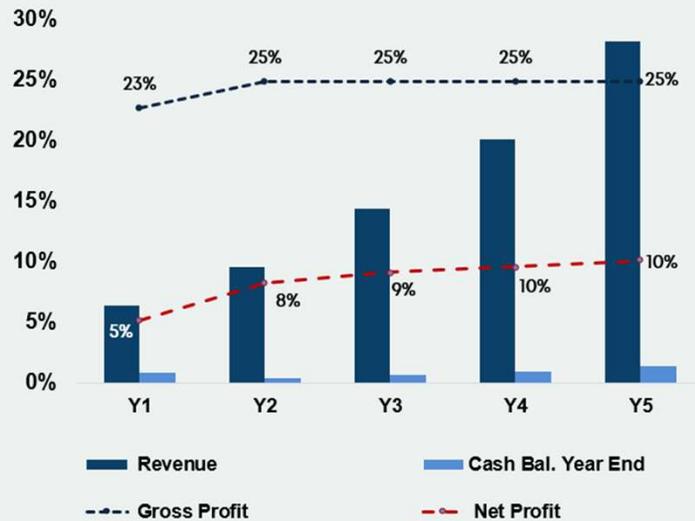
Owner Name

- CMO Founder of 3PMG, a premium/luxury brand marketing agency.
- Experience building luxury brands such as Bhakta Spirits.
- Expert in storytelling, luxury positioning, and customer acquisition strategies.
- Responsible for brand identity, marketing campaigns, and scaling premium demand nationwide.

— **Part-Time**

FINANCIAL PROJECTIONS

Profit Margin



- Revenue Growth:** From \$3.8M (Y1) to \$16.9M (Y5) → **4.4x growth.**
- Net Profit:** **5%** (\$0.19M) in Y1 to **10%** (\$1.69M) in Y5. Nearly doubles, showing scale efficiencies as operations grow.
- Gross Profit Margin:** Stable at **25%**, showing strong unit economics.
- Cash Balance:** Positive cash every year, ending at **\$851k** by Y5

Selling Price and Cost



SUBSCRIPTION MODEL

Recurring Revenue Target:
20% of total revenue by Year 2 → **50%** by Year 5 through subscription growth.

FUNDING

Equity Capital

The founding team has committed **\$50,000** of personal capital to establish the foundation of the business and demonstrate alignment with investor interests.

Investor Funds

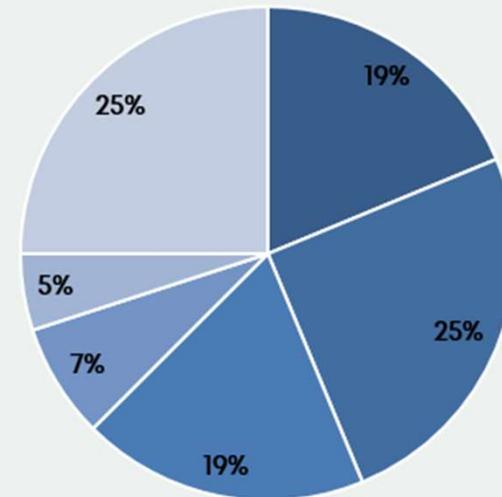
We are seeking an additional **\$350,000** in growth capital to accelerate "Company Name XYZ"'s expansion. Funds will be allocated to **inventory, marketing, cold chain logistics, and compliance**, enabling nationwide distribution and premium brand positioning.

Investor Value Proposition

- Raise:** \$350,000
- Initial Investment:** By Year 3–4, annual net profit (\$0.86M → \$1.2M) easily covers the initial investment.
- Annual Return:** 15% to 20%
- Payback period:** 4 years
- ROI:** By Year 5, net profit of \$1.69M gives investors a clear path to attractive ROI.
- Equity:** If structured as equity, a \$350k stake (e.g. 10% equity valuation at \$3.5M post-money) could yield \$169k/year net profit share by Y5.

That's roughly a 48%+ annual return by Year 5.

Investment Breakdown



- Inv. Procurement & Packaging
- Marketing & Customer Acq
- Cold Chain Fulfillment Setup
- Technology, Legal & Compliance
- Branding & Creative Assets
- Working Capital

Shaping the Future Together

As a premium seafood brand redefining the shrimp experience, "Company Name XYZ" invites you to be part of our journey in building America's first luxury, single-origin shrimp label.

Our team has secured direct partnerships with Louisiana shrimpers, backed by robust supply chain operations and a compelling brand narrative. We are now scaling nationwide to capture the unmet demand for authentic, traceable, and chemical-free shrimp.

This venture offers strong revenue growth potential, healthy margins, and a management team with deep expertise in supply, brand-building, and operations.

Join us in establishing "Company Name XYZ" as the Maine Lobster of shrimp—a premium product, a heritage story, and a powerful brand identity.



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