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**GoBento**



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**2021-2022**  
**FRANCE**

# What is GoBento? It's a product & a service



## For individuals and companies

### *A lunchbox*

#### Buy a bento box at 20€.

Recycled,  
Recyclable,  
Reusable,  
Sustainable.





Dishwasher,  
microwave, and  
dishwasher safe.  
Keeps your food  
hot or cold.



### *A website and an app*

#### Subscribe to our app for 10€, lifelong.

##### With it:

- Grab your GoBento and scan the QR code, 
- Order what you want to eat at one of our partner restaurants through the app,
- Go to the chosen restaurant to have your GoBento filled,
- Eat where you want and if you don't know where check the map available on the app. 



## For local restaurants by becoming partner

### *A product*

#### Use our bento box.

Sell your dishes straight into it. 


Personnalise it by adding advertising.

### *A service*

#### Rethink takeaway sales.

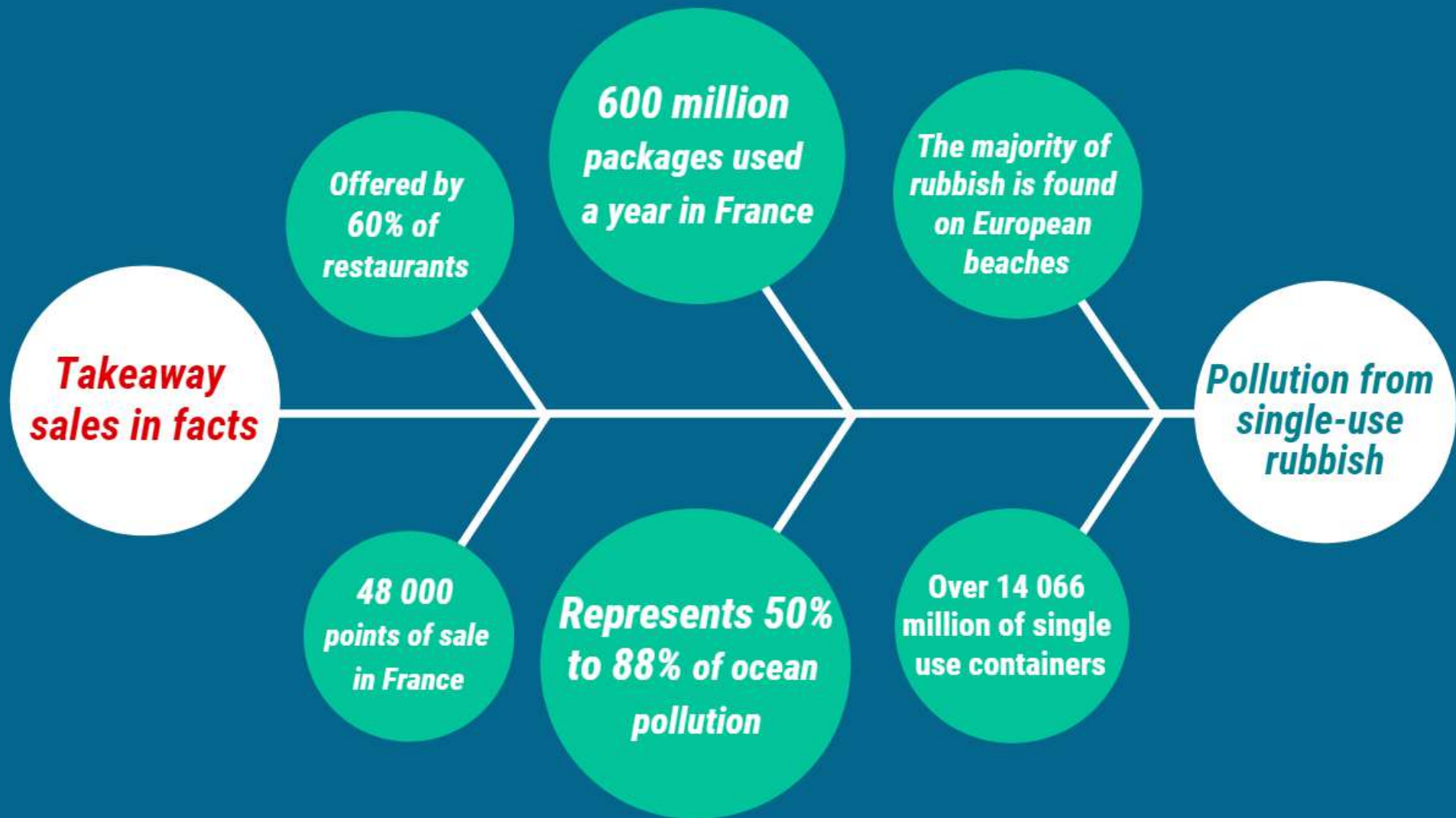
Fill the GoBento when they come to you after ordering through the app.

