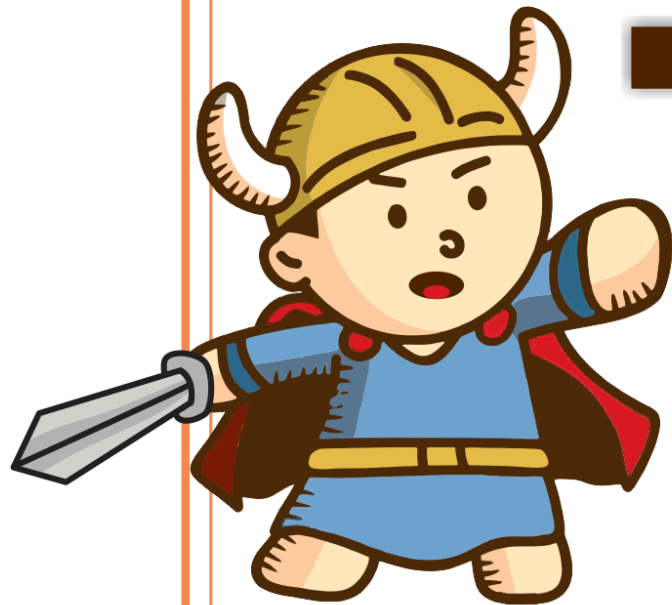


Joshua Vailokaitis  
Founder of Tender Heart Cookies, LLC.



# TENDER HEART

2011, 265 Pounds



100% Vegan and Gluten-Free

Sweetened with maple syrup

Almost fully organic with the  
exception of Almond Flour

Wildly delicious

Made in Sedona

Sold in Flagstaff, Sedona, The VOC  
and in Cottonwood

Sold online and shipped worldwide



July 2017  
Home Cottage Law

Produced 54 Boxes a  
week, 324 individual  
cookies scooped by  
hand.

3 Locations  
Indian Gardens  
Interdependence  
Lulu's



July '18 – Started in a commercial kitchen.

August '18 - Added 7 additional locations and began making 180 Boxes a week and began to employ 1 scooper.

October '18 to present - Doubled to a total of 20 locations, producing 360 boxes a week and employ 3 scoopers.



# Cookies On Voyage



Expand to Prescott / Phoenix Area  
adding on 5-10 locations per week.  
Pausing at 111 stores to stabilize.

Employ 7 cookie scoopers, 1 local  
social media marketer and 1 delivery  
driver.

Increase product line to include nut  
butters, alternative milks and ice-  
cream.



## Finances

July '18 - \$4,500 / month

August '18 – \$5,500 / month

October '18 to current – \$8,500 / month

On average each location sells 18 boxes of cookies a week.

It takes about one hour of labor from scoop to label for one person to make 18 boxes.

Current annual projections of \$102,000 with a total of 20 stores.

Goal to expand to 111 stores by August '19 resulting in \$565,000 annual sales assuming no items added are to product line.



## Immediate Needs

Funding to purchase bulk ingredients

Funding to purchase bulk packaging



## Secondary Needs

Funding to purchase a delivery vehicle

Funding to purchase UPCs

Mentorship on approaching large retailers such as Natural Grocers and Sprouts.







Thank You!