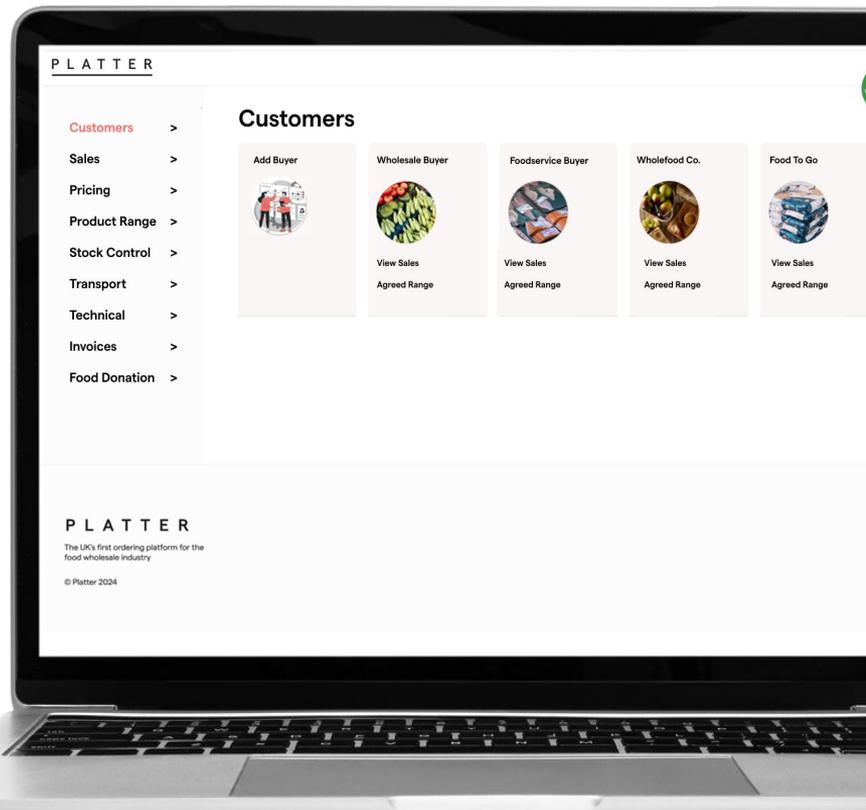


PLATTER

The Faster, Smarter Way To Sell
To Food Wholesale

Investor deck
2025



The Problem

74%

of businesses who order food, **don't** manage their orders online. This results in huge time losses and inefficiencies, **costing money**. This leads to

25%

of available products being ordered by buyers.

800,000 businesses in Europe, have each telesales person losing up to **10 hrs** a week on manual ordering



From
Manufacturers



To
Wholesalers



GREENE KING
BURY ST EDMUNDS



To
End users

Solution

What We Do

We solve challenges and inefficiencies between suppliers and wholesalers - that are felt from receipt of order to point of delivery (and everything in between).

The Results

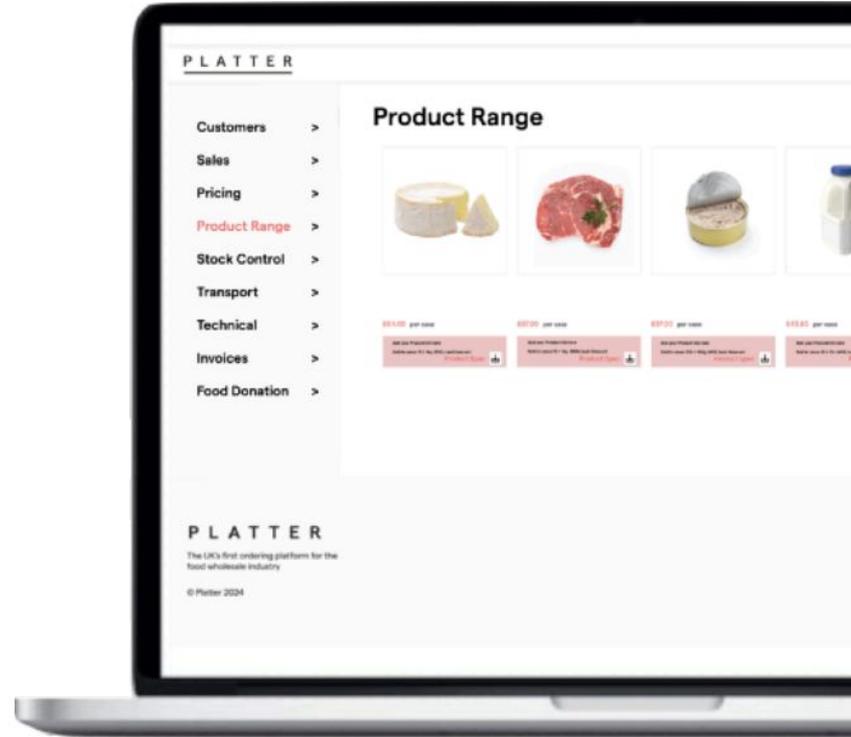
1. We give you time back by reducing processes.
2. We minimise waste and inefficiencies.
3. Increase sales opportunities.

