

HarBest Market

DIRECTLY FROM PRODUCERS

WITHOUT INTERMEDIARIES



Who are we?

HarBest Market is a B2B marketplace that connects restaurants with national food producers to purchase ingredients directly without going through intermediaries.



Too many middlemen in the traditional supply chain...

TRADITIONAL SUPPLY CHAIN

Several intermediaries



PRODUCER



TENDER PLACE



ORIGIN WHOLESALER



DESTINATION WHOLESALER



CUSTOMER SERVICE SUPPLIER



RESTAURANT

HARBEST MARKET



PRODUCER



OUR SOFTWARE



RESTAURANT



8x origin price vs final price



We build things our customers **NEED**



FOR RESTAURANTS

- Lower prices (up to 30% savings)
- Fresher products and better quality
- Real traceability about product origin
- 24/7 online one-stop-shop service
- Digital invoices and receipts



FOR PRODUCERS

- Capacity to set up fair prices (up to 50% higher income)
- Consumption trend advisory
- Faster and secure payment
- Hassle-free logistics

Our environmental impact and commitments

WHERE WE ARE



CARBON FOOTPRINT REDUCTION

28 % VS traditional supply chain: **+400 t CO2 emissions avoided** in one year



FOOD WASTE REDUCTION

25 % VS traditional supply chain. Additionally, **+50M water litres saved** in irrigation in one year



ECO PRODUCTS SUPPLY

Less contamination, more employment and **higher nutrition value**



REUSABLE PACKAGING

Recycled paper boxes for fruits and veggies and **reusable packaging** for others categories

WHERE WE WANT TO BE



ELECTRIC VEHICLES

Electric last-mile service by 2024



ECO PRODUCTS

50% eco-products supply by 2024 and **100%** eco-supply by 2026

- Co-financing ecologic certificates
- Promoting eco-products over conventional products in the platform

And we are also making impact in our countryside...

ECONOMIC INCENTIVES AGAINST DEPOPULATION

50% income increase for producers

ECONOMIC GROWTH IN RURAL AREAS

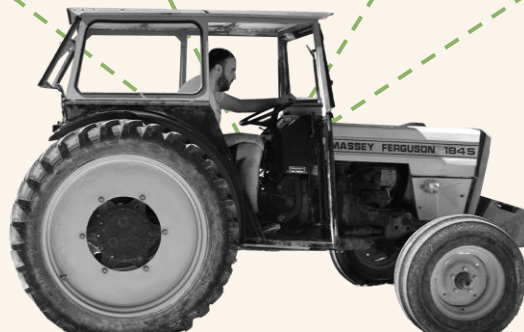
4,36 M € GDP increase

EMPLOYMENT CREATION IN RURAL AREAS

38,69 FTEs created in rural areas
last year

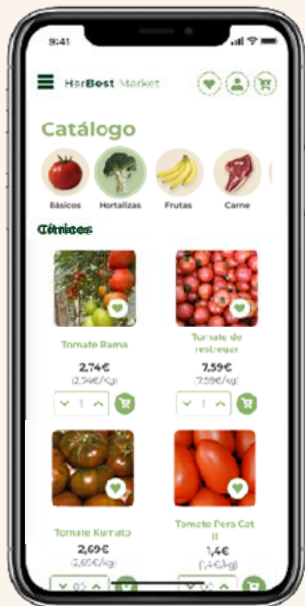
SUSTAINABLE ECONOMY PROMOTION

Daily payments – NO credits



A new way of ordering: faster and intuitive

1 Restaurants choose products from different producers



Just 3 clicks to order from anywhere

2 Restaurants confirm the order at the payment gateway










HarBest Market notifies the purchase to producers

3 Order is confirmed and the products will be at the restaurant next day



Other B2B food marketplaces around the world

	HarBest Market	Soplaya	Collectiv Food	frubana	美菜 meicai.cn	ninjacart
Presence						
Product Catalog	All	All	Fresh products	All	Fresh products	Fresh products
Delivery Coordination						
Supply Origin	Producers	Producers	Large producers and suppliers	Large producers	Large producers	Producers
Investment Raised	1.2M €	4.5M €	18M €	\$202M	\$1.5B	\$358M




What makes HarBest Market different from other European players?



