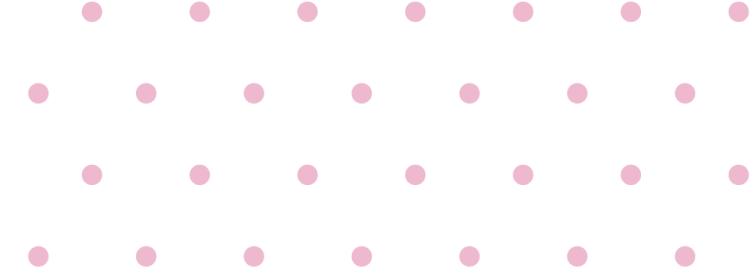




Home of the Cupcake *Bouquet*

INTRODUCING





- 01 Have you ever purchased a gift just for the sake of purchasing a gift?**
- 02 Were you excited about purchasing your last gift?**
- 03 There are not a lot of gifting companies that really get you excited.**



Sending flowers is like saying...

“ **Here,
Watch these
Die!** ”





Baked Bouquet is the World's First "Flakery"!



We are a Florist in the front...
and a Bakery in the Back!



We provide a custom gift
experience that tastes better
than it looks!





BAKED bouquet

Pick your size

- Beauty (10 cupcakes) \$115
- The Perfect Size (15 cupcakes) \$135
- Big (21 cupcakes) \$159

Available Flavors

★ Quattro Special -All FOUR Flavors \$6

Select flavors

First Free. Each additional +\$3

- Authentic Vanilla – A yellow cake with 100% pure buttercream
- Chocolate – A fluffy, moist chocolate cake with our 100% pure buttercream
- Red Velvet – Traditional Red Velvet cake with cream cheese buttercream
- Strawberries and cream – Strawberry cake with our traditional cream cheese buttercream

When do you want it?

Select Date

Amazing Online Experience

It is remarkably easy to configure your Fresh Baked Cupcake Bouquet on our website.

You pick your flowers, colors, size and flavors in just 4 clicks.

We are an E-Commerce Company in a sense. More than 50% of our business is online.



But we have Personality!



You can talk to us on the phone or visit us.



We can solve your problems immediately unlike other online companies.



40%

of our customers visit us!



That Omni-Channel Experience Give us a Competitive Advantage!

Our online competitors don't have the physical locations and customer service to respond to customers' immediate needs.

They are commission based, impersonal companies that have no faces!



**We also hand
deliver our gifts!**



**Customers love it
Compared to this**





Bakers and Florists Can't do this!

01

Custom Design

02

Make On-Demand

03

Baked Fresh

04

Deliver same day

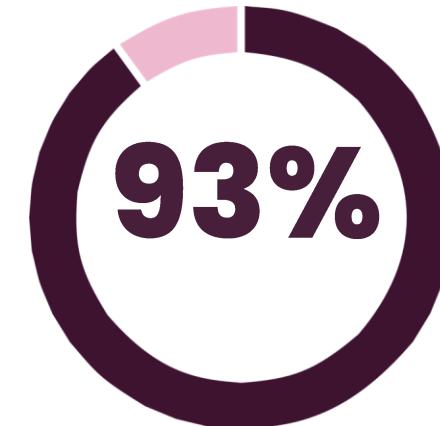
We are a fast-casual bakery!



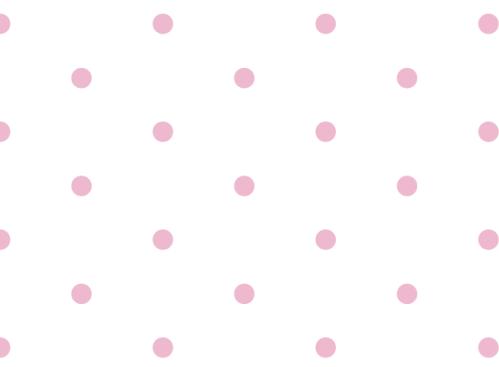


The result is:

NET PROMOTER SCORE OF



**There is true excitement about our products and services.
More than Apple & Tesla**



Industry and Competitors

- Baked Bouquet is disrupting the Bakery, Gift and Floral Industry!
- Edible Arrangements took 5% of the National Floral Industry!
- Sugarfina has a \$60 Million Valuation but we have better same store sales and margins



Chocolates



CAPALBO'S
GIFT BASKETS



amazon



Baked Bouquet can service **three** of customer needs!

