

# Ooooby

Putting 'small-scale'  
back at the heart of  
our food system.

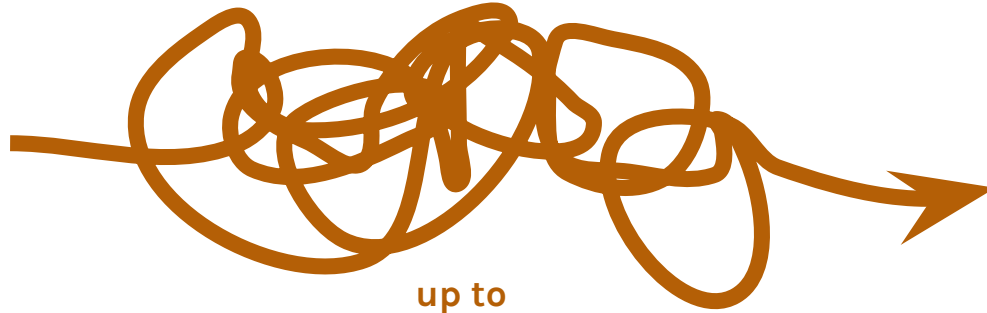


Ooooby provides an easy way  
for small farms  
to earn good money  
by selling direct  
to local households

# Problem

I can't earn a decent living

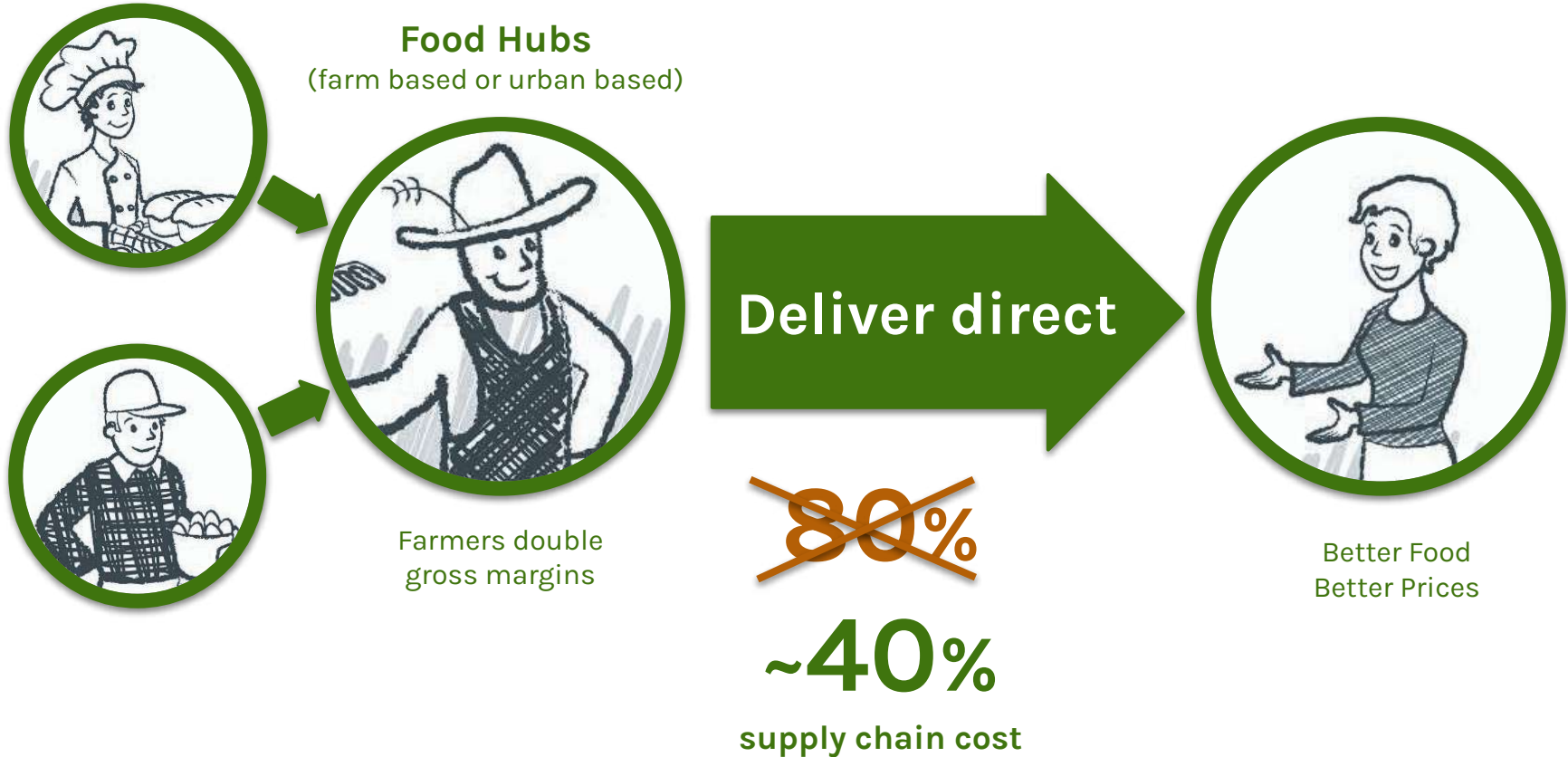
I can't get good food at a fair price



