



Caraway

Home



Team



Jordan Nathan

Founder & CEO

- Forbes 30 Under 30, Retail & Ecommerce 2018
- Prior CEO @ kitchen brand Vremi (owned by **Mohawk Group**); sold over 1.5m units, \$25mm in revenue, & launched 200 products in 2yrs.
- Prior Founder @ ecommerce marketplace startup Wanu
- Relationships with over 300+ home & kitchen manufacturers



Founded:
November 2018



Mark Riskowitz

Operations

- Previously Director of Logistics @ **Mohawk Group**
- Previously Ops + CS Manager @ **Vumatel**



Kaleel Munroe

Brand Marketing

- Previously Head of Brand Marketing @ **Kala**
- Previously Visual Designer @ **Hearst**



Josh Knopman

Growth

- Previously Sr. Growth Manager @ **quip**
- Previously Brand Manager @ **Newell Brands**



Extended Team

Creative

Garrett Morin

• Previously Creative Director @ **Harry's**

The logo for Harry's, featuring the word "HARRY'S" in a bold, black, sans-serif font inside a white rectangular box.

Elizabeth Dilk

• Previously Design Director @ **Partners & Spade**

The logo for Partners & Spade, featuring the words "PARTNERS & SPADE" in a black, sans-serif font inside a light gray rectangular box.

Product

Box Clever

• Award winning industrial design agency best known for designing **Away** luggage

The logo for Away, featuring the word "AWAY" in a white, sans-serif font inside a dark blue rectangular box.

Communications

Diane Briskin

• Previously Managing Director @ **DKC**



Marissa Mastellone

• Previously Managing Director @ **The Door**



Advisors

Jeff Avallon

• Cofounder & CEO of **IdeaPaint**



Ben Zises

• First investor & founding advisor in **quip**.



The most successful consumer brands of the past decade are platform brands who have built a distinct distribution advantage.

For most of these brands, that advantage was being first to DTC in their categories.

Casper



DOLLAR SHAVE CLUB

Outdoor Voices



BOMBAS

QUIP

WARBY PARKER



BOLL & BRANCH™



ROTHY'S

These brands have spanned nearly every consumer category - beauty, wellness, sleep, glasses, oral care, travel, fashion, grooming, etc.

Offering products at a better price than competitors by cutting out the middle-man.

Outdoor Voices



DOLLAR SHAVE CLUB

hims

leesa

BONOBOS


brooklinen



smile
DIRECT CLUB

AWAY

As DTC acquisition costs rise, the winners have leveraged their distribution advantages to expand to retail or launch new brands.

After all, 90% of purchases are still made offline, & it's cheaper to upsell an existing customer than acquire a new one.

HARRY'S — flamingo
Glossier. — 
EVERLANE — TREAD

HARRY'S
Casper
 — 
TARGET

But there has yet to be a modern brand to build a distribution advantage in home & kitchen.

A category that has been proven to produce billion dollar brands.

KitchenAid

 **Vitamix**

 **Tupperware**

WILLIAMS
SONOMA

Instant Pot

Cuisinart

Projected Competitor Revenues



\$8M



\$2.5MM



\$2.5M



\$500K



\$5M



Our Place \$250K

Our competitors' combined revenue is less than \$20MM.

Of a \$19.6bn US kitchen market, that is only .10% of the overall category.

Home Goods Are A Big Market.

And cookware is a household staple.

\$355B+

Global Housewares
Market

\$77.4B+
(4.5% CAGR)

Global Kitchenware
Market by 2025

*COOKWARE MAKES UP
35% OF SALES

\$19.6B+
(2.8% CAGR)

US Kitchenware
Market

\$4.6B+
(2.8% CAGR)
US Cookware
Market by 2024

*MARKET WATCH
2019 REPORT

70%

Of cookware sales are
non-stick vs. stainless steel
*HOMEWORLD 2018 KITCHEN CENSUS

98%

Of the population cooks, &
more than 1/3 cooks daily
*REPORTLINKER 2016 REPORT

83%

Of wedding registries
include cookware
*THE KNOT 2017 REGISTRY STUDY

Our Solution

A Modern Day Williams Sonoma

Building a distribution platform
for consumer home goods.

