

Nature Checkout Inc

Pitch Deck



Outline of the Pitch

- What we are Solving
- Why the Solution
- What's the Market Opportunity
- Traction & Milestone
- What's the Business Model
- What's the Competitive Advantage
- Our Growth Strategy
- What we are Seeking
- Financial Projections (5-Year, Income & Balance Sheet, Cash Flow)
- Our Team



Agenda

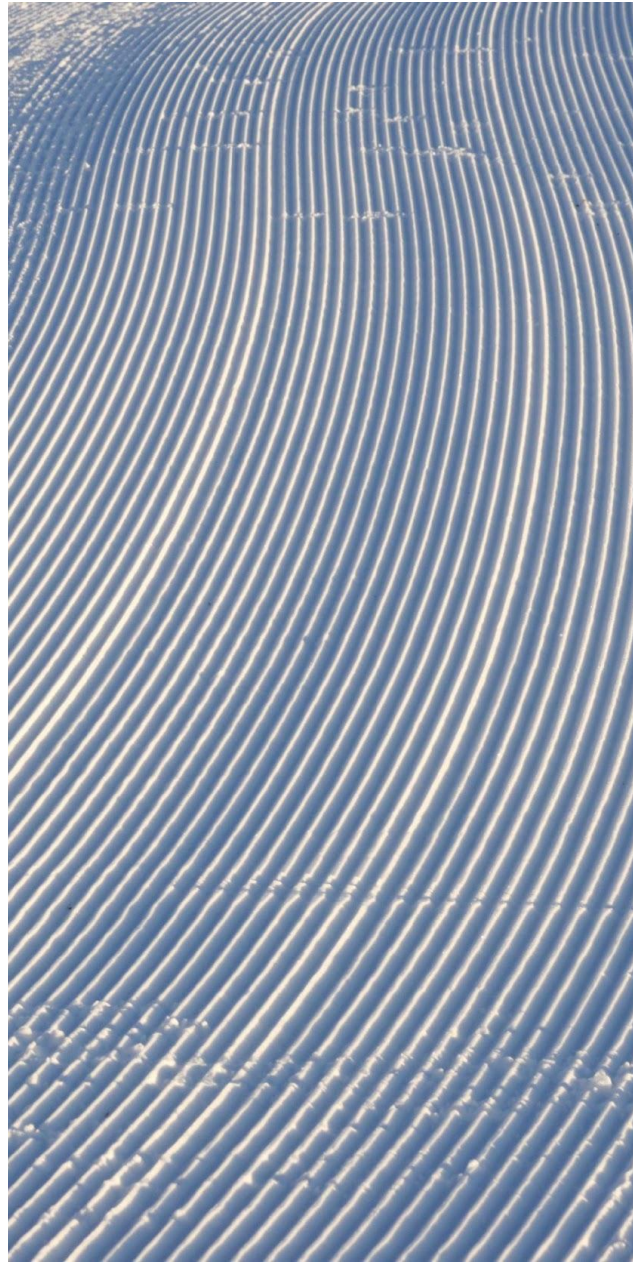
Products: Nature Menu, Top
Notch Influencer

Tagline: Transforming
eCommerce Restaurant, and
Marketing Solutions

Name and Title:

Joseph Larnyoh, Founder &
CEO





What we are Solving

- Digital Transformation with Influencer Marketing: Top Notch Influencer boosts visibility through targeted campaigns, driving customer engagement and increased revenue.
- Customer Retention through Personalized Marketing: Improve brand loyalty, customer retention, and long-term growth.

Why the Solution

- Restaurants are losing revenue and customer loyalty due to outdated digital ordering and menu management systems that fail to meet the demands of today's tech-savvy consumers.
- Brands are battling to cut through the noise in an oversaturated market, lacking the robust marketing strategies needed to differentiate themselves and drive long-term customer retention.



What's the Market Opportunity

Ecommerce Market Size: \$4.9 trillion
(with growth driven by SMBs adopting digital platforms).