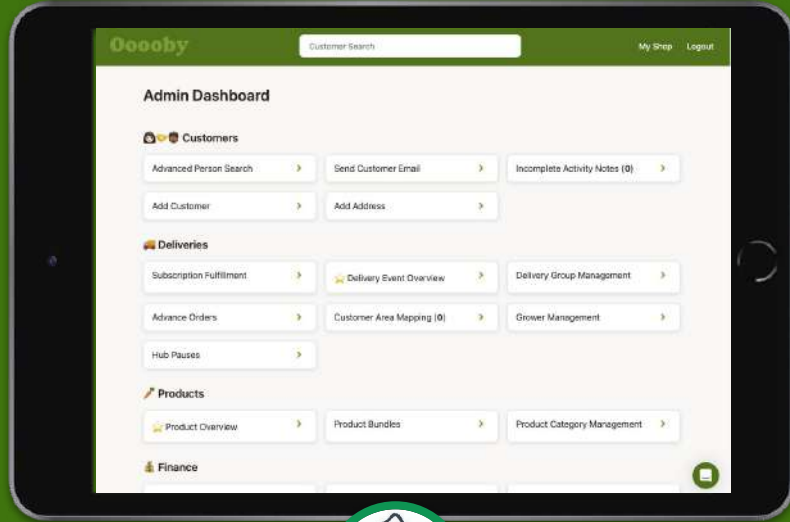
up to  
**80%**

of the retail price  
is supply chain

# Solution

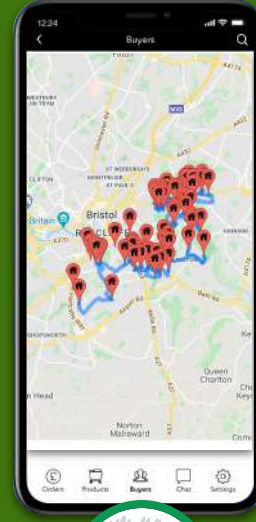


# Seamless flow from Gate-to-Plate



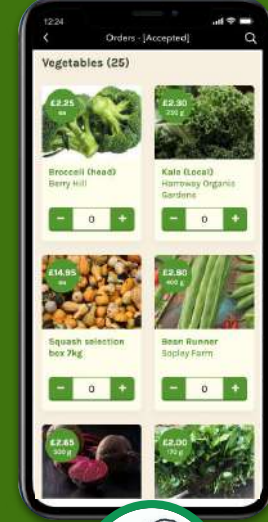
## Hub

- online shopfront
- subscription based
- low cost payments
- labels/packing slips