Saving Time

With an average of 30 minutes saved per task, per order, your team will free up significant time.

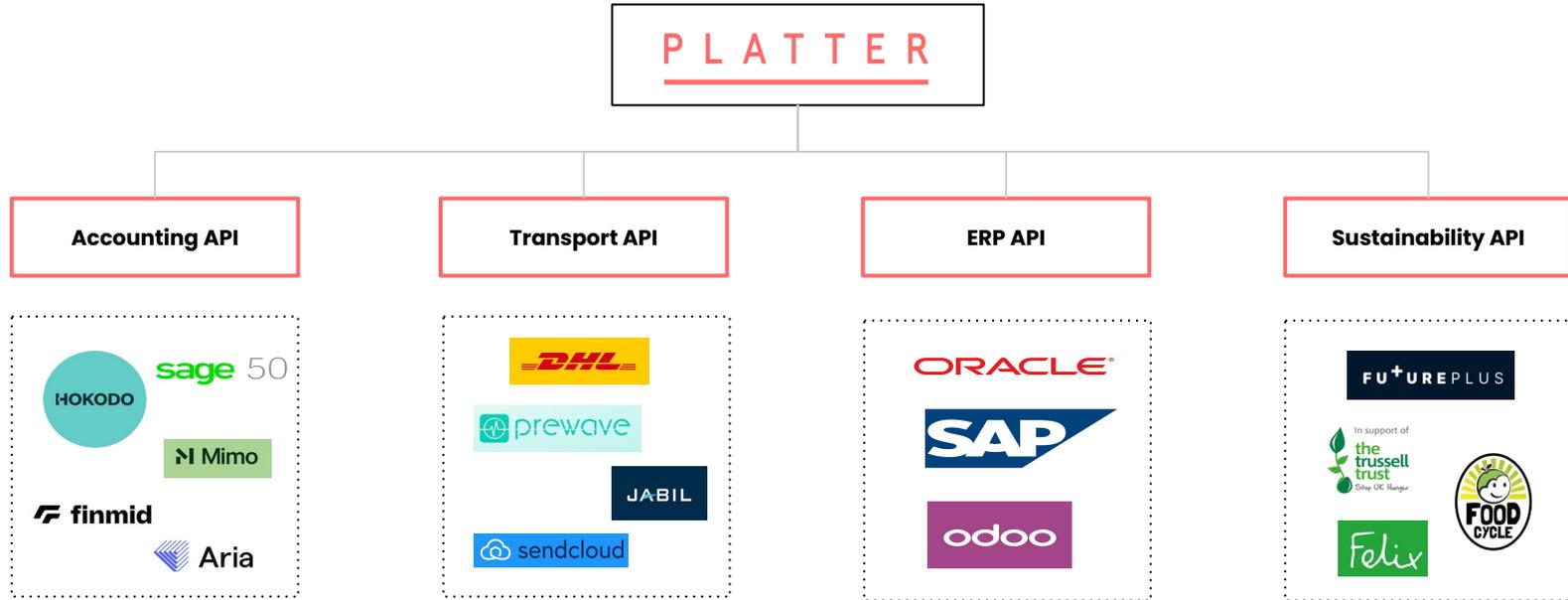
How We Deliver

A single platform that automates each part of the process, allowing every opportunity to be maximised and every waste point to be reduced.