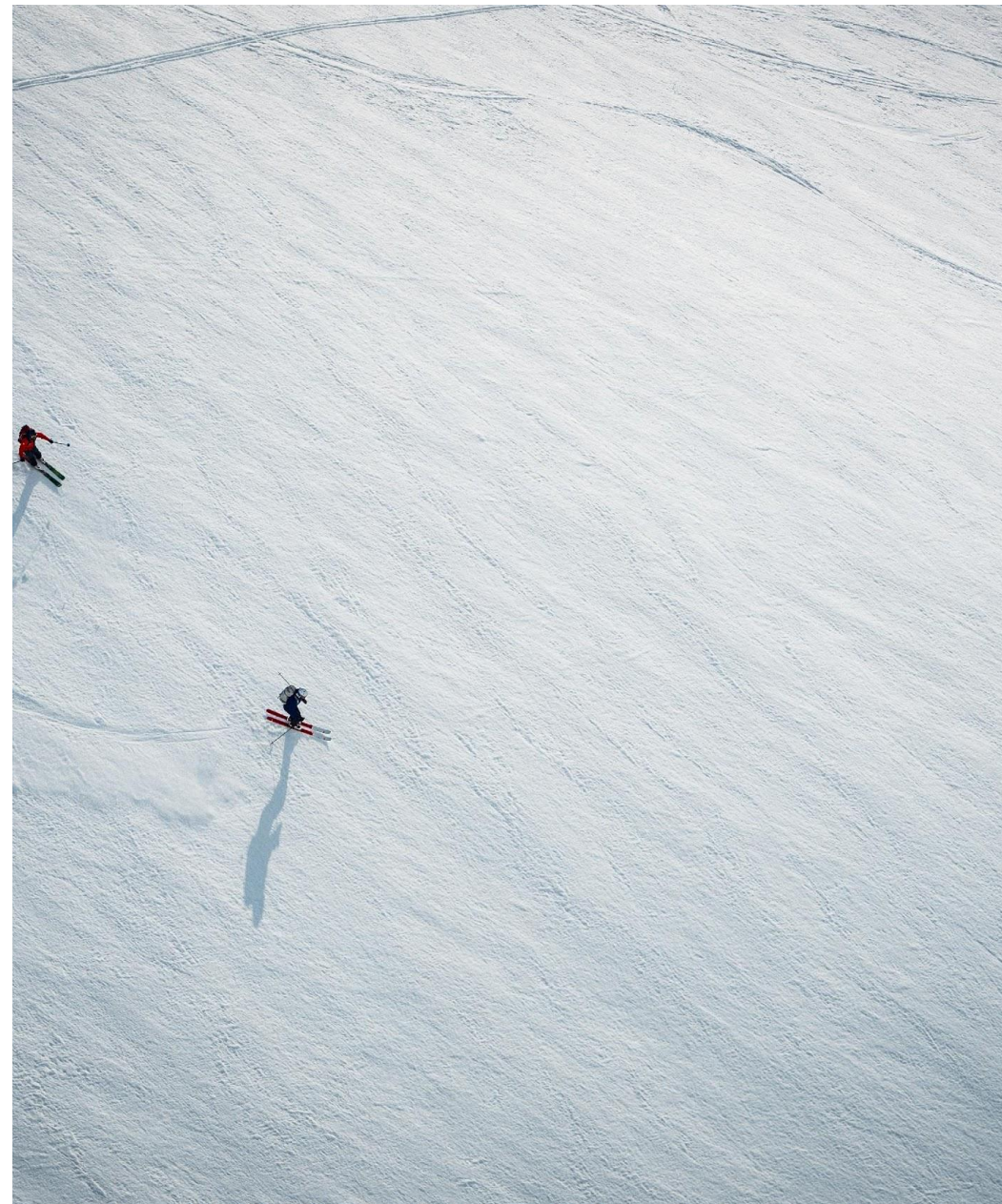
Restaurant Tech: Estimated \$21.7 billion market, with increasing demand for digital menu and order management.

Digital Marketing: Growing industry projected at \$786.2 billion by 2026, with influencer marketing and direct-to-consumer strategies leading the way.

