



OneForNeptune[®]

Mission: Restoring mankind's relationship with the Sea

OneForNeptune.com | Fall 2019 | nick@oneforneptune.com



White Fish Jerky
Healthy. Sustainable. Delicious.

Who We Are

OneForNeptune is a mission-driven company changing the food industry with healthy, high-protein snack foods made from sustainably sourced seafood.

We produce tasty jerkies from premium-quality **undervalued & underutilized** white fish that is 100% traceable to small-scale US West Coast fisheries.

What We Do

Where We're Going

We aspire to be the **flagship brand** for sustainable seafood snacks in the United States.

Market Problems

seafood



Hey fish friend, what is this fish?? Is it safe/sustainable i.e. should I buy it? If so how do I cook? PLEASE HELP!!

1 in 5 Americans (65M)
desire more seafood

- knowledge gap
- inconvenience
- price perception

snack food



75% of consumers
seek healthier salty snacks

- clean ingredients
- low sugar/carb
- high protein



The "Beef Void"
is leaving snackers hungry

- \$3B meat snack market
- 200% growth in sales of *alternative* meat snacks (beef snacks 4% growth)

Sustainability Problems

US Seafood: 450 million pounds of healthy protein wasted every year



- Seafood is the **#1 most internationally traded** food commodity
- The typical seafood supply chain is **fragmented, inefficient, wasteful, corruptible**
- Americans are eating **socially nefarious and environmentally damaging** seafood

We can do better.

Solution

20g
PROTEIN

*In every
packet!*

560mg
OMEGA-3



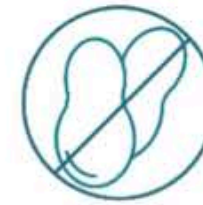
Non-GMO



Nitrate Free



Gluten Free



Nut Free



Preservative Free



Dairy Free



Almost 2x protein of chicken and lean beef.
23% more protein than a serving
of salmon.



Double the Omega-3 of Atlantic cod, 12x over
Chicken, 30-100x beef!



High Selenium, Vitamin D, and E help prevent
heart disease and boosts your immune system.



Omega-3 and Selenium help enhance
cognitive function & brain health in kids and
adults alike.



Keto and paleo friendly, OFN's jerky is non-
GMO, gluten-free, and nitrate/preservative free.



Create Markets for
Undervalued & Underutilized
Seafood



Offer Greater Convenience
to Consumers Seeking
Healthy Fish



Guarantee Traceability,
Reduce Food Waste,
Disrupt the Status Quo

Our Vision

Nick dedicated his life to the oceans. He left his career at Stanford in marine science and sustainable aquaculture research believing that the biggest problems in seafood need **market-driven solutions**.

Traceable ~ Sustainable ~ Delicious



Enter your product's **Catch Batch** to trace the source

Fish, Fisher, & Fishery



sourcing only sustainably-managed species ~ reducing seafood waste throughout our supply chain ~ domestic and shelf-stable to deliver quality, healthy fish with less carbon costs ~ animal protein without freshwater, agricultural product, or land use ~ traceable ~ US wild-caught ~ dedicated to education about social and environmental issues in global seafood ~ partnering with ocean advocates

And We've Been Making Waves...



Became the #1 Kickstarter Food project on EARTH, sailing past our goal in under 6h and doubling it in 24h!

OneForNeptune : Healthy, Sustainable, Delicious Sea Jerky

\$65,448

pledged of \$10,000 goal

1,270

backers

NETFLIX ORIGINAL
CHEF'S TABLE



“ Buonissimo! ”

Selected as a “Top Pick” from 200,000 products by Massimo Bottura, chef behind the #1 rated restaurant in the world



bizmix2017.

Cash Prize
Winner



FISH2.0

2017 Stavis
Prize Winner



2018 Grand
Prize Winner

FoodBytes!
by Rabobank

Pitch Company &
Program Alumni



“Best New Product”
National Finalist



Recent Customer Reviews

OneForNeptune White Fish Jerky



Dac

about 8 hours ago

I wish I ordered a larger pack. The Jerky is incredible.



Chris Kitchen said:

I can see I am going to lay a beating on a dozen bags LOL.
This is delicious! Long live One For Neptune!!