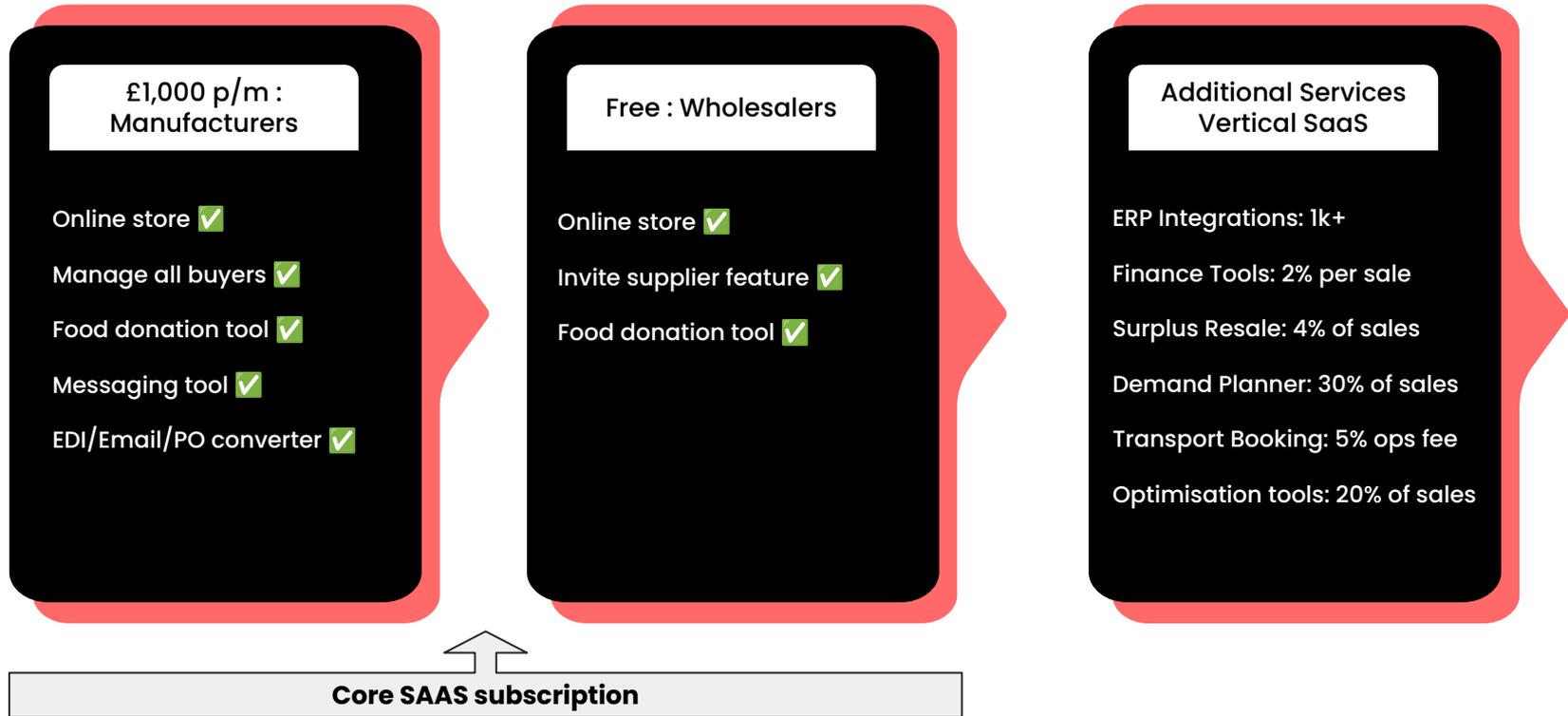


Vision

To aggregated all 3rd party partners, relevant to the ordering flow. Food can be ordered, transported, financed and waste can be managed all in one place, enhancing communications and making managing food quicker and more efficient.



Revenue model



**In just
22
months**



**here's
what
we've
achieved
so far**



'Using Platter has increased our average order basket whilst saving us hours of manual ordering inputting!'

Jose Ponce, Sales Director, LMC Foods role and business

'Platter's invoicing tools have saved us 14 hours of work per month'

