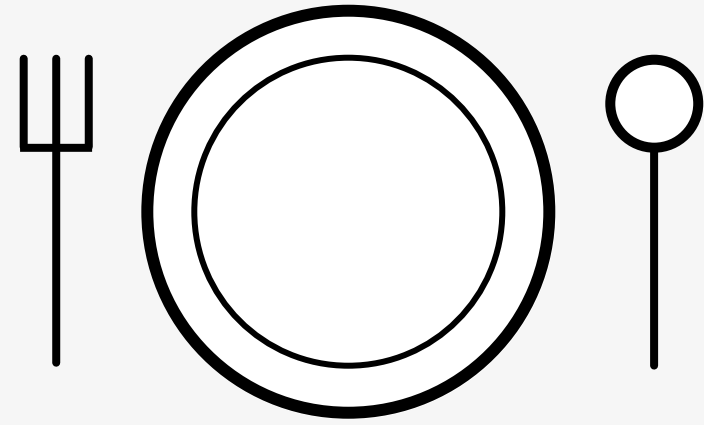


THE PLATED CONNECTION

FOOD EVENTS AGENCY



Who Are We



THE PLATED CONNECTION

 **Boston, Massachusetts**

A food event agency that partners with **local health-conscious restaurants, chefs, and suppliers** to bring a new dining experience to the Boston community.



Our Audience

is passionate about **learning** how their **food was grown**, how it **benefits** their **well-being**, and how they can continue to **support local business**.



They also enjoy **new & interactive dining experiences** that have a sense of **community & purpose**.



Demographics

47.61% Male, 52.39% Female

Largest age group is 25-34

**Per EventBrite Reports & data*

Market Size

In 2022, Eventbrite registered more than **13 million** tickets related to **food & drink**

830,000+ attendees to food festivals via Eventbrite

Food Trends

Charcuterie events increased by **89%** from the previous year, nearly **300%** from 2019

Cooking classes up by **12%**

Industry Demand

The health and Wellness Food Market is projected to grow by **\$452.93 million (USD)** from 2022 to **2027**

An increase in **adoption of healthy eating habits** is a key factor driving the global health & wellness food market growth

Chef Connection: The Partnership

BENEFITS & OFFERINGS

- Brand exposure to a like-minded audience
- Connections and community to like-minded businesses
- An additional stream of revenue, 15% of ticket revenue
- Supply personnel for event and clean-up
- Promotion on our social media accounts, websites, email marketing, and PR.



CRITERIA

- Select local restaurants over independent chefs
- Benefitting the industry as a whole
- Plant-based
- Aligns with our values of promoting sustainable practices, local business, and creativity

Competitive Landscape



SWOT Analysis

S

STRENGTHS

Expertise in healthy food and nutrition.
Strong network of vendors and partners.
Focus on sustainability and eco-friendliness.

W

WEAKNESSES

Target customer groups are limited.
Dependence on external factors.
Limited menu options.

O

OPPORTUNITIES

Market is expanding.
Lots of local health and wellness brands.
Diversification into related services.

T

THREATS

Fierce competition with local competitors.
Inflation increases the cost of materials.
Food safety issues are critical.

Partners



Forage



**PLANT
PUB**



Places



Isabella Stewart
Gardner Museum



WBUR Cityspace



Cyclorama

The Plated Connection Teams



ADMINISTRATION

- Overseeing operations
- Connecting with partners
- Networking



FINANCIAL

- Managing revenues, costs, and profits
- Handles compensation and payment



MARKETING

- Brand promotion
- Partner promotion
- Oversees marketing campaigns from start to finish



EXECUTION

- Managing set-up and tear-down
- Day-of point of contact for vendors and guests

Madison, 22, Software Developer



- Recently graduated and moved to Boston;
- Likely to respond to ad campaigns, buys brand name items;
- Really into sustainability and healthy eating, looking to reduce her carbon footprint, and promote a plant-based lifestyle.

Brandon, 27, Travel Blogger

- Very invested in the city, follows all of the Boston-based social channels;
- Into luxury and travel, interested in higher-end experiences;
- Responds to and creates video content primarily for FB and YT;



Sophia, 39, Executive Chef



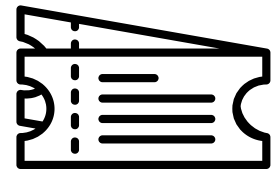
- Independent restaurant chef from Dorchester;
- Artistically inclined, unique restaurant menu with plant-based concept;
- Difficulty in scaling, looking to add an additional revenue stream;
- Added brand exposure will give her restaurant a much-needed boost.

