

The High-Quality Dark Pizzeria

- A data driven venue to dominate the pizza delivery market
- A 4.5 rated pizza (by Italian diners) made with the best ingredients [LINK](#)
- Delivered with the hottest delivery oven: Hotbox. Hot restaurant quality pizza at the comfort of your home

Investor Deck

85.pizza

La miglior pizza a casa tua



Funding round – Road to 20M€ exit

Our sales goals and some metrics

2020

€ 100k investment
1 venue
€400k revenue*

AVG monthly metrics*

Rev: € 36k

HR incidence: 16%

Rider incid.: 25%

Ingredients %: 25%

Goal:

- Make the first location EBIT+ and sustainable
- Set up the processes for scale-up

2023

€ 350k
funding
round

Round Goal

Open 4 Venues in Milano to reach a total of 5 operational

85.pizza in Milano

Additional info:

- Strengthen Milan position
 - Increase App usage
- Strengthen marketing and brand positioning
- Apply Economy of Scale optimizations to the entire business

2024

Open 2 New
Locations

Year Goal

Q1 - Open a 2nd venue

Q4 - Open 3rd venue

Revenue €1.2M

Additional info:

Deploy economy of scale to:

- Boost efficiency
- Lower HR incidence
- Decrease Raw Material Cost

2025

Open 2 New
Locations

Year Goal

Q1 - Open 4th and 5th venue

Revenue €2.4M

Additional info:

Cover the entire Milan City Center & strengthen marketing campaigns on a city scale offline marketing



*potential revenue considering the brand presence after a year from opening. Number refer to 365 days of opening

Pizza is by far the most delivered food, taking about 30% of the demand.

➤ **6,95% CAGR** The growth of the global food delivery market

➤ **11,00% CAGR** The growth of the Italy food delivery market (until 2028)



€9,79B

Pizza Market Italy per year

SOURCE: [FIPE Report 2023](#)
[Deliverart Report 2022](#)





Yet traditional restaurants and delivery services struggle to give a pizza as the one they serve in their venues

Pizza too often arrives cold, soggy and scrambled

- Combining table and delivery service is a trade off where both cannot be perfect
- Premium delivery pizza requires a different recipe than restaurant pizza
- Pizza delivery in backpacks of bikers arrives soggy and often scrambled
- Customers complain, and restaurateurs lose reputation, ratings, thus revenue

...and not only

Food
delivery is
not safe

Unsafe delivery practices lead to potential health hazard

EU food rules HACCP* states:

above **65°C**

The temperature at which food must be kept at a minimum during the delivery process to be deemed safe.

Bacterial growth

200 colonies of bacteria found in rider food delivery bags. This is a health risk to consumers

[Article](#)



*HACCP (Hazard Analysis and Critical Control Points) Food safety management & product quality



Simply, there is the **need of a** fully optimized delivery only venue: a **Dark Pizzeria!**

Even more, that doesn't only make delicious food, it also delivers it in perfect conditions.

...this is the game changer, challenging the status quo for food delivery quality standard and rider policies.



This is how we did it...

We Started **85.pizza**

We deliver the best pizza you can possibly expect to receive at home, and this is what we stand for:



TRADITION

Our Pizza Master started from the traditional pizza recipe and transform it into the perfect recipe for delivery. 85's pizza is light to eat, easily digestible thanks to a 36 hours raising time



QUALITY

We only use the best products coming from Italian excellences. We selected D.O.P and I.G.P ingredients certified by Presidio Slow Food (Ark of Taste)



INNOVATION

Premium delivery using Hotbox, the professional delivery oven. Hot and fragrant pizza always delivered at 85°C, steam free guaranteed

Since our opening on February 12th 2020, we've accomplished

We turned 70mq into a fully operative dark kitchen.
Let's keep in mind we closed for lunch for most of 2020 since offices have been emptied due to covid.

Operational staff:

- 4 in the kitchen
- 1 store manager
- up to 6 riders



€ 1,34M
revenue*

63.820

orders delivered

98.100

pizzas delivered to happy customers

7600+

customers with mail is known

4500+

newsletter active customers



*numbers refer to Dec 31st

Orders are coming from our App and from delivery platforms*



61,9%

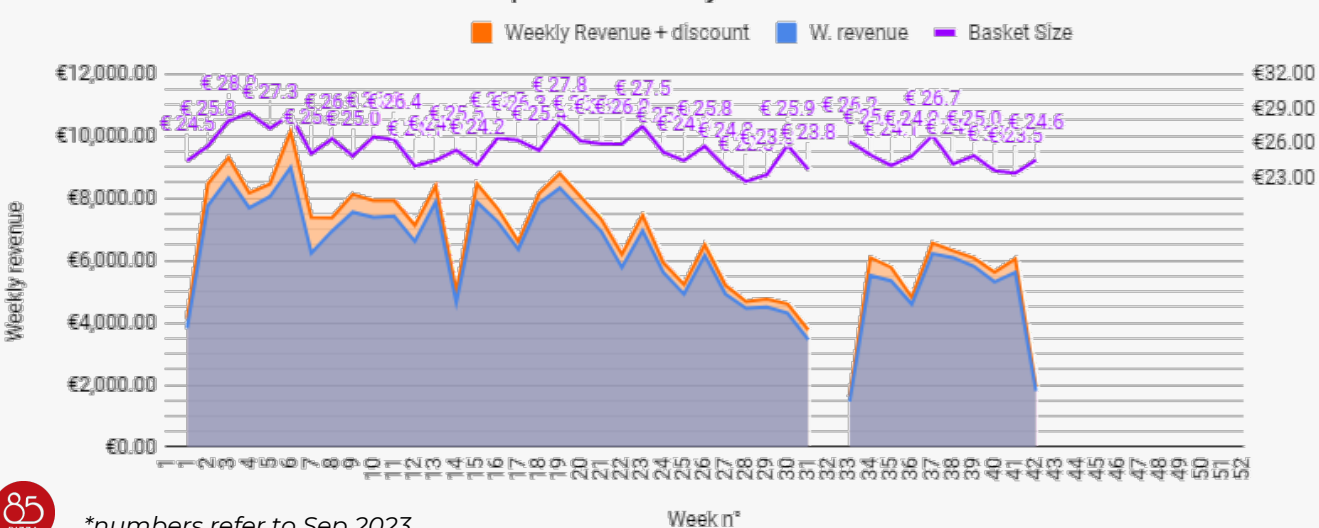
Orders coming in from our App and web-page



€24,0

The AVG basket size

85.pizza - Weekly Revenue



Customers love 85.pizza more than 2000 reviews

85.pizza
Via Padova, 38, Milano MI

Google
Reviews ★★★★★
4,5 ★★★★★ 505 recensioni

85.pizza **Glovo**

€2,50€ 96% Molto buono

85.Pizza **JUST EAT**

Pizza · Fritti
★★★★☆ 843 recensioni

85.pizza **deliveroo**

Pizza · Italian
Opens at 19:00 · €8.00 minimum · €2

Info
Allergens and more >

★ 4.2 Good
See all 500 reviews >



*numbers refer to Sep 2023

Actual Kitchen
Via Padova:

55mq

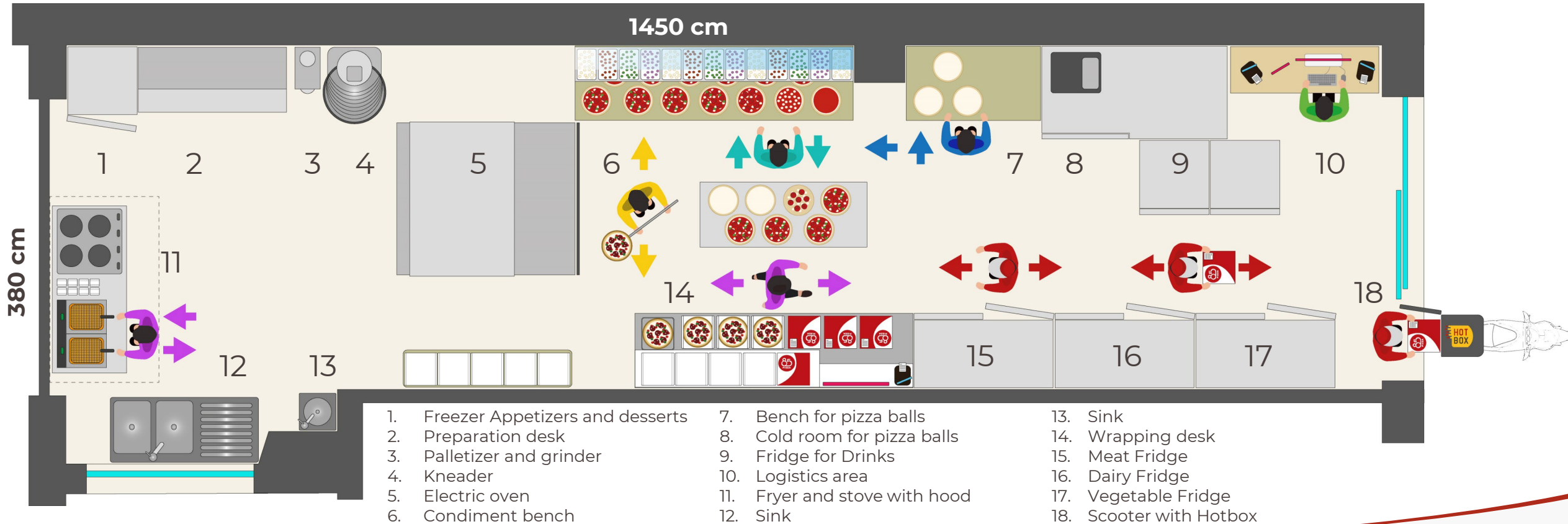
4/5 Employees

4/6 Rider

€35k/month in revenue:

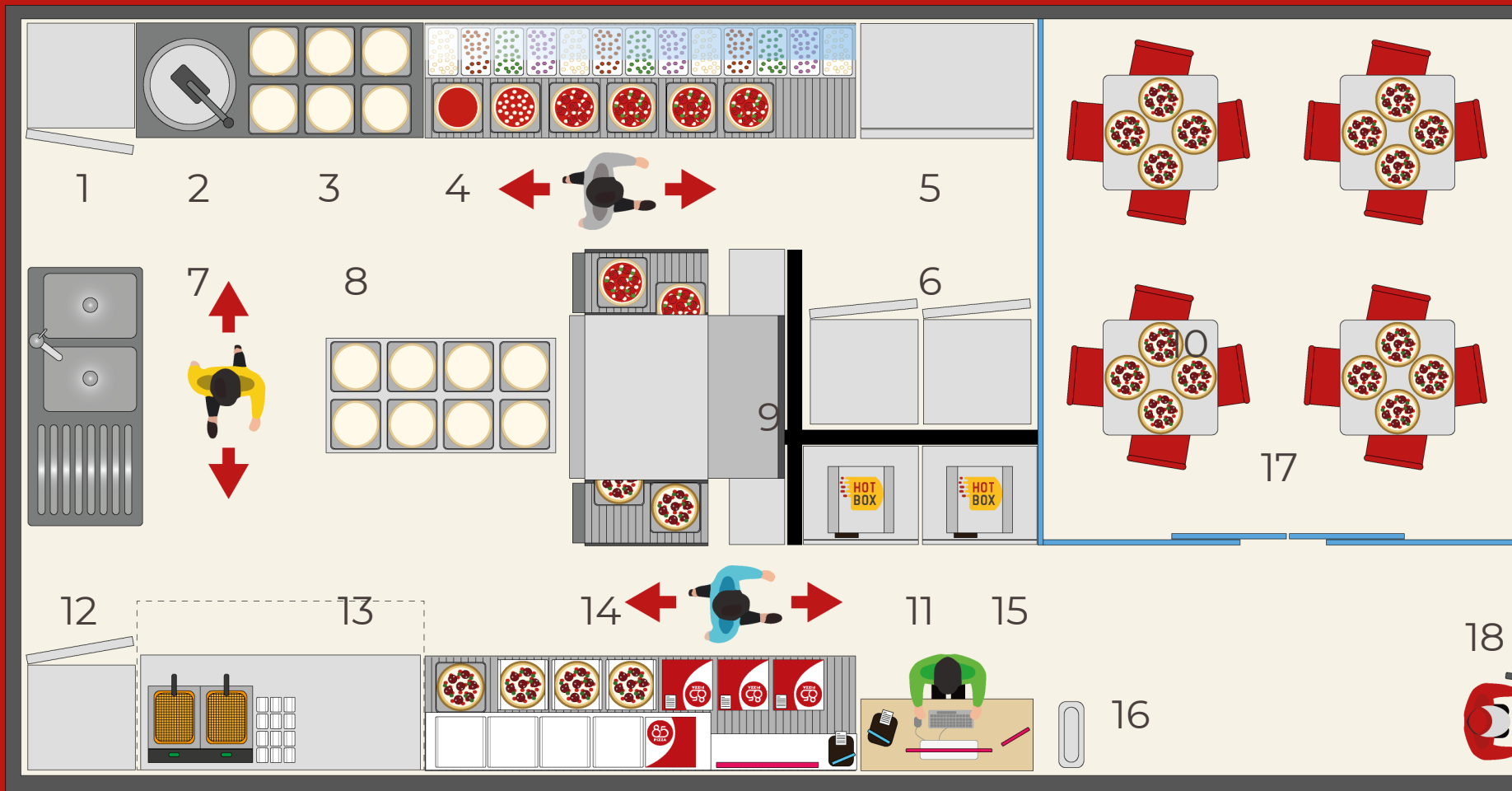
Our current location

This kitchen will be the central production unit for itself and the new opening, lowering the equipment and rent cost for the second location.