Phil Young, Director, FDL Cheese

MVP Built

 **Generating revenue with 4 Manufacturers onboarded**

 **32+ food wholesale buyers**

 **4 Manufacturers + 200 buyers ready to go!**

 **6 Manufacturers agreed trials**

 **Supplier factoring agreed £2,380,000 - 1.3% for Platter**

 **Over 4000+ customers in our pipeline**

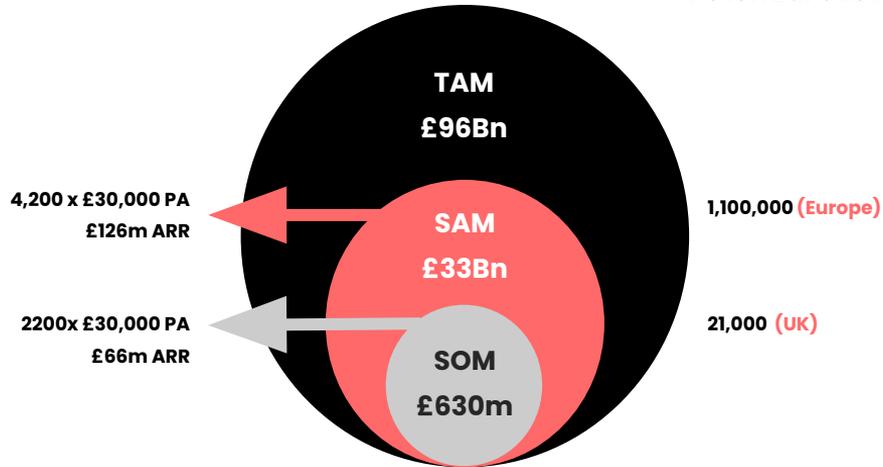
 **12 Angels £250,000**

 **£100,000 Shareholding in principle**

Market Opportunity

Target No. clients

Potential customers



74%

Of wholesale
companies
manage orders via
their phone

Competitor Landscape

Landscape	Platter	Mezze	Cerve
For Manufacturers	✓	✗	✓
For Buyers	✓	✓	✗
Online ordering	✓	✓	✓
ERP Integrations	✓	✓	✓
Finance tools	✓	✗	✗
Demand planning tools	✓	✗	✗
Food donation	✓	✗	✗
Surplus stock tool	✓	✗	✗



Our **advanced technology** will generate high **retention** and **user frequency** as partners won't need to go anywhere else to manage their business.

We've closed out

250k

**And now
looking for**

150k

£100,000 Shareholding in principle signed
(June non compete)

£6,000 committed from existing investor

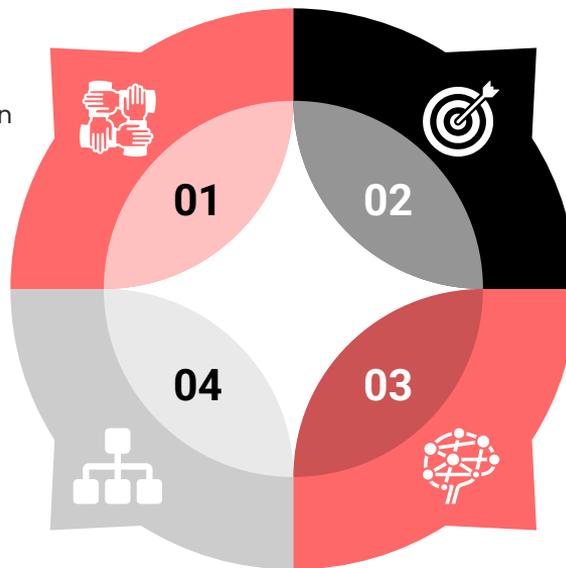
To drive growth in 4 key areas.

£1,500,000 Valuation

Min Ticket £10,000

Tech / Product

CTO
UX/UI Subscription
Services
£150,000



Sales & AM

CEO
SDR
£150,000

Ops

COO Advisor
£14,000

Marketing

CMO Advisory
Creative Agency
£34,000

EIS Applicable

Our growth strategy

Platter Flywheel

Here's how :

Suppliers invite **buyers** to use the free platform. Then **buyers** invite their existing **suppliers**, which helps them streamline their whole ordering process.

Current Partners : Invites made at each stage



Current : Customers Manufacturer	Wholesaler	Manufactures <small>(based on 10 suppliers p/buyer)</small>
LMC Foods	23	230
FDL Foods	48	480
Teff	27	270
Kings fine foods	70	700
Total	168	1680

It takes us just 2 weeks to win a client and 1 day to onboard them.

We've got **1680** manufacturers in our flywheel pipeline.

OUR TEAM MEANS BUSINESS



Jack Clegg
FOUNDER

Jack founded Platter in 2021.

With 20+ years experience in the wholesale food sector, he not only identified the challenges the industry faces, but had the knowledge to create a real world solution.

Bringing both buyer and wholesaler experience to the table, as well as managing 320+ wholesalers with an annual spend of £45m, Jack continues to drive forward the development of Platter with the users always in mind.



Andrew Johnson
CTO

25+ years as CTO in tech.

2nd time Co-Founder.

Previous experience building similar platform.



Martin McLaughlin
Audience

Leading our audience centric approach.

Ex- Saatchi & Saatchi, Warner Music.



Join us on our journey to save buyers and suppliers time, to reduce costs and eliminate food waste.

