

A fast food revolution to bring plant based, affordable meals to the masses.

Ready Burger offers the high street's most inclusive, technology focused, plant based fast-food brand without compromising on speed, taste or experience... **at McDonald's prices!**

Highlights

- ≡ Signed a lease on a 'grand flagship' store in Central London
- ≡ Already sold over 250k items of food out of our two Proof of Concept restaurants (despite having non seating)
- ≡ Lined up a partnership to deliver 14 dark kitchens across London (also part of this fundraise) meaning we can service over 100 London postcodes
- ≡ A strong team, including a two-time world heavyweight boxing champion's former personal chef, a property expert, a master franchiser for Jamie's and a former Ops Director of Five Guys.

The problem

Flexitarianism is becoming the norm, yet there are no high quality, value driven, fully plant-based quick-service restaurants.

- ≡ Competitors aren't built for scale
- ≡ Existing QSR brands can't cannibalize their existing business model
- ≡ Existing plant-based food is normally more expensive than meat alternatives

The solution

Is the next generation of fast food

- ≡ Proprietary proteins that taste great and fool many into thinking they're eating meat
- ≡ Operations that are built to scale rapidly
- ≡ Already built the structures to open a Ready Burger almost anywhere in the UK, Europe or US
- ≡ Whilst ensuring full control over consistency of services and quality of product

Global fast food market of

£467bn

% of plant based meals eaten by non vegans in the ukis

92%

The Total Addressable Market in the UK alone is

£18bn

SOM for year 3 is

£20m

Global consumers now identifying as flexitarian is

42%

Growth predicted in vegan foods market by 2030

451%

Market strategy

- ≡ Target opening 18 head office owned stores in the next 3 years
- ≡ 38 dark kitchen sites in 3 years giving us coverage across London and other major cities
- ≡ Work with master franchisers to open up to 50 restaurants across the UK

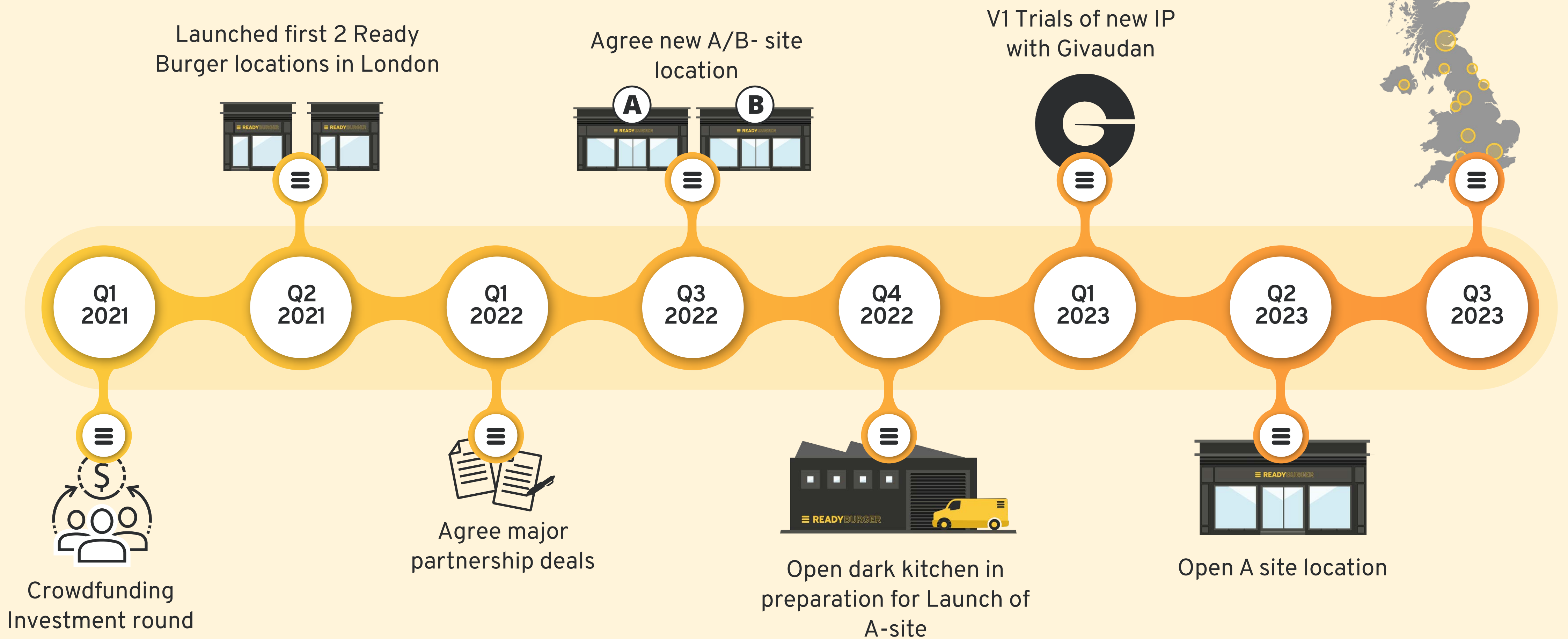
Competitive advantage

- ≡ McDonalds introduces the Impossible Burger
- ≡ Burger King's new flagship store went vegan in its first month of opening
- ≡ Vegan competitors like Vurger, Neat Burger, Honest Burger etc. are 2-3x more expensive so aren't serving the masses