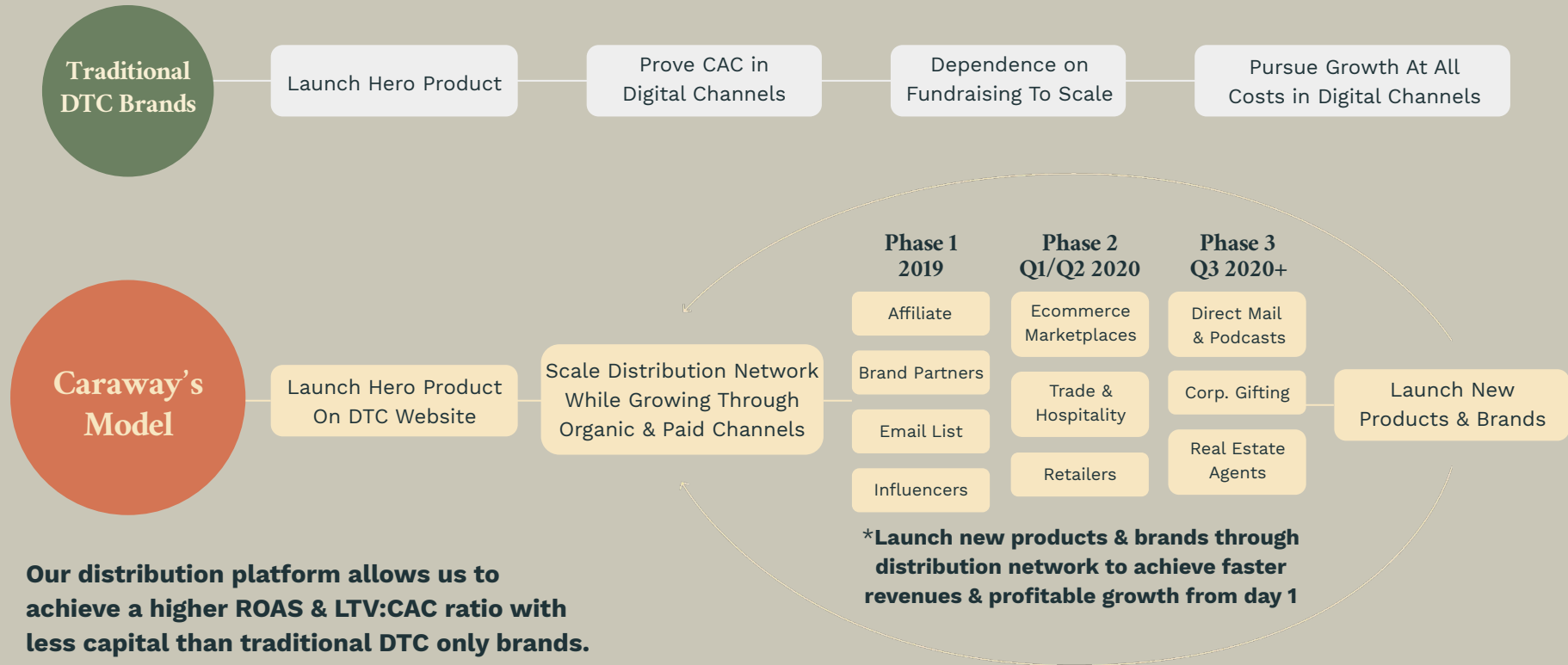
Caraway is an **omni-channel** kitchen & home goods brand that creates thoughtfully designed, easy-to-use, safe products for a new generation of **newlyweds, home dwellers & parents.**

We apply modern design and premium non-toxic materials to classic kitchen & home products offered at an accessible price, and **distributed through DTC, Retail, & B2B.**



Our Differentiated Approach: Distribution

A launch platform for fast, profitable growth



Data-Driven Product Development

An art-meets-science approach to LTV

We use a **data-first method** that involves aggregating data from keyword trends across social & through verified reviews on digital marketplaces. This allows us to build models that can process millions of data points which informs our product assortment, messaging, and design.