— We are uniquely positioned to serve all different ticket prices.

— Most of our competitors cannot service the event industry.

— We initially started with the “gifts” category but our centerpieces and “Mashup Classes” are growing!

— **Each one of these categories can be a unique profitable revenue stream!**

TREATS

\$10 - \$25 / ORDER

GIFTS

\$75 - \$125 / ORDER

CENTERPIECES

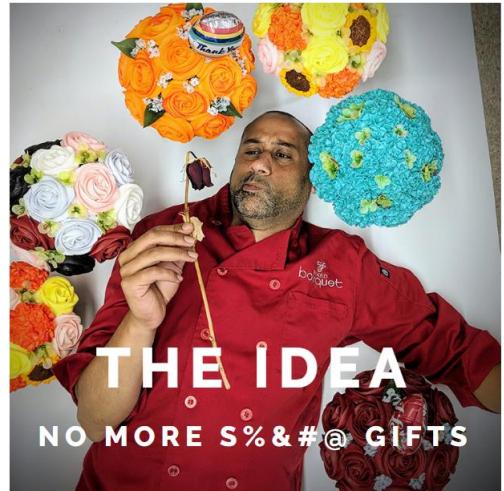
\$1K + / ORDER

MARKETPLACE



How it started?

2013 Idea was born



THE IDEA
NO MORE S%&#@ GIFTS

2013 The Guy who Never Baked A Thing in his Life



2014 Open in 2014 \$8,000 a month in sales



2016 Watch These Die Launches our Digital Marketing



Check out the Story

www.BakedBouquet.com/blog



There are several key drivers to propel our next phase of growth



NEW REVENUE CHANNELS

- Additional Store Locations
- Kiosks and Popups for Holiday Seasons
- More Classes



PRODUCT INNOVATION

- New bouquet designs
- Additional products added to portfolio expanding ticket price range.



DIGITAL & WEBSITE IMPROVEMENTS

- Invest in online footprint and UX
- Develop loyalty and engagement programs



WEBSITE IMPROVEMENTS

- Enhance the consumer journey
- Basic online enhancements will greatly increase ticket price and online conversion rates.



