

PREPARED  
BY



# THE CAVIAR SPOON

**The Ultimate Brand  
Collaboration Platform**

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“Collaborative marketing is poised  
for explosive growth”  
- Forrester

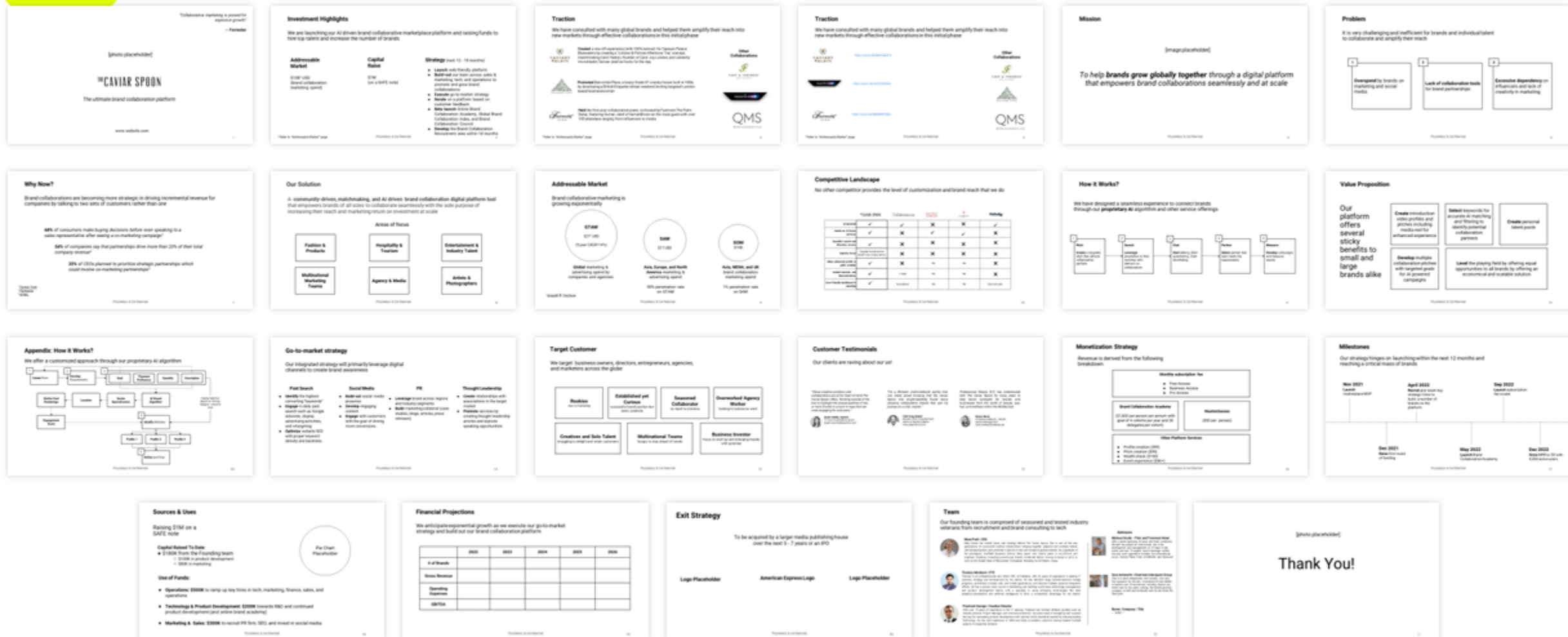
[www.thecaviarspoon.com](http://www.thecaviarspoon.com)



# BEFORE

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BY

135  
MADISON



# THE CAVIAR SPOON

## The Ultimate Brand Collaboration Platform

"Collaborative marketing is poised for explosive growth"  
- Forrester

www.thecaviar Spoon.com

## Investment Highlights

We are launching our AI driven brand collaborative marketplace platform and raising funds to hire top talent and increase the number of brands

Addressable Market  
**\$10B' USD**  
(brand collaboration marketing spend)

Capital Raise  
**\$1M**  
(on a SAFE note)

2 <sup>1</sup> Refer to "Addressable Market" page

### Strategy (next 12 - 18 months)

- Launch web-friendly platform
- Build-out our team across sales & marketing, tech, and operations to promote and grow brand collaborations
- Execute go-to-market strategy
- Iterate on a platform based on customer feedback
- Beta launch Online Brand Collaboration Academy, Global Brand Collaboration Index, and Brand Collaboration Council
- Develop the Brand Collaboration Recruitment area within 18 months



## Traction

We have consulted with many global brands and helped them amplify their reach into new markets through effective collaborations in this initial phase