We choose products:

1. In multi-billion dollar categories with high search volumes & low CPCs that can provide a 3:1+ ROAS.
2. Where we can build a distribution advantage leveraging both online & offline channels.
3. With the highest revenue & growth potential (\$100MM+). We don't waste our time with small revenue products.
4. That have an opportunity to provide a new non-toxic or eco-material solution.
5. Where design all looks the same & existing options lack thoughtful features, especially with storage.
6. That have 2+ accessories we can launch with the hero product that have high attach rates to increase AOV.

Our Founder developed & implemented this methodology at Mohawk Group (NASDAQ-MWK) where he launched over 200 products.

On Nov. 5th, We Launched Non-Toxic Cookware

Selling on our direct-to-consumer website

\$410k

Total Revenue Since Launch

Achieving a \$2MM+ DTC annualized run rate in our first few months

1,000+

Units Sold (YTD)

4.95/5 star rating on our first 180 customer reviews

4:1

Return on Ad Spend (ROAS)

Leveraging our email list, influencers, & affiliate partnerships for growth

255+

Zola Registry Adds

With a 3-6mo. conversion cycle, that is an additional \$100k in retail sales

Our Launch Product

Just the Essentials



*8 Patents Pending

Built a defensible product by filing for 6 design & 2 utility patents.

Cookware & Cabinet Organizer Set

\$395



Set Includes:

- 10.5" Fry Pan
- 3 QT Sauce Pan w/ Lid
- 6.5 QT Dutch Oven w/ Lid
- 4.5 QT Sauté Pan w/ Lid
- 4 Magnetic Pan Racks
- Canvas Lid Holder w/ Hooks
- 2 Biodegradable Cork Trivets