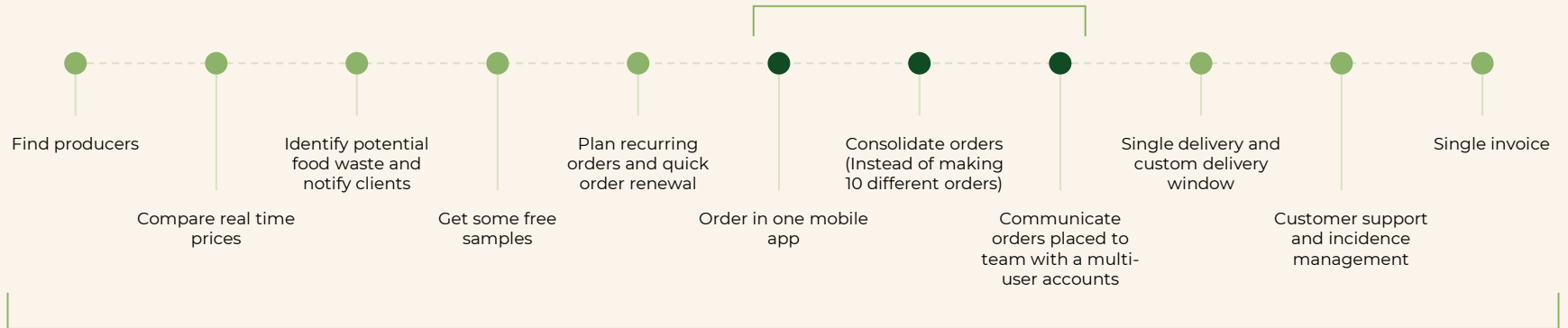
We have higher margins as we have full and direct access to a better and cheaper supply as Spain is the second biggest agriculture producer in Europe

Other digital players

There are some other digital players like

CHOCO REKKI Pepper *Katoo  BlueCart

that, as a B2B SaaS, do this very well:



HarBest Market

 **WE ARE AN END-TO-END SUPPLY CHAIN SOLUTION** 

How we make money today

AGRIFOODTECH B2B MARKETPLACE

WHERE



MADRID



BARCELONA



WHAT



FRUITS



VEGETABLES



MEAT



CHEESE AND DAIRY PRODUCTS



MUSHROOMS AND TRUFFLES



EGGS



RICE



LEGUMES



OILS



HONEY



NUTS AND CEREALS



FLOWERS

HOW

TRANSACTIONAL BUSINESS MODEL

35%

Commission per transaction

Buy and sell on demand

Tackling a huge market in restaurant procurement



890.000

Restaurants
in Europe

250 BN €

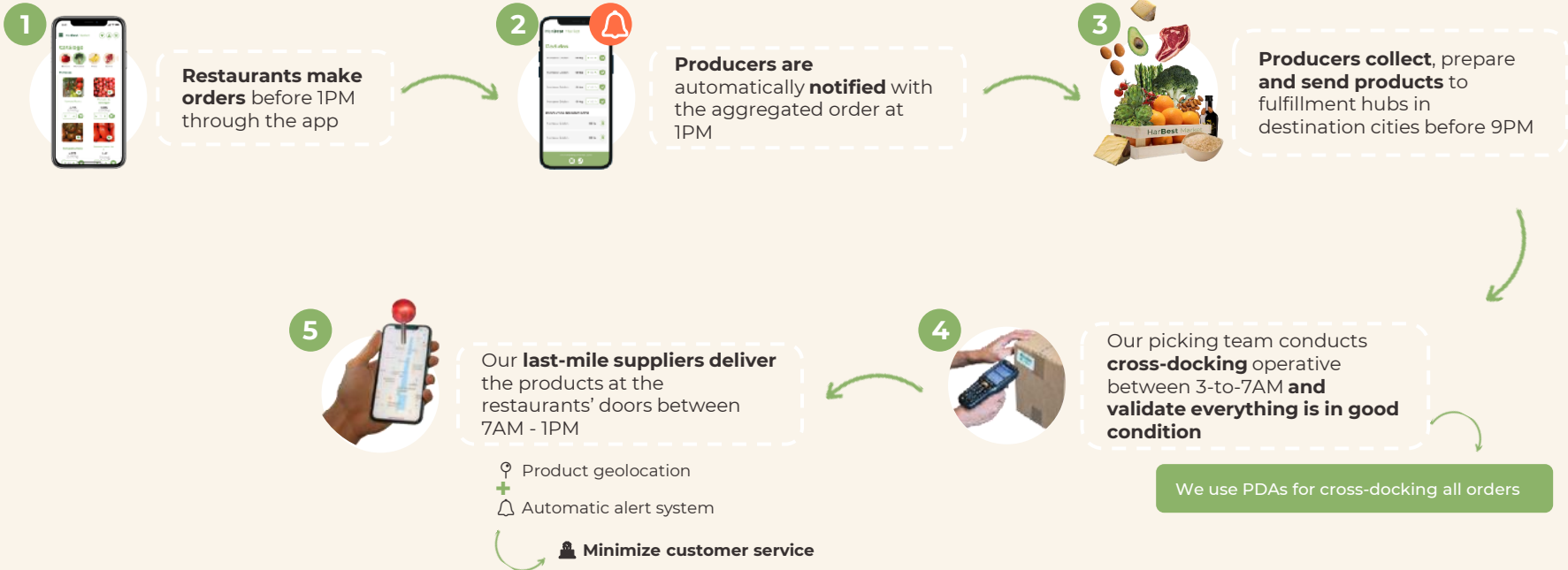
Annual expense on
food sourcing in
restaurants



200.000 hotels
375.000 supermarkets
and grocery stores

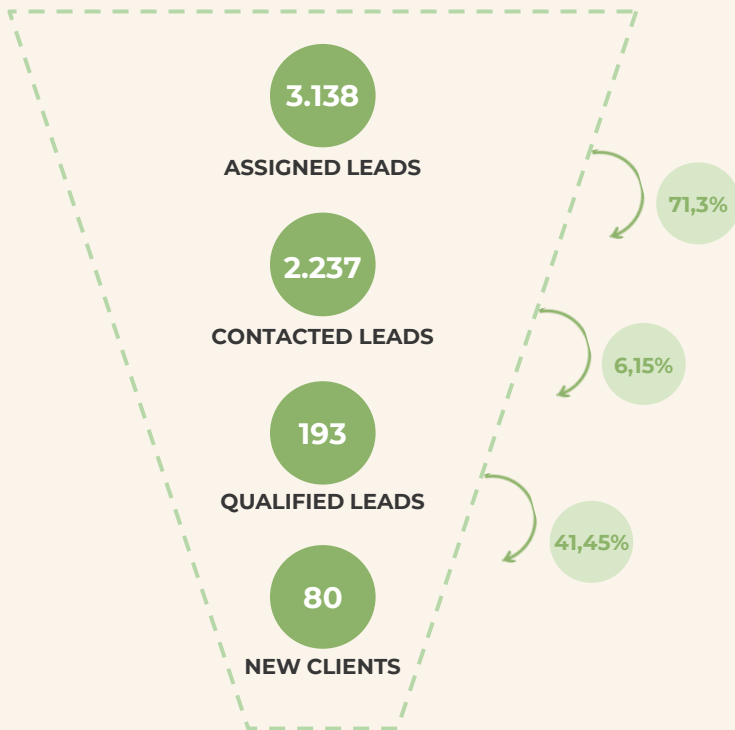
ref: www.statista.com

How logistics works...