Jesus L. said:

I brought it to work and everyone loved it!

Title: Tastiest Snack Ever!

Author: Monica P.

Rating: 5 Stars

The Cajun fish jerky is delicious, tender, and satisfying. So great to have a snack where I finish the bag and feel good about what I ate—healthy for me and sustainably sourced. I'm buying more :)



Miguel Camacho

about 2 hours ago

Got my 3 pack yesterday and my family and I have already gobbled them up! I too wish I ordered a larger pack. In fact, I think I'll go order some now 😊

Title: Excellent Alternative to Beef

Author: Mario D.

Rating: 5 Stars

The meat itself is very tasty and has a good texture. The seasoning is also fantastic. I really would love to see this in stores.

Title: Fish jerky

Author: Jerrod W.

Rating: 5 Stars

I backed the kickstarter because my love of jerky trumped my disdain for seafood. So glad I did, just wish I had ordered more... I could have easily eaten all 6 bags in one sitting but was able to ration them out to one bag a day. They were still gone too early. If you don't like fish but want its nutritional benefits, this is the way to eat it.



Danielle Regan  recommends
One For Neptune.

3 hrs · 

Yum! This fish jerky is goooooo! My favorite flavors are the Cajun and the honey lemon ginger, but all 3 are divine! Great sustainable snack and packed with flavor. Definitely will be back for more!

The Crew

Meet our team. We bring high-level expertise from industries including finance, tech, science, fisheries, logistics, and ecommerce. We unite behind a vision to rapidly grow our sustainable, socially responsible business model. Key sales and marketing positions to be added in 2019.



Nicolas Mendoza

Chief Executive Officer

Scientist, seafood system expert, passionate spokesman and storyteller. Nick studied Env. & Marine Resources at Stanford University and has an M.Sc. in Sustainable Aquaculture from the University of Stirling Institute of Aquaculture. He was awarded Master's Student of the Year for a project that has sparked industry-wide change in the \$15B global shrimp farming industry, in partnership with largest shrimp producer in Central America. After working in sustainable aquaculture and marine science research in eight countries and appearing in "Shark Week", Nick founded OneForNeptune to seize a lucrative market opportunity that also addresses fundamental social and environmental issues in the seafood industry.



James Coop

Chief Marketing Officer

Serial Entrepreneur, supply chain and retail expert, growth strategist. After beginning his career at IBM UK, James co-founded an eCommerce site turning over \$30M/annum and employing 15 staff. Skills include full supply chain integration, retail verticals, staff development, branding/marketing, digital communication business software, international expansion and licensing, buying, selling, and wholesale. James currently consults for two international retail chains. His skill set is met with a passion for good food and travel, as well as a keen, lifelong interest in sailing having grown up next to the sea in Wales.



Garrett Delgado

Chief Financial Officer

Financial, legal, and contract expert. After studying Economics at Stanford University, Garrett went to work for a Southern California based commercial real estate corporation, rising to become CFO of the \$640M company in four years. He moved on from this role in hopes of generating greater social and environmental impact through his work and found OneForNeptune. Hailing from the Palos Verdes Peninsula, a Los Angeles coastal suburb, Garrett developed a love for the sea inspecting the tide pools of Abalone Cove and making his fondest memories on the sunny, sandy, southern California beaches with his family.

Target Market I

Primary Market: Health & Env. Conscious Outdoor Enthusiasts; Fitness Junkies

Snack food consumers are increasingly making purchasing decisions that match their lifestyle and ethical beliefs. Our products' nutritional profile and OneForNeptune's mission cater to the active, conscious consumer, for the trail, rock face, weekend ride, or Sunday sail.