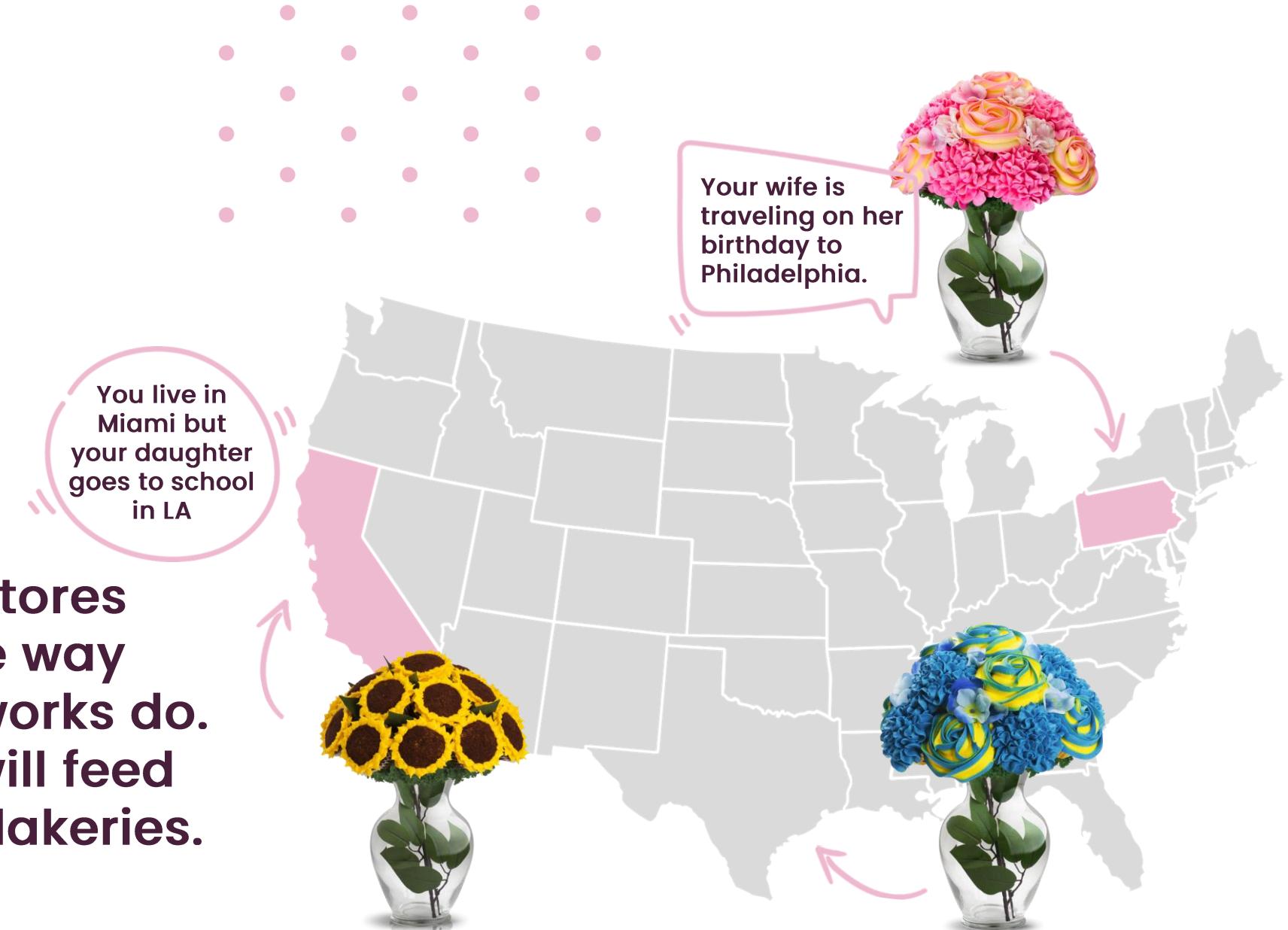
FRANCHISING

- Kick off franchising strategy



It is the NETWORK

With a network of stores
we can operate the way
national floral networks do.
Each new Flakery will feed
business to other Flakeries.





High Margins

↑ 15%

Cost of
Good Sold

↑ 25%

Labor
Costs

↑ 90\$

Average
Ticket
Price over

↑ 70%

After our Break-
Even Point, 70% of
each additional
order is profit.



From 2015 to 2018 we had one location in Verona NJ

	VERONA SALES	\$150,000	TOTAL	\$150,000
2015				
	VERONA SALES	\$333,000	TOTAL	\$333,000
2016				
	VERONA SALES	\$626,000	TOTAL	\$626,000
2017				
	VERONA SALES	\$665,000	TOTAL	\$665,000
2018				

2019 we opened our Edison Location and Shipping Operation

SHIPPING	VERONA SALES	\$600,000	TOTAL	\$837,000
2019	EDISON SALES	\$237,000		
SHIPPING	VERONA SALES	\$896,000	TOTAL	\$1,780,000
2020	EDISON SALES	\$701,000		
		\$183,000		
SHIPPING	VERONA SALES	\$714,000	TOTAL	\$1,503,000
2021	EDISON SALES	\$604,000		
		\$185,000		



About the Founder

01

Operations and Industry Experience

Wissam Elgamal has been an Edible Arrangements franchisee for eleven years. As one of the first franchisees in a new market he has witnessed the learning curve of developing a freshly hand made and hand delivered product grow. Since opening his own stores he has been hired by other franchisees to assist in operations and store development. He has also been hired as contractor to construct new stores and prepare them for operations.

02

Ecommerce

He has worked in software development, has had his own consulting practice from 1998-2001 and holds a computer science degree. He has worked in software development, has had his own consulting practice from 1998-2001 and holds a computer science degree.

03

Franchising

As a member of the IFA (International Franchise Association) he has the expertise and network to begin the franchise process.

04

Business Experience

He has owned 4 successful business since 2001 including a franchise, business consulting practice, supermarkets and wholesale club distributions with Mission Foods and an international commercial fitness distributorship.