Traction and Milestones

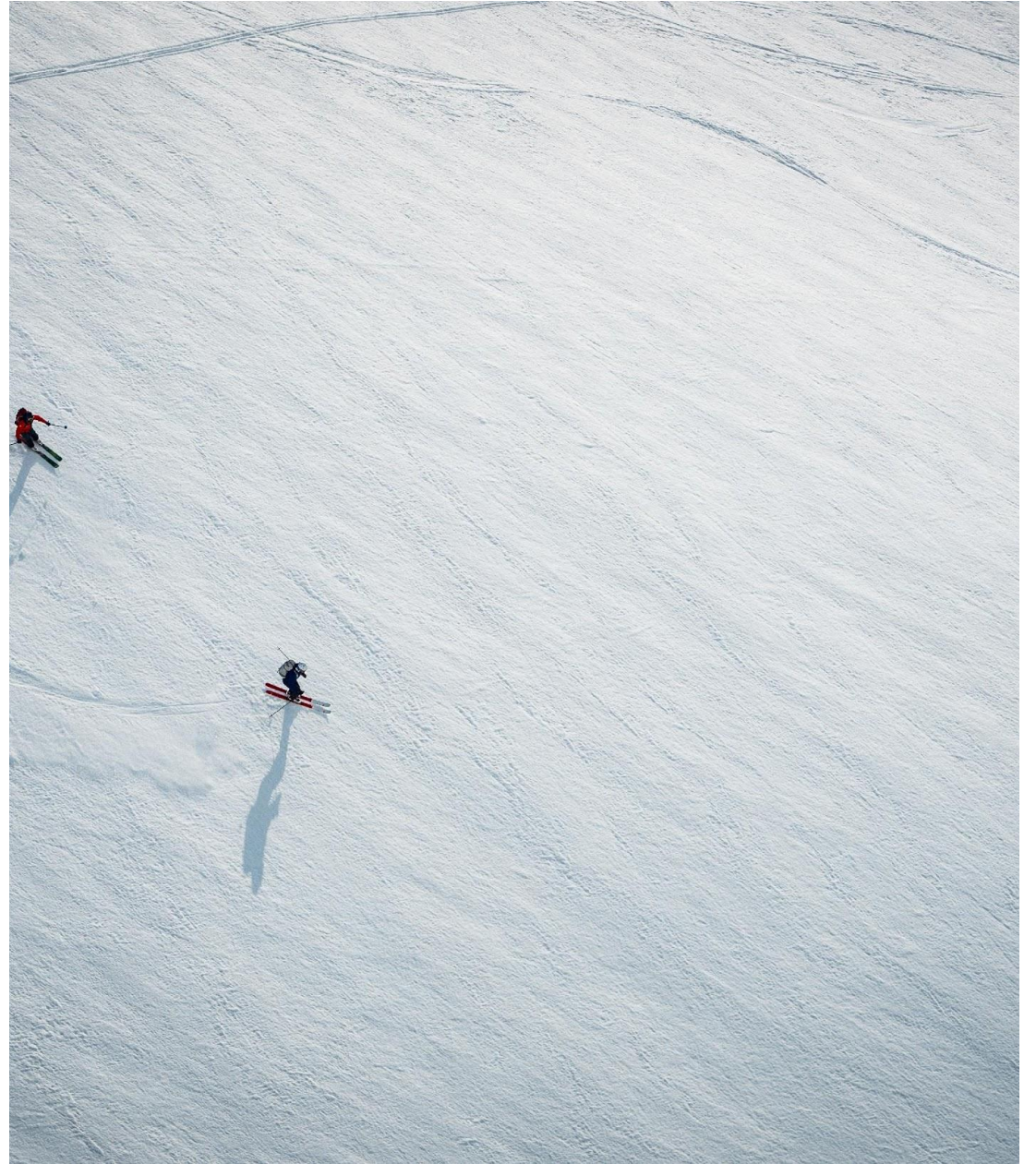
Vision & Opportunity: We're positioned at the intersection of eCommerce, restaurant management, and marketing, capitalizing on a multi-billion-dollar market.

Traction & Growth: With over 500 influencers and consistent 10% month-over-month growth, we've proven market demand and scalability.



What's the Competitive Advantage

- Integrated Solutions: We offer a uniquely comprehensive approach to drive success.
- Market Expertise: Our in-depth knowledge of consumer behavior spans multiple sectors, ensuring tailored strategies that resonate.