Free Shipping



Free Returns



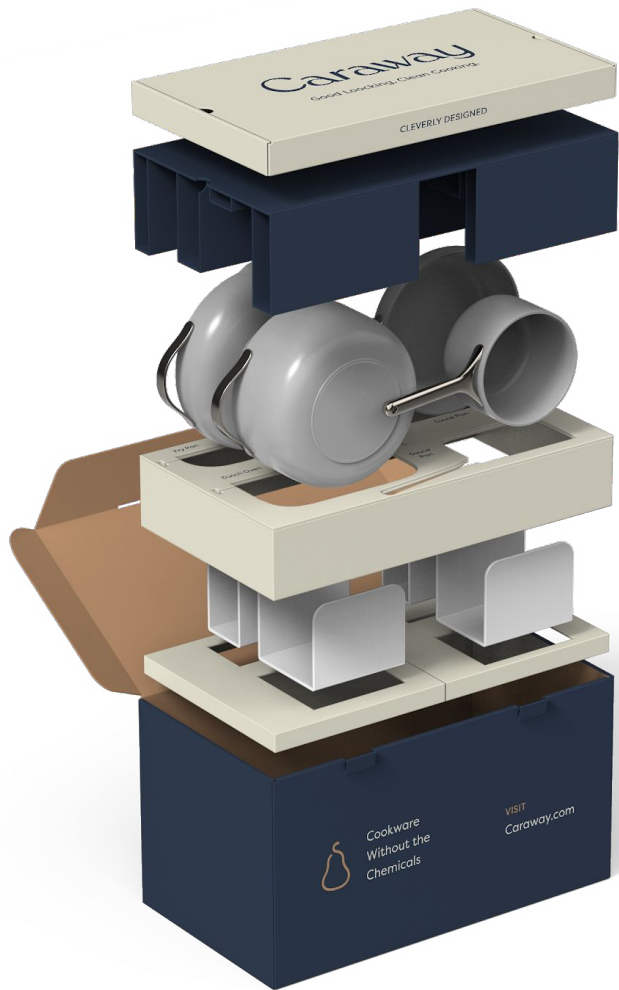
30 Day Trial

**Proprietary Lid Holder &
Storage Racks (4) Included**

Magnetic Pan Racks

**Canvas Lid Holder
w/ Adhesive Hooks**

*Patent Pending



Plastic Free
Packaging



Why Cookware?

1. Teflon non-stick is a toxic material

That makes up 70% of cookware sales (\$4.6bn) in the US & is linked to cancer, behavioral issues, high CO2 emissions, etc.

2. Cookware all looks the same

Consumers are overwhelmed with too much choice, large sets you can't store, & don't understand product differences.

3. Legacy brands sell “professional” tools

Using celebrity chefs to market products that are daunting to a generation that is better at Postmates than cooking.



Cookware As Clean As Your Ingredients

The kitchenware industry often overlooks natural materials in favor of cheaper, synthetic alternatives, such as PTFE (Teflon)—a [nasty “forever” chemical](#) that can be leached into your food from [simply scratching or overheating your pans](#). Studies show that Teflon increases the chances of cancer, lower sperm counts, & behavioral issues. We think it’s time to change that.



No Harmful Chemicals

Our cookware is free of PTFE (Teflon) & other toxic materials. This means no leaching and no harmful toxic fumes.



Made From the Earth

Ceramic is made from a natural inorganic sand, which releases less CO2 during production than PTFE.



Ethically Manufactured

We support manufacturing partners where employees are safe, paid fairly, given benefits, and work regulated hours.



Thoughtful Packaging

Shipped in recycled cardboard with zero plastic bags, low impact print dyes, & 100% biodegradable cork trivets.

Members of congress have introduced more than [20 pieces of legislation](#) to limit the use of this chemical in 2019. With 70% of cookware using Teflon, and a [hollywood movie](#) & [sundance film](#) in the past year exposing the dangers to the public, Teflon is the new BPA. [We are leading the movement towards ceramic non-stick and safer cooking.](#)

In 2020, we will begin expanding outside of DTC.

Our existing distribution relationships have the potential to be 10x the current revenue of all our competitors combined (\$20M) with just our first product.

Ecommerce Marketplaces

Launching in all marketplaces by EOQ1 2020, with top search placement, best seller tags, dedicated emails, & promotional placements



The combined marketplaces sell over \$300MM worth of product, with cookware making up 20%-30% of kitchen sales.

Retail

Currently finalizing contracts with all 3 partners.

100 Stores

west elm — Q2 2020 Launch.
Home Partner

Caraway will be launching a store within store experience and building out the WE kitchen category which currently does not exist at WE.

30 Stores

DESIGN WITHIN REACH — Sept. 2020 Launch.
Design Partner

In a store that does not currently sell cookware, Caraway will be launching an exclusive color for \$795.

1000 Stores

BED BATH & BEYOND — Holiday 2020 Launch.
Volume Partner
BB&B approached Caraway to redefine what the future of BB&B looks like, taking the same role that Harry's played for Target.

One unit sold per day at each retail store would equate to over \$150MM in retail sales.

Trade & Hospitality

In discussions with all partners about stocking all their kitchens to roll out in 2020



The combined hospitality partners have access to over 15k apartments, and each growing 1-2k apartments per year.

