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Advisory Board Update
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Overview

Goddess Mousse is a woman-owned, plant-based chocolate mousse company located in Portland, Oregon, officially licensed in August of 2020. We offer a solution for healthy, vegan, and gluten free dessert that tastes rich and indulgent, yet feels nourishing and satiating. We are currently preparing for upcoming spring and summer farmers markets.

My grand dream is to take nutritious, yet decadent plant-based desserts mainstream nationwide.

Founder Story

I founded Goddess Mousse with a passion for healthy dessert. I've always had a sweet tooth. Nine years ago, at the age of thirteen, I went vegan. Folks from my Connecticut hometown thought I was crazy. Plant based options on the East coast were scarce in 2012. Nonchalant to the status quo, I felt inspired by plants, particularly for their sweetness.

A solid year of exuberant vegan baking led to a passion for living foods. I followed a fruitarian-esque raw diet for two years. I blended an absurd amount of smoothies, abstained from oils, salt, (even chocolate!) and ate such large quantities of salad that my jaw was often sore after dinner.

Adolescent curiosities and veering into extremes with food exploration guided me to now prioritize balance. I've learned that indulgence and nourishment are equally important. Moving to Portland, OR for college exposed me to fertile soil, innovative thinkers, and plant based abundance.

Missing from the health conscious foodie market was chocolate mousse! So I sourced the highest quality local & organic ingredients, then whipped them up until I found the perfect recipe for sweetly satiating and decadently creamy plant based mousse! I aspire for my product, powered by plants and community, to inspire balanced wellbeing.

The Products

We currently offer five flavors: Chocolate, Chocolate Peanut Butter, Chocolate Raspberry, Mint Chocolate Chip, and Chocolate Caramel.

- Chocolate Peanut Butter contains organic peanut butter and 9g of plant protein.
- Chocolate Raspberry contains Oregon grown raspberries.
- Mint Chocolate Chip is infused with Oregon peppermint oil and fair trade cacao nibs for a subtle crunch.
- Chocolate Caramel is made with Portland-crafted organic coconut caramel.
- Classic Chocolate is the base for Caramel and Raspberry. Direct trade cocoa. Contains 7g plant protein.

We package in 4-oz beautifully reusable glass jars that can be returned for a 10% discount on the next purchase. My product brand prioritizes local craftsmanship, ethical sourcing, and the highest quality local, organic, and fair trade ingredients.

The Ingredients

Our handcrafted, non-gmo tofu is sourced from Ota Tofu, the oldest tofu manufacturer in the U.S. located just a few miles away in SE Portland. Tofu is tasteless yet provides the perfect creamy and smooth texture when processed using my methods, as well as an impressive amino acid profile.

The main ingredients are non-gmo tofu, organic maple syrup, fair trade cocoa, Oregon sea salt, and vanilla. We use deodorized rosemary extract as a clean preservative, and organic sunflower lecithin as an emulsifier that allows the mousse jars to be stored frozen, then thawed in the fridge, for up to two weeks.

Goddess Mousse is mineral rich, due to the maple syrup and cocoa, and high in protein (7g, and 9g in the peanut butter chocolate). Each jar contains over 20% of the FDA's recommended daily value of iron, manganese, magnesium, and copper. It is a nutritious dessert that can be enjoyed any time of the day.

Target Audience

Our target audience is consumers looking for gourmet solutions for their dietary restrictions or who are interested in transitioning to plant-based alternatives for better health outcomes. I am hoping to market to vegans and moms, as they are two of the loudest groups for online publicity.

Production

I produce Goddess Mousse in the kitchen of my former place of employment: Tiny Moreso/Rawdacious, which is a vegan cafe and ten-year-old vegan cheesecake company that has accounts with local restaurants, co-ops, and grocery stores.

Our relationship has transitioned from employer-employee to a collaboration of womxn-owned, plant based dessert makers, supporting each other's growth in the foodie community. During my employment at Tiny Moreso, I observed first-hand an increase in sales in the healthy, plant-based dessert sector. I believe this is due to an increasing intolerance to dairy coupled with growing interest in functional treats, especially in Portland's alternative-friendly, local food hub.

Tiny Moreso's dessert case sells Goddess Mousse with a 20% retail markup.