##### This way:

- Gain more visibility by being referenced on our website and our app,
- Attract new customers,
- Build loyalty with local dishes and why not new ones created especially for bentos. 

# Why are we doing it ?

*Because in 2021 fast-food restaurants generated over 221 943 tonnes of packagings in France*



**GoBento's goals: create a zero waste solution aiming to preserve the planet and create a new way of consumption.**







# Target, Markets and opportunities



## Target



Workers who have their lunch at work or outside

**6 workers out of 10 bring their lunch to work**

- 68% belong to modest a socio-professional category,
- 70% work in small and medium-sized business.

\*

## Bento market



**Competitive**

Principal rivals :  
MonBento, Tupperware,  
Bentoandco, supermarkets.

**In growth**

**2.5 billion € in 2017**  
**5.5 billion € in 2024**

## Takeaway market



**In growth**

- +11% in 2021  
→ 48 000 points of fast food sales in France.
- Offered by 60% of restaurants, 44% before the pandemic,
- A turnover multiplied by 3 in 10 years.
- Dark kitchen  
→ 1500 in 2020  
3.3 billion €: +20% per year since 2019.

\*\*

## Opportunities



- -19% of in person dining,
- Laws to reduce/abolish single-use packages: AGECE, Egalim
- Mentality changes : consume more eco friendly, healthy, local
- Trends on social media (batch cooking, recipes for bentos).



# GoBento against competition

## Why choose us?

### You are an individual?

	An app	QR code	Bento's customisation	Replace the bento when it is too damaged	A community space	A map to find where to eat	Partnership with local restaurants*	Involvement in local economy
GoBento	✓	✓	✓	✓	✓	✓	✓	✓
Competitor	X	X	X	X	X	X	X	X

### You are a company?

All individual advantages, but also:	Corporate social responsibility	Return on Investment	Eco-friendly strategy	Green marketing
GoBento	✓	✓	✓	✓
Competitor	X	X	X	X