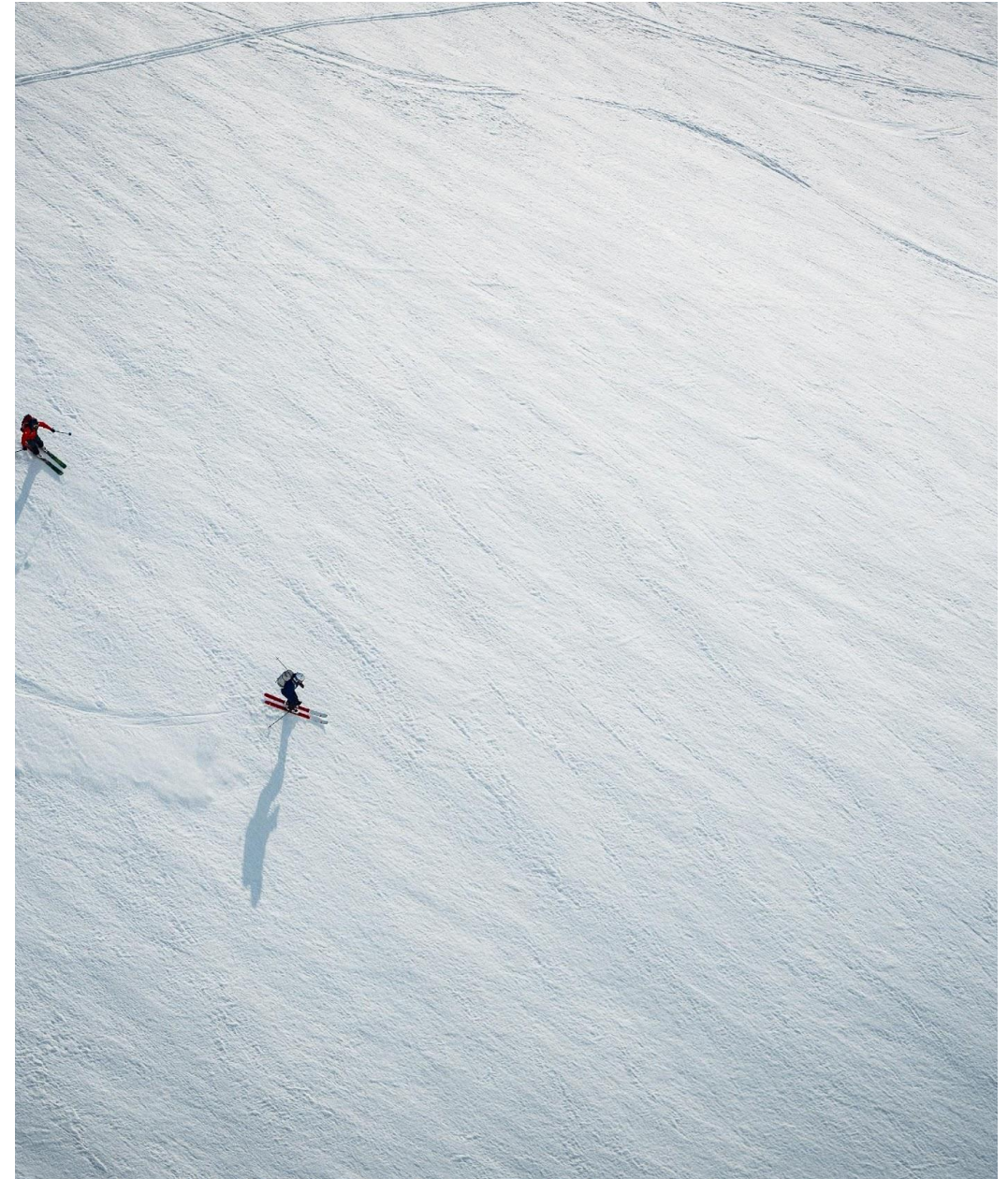




What's the Business Model

Nature Menu: Flexible monthly subscription plans of (\$59.95/month) designed for restaurant owners globally.

Top Notch Influencer: A comprehensive marketing service combining retainer fees with performance-based pricing to maximize results.





Our Growth Strategy

- **Expansion of Product Features:** Adding advanced analytics, loyalty programs, and AI-driven recommendations.
- **Targeted Market Outreach:** Aggressive sales and marketing to grow our customer base in key markets.
- **Strategic Partnerships:** Collaboration with industry leaders and influencers to boost brand visibility and credibility.



Investment Ask

Investor Funding: \$550,000

Use of Funds: For technology enhancements, marketing, and team expansion.