Product Development

I launched Goddess Mousse using a \$2,000 SEED Grant awarded to me in my final semester at Lewis and Clark College through the Bates Center for Entrepreneurship and Leadership. I invested [REDACTED] of my savings and received [REDACTED] in gift contributions from my family. These investments went towards recipe development, business licensing fees, food business insurance, Oregon Department of Agriculture licensing, ingredients, packaging, labels, signage, and farmers market applications. A friend designed the logo and I designed the labels and signage. Labels were professionally printed with water resistant material via Rose City Label in Portland.

As a recent college graduate into an economic recession, all start-up investments had to be well researched and resourceful. I currently support myself financially with childcare work. My distance-learning pod of two eight year olds and one twelve year old has actually been the best focus group, as they've offered candid and enthusiastic feedback through the R&D process.

The families I nanny for are located within the same neighborhood as my production kitchen, Tiny Moreso. The parents are also New Seasons customers, the nearby grocery store that specializes in providing a platform for the local food system, and regular farmers market attendees. I've leveraged nannying towards my company goals and it's been a beautifully symbiotic relationship. My strategy is steady, narrow, and deep. Nurturing a loyal fanbase in the local community is essential for sustainable growth.

The Competition

Before Goddess Mousse launched, packaged plant-based chocolate mousse made from tofu did not exist. [REDACTED]

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[REDACTED] They've raised seven million in funding from PowerPlant Ventures to expand their line, viewing an opportunity in the underdeveloped plant based dessert category.¹

Goddess Mousse is unique because it has a tofu base and is maple sweetened, can be frozen, and has a two-week shelf life after thawing. It offers an entirely different product from the competition, and yet the interest in chocolate mousse at farmers markets and the vegan dessert category on shelves is evident.

Coconut based, cane sugar sweetened puddings simply do not match the texture I'm able to produce from tofu, and maple syrup's nutrition and taste. My product is also the only of its category to implement rosemary extract as a clean preservative.

Folks looking for dairy free, healthy desserts deserve higher quality options that are not limited to coconut and cane sugar.

The Opportunity

The value of the hole in the market for plant-based chocolate mousse is supported by Innova Market Insights' Top Ten Trends for 2021. The plant based trend is anticipated to gain popularity as people expect innovative, sophisticated alternatives for plant proteins.²

Mintel's 2021 Global Food and Drink Trends data analytics identified that the number one food and drink trend is consumers seeking food products that offer solutions for mental and emotional wellbeing.³ Protein rich, maple sweetened, plant-based chocolate mousse that satisfies sweet cravings without causing guilt or imbalance coincides with these trends. The plant based dessert

¹ Forbes, 2020.

<https://www.forbes.com/sites/douglasyu/2020/04/15/the-collaborative-selects-former-sabra-exec-as-new-ceo-raises-7-million-to-expand-plant-based-yogurt-and-desserts/?sh=2f6712203b7e>

² Innova, 2020. <https://www.foodprocessing.com/industrynews/2020/innova-trends-for-2021/>

³ Mintel, 2020.

<https://www.mintel.com/global-food-and-drink-trends>

market is already valued at \$2.68 billion, yet Grand View Research expects it to grow at a compound annual growth rate of 10.1 per cent from 2020 to 2027.⁴

Initial Audience Response

My pre-launch focus groups have included college students, children, neighbors, professors, friends, family, coworkers, healthcare practitioners, and employers. Since my business idea was born, I've given samples to everyone I've encountered. Despite the spectrum of ages--four to sixty--and of various dietary practices, including many with preconceived aversions to vegan products, Goddess Mousse has been received with extremely positive reviews. In fact, not one person has expressed dislike.

At my first market on 2/20/21, I sold [REDACTED] to new customers. I received incredible feedback from people exclaiming their love for it. The best reviews were from folks with food sensitivities who felt that Goddess Mousse offered them a solution for a treat compatible with their values.

At the market, I priced the jars at \$[REDACTED] each / 2 for \$[REDACTED]. Only four customers bought a single jar. Everyone else bought two or more.

Within a week of launching into the dessert case at Tiny Moreso, I've sold twenty jars at \$[REDACTED] each.

I've received feedback from several customers that \$[REDACTED] per jar seems low for the quality, packaging, and overall experience.

In order to make the business sustainable and start high rather than low, I'm raising the prices to \$[REDACTED] per jar, with a market special of 2 for \$[REDACTED]. Eventually, this will be approximately the same price consumers will see on the shelves at co-ops and local groceries. If I sell jars wholesale at \$[REDACTED], a 40-45% retail markup would be in the \$[REDACTED] range on the consumer end.