## Drivers

- route optimised
- navigation
- sms confirmations
- geolocation stamps



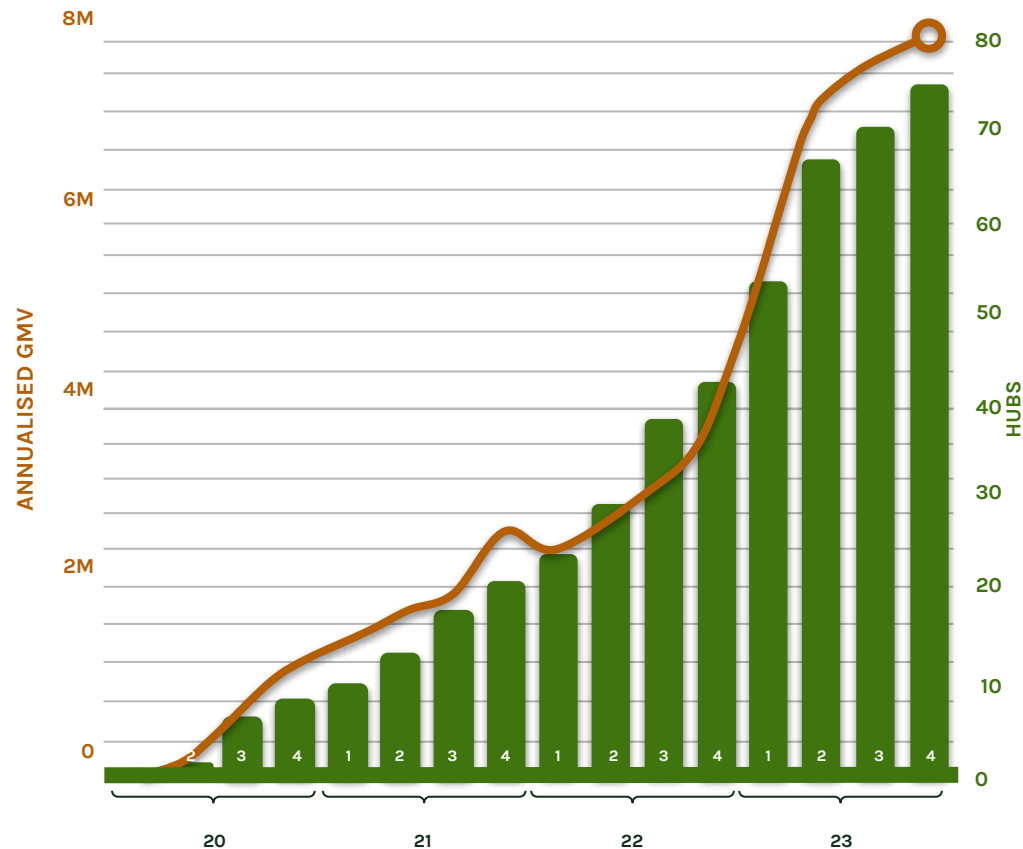
## Customers

- easy shopping
- auto-payments
- exclusions
- discount options



**84 HUBS**

# Traction



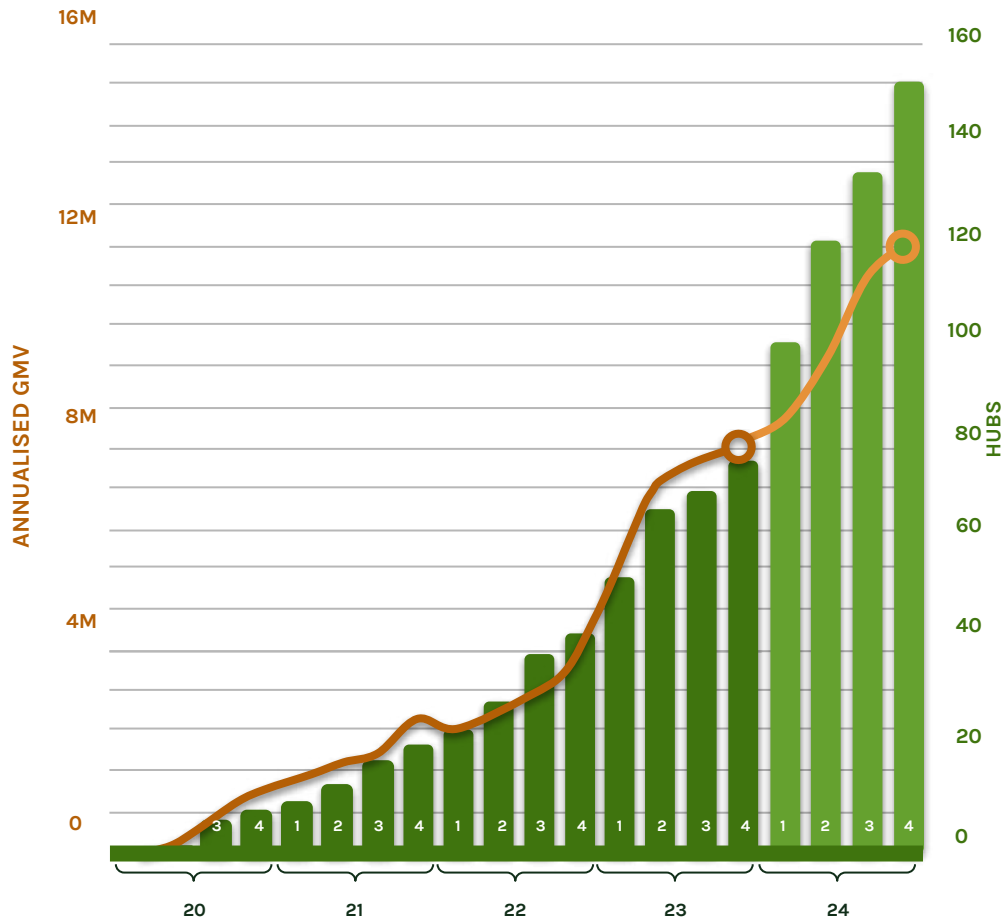
**£8M GMV**

(Q4 annualised)