Thanks for your time.

Jack Clegg

Founder

Jack@weareplatter.com

Pipeline

Search name or description <input type="text"/>		Board options ▾																																	
OUTREACH EMAIL	41	QUALIFIED TO BUY	7	BUYER FREEMIUM	15	QUALIFIED BUYER	11	PRESENTATION SCHEDULED	2	POC AGREED	4	CLOSED WON	2	FINANCE TOOLS 0	DEMAND PLANNING TOOL 0	ERP INTEGRATION 0																			
<p>Shire foods Platter Supplier Amount: £30,000 Close date: 12/18/2024</p> <p><i>with extra notes risk</i></p> <p>No activity for a day ! No activity scheduled</p>	<p>Meadow vale foods Platter Supplier Amount: £30,000 Close date: 07/11/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>Roys Platter Buyer Amount: £12,000 Close date: 05/31/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>James Burden Platter Buyer Amount: £12,000 Close date: 11/14/2024</p> <p><i>with extra notes risk</i></p> <p>Email 14 days ago ! No activity scheduled</p>	<p>Extons / Platter / Sales Amount: £30,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>Curd & Cure Platter Buyer platform Amount: £12,000 Close date: 02/29/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>FDL Platter SaaS Amount: £12,000 Close date: 02/29/2024</p> <p><i>with extra notes risk</i></p> <p>LMC / Platter / SaaS Amount: £12,000 Close date: 02/06/2024</p>	<p>Anatolian foods Platter Supplier Amount: £12,000 Close date: 11/06/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>First point Platter Buyer Supplier Amount: £12,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>No activity for 4 months ! No activity scheduled</p>	<p>South Lincs Platter Buyer Amount: £12,000 Close date: 08/08/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>Hughson brothers Platter Buyer Amount: £12,000 Close date: 11/22/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>Dairy partners / Platter / SaaS Amount: £30,000 Close date: 01/15/2025</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>Teff Platter Supplier Platform Amount: £30,000 Close date: 08/29/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>CJ foods Platter Supplier Amount: £30,000 Close date: 08/25/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>MS Chilled foods Platter Supplier Amount: £30,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>MSK Email 3 months ago ! No activity scheduled</p>	<p>Cater food (South) Platter Buyer Amount: £12,000 Close date: 07/18/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>The Cheeseman Platter Buyer Amount: £12,000 Close date: 11/22/2024</p> <p><i>with extra notes risk</i></p> <p>Email a month ago ! No activity scheduled</p>	<p>Tiptree Platter / SaaS Amount: £12,000 Close date: 03/29/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>Huel Platter Buyer Amount: £30,000 Close date: 04/15/2025</p> <p><i>with extra notes risk</i></p> <p>No activity for 2 months ! No activity scheduled</p>	<p>Premier Wholesale Buyer Trial Amount: £12,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>WP Email 3 months ago ! No activity scheduled</p>	<p>Savona Platter Buyer Amount: £12,000 Close date: 09/18/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>I A Harris Platter Buyer Amount: £12,000 Close date: 11/22/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>Kings / Platter / SaaS Amount: £24,000 Close date: 08/26/2024</p> <p><i>with extra notes risk</i></p> <p>Email 2 months ago ! No activity scheduled</p>	<p>Wenzels Platter Buyer Amount: £30,000 Close date: 10/23/2024</p> <p><i>with extra notes risk</i></p> <p>No activity for 3 months ! No activity scheduled</p>	<p>Deli Conti Dough Company / Platter / SaaS Amount: £30,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>SP Email 3 months ago ! No activity scheduled</p>	<p>Steel fine foods Platter Buyer Amount: £12,000 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>No activity for 6 months ! No activity scheduled</p>	<p>Adams Platter Buyer Amount: £0 Close date: 12/10/2024</p> <p><i>with extra notes risk</i></p> <p>Email 3 months ago ! No activity scheduled</p>	<p>Woods Platter Buyer Amount: £12,000</p> <p><i>with extra notes risk</i></p> <p>Glasgow Sandwich Co. Platter</p>	<p>Roger Holmes Platter Buyer</p>	<p>Total: £1.1M Weighted: £106,800</p>	<p>Total: £156,000 Weighted: £23,400</p>	<p>Total: £180,000 Weighted: £36,000</p>	<p>Total: £120,000 Weighted: £36,000</p>	<p>Total: £60,000 Weighted: £24,000</p>	<p>Total: £78,000 Weighted: £46,800</p>	<p>Total: £24,000 Won (100%)</p>