We love B2B sales, this is how we go-to-market

MONTHLY DATA



HOW WE DO IT

- Scrapping  Tripadvisor
- Lead Scoring  HubSpot
- Cold Calling  aircall



HISTORICAL NET LTV: 1.200 €
CAC: 150 €
LTV/CAC: 8x

We only want A players

LEADERSHIP TEAM



ÁLVARO PÉREZ
CEO



MARIO REY
CMO



SANTIAGO AZURMENDI
COO



CARLOS ESPEJO
CTO



OCTAVIO SÁNCHEZ
Head of Sales



EMILIO MORILLO
Head of Operations



ALBERTO SEGOVIA
Head of Finance



DIEGO RIAÑO
Finance Manager



RAQUEL GARAY
Business Development
Manager



BOARD MEMBERS



MARC OLMEDILLO
Co-Founder
Colvin



JUAN JOSÉ MOSTAZO
Co-Founder
HOMA
GAMES



GUSTAVO GÓMEZ
Investor



With our strong culture...

1

MISSION

We offer restaurants **food ingredients sourcing** and delivery service, produced locally and **directly from producers**

2

VISION

We are **building the new supply chain**: more sustainable, transparent and efficient



BREATHING HarBest

We feel **passionate** about **HarBest** as we are **foodies** and we are **proud of our producers** in rural areas.



WE ARE ENTREPRENEURS

We are **hands-on people** and we **don't take "no" as an answer**. We dream and execute: we are building **the biggest B2B food marketplace in Europe**.



MAKE IT YOURS

We are a community of **high-performance athletes** with a crazy level of **ownership**.