Created a one-off experience (with 100% turnout) for Caesars Palace Bluewaters by creating a 'Lotions & Potions Afternoon Tea' concept, matchmaking Carol Hutton, founder of Carol Jay London, and celebrity microblader, Suman Jafal as hosts for the day



Promoted Belcombe Place, a luxury Grade II\* country house built in 1856, by developing a British Etiquette retreat weekend inviting targeted London-based businesswomen



Held the first-ever collaboration event, co-hosted by Fairmont The Palm Dubai, featuring Suman Jafal of SumanBrows as the main guest with over 100 attendees ranging from influencers to media

Refer to "Addressable Market" page

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### Other Collaborations



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Mission  
**To Help Brands Grow Globally Together Through A Digital Platform That Empowers Brand Collaborations Seamlessly And At Scale**

## Problem

It is very challenging and inefficient for brands and individual talent to collaborate and amplify their reach

- 01 Overspend by brands on marketing and social media
- 02 Lack of collaboration tools for brand partnerships
- 03 Excessive dependency on influencers and lack of creativity in marketing

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## Why Now?

Brand collaborations are becoming more strategic in driving incremental revenue for companies by talking to two sets of customers rather than one

68%

of consumers make buying decisions before even speaking to a sales representative after seeing a co-marketing campaign<sup>1</sup>

54%

of companies say that partnerships drive more than 20% of their total company revenue<sup>2</sup>

33%

of CEOs planned to prioritize strategic partnerships which could involve co-marketing partnerships<sup>3</sup>

<sup>1</sup> PwC, Path  
<sup>2</sup> Partners  
<sup>3</sup> SPUS

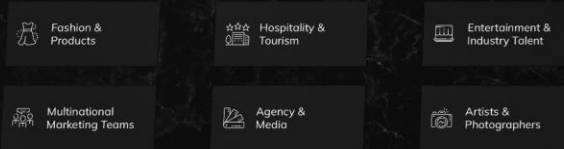
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## Our Solution

A community-driven, matchmaking, and AI driven brand collaboration digital platform tool that empowers brands of all sizes to collaborate seamlessly with the sole purpose of increasing their reach and marketing return on investment at scale

### Areas of focus



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## Addressable Market

Brand collaborative marketing is growing exponentially



<sup>1</sup> Statista & The Data

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## Competitive Landscape

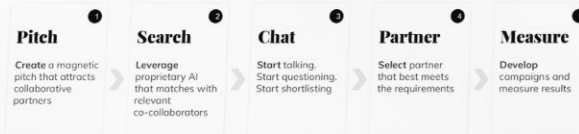
No other competitor provides the level of customization and brand reach that we do

	THE CAVIAR SPOON	Collabosaurus	CHERRY LONDON	X	Octoly	Takenhouse
AI powered	✓	✓	✗	✗	✓	✗
Hands-on in-home services	✓	✗	✓	✓	✗	✗
Guestlist search and directory access	✓	✗	✗	✗	✗	✗
Industry focus	✓	✗	✗	✗	✗	✗
Video enhanced profile or pitch creation	✓	✗	NA	NA	✗	✗
Guided tutorials and demonstrations	✓	1 video	NA	NA	✗	✗
User-friendly dashboard & reporting	✓	No evidence	NA	NA	NA	✗

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## How it Works?

We have designed a seamless experience to connect brands through our proprietary AI algorithm and other service offerings



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## Value Proposition

Our platform offers several sticky benefits to small and large brands alike

- ✓ Prepare introduction video profiles and pitches including media reel for enhanced experience.
- ✓ Select keywords for accurate AI matching and filtering to identify potential collaboration partners
- ✓ Create personal talent pools
- ✓ Develop multiple collaboration pitches with targeted goals for AI powered campaigns
- ✓ Level the playing field by offering equal opportunities to all brands by offering an economical and scalable solution



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## Go-to-market strategy

Our integrated strategy will primarily leverage digital channels to create brand awareness



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## Target Customer

We target business owners, directors, entrepreneurs, agencies, and marketers across the globe

- Rookies** New to marketing
- Established yet Curious** Successful brand position but lacks creativity
- Seasoned Collaborator** No need to convince
- Overworked Agency Worker** Looking to outsource work
- Creatives and Solo Talent** Struggling to delight and retain customers
- Multinational Teams** Focus on start-up and emerging brands with potential

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## Customer Testimonials

Our clients are raving about our us!

“Clever creative solutions and collaborations are at the heart of what The Caviar Spoon offers, thinking outside of the box to highlight the unique qualities of two or more brands in unison in ways that are more engaging for end-users.”

