

Company Overview

FN Frozen Nutrition



FN Frozen Nutrition

Natural Frozen Fruits and detox cubes producer



Mohamed Malek Alaradi

Founder and CEO

About the Founder

- Bachelor of Business Management, Bahrain Polytechnic 2015
- 9 Years of work experience in different management levels locally and internationally, 2016 Entilaq SMEs Management consultant and business development founder. 2020-2021 Young professional leader candidate to the United Nation employees worldwide. Currently working as Legal Presentative for The First Advice Law Firm in Riyadh.

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About the business

Frozen Nutrition FN, started in 2019 as a pilot project from home to produce, natural frozen fruits and vegetables and detox cubes of high quality without adding sugar, wax, color, or artificial flavors.

In 2020, Mohamed validated the demand for his products after supplying 200 mix packs of frozen fruits/ detox cubes.

The company is at an MVP stage and is seeking an investment to officially set up and start operations

Product Description:

- Natural Frozen Fruits and detox cubes without adding sugar or artificial for multi application cooking use
- Product shelf life: **12 months**

Target Audience:

- Athletes and health enthusiasts.
- GYM's and diet centers
- Coffeeshops & restaurants.

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About the business (Continued)

Revenue streams:

Four years growth strategy:

Year1 -2023

- **B2C monthly subscription fee:** To focus on segmentation market strategy for athletes and healthy people through social media and offline locations (Carrefour, Aldar restaurant, category " A" GYM's coffee bar, Iron man event, Spartan sport & Bahrain sport day event)
- Product Pipeline: Multi purpose frozen fruits and vegetables from local organic farm.

Year2 -2024

- **B2C/B2B :** To add more preferences of mixed frozen fruits and vegetables in addition to producing ingredients to fulfil restaurants.
- Product Pipeline: Multi purpose frozen fruits and vegetables from local organic farm.

Year3 -2025

- **B2C/B2B & GCC export:** In addition to individuals, GYM's & coffee shops, FN will start exporting to KSA and to participate in GULF Food Expo 2025.
- Product Pipeline: Natural pre & post workout boosters, detox juice, more varieties of frozen detox cubes

Year