Direct to consumer supermarket

We ship our own brand of groceries nationwide.
The World’s Largest Consumer Sector is about to tip over. In 2025, groceries will hit 20% digital penetration- the historic tipping point for consumer sectors.

$700B \times 20\% = $100B

US Overall Grocery Market in 2025

Digital Penetration in 2025

US Online Grocery Market by 2025
Why It’s Happening

The Grocery Industry is Changing.
Millennials are spending more and demanding better food, brands and experiences.

$2,300
Better Food
Millennials spend $2.3K more on groceries than any other generation

5x
Better Experiences
Millennials are 5x more likely to buy groceries online

3x
Better Brands
Millennials are 3x more likely to shop across multiple stores and brands

Data From
Bankrate, Forbes & WSJ
A Digital Grocery Store for Millennials.
One Premium Brand of Staples. Shipped Nationwide.

What We Do

250 Staples
Full grocery store.

1 Brand
Only private label

0 Middlemen
Vertically integrated
In just 18 months, we’ve built a moat. We’ve proven demand, designed an addictive product and built nationwide distribution.

1. Market
   Found an underserved customer and proved a whitespace in the market

2. Product
   Designed a sticky product users love.

3. Operations
   Built Profitable Nationwide Distribution
First

We proved the market. We built a viral waitlist and experienced huge, organic demand in beta. After shipping over 7,000 beta orders, we’re ready to launch.

80K  $200K  30K  7,000+
Waitlist Signups  Organic Revenue in Beta  Online Community  Grocery Orders Fulfilled
### What We’ve Built

**Second**

We designed an addictive product. After testing 1,000 products with 100K users, we’ve built a service that users love more than any other grocer.

<table>
<thead>
<tr>
<th>MOVE</th>
<th>Traditional Grocers &amp; Meal Kits</th>
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</thead>
<tbody>
<tr>
<td><strong>90%</strong> NPS</td>
<td><strong>60%</strong> NPS</td>
</tr>
<tr>
<td><strong>7x</strong> LTV/CAC</td>
<td><strong>3x</strong> LTV/CAC</td>
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<tr>
<td><strong>40%</strong> Retention over 24 weeks</td>
<td><strong>8%</strong> Retention over 24 wks</td>
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</table>
Third

We built nationwide distribution.
3 DCs, 250 Products and 50 Producers later, Move will be the first and only grocer to get to all 50 states.
We’re a full grocery store.
And we see full grocery baskets.

In beta, each time we added a new aisle, AOV grows.
Luxury Brand Margins

40% Gross Margin. Today.
The Highest in Grocery.

By going private label and D2C, we’ve erased the largest costs in grocery.

$135 - $54 - $12.5 - $11 = $57

AOV - COGS - Shipping - Packaging + Labor = Profit
Well funded grocery startups have boomed. But none have presented a better alternative to grocery stores yet.
Brandless is an online bargain store that sells private label CPG products. Within a year of launching, they’re worth $500M. **Move is to premium grocery stores what Brandless is to value general stores.**
In 16 months, with a $1.65M pre-seed, we’ve proven demand, designed an addictive product, built nationwide distribution and recruited an expert team.
We’ve Peeled The Biggest Layers of Risk.  
Now we’re ready to fundraise and go to market.

**MARKET**  
Proved Demand for Curated Online Private Label

**BUSINESS**  
Built a team of Industry experts and raised from best seed investors in the tech, consumer and food spaces

**TECHNOLOGY**  
Built a nationwide distribution network and supply chain, unparalleled by any online grocer

**FINANCING**  
Shown ability to fundraise and to operate capital efficiently
Now we’re raising funds to launch Move, finance inventory and acquire customers.
The 5 Year Vision

**A Direct-to-Consumer Amazon.**
Every Thing You Buy. One Brand.

- Frozen + Dry Foods
- Refrigerated Foods
- Liquor + Health
- Beauty + Cleaning
- General Home Merchandise
- Home Services

**Series**
- A
- B
- C
- D
- E

**Years**
- Q1 2019
- Q4 2019
- 2020E
- 2021E
- 2022E
- 2023E
- IPO