200% growth

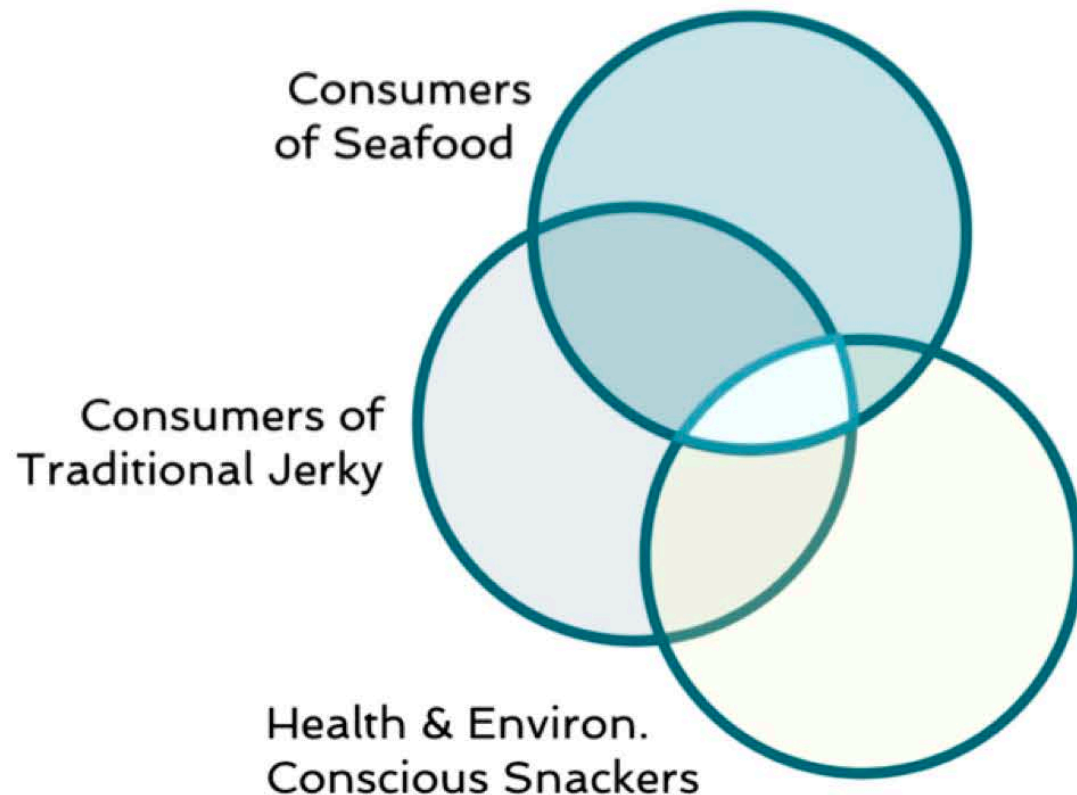
Beef "Alternative" Meat Snacks

\$140B

Annual value of US Seafood sales

20% of Americans (65M)

Desire more seafood in their diets



Who are they?

- City-dwelling Millennial weekend warriors in tech
- Patagonia/REI shoppers
- Surfers/divers
- Fitness junkies
- Fishermen

Annual Growth - Jerkies

2013 - \$1B



2014 - \$1.19B



2015 - \$1.33B



2016 - \$1.38B



2017 - \$1.47B



2018 - ?





Where We Are Now

*surpassing milestones
ahead of schedule*

- Maximizing ecommerce growth via D2C web sales and Amazon, beginning targeted retail distribution
- Drove approximately \$200,000 in revenue in our first year on the market, with only retail testing
- Fully scalable supply chain and co-packing capacity; 55,000 packets produced since November '18

Seed Round

\$400k RAISED

\$800k GOAL

We are raising on a Medium Term Convertible Note:

- 7% annual interest
- 20% discount on first valuation
- 2.5yrs to maturity (unless converted sooner)
- \$5.5M valuation cap at maturity date



OneForNeptune aspires to be the flagship brand for sustainable seafood snacks in the United States.

*A wave of change is on its way!
Welcome Aboard*

Forbes

Aquaculture
North America

bizMix2017

AgFUNDER

MEAT+POULTRY

FOOD
navigator-usa.com

food
network
magazine

MarketWatch

TRENDSHUNTER
FIND BETTER IDEAS. FASTER

GreenBiz

Fish Site

undercurrentnews
seafood business news from beneath the surface

TRENDSHUNTER
FIND BETTER IDEAS. FASTER

edible
NEW MEXICO

**THE SANTA FE
NEW MEXICAN**

헤럴드경제

broadway
WORLD.COM

Reader

Global Aquaculture Alliance

FISH2.0

Food Business News

**CBS NEWS
SUNDAY MORNING**

AlbuquerqueJournal

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