Financials

The mean average COGS for all five flavors is \$[REDACTED], with chocolate at the low end (\$[REDACTED]), peanut butter (\$[REDACTED]), mint chip (\$[REDACTED]), caramel (\$[REDACTED]), and raspberry as an outlier at the high end (\$[REDACTED]). At \$[REDACTED] each, calculated using the mean COGS, my gross margins are [REDACTED]%. At a \$[REDACTED] wholesale price, they are [REDACTED]%.

⁴ Forbes, 2020.

<https://www.forbes.com/sites/daphneewingchow/2020/10/31/here-are-the-top-trends-in-vegan-and-plant-based-desserts/?sh=54fd6ea24b4a>

Kitchen rent is \$[redacted]/hr and it takes approximately one minute forty seconds to produce and package each jar. Calculating labor compensated at \$[redacted]/hr, my margins that factor in production costs, for direct to consumer and wholesale, become [redacted]% and [redacted]%, respectively.

If I calculate selling [redacted] jars per farmers market at (\$[redacted] each) in 3 markets per week, which is a conservative estimate given the [redacted] jars I sold at my first event with limited pre-marketing, my gross revenue per week would be \$[redacted]. If I keep marketing costs to 5% of revenue over 6 months, I expect to budget \$[redacted] total (\$[redacted]/wk) for online marketing and paid advertising that drives sales through demand creation and product market fit, via Instagram and Facebook.

[redacted] jars x 3 markets per week x 30 weeks = \$[redacted]
(\$[redacted] per week for 30 weeks is \$[redacted])

Weekly financials:

Revenue:	\$[redacted]
COGS:	\$[redacted] (includes \$[redacted] for samples)
Gross Profit:	\$[redacted]

Weekly budget:

Farmers' market vendor fees: \$[redacted] (\$[redacted] per market)

Operating expenses:

Kitchen fees: \$[redacted] (\$[redacted] per hr)

Production Labor @ \$[redacted] per hour: \$[redacted]

Gas/travel: \$[redacted]

Social boosting: \$[redacted]

Bookkeeper \$[redacted]

Farmers' market Labor: 5 hours x 3 per week = 15 hours @ \$[redacted] = \$[redacted]

Subtotal: \$[redacted] **Net profit:** \$[redacted]

If I don't pay myself (or a helper) for the farmers' markets, then Net Profit is: \$[redacted], which I can use to grow the business.

Looking Ahead:

By October, 2021, I want to be able to support myself with product sales so I can devote full time to growing Goddess Mousse.

In 2022, I'm also looking at updating my labels and initiating a food safety tracking system @ \$[redacted] / month, \$[redacted]/year.

When summer markets wind down after October, I plan to offer a holiday special marketed through social media, my website, and an email newsletter. This time will also be for preparing a pitch strategy, sales sheet, and price list to pursue local grocery store buyers in January.

Marketing Plan

In 2021, I endeavor to grow organically by developing a strong customer following in Portland and its periphery.

My plan includes a 4-prong approach:

1. Farmers markets

I have been accepted into several farmer's markets in Oregon and Portland so far, including but not limited to: Hollywood, Lloyd, Woodlawn, Beaverton, and Oregon City. I will sell at three markets per week, as some are held on weekends, and others on weekdays. This schedule will continue for 30 weeks from April through October. I've calculated that based on weekly projected profits, I can cover the \$ [REDACTED] per week farmers' market fees.

2. Website

As I prepare for a full summer market launch, my next step is a website with ecommerce capability. Two mutual friends of mine who've just graduated from Yale are offering me an incredible deal to launch and code my website, as well as integrate Search Engine Optimization with User interface (UI) and user experience (UX) design. They've quoted \$ [REDACTED] for the full project, which includes maintenance and iteration.

Ecommerce will require temperature compatible shipping and packaging. I am currently researching cost effective frozen packaging using minimum order quantities, dry ice, and USPS Priority Rate 1-3 day boxes. Regionally, I plan to use Rynly (<https://rynly.com>) for deliveries within Portland and Seattle.

3. Social Media

I intend to utilize instagram and facebook for brand building, advertising our farmers market schedule, collaborating with local food brands, and for ecommerce.