Building a Moat With In-House Assets

Fast Growing Email List

160k

Email Subscribers

Growing 5k/week since June 2019
2020 EOY Target: 500k

Affiliate Relationships

25

Tier 1 Affiliate Partners

2020 EOY Target: 250 partners



Thriving Ambassador Program

150+ | 10m

Brand Ambassadors

Reach

Growing 15/week since June 2019
2020 EOY Target: 1k

Our Supply Chain Advantage



Capital Efficiency Through Terms

Caraway has created an **efficient model of positive working capital** by bringing on manufacturing, supply chain, product, & marketing partners who allow us to get to market quickly with less upfront cash.

Net 90 | Cookware Manufacturer

- In a \$3b factory, we are the only company to ever receive > Net 75 (better than All Clad's terms)

Net 45 | Freight

- Only pre-launch company ever to be accepted into 'Flexport Capital' program

Net 30 | Fulfillment

- Negotiated grace period with FedEx to free up cash flow & minimize cost

Net 30 | Warehouse Costs

- Extended terms for all receiving, kitting, and warehousing activities

Net 30 | Google

- Typically requires one year of consistent payments to achieve

Our Growth Strategy

Building a Home Holding Company

Cookware

Phase I

Launch hero cookware product on website & build out digital acquisition channels & distribution network.

Kitchen

Phase II

Launch 10-15 core kitchen products with 2-3 accessories each between 2020-2023 & scale out to our distribution partners.

These products expand us to a \$10bn+ additional market size.

Home

Phase III

Acquire micro digital high design home brands that are sub-\$3MM in revenue & grow them through our distribution network & terms.

The next 8 products have been identified & we have already begun the R&D & design process. We will begin launching new items in March, 2020.

*Please contact us for more specifics on new products.

Balancing High Growth With Profitability

Shopify

Caraway website traffic & sales are in **the top 1%** of stores on Shopify that launched the same week.

Zola

One of the **the most successful launches ever on Zola**, with over 255+ registry adds in our first month (\$100k in potential sales).

\$410k



Total Revenue

Pre-Launch: Oct. 15, 2019
Official Launch: Nov. 5, 2019

Cookware Economics

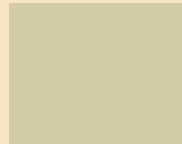
60% | **30%**

Gross Margin (Fully Landed Pre-CAC Margin) | Contribution Margin (Post-CAC Margin)

At a \$100 blended CAC/wholesale payout, **we are highly profitable on the first purchase.**

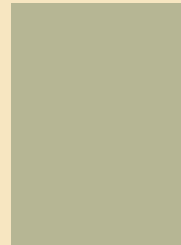
Annualized Run Rate:

\$1.5m



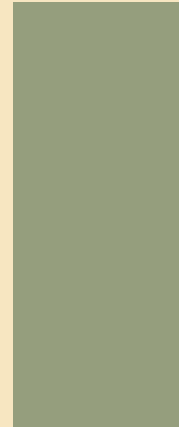
Nov-Dec 2019

\$4.2m



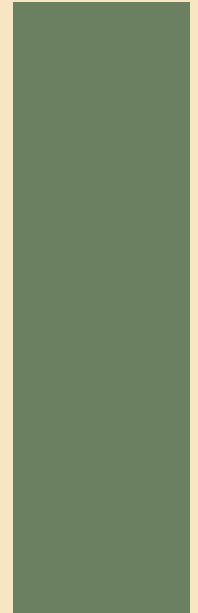
2020

\$16.8m



2021

\$42m



2022

Projected Revenue

Investment Opportunity

We're Seeking \$2m of Capital
For Our Seed Round

Use of Funds:

TEAM

- Graphic Designer
- Product Engineer
- Partnership Manager

DISTRIBUTION

- Retail & Marketplace Growth
- Scale Trade Program

MARKETING

- Paid Social & Search
- PR & Influencers
- Direct Mail & In Box Inserts
- Podcasts
- Affiliate & Content Platform

R&D

- Inventory
- Cookware Improvements
- New Product Development

New Products

We are currently developing 4-8 new products to launch in 2020 & 2021





Our Unfair Advantage. Why Caraway Will Win.