Expected Outcome: This investment will drive innovation, allowing us to deliver cutting-edge, data-driven solutions that increase customer engagement, streamline operations, and maximize revenue for our clients. By 2029, we anticipate reaching \$27.5M in revenue with a cash balance of \$10M, providing a substantial return on investment.

For further details, please contact our executive team.



5-Year Financial Projection

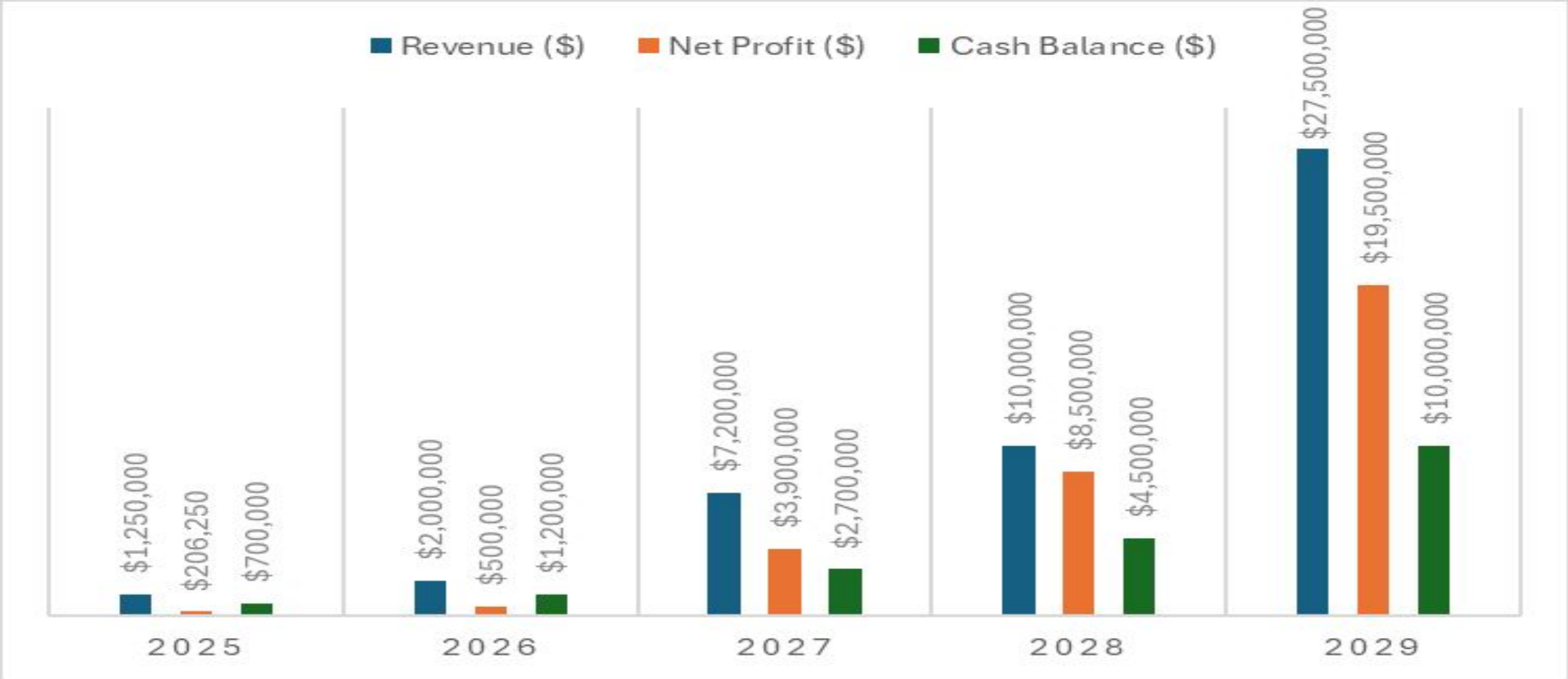
(Assumes investor funding of \$550,000 in Year 1)

This projection assumes aggressive marketing expansion, technology enhancements, and increased client acquisition. The infusion of investor funds will allow for rapid scaling, significantly boosting revenue and profitability over the next five years.