**Sarah Hedley Hymers**  
TV Host, Hospitality & Leisure Expert  
www.hedleyhymers.com

“I'm a Michelin chef/cookbook author that can stand proud knowing that the Caviar Spoon has single-handedly found many amazing collaborative brands that suit my journey as a chef, creator.”

**Chef Greg Malouf**  
Michelin Chef, Consultant and Author of Malouf's Mezzo  
www.gregmalouf.com

“Professional Beauty GCC has collaborated with The Caviar Spoon for many years to help boost synergies for brands and businesses from the world of beauty, spa, hair, and wellness within the Middle East.”

**Emma Baron**  
Professional Beauty – Deputy General Manager GCC  
www.professionalbeauty.ae

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## Monetization Strategy

Revenue is derived from the following breakdown

Monthly Subscription Fee	Brand Collaboration Academy	Masterclasses	Other Platform Services
Base (\$19.99) Mid (\$34.99) Pro (\$49.99)	Academy online (\$199) Academy online with 2 coaching calls (\$495)	Inhouse team training (\$2500)	Profile creation (\$150) Health check (\$150) Pitch posting (\$150) Pitch page creation (\$150) 360 Pitch service (\$600)

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## Milestones

Our strategy hinges on launching within the next 12 months and reaching a critical mass of brands



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## Sources & Uses

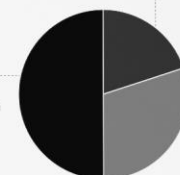
Raising \$1M on a SAFE note

Capital Raise To Date  
**\$180K**  
from the Founding team

**\$100K** in product development  
**\$80K** in marketing

### USE OF FUNDS

**\$500K** Operations:  
to ramp up key hires in tech, marketing, finance, sales, and operations



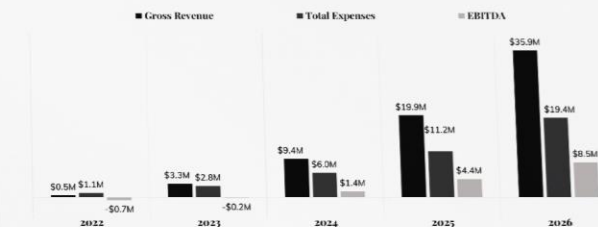
**\$200K** Technology & Product Development:  
towards R&D and continued product development (and online brand academy)

**\$300K** Marketing and Sales:  
to recruit PR firm, SEO, and invest in social media

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## Financial Projections

We anticipate exponential growth as we execute our go-to-market strategy and build out our brand collaboration platform



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## Exit Strategy

To be acquired by a larger media publishing house over the next 5 - 7 years or an IPO

AMERICAN  
EXPRESS

T Talenhouse

Investec

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## Team

Our founding team is comprised of seasoned and tested industry veterans from recruitment and brand consulting to tech



### Mary Pratt | CEO

Mary brings the overall vision and strategy behind The Caviar Spoon. She is one of the new generations of successful creative collaborators bringing together adjacent and ancillary brands and harnessing their joint potential in pursuit of new and receptive global markets. As a graduate of the prestigious Cranfield Business School, Mary spent over twenty years in recruitment and employer branding consulting powerhouse brands worldwide before moving to Dubai in 2012 to work as the Global Head of Recruitment & Employer Branding for Al-Futtaim Group.



### Thomas Abraham | CTO

Thomas is an entrepreneurial and driven CEO of HubSpine, with 20 years of experience in leading IT solutions strategy and development for his clients. He has delivered large transformational change programs, architected complex webs and mobile applications, and directed multiple systems integration efforts. He has a proven track record in facilitating and building world class technology management and product development teams, with a specialty in using emerging technologies like data analytics/visualisation and artificial intelligence to drive a competitive advantage for his clients.



### Prashant George | Creative Director

With over 18 years of experience in the IT industry, Prashant has helmed different profiles such as Creative Director, Project Manager, and Innovation Director. His early career in Designing and UI paved the way for overseeing product development with optimal UI/UX standards backed by industry-leading technology. He has vast experience in CRM and reality & analytics solutions having headed multiple projects in respective domains.

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## Advisors



### Michael Scully

**First and Foremost Hotel**  
With a career spanning 10 years and three continents, Michael has played an instrumental role in the development and management of 10 major 5-star hotels and over 70 unique food & beverage outlets. His prior work experience includes Sun International, Accor, Cousseau Plaza, Forte, Le Meridien and Starwood.



### Gary Ashworth

**Chairman Interquest Group**  
Gary is a serial entrepreneur and investor who also has a passion for the arts. In business, he has started or backed over 30 businesses, including Abacus plc, which won for two years running the fastest growing company on AIM and eventually sold for ten times the float price.

Thank You!

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