New highly optimized location + tables

520 cm



1050 cm

Kitchen: **38**mq

3/4 Employees 4/8 Rider

- | | |
|---------------------------------|--|
| 1. Meat Fridge | 12. Freezer |
| 2. Dough Press | Appetizers and desserts |
| 3. Bench for pizza balls | 13. Fryer with hood |
| 4. Roller before oven | 14. Wrapping condiments rollers for after oven |
| 5. Dairy Fridge | 15. Logistics area |
| 6. Vegetable fridge | 16. Kiosk automatic orders |
| 7. Sink | 17. Dining space |
| 8. Drawer for pizza trays | 18. Scooter with Hotbox |
| 9. Tunnel oven | |
| 10. Drinks fridge | |
| 11. Indoor hotbox for take-away | |

Dining Space: **17**mq

+35 more clients per days

- New configurations needs **less in kitchen HR** to handle the same/more volume of orders.
- Thanks to the Tunnel Oven and the Dough Press **HR can be less specialized.**
- Both have a **great benefit on the margins of the single store.**
- It allows us to place tables that will **grow our takeaway by 120%.**

Old vs new Kitchen Configuration

Actual Kitchen
via Padova:

55mq

4/5 Employees

4/6 Rider



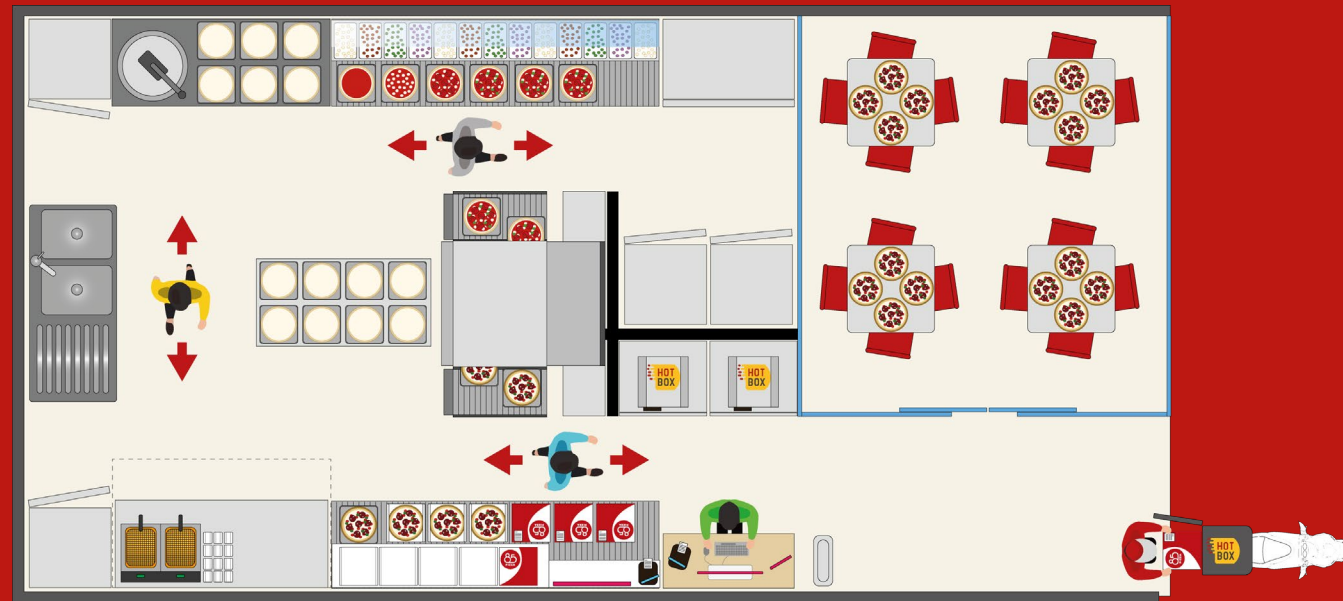
New Opening
Milano:

55mq

3/4 Employees

4/8 Rider

+35 more clients
per days



Up to **3x**
Higher
EBITDA

A data driven DarkPizzeria Chain managed by entrepreneurs, engineers & business developers



Anthony Prada

Co-Founder - CEO

Engineer & serial entrepreneur



Claudio Giovini

Co-Founder - Logistics - Equipment

Engineer & Pizza Maker



Christian Giovini

Co-Founder - CDO - Art Director

Designer & Developer



Luca Ventriglia

Restaurant Manager

Pizza Maker 10+ years experience



We already secured €100k! Do not miss this great opportunity to Join us on the journey to bring the best hot and tasty pizza to the customer's table

Anthony Byron Prada | Co-founder

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*La miglior pizza
a casa tua*