- 75 Hubs
- 11,500 Active Customers
- 35,000 Deliveries / Mth



# 2024 Growth



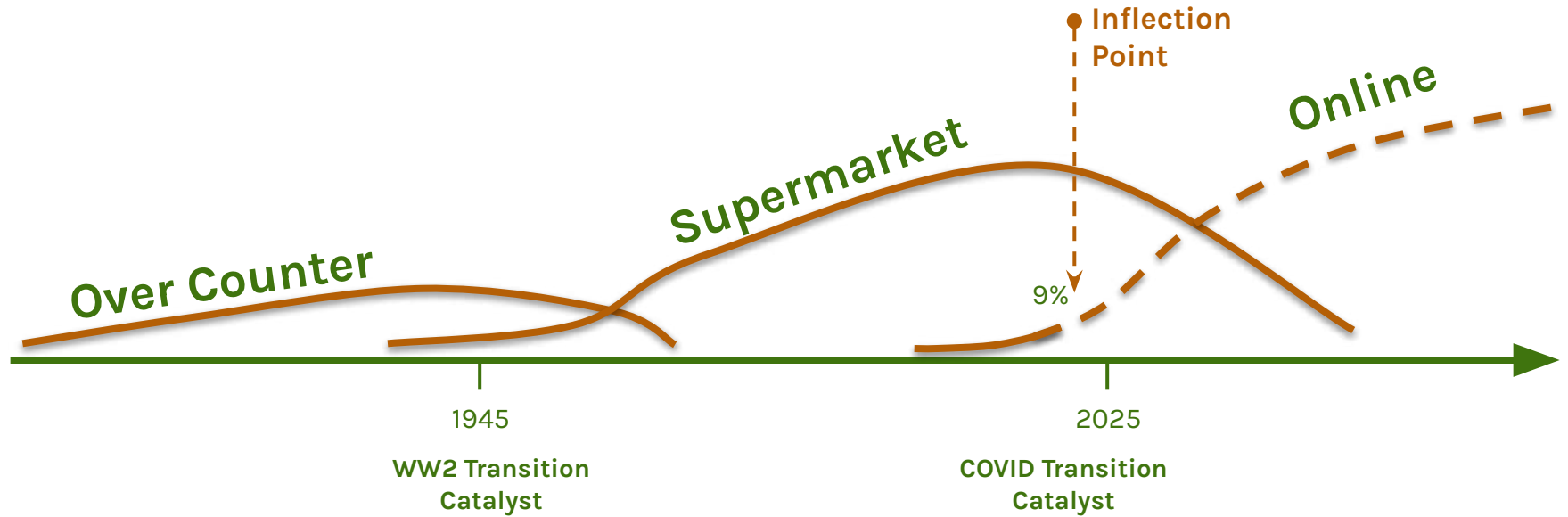
**£12M GMV**

(Q4 annualised)