- Only product with innovation & timeless branding focused on health, ease, & design.
- Sell in the non-stick market which makes up 70% of the \$4.6bn category.
- Utilize distribution moat to sell profitably & prevent partners from taking market share.
- Unprecedented supply chain terms for a company this early stage.
- Strongest founding team in DTC kitchen who already have proven success in this category.
- Only brand in the space to build a platform to support expansion into the whole home.



The Exit Opportunity

The kitchen industry is dominated by 6+ corporations who own all major kitchen brands:

- Whirlpool (2018 Revenue - \$21bn)
 - Bed Bath & Beyond (2018 Revenue - \$12.35bn)
 - Newell Brands (2018 Revenue - \$8.5bn)
 - Groupe SEB (2018 Revenue - \$7.5bn)
 - Williams Sonoma (2018 Revenue - \$4.4bn)
 - Helen Of Troy (2018 Revenue - \$1.5bn)
 - Lifetime Brands (2018 Revenue - \$704mm)
- Our prediction is in 5-7 years these conglomerates will engage in aggressive M&A activity of DTC kitchen brands similar to the beauty industry in 2017 (52 acquisitions).

*Bloomberg, 2017

- Current acquisitions are trading at 2-4x+ revenue for DTC brands who on average are not profitable at the time of the sale (5-7 years after launching).

*Pitchbooks, 2019

Appendix

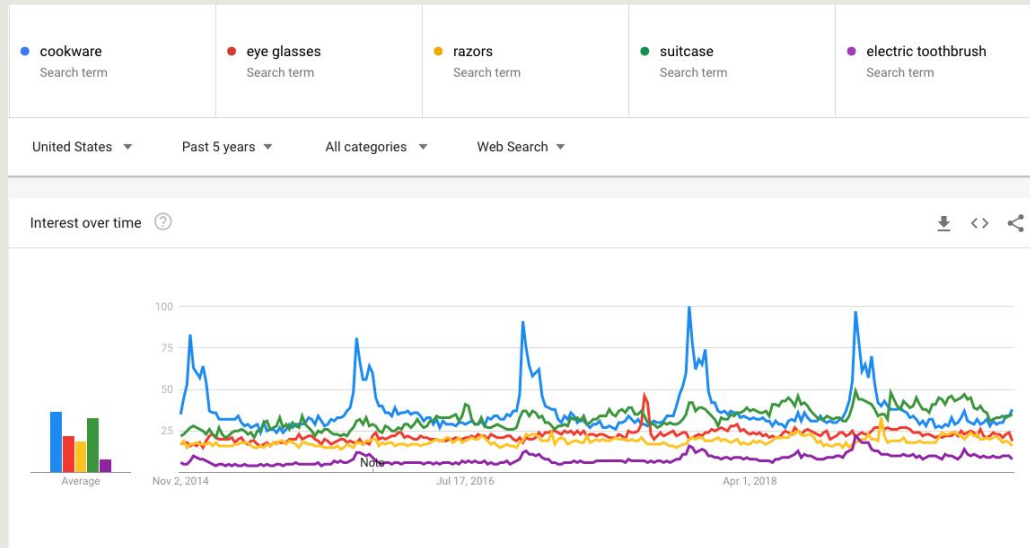
Good Looking, Clean Cooking

We're on a mission to craft well-designed, non-toxic home goods & kitchenware that thoughtfully raises the standards of what you live & cook with. Simply put, our products are designed to make your life easier & healthier...**starting with cookware.**

Read more about our Founder's story [here](#).

Untapped Opportunity in Search, Social, & Loyalty

Higher Search Volume & Lower Acquisition Costs than other DTC Categories



- Everyday 150k+ people in the US search for cookware; that is 55m+ searches per year with massive peaks during the holidays.

- Cookware is more highly searched than the core product categories of other successful DTC brands like Warby Parker, Harrys, Away, & Quip.