Year	Revenue (\$)	Net Profit (\$)	Cash Balance (\$)
2025	1,250,000	206,250	700,000
2026	2,000,000	500,000	1,200,000
2027	7,200,000	3,900,000	2,700,000
2028	10,000,000	8,500,000	4,500,000
2029	27,500,000	19,500,000	10,000,000

5-Year Financial Projection

(Visual Representation)

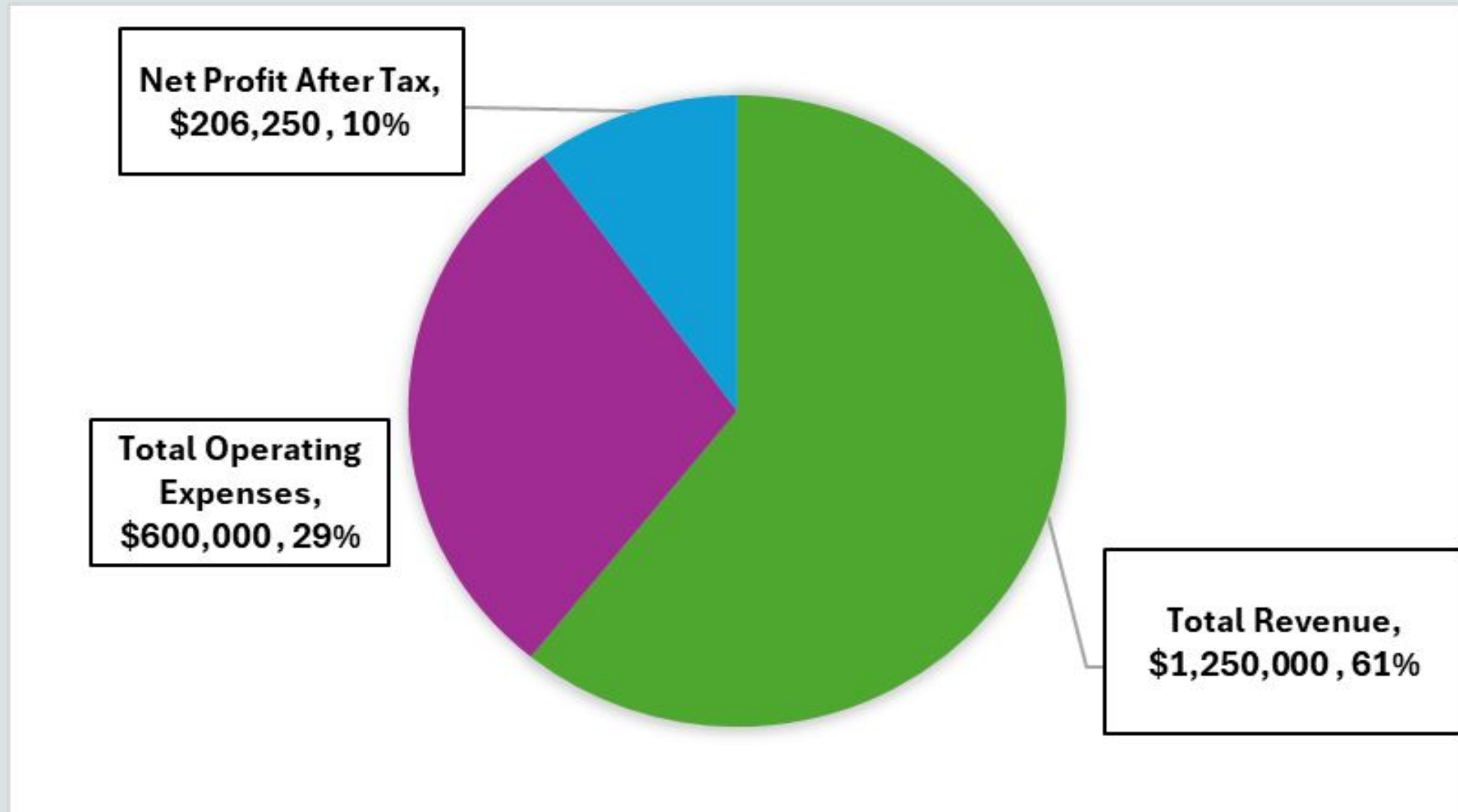


Income Statement (Projected)