- 150 Hubs
- 20,000 Active Customers
- 60,000 Deliveries / Mth

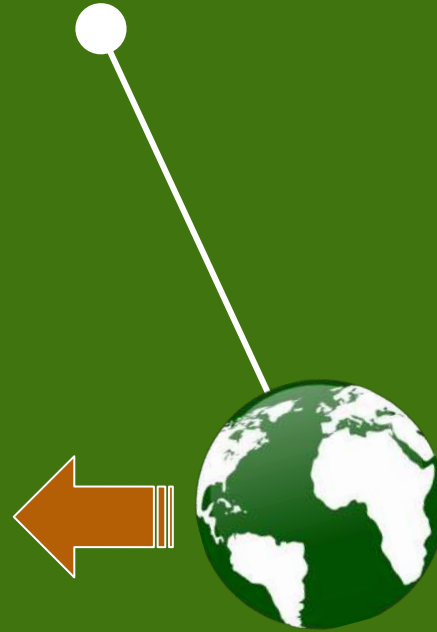


# The Rise of Online Food



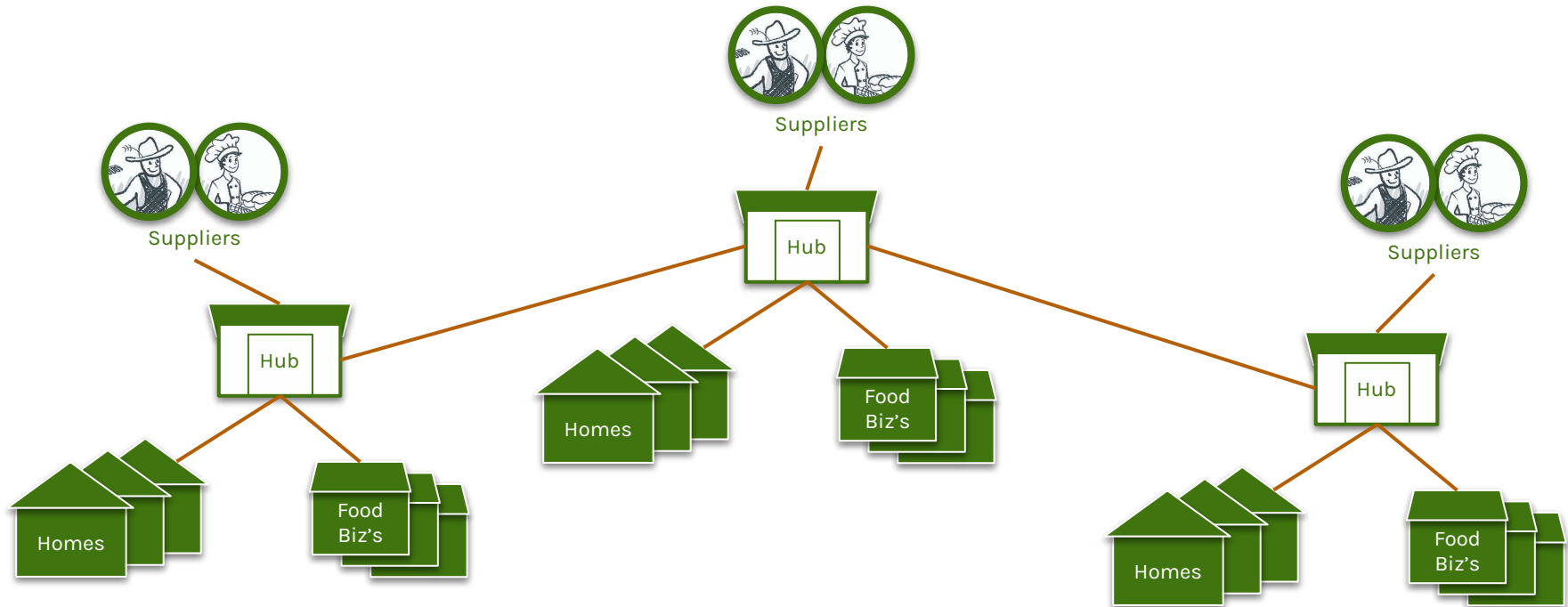
# Decentralisation

Decentralised

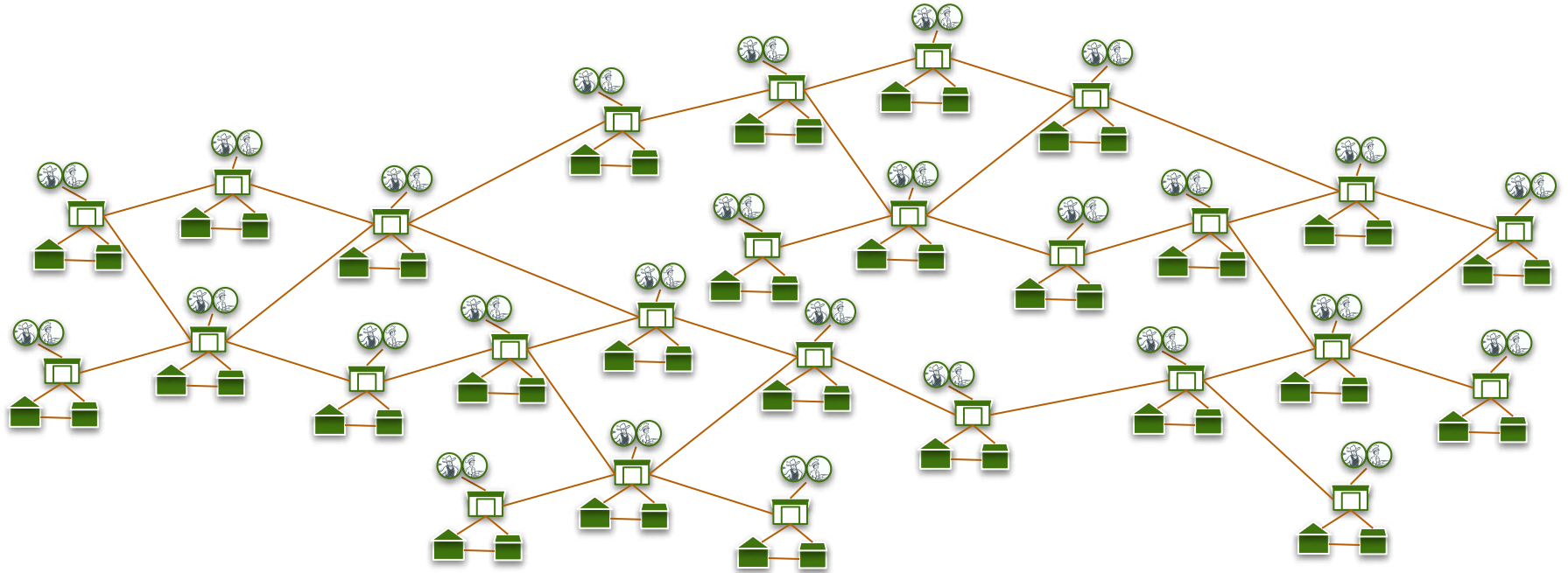


Centralised

# A coordinated trading network



# Opportunity



**500M**  
**Small-scale Farms**

**7M**  
**In Developed Markets**

# Hub Personas



**Martin**

**Farm Based**

Market Gardener  
Loves his hands in the soil  
Independent mindset  
Connected with community  
Produces most of what he sells  
Wants max 300 customers



**Andy**

**Urban Based**

Entrepreneurial mindset  