Customer Journey Roadmap

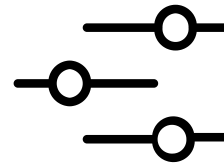
B2C



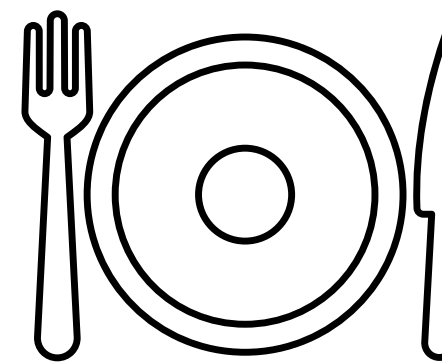
1 - Visibility



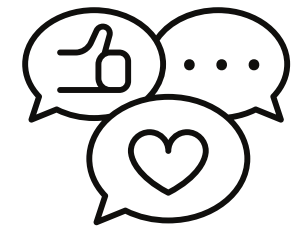
2- Purchase



3 - Insights



4 - Event



5 - Follow Up

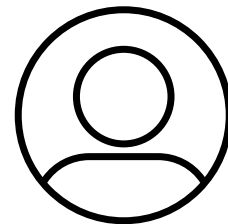
B2B



1 - Visibility



2- Connect



3 - Profile



5 - Payment

Marketing Campaign

The Chefs Classic Summer Event



The Chefs Classic is an annual event where local chefs showcase a **specialty dish** inspired by the theme of the event.

SOCIAL MEDIA
TEASE MOCK UP



DECOR INSPO



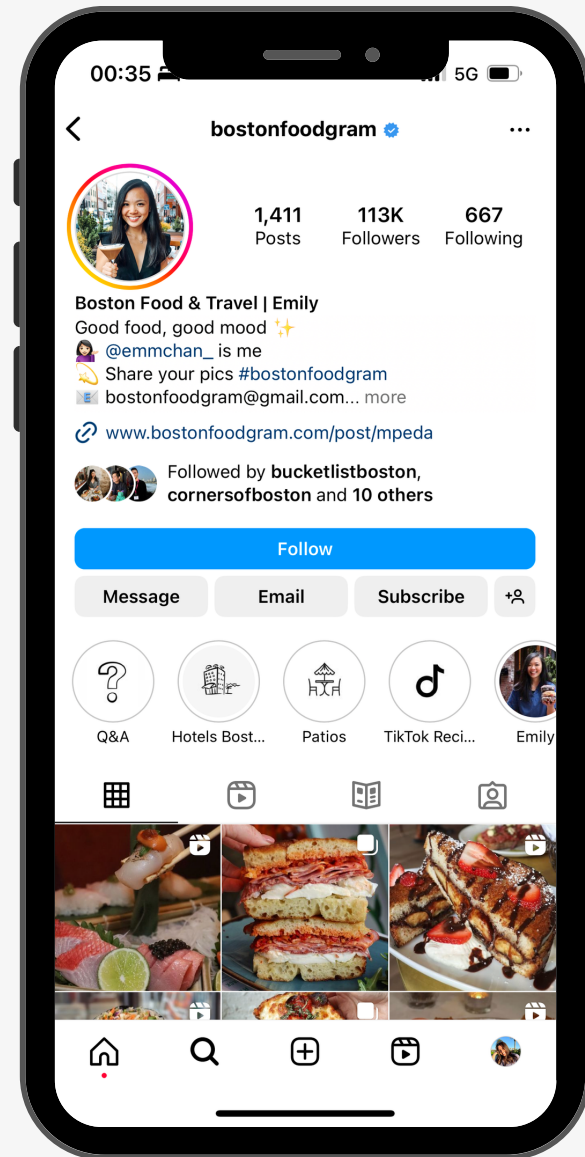
MENU INSPIRATION



EVENTBRITE MOCK UP

Marketing: A Closer Look

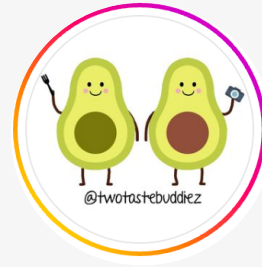
A detailed look into where we fit into the Boston community



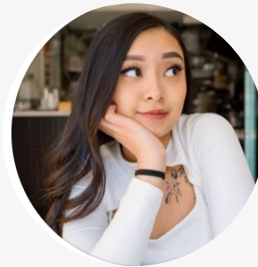
Influencers + Chefs



@Bostonfoodlist



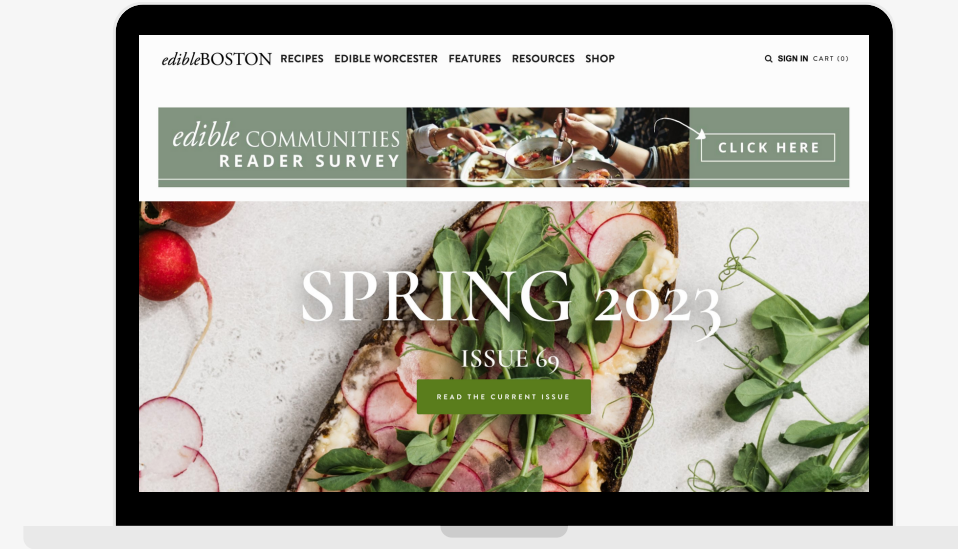
@twotastebuddiez



@bostonfoodbae



@douglaswilliams



Edible Boston

Seasonal Food Guides

Marketing Timeline

Below are some key highlights of what we would hope to accomplish each quarter to stay on track with promoting our events in a timely manner.

Boston-based Food Blogs

Bites of Boston

Tastiest food tours

Off The Beaten Path Food Tours

Best vegan food tour

Eater Boston

Best restaurant map of the city

BostonChefs.com

Most up-to-date news & events

Q1

- Begin creating campaign
- Develop strategy for each relevant channel

Q2

- Begin PR outreach
- Begin graphic design elements for website, email, social

Q3

- Begin deploying communications & marketing plan
- Begin creating event signage

Q4

- Continue releasing comms on social media/email/publications
- Develop day-of outline + plan

5 Year Financials

TPC

5 Year Profit Projections

Date: 4/27/2023

INCOME	2023	2024	2025	2026	2027
Operating Income					
Sales revenue	4,519,866	5,197,846	5,977,523	6,874,152	7,905,274
Service revenue	2,658,568	3,020,134	3,430,872	3,897,470	4,427,526
Interest revenue	5,620	6,384	7,253	8,239	9,359
Total Operating Income (OI)	\$ 7,184,055	\$ 8,224,364	\$ 9,415,648	\$10,779,861	\$12,342,160
Total Operating Expenses	\$ 3,550,657	\$ 3,655,494	\$ 5,969,273	\$ 6,418,927	\$ 6,487,407
Net Income Before Taxes	\$ 3,633,398	\$ 4,568,870	\$ 3,446,375	\$ 4,360,934	\$ 5,854,753
Income Tax Expense	359,203	411,218	470,782	538,993	617,108
NET INCOME	\$ 3,274,195	\$ 4,157,652	\$ 2,975,592	\$ 3,821,941	\$ 5,237,645
	3,274,195	4157652	2976592	3821941	5237645

Location/Venue

Venue	\$8,000	\$8,200	\$15,000	\$15,200	\$15,250
Power/lights	\$1,516	\$1,600	\$2,300	\$2,335	\$2,542
Business liability	\$2,000,000	\$2,000,000	\$4,000,000	\$4,000,000	\$4,000,000
Licenses & Permits	\$5,000	\$5,337	\$8,231	\$8,256	\$8,256
Sound System Equip.	\$3,070	\$3,070	\$3,000	\$5,722	\$5,722
Entertainment	\$4,000	\$4,335	\$6,745	\$6,788	\$6,800
Decor	\$5,000	\$5,300	\$7,500	\$8,000	\$8,500
Florals	\$5,000	\$5,100	\$6,500	\$6,575	\$6,600
Linens	\$1,600	\$1,700	\$2,300	\$2,550	\$2,550

Thank you!