≡ We are 100% plant based

www.readyburger.co.uk

Road map



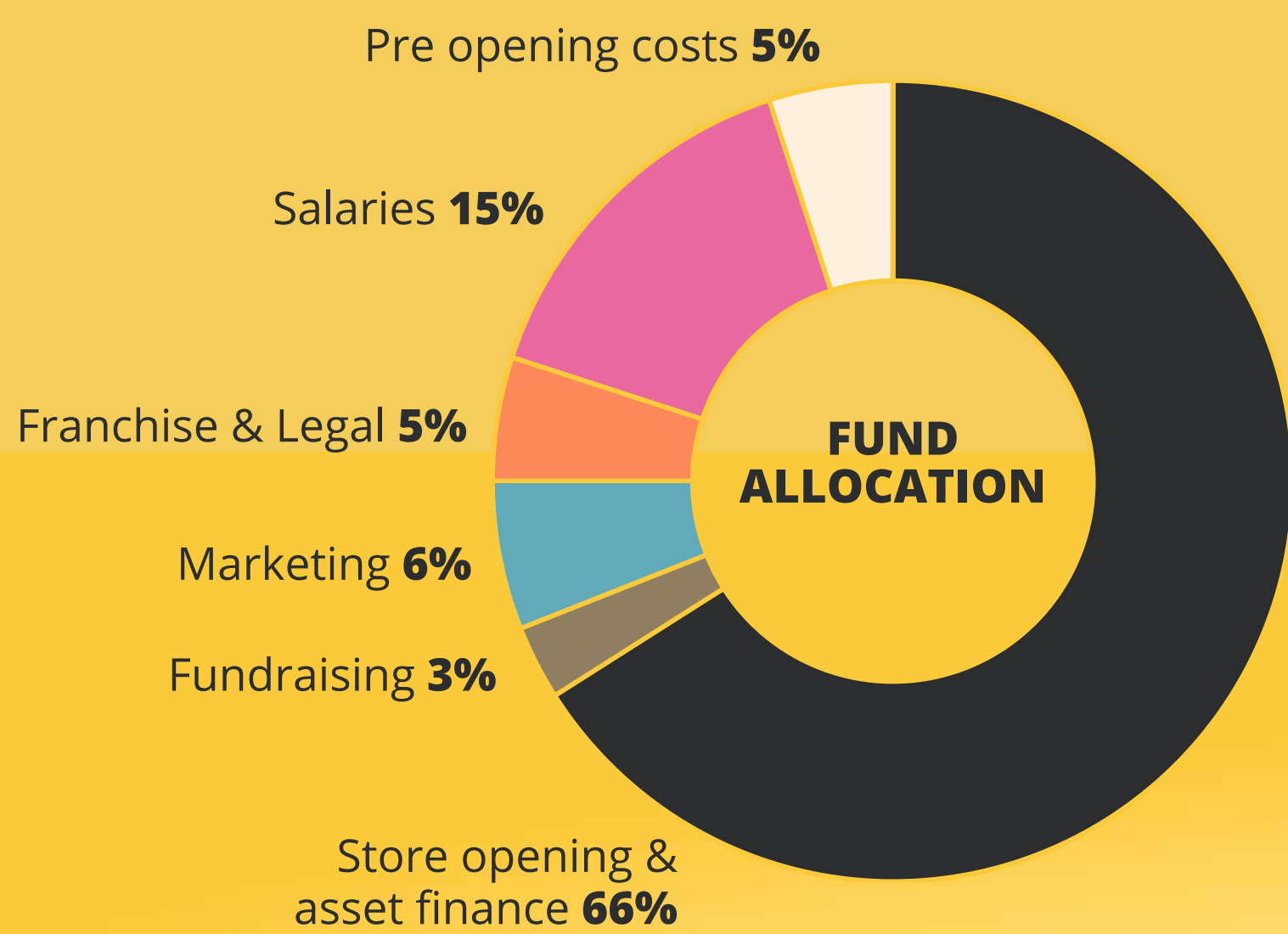
Max Miller
Co- founder & CEO
Experienced entrepreneur and negotiator.



Adam Clark
Co- founder & COO
Experienced hospitality entrepreneur and chef.

Financial road map

	Year 1 2022	Year 2 2023	Year 3 2024	Year 4 2025	Year 5 2026	Full Year run rate
# sites at year end	2	5	12	27	43	43
Dark Kitchen Sites	0	0	14	26	38	38
Sales	732,665	2,053,412	9,081,308	33,281,921	71,537,114	113,915,633
Gross Profit	29,614	367,899	2,669,427	10,691,359	24,580,068	40,715,565
EBITDA	(1,693,814)	(3,188,291)	(3,367,488)	(2,194,666)	1,863,085	8,028,399



Raise details

Seeking **£3m** Valuation **£14m** Round Type **Equity** EIS applicable