Has a vision of a big business  
Customer service oriented  
Values community  
Buys from local producers  
Wants 1,000+ customers



**Moya**

**High Street**

Retail or farm shop owner  
Local personality  
Connected with community  
Values organic and natural  
Buys from local producers  
Wants 100-200 customers

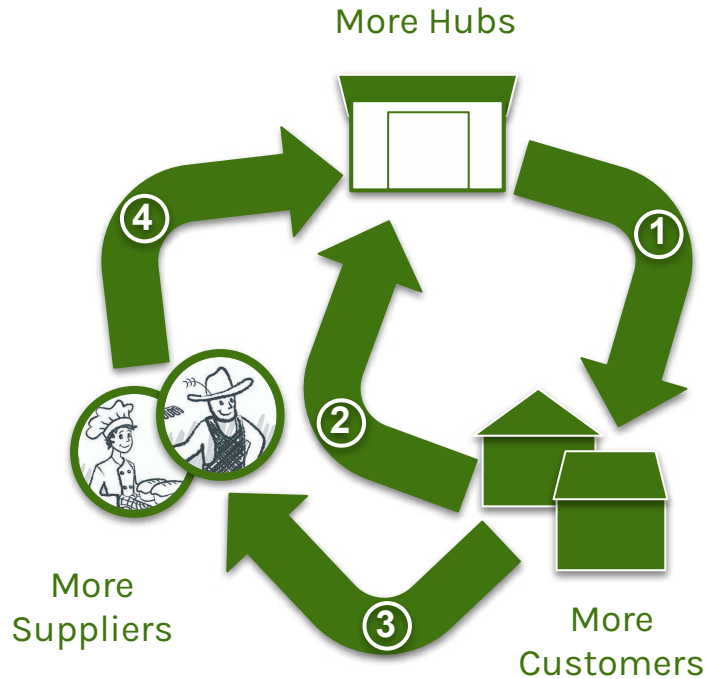


**Beatrice**

**Home Based**

Neighbourly personality  
Happy host  
Connected with community  
Values organic and natural  
Wants 20-50 customers

# Ecosystem Strategy



- 1 The greater the number of hubs, the more reach and capacity to serve new customers
- 2 As more customers join the network it becomes more attractive for new hubs
- 3 The more hubs and customers the greater the appeal to new suppliers
- 4 More suppliers means more range which attracts more hubs and customers



# 90+ years of Food Industry Experience



Ooooby

Pete - Founder



xero

Davy - Technology



Louise - Onboarding



Jordan - Developer



sustain

Seb - Growth



Farmdrop

Alex - Finance



Kelly - Marketing



Kevin - Developer



UoA

Ebru - NED



EY

Eric - NED



Morgan - Onboarding



Sophia - Sales



# Oooooby

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