### You want to be one of our partner restaurant?

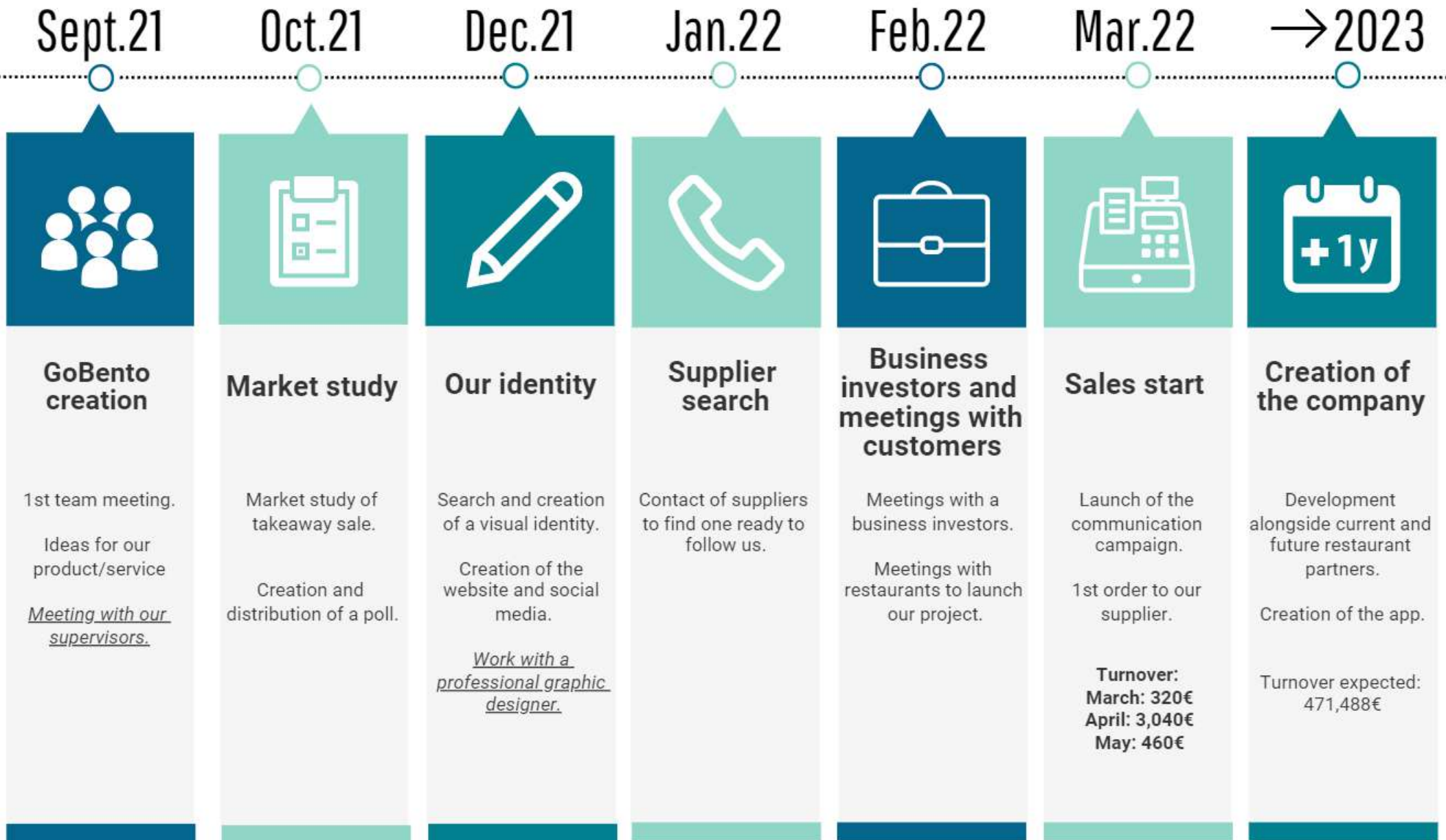
	A new way to grow your takeaway sale	A new way to make your bussiness ecofriendly	Use our bento and our app to promote your restaurant	Be involve in local economy	Attract new customers
GoBento	✓	✓	✓	✓	✓
Competitor	X	X	X	X	X

\*Allow our partner restaurants to sell their dishes directly in our bento and users will just have to keep it or to bring it back to one of our partner, we will take care of the rest.



# Our story

From a student project to the creation of a company.





# *In the future*

*Rank by priorities*

**What will  
happen  
next?**

**Develop an app**

**Widen our network of partner restaurants**

**Improve the map**

**Create partnerships with major actors on  
the takeaway market**

**Put in place "bring home or return bento  
network" with the restaurants**

**Develop a customer reward system**

**Discount after a certain number of  
orders placed through our service**

**Duplicate our project in other cities**

**In big cities but also in smaller  
ones often forgotten**

**Donate a percentage to a charity**

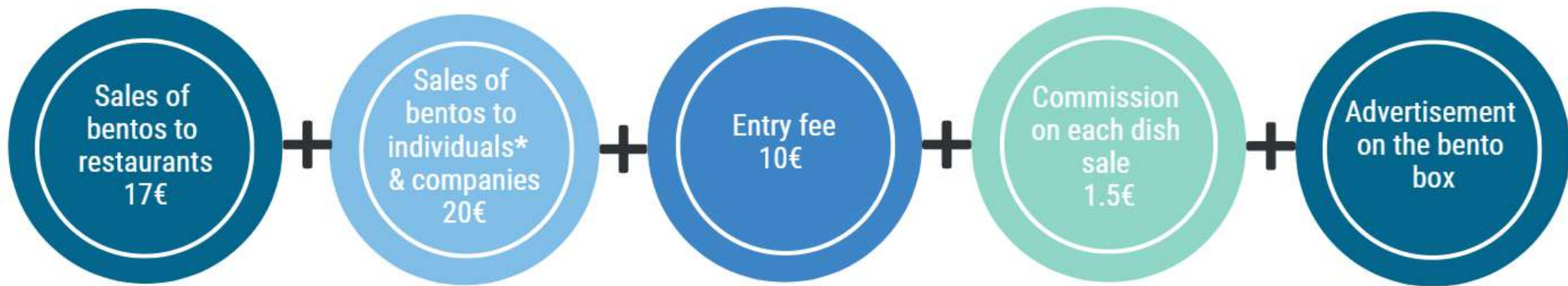
**Design and produce in France or in Europe**