My Goddess Mousse instagram account, @goddessmousse has over six thousand followers as a result of formerly being a vegan blog I built in high school. Our facebook handle is also @goddessmousse.

4. Wholesale accounts

As I expand into the community, I plan to pursue accounts with local grocery co-ops and restaurants. Wholesale to restaurants will require simpler, larger paper packaging to be scooped from and into plated dessert.

In Q1 of 2022, I plan to pitch to New Seasons, Green Zebra, Providore, Zupan's, and Market of Choice, which are grocery stores that support local products. By 2022, I anticipate the return of in-store demos for sampling to customers.

2k Second Round SEED Grant

Since receiving the SEED Grant last February, Goddess Mousse is currently sold in the following locations:

- The dessert case at Tiny Moreso in NE Portland.
- Bindle PDX Marketplace
- PDX Moon Market - pdxmoonmarket.com

Next market: Sunday, March 21st, 11-4pm, at Everett West in the Pearl District. Free tickets are available on the PDX Moon Market website.

- Farmers markets, which commence in April.

An additional \$2,000 would fund the \$[REDACTED] website/ecommerce set up as well as configuration of temperature compatible packaging for shipping direct to consumer orders and future wholesale accounts. I am currently in consultation with the Portland branch of Ernest Packaging Solutions to find the most cost-effective system for shipments, with minimum order product bundles.

Marketing Plan with Amber Grant

I've applied for a 10k Amber Grant awarded monthly to a woman-owned business by the Amber Grant Foundation. At the end of the year, they award a 25k annual grant to one of the twelve winners. If I am accepted, the capital will allow me to continue with the previous plan, but add:

1. Promote more heavily with a reliable cash flow to the Portland market, and support future wholesale accounts. I will promote through social media, paid online advertising, and farmers' markets. Regional wholesale buyers will not accept new products without strong sales data that the new brands will increase sales to their category.
2. Expand into online retail sales through my company website as well as through online sellers of plant based products.

To accomplish these two additional objectives will require investment in the following:

1. Expanding my website to include e-commerce.
2. Packaging, shipping with cold storage.

3. Labor.
4. Social media marketing.
5. Kitchen rent for storage, production, and fulfillment.

10k Grant Financial Allocation Plan for 2021

- Working capital to invest in the financial plan outlined above.
- E-commerce (Shopify) \$[REDACTED]/month = \$[REDACTED] year.
- Kitchen storage rental space \$[REDACTED]/mo = \$[REDACTED].
- Skus and sku inventory management.
- Hiring a team member for product production.
- Marketing & Advertising: Increase from 5% to 10% of revenue. (\$[REDACTED]/week; \$[REDACTED]/year).
- FLIP Insurance and ODA (Oregon Dept. of Ag) License Renewal fees. ([REDACTED]) = \$[REDACTED]

I intend to grow region by region starting with the Pacific Northwest (Portland, Eugene, Seattle), then by 2025, open in the California market. Marketing costs will increase with each regional expansion, as I'll invest in nurturing a customer following in each locality where I operate accounts. Customer investment techniques will rely upon in store demos, which I anticipate will return to grocery stores by 2022, as well as paid social media advertising to my target audience.

My intention for Goddess Mousse is to scale. If something works in the local area, I want to make that work in other local areas. I won't accept accounts in new areas until I have the working capital to be able to invest in a marketing strategy for that city. It's easier to get on the shelf at a store than to get off that shelf via customers. My logic for marketing and wholesale account expansion is to operate from a deep and narrow approach, rather than shallow and wide at risk of collapse.

My five year plan is to be in grocery stores and specialty markets along the West coast. Within this time frame, I hope to grow enough to be able to attend a trade show, such as Expo West in California. My ten year grand vision is to be a national brand, carried in the natural food products category of large chains such as Kroger and Target.

25k Annual Amber Grant Plant for 2022 (cost breakdown TBD, updates available at a mid year benchmark)

Updated label design

Professional Nutritional Label Analysis

Food Safety Tracking

Logo Trademarking

Inventory to produce at higher scale for increased grocery & restaurant accounts

Digital marketing

Kitchen storage & production rent

Sku Management

Production team

Supply chain management

Connect with a broker & distributor

UNFI registration (United Natural Foods Wholesale Distribution)

Thank you for your time reading through this update! I am so grateful for the progress I have made with your generous support.

All my best,
Kellan