Low Google Search CPC

- Ceramic Cookware: \$0.86
- Pots and Pans: \$1.01
- Non-Stick Cookware: \$1.11
- Cookware Sets: \$1.12
- Cookware: \$1.3

Low Instagram Followings

- Equal Parts: 5k
- Calphalon: 13k
- GreenPan: 23.5k
- Made In: 29k
- Great Jones: 31k

Low NPS Across The Industry

- Williams Sonoma: -2
- Calphalon: 1
- Cuisinart: 3.9
- Oxo: 4
- Kitchenaid: 6

We Built Our Distribution Foundation In 2019

Establishing a defensible moat with 100+ partnerships in all key distribution channels

Affiliate



Preferred cookware affiliate partner for over two dozen publishers

*only 9 pictured here

Brand Partners



Some of the 100+ brands we partnered with in 2019

*only 9 pictured here

Digital Newsletters & Print



2020 marketing campaigns planned with partners, many with category exclusivity

*only 9 pictured here

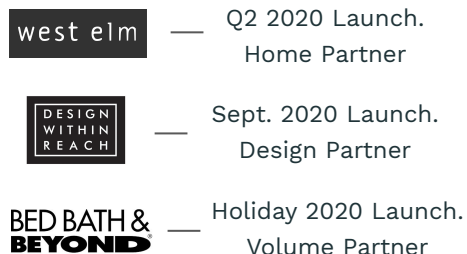
Ecommerce Marketplaces



Launching in 6-8 marketplaces by Q1 2020, with top search placement, best seller tags, dedicated emails, & promotional placements

*only 6 pictured here

Retailers



*currently in contract negotiations with all 3 partners

Trade & Hospitality



In discussions with all partners about stocking all their kitchens to roll out in 2020

*only 9 pictured here

Competitor Analysis. Quantity Over Quality.

There has been a lot of activity in the DTC cookware space. But no competitor has yet to take the lead to win the market.

made·in

Our Place

∴ MISEN



Great Jones

material



The cookware category is inundated with competitors who:

- Have a mission to provide better pricing in a category that does not have a pricing issue.
- Sell stainless steel pans which is <25% of cookware sales, & declining 10% YOY.
- Use branding that is niche & not mass appealing; retro, chef & minority focused.
- Target pre-wedding registry millennials who can't afford to spend \$400+ on a cookware set.
- Launch products with off the shelf designs, no innovation, & unusual product assortments.
- Are first time founders focused only on DTC & paid social acquisition.

Go To Market Strategy

When are customers buying?

1. Life changing moments & gifts

ex. wedding registry, significant others moving in together, new home, holidays etc.

2. Need or want new cookware

ex. upgrading older pans, discovered better product, in need of storage, want set with less pans, etc.

3. New interest in cooking or wellness

ex. improving their health through cooking, eliminating Teflon from their home, new to meal kits, etc.

How We Target Them Digitally:



150+ Influencers

Posting content through social at launch



Press & Gift Guides

Expecting 50+ press hits & gift guides for holiday launch



160k+ Email List

Sharing our launch with our customer waitlist



Partners & Affiliates

Partners promoting to their audiences



Search & Paid Social

Focusing paid budget on FB, IG, & Google



Referrals

Rewarding customers for referring their friends

The Reviews Are In

“**Sexy and cookware aren't terms we're apt to pair, but Caraway just seamlessly melded the two together in a majorly accessible way.**”



“Caraway is one of the first cookware brands with a value proposition beyond “it cooks nice.”

GEAR PATROL

“Caraway helps style-conscious homeowners make sense of an increasingly confusing and oversaturated market.”

HouseBeautiful

“Intuitive. Thoughtful. Smart. Functional.”

Leanluxe

Also Featured In:



Over 60 press hits in the first month after launching

Thank You

Jordan Nathan | Founder & CEO | Jordan@carawayhome.com