**Design one or several models of bentos**

**Shapes, colors, sizes...**



# Revenue streams



**\*Potential customers in Toulouse: 209,718**

Based on the number of workers and the fact that 52% of them bring their lunch to work.

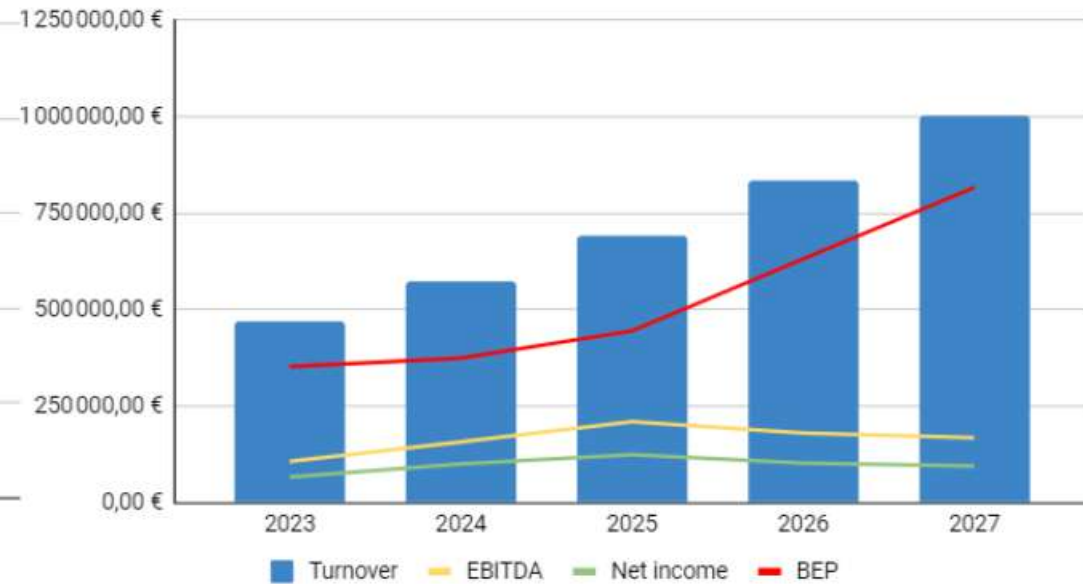


# **Finances**

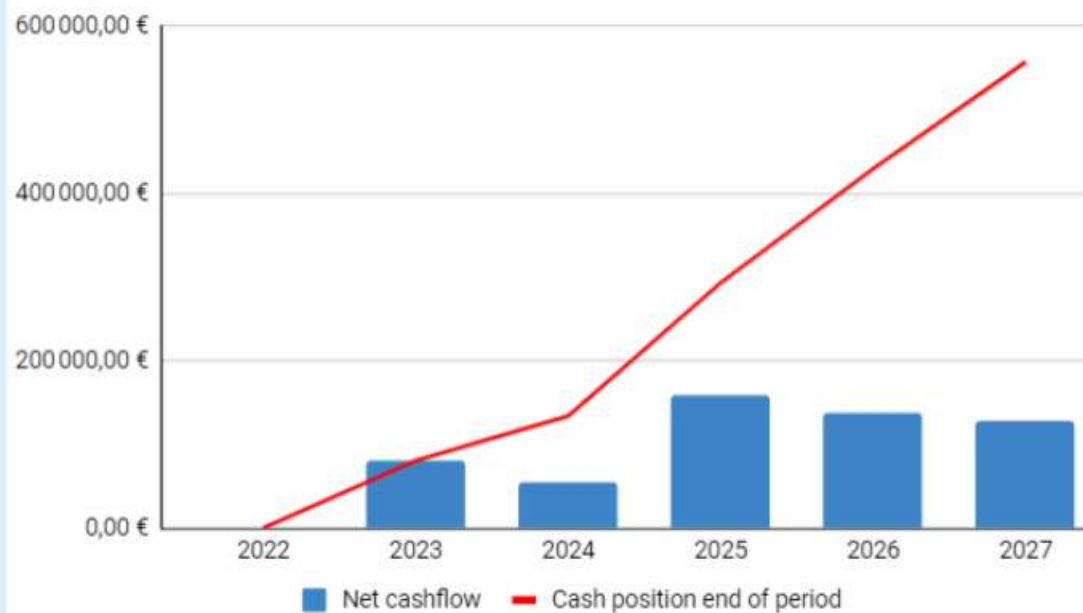
## Turnover



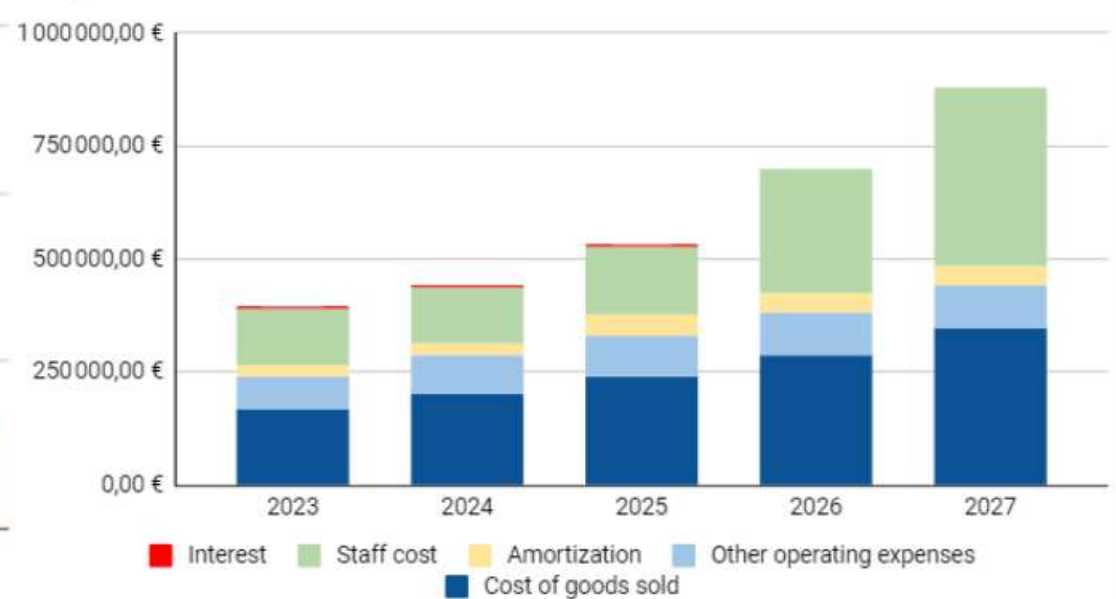
## Key financial indicators



## Net cashflow and cash position end of period



## Expenses





# Investments

*We need your help to grow this project in the future*

Creation of the app  
Sales in Toulouse

**2023**

Improvement of  
the app

**2024**

Duplication in  
other cities

**2025**

Design of our own  
bento box

**2027**

*Which gives us:*



**60,000€**

To create the app and  
develop the website



**30,000€**

For our WCR



**12,000€**

To buy hardware

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For a total of 112,000€

# GoBento team and its partners



## The members



**Mathilda**

CEO



**Lyes**

IT, logistics manager



**Maxime**

Manager



**Paola**

Salesperson, communication



**Laurène**

Customers relation



**Mathilde**

Accountant



**Mathilde**

Administrative management

## The partners and advisors



Youth association



School



Business investor



Graphic designer  
and creator



Chartered  
accountant



Bank



## The investors

**Embark on the GoBento adventure and join a team that engages  
in protecting the environment.**





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# ***The GoBento team thanks you***

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***WhatsApp : +33 7 56 98 78 37***