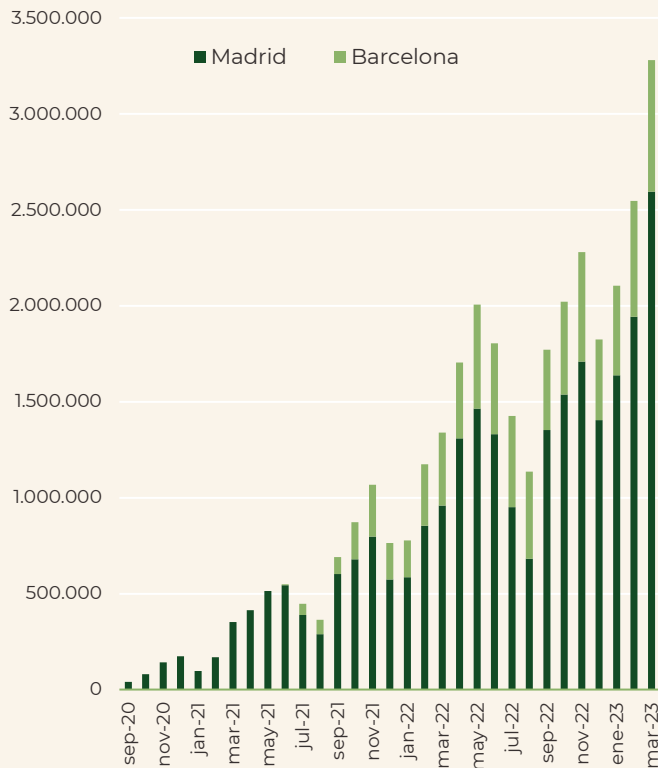


TECH IS KING

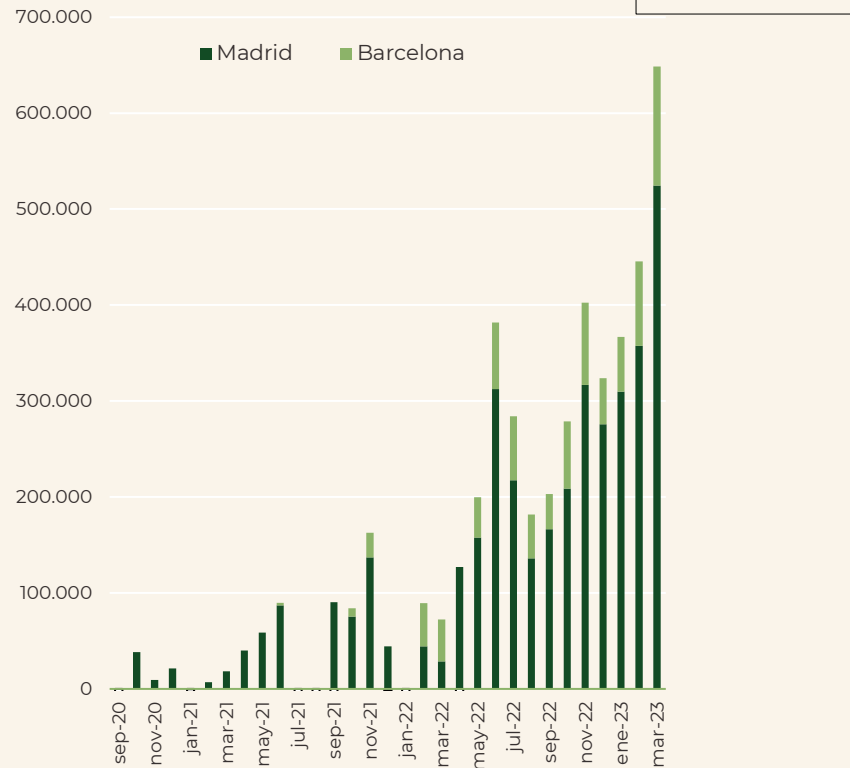
Determined to **make our customers' lives better** with our tech. Obsessed with **scalability** and **data-driven decisions**.

It seems we are in the right direction...