For the Fiscal Year Ending 2025

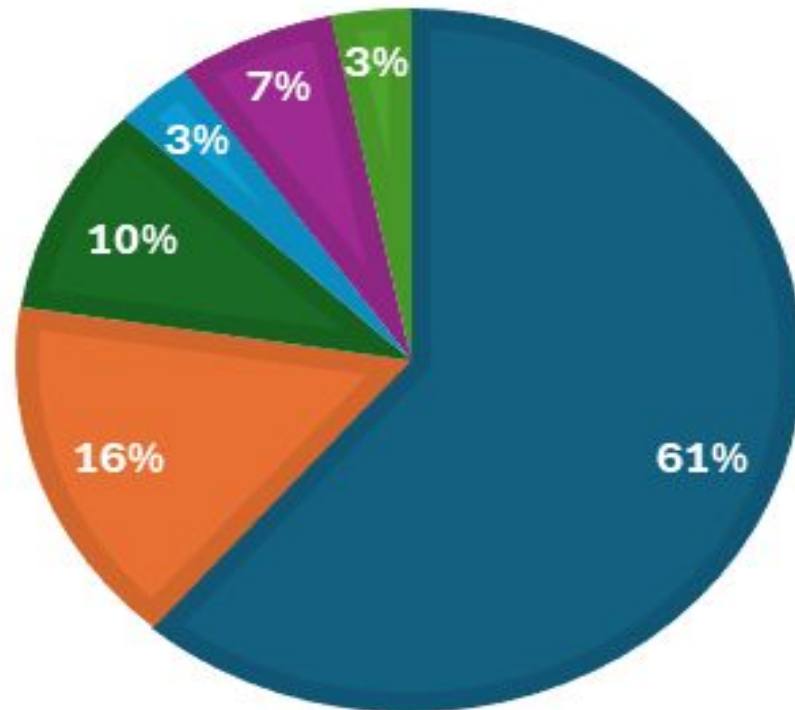
Category	Amount (\$)
Total Revenue	1,250,000
Total COGS	300,000
Gross Profit	950,000
Operating Expenses	
- Salaries & Wages	250,000
- Marketing & Advertising	150,000
- Office Rent & Utilities	50,000
- Software & Tech Development	100,000
- Miscellaneous Expenses	50,000
Total Operating Expenses	600,000
Net Profit Before Tax	275,000
- Taxes (25%)	68,750
Net Profit After Tax	206,250

Income Statement (Projected) In Fiscal Year 2025



Income Statement (Projected) In Fiscal Year 2025

Visual (Revenue allocation %)



Balance Sheet (Projected)

As of December 31, 2025

Category	Amount (\$)
Assets	
- Cash & Cash Equivalents	200,000
- Accounts Receivable	100,000
- Inventory	50,000
- Property & Equipment (Net)	300,000
- Software Development	150,000
Total Assets	800,000
Liabilities & Equity	
- Accounts Payable	75,000
- Loans Payable	100,000
- Other Liabilities	50,000
Total Liabilities	225,000
Equity	
- Retained Earnings	375,000
- Shareholder Equity	200,000
Total Equity	575,000
Total Liabilities & Equity	800,000

Cash Flow Statement (Projected)

For the Fiscal Year Ending 2025

Category	Amount (\$)
Cash Flow from Operations	
- Net Income	206,250
- Depreciation & Amortization	50,000
- Changes in Working Capital	-25,000
Net Cash from Operations	231,250
Cash Flow from Investing Activities	
- Software Development Costs	-100,000
- Equipment Purchases	-75,000
Net Cash from Investing	-175,000
Cash Flow from Financing Activities	
- Loan Repayment	-50,000
- Investor Capital Raised	550,000
Net Cash from Financing	500,000
Net Change in Cash	606,250
Beginning Cash Balance	93,750
Ending Cash Balance	700,000

Current Team

FOUNDER: JOSEPH LARNYOH– SERIAL ENTREPRENEUR WITH EXPERTISE IN ECOMMERCE, RESTAURANT SERVICES, AND DIGITAL MARKETING.

KEY TEAM MEMBERS:

- COFOUNDER (1)
- CURRENT DEVELOPERS (5)
- HIRE SUPPORT STAFF – (5) IN FIRST YEAR (ACCOUNTANTS,MARKETING&PR, LEGAL)



Thank you

Joseph Larnyoh

(801) 644-2658

joe@naturecheckout.com

www.naturemenu.net

www.topnotchinfluencer.com