Annual run-rate revenues



Annual run-rate contribution margin

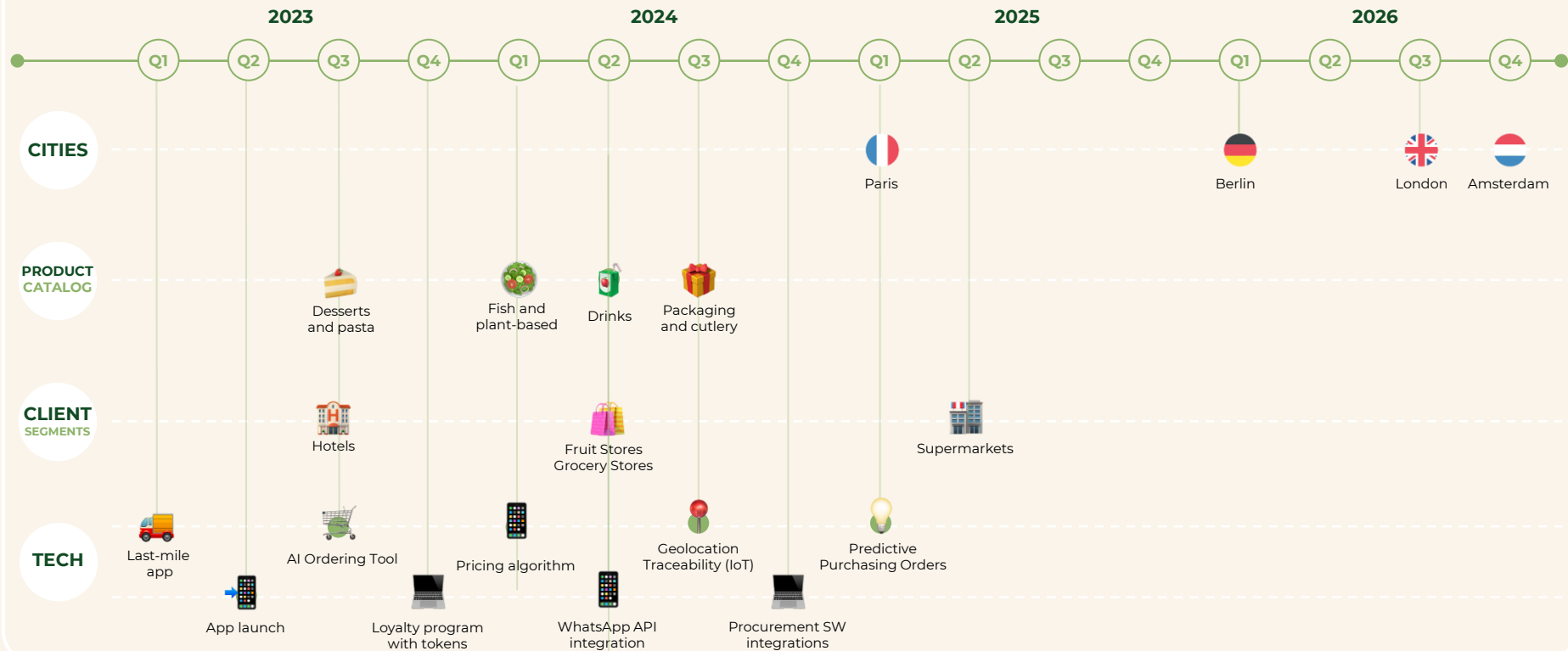


Revenues
 - COGS
 - Logistics Costs
Contribution Margin

And obsessed with our unit economics

	2021	2022	2023	Revenues - COGS - Logistics Costs <hr/> Contribution Margin
 REVENUES	525K €	1.6M €	4.5M €	
 GROSS MARGIN	200K €	560K €	1.5M €	
 CONTRIBUTION MARGIN	40K €	200K €	900K €	
 MONTHLY ARPU	200 €	700 €	1.200 €	
 ACTIVE CLIENTS	600	1.000	1.700	
 HISTORICAL NET LTV / CAC	2,41	4,27	8,92	

What's next? Let's rock!





To achieve **break-even** in Spain and to consolidate our **leadership position** in the market

Our journey just started...



SERIE B - 8M €

Goals:

- Launch 3 new countries
- Global break-even in 2027
- 2026 GMV: 200M €
- 2026 EBITDA: 25M €
- Restaurants: 10.000

Junio 2025

SERIE A - 3M €

Goals in 24 months:

- Break-even Spain
- 2023 GMV: 4.5M €
- Restaurants: 3.000

Junio 2023

SEED - 1M €

Goals:

- Launched in Barcelona
- 2022 GMV: 1.7M €
- Restaurants: 1.000

Dec 2021

PRE-SEED - 170K €

Goals:

- Scale up x15 Monthly GMV in 10 months
- 2021 GMV: 500K €
- Restaurants: our first 300 clients

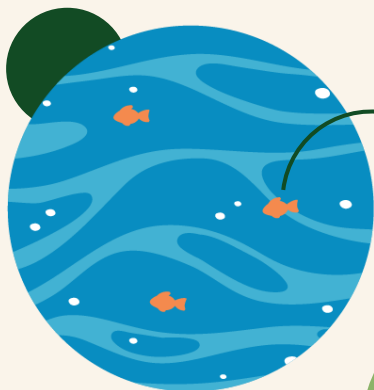
Dec 2020

CURRENT CAP TABLE

Founders **72%**
 Dozen Investments **24,5%**
 FFF and BAs **3,5%**

Why now? Foodtech: the hottest market

BLUE OCEAN



890K

RESTAURANTS IN EUROPE

HUGE MARKET OPPORTUNITY

Restaurant Sourcing



+250BN €
in Europe




VC focus is on **FoodTech** now

\$39 BN Investment in **FoodTech** in 2021

HIGH STARTUP ECOSYSTEM FUNDING

 deliverect + \$236M

 **CHOCO** + \$163M

 sunday + \$124M

Source: Crunchbase + FoodHack Database

HarBest Market

We are building the biggest B2B food marketplace in Europe through the new supply chain: more sustainable, transparent and efficient

 [Álvaro Pérez Redondo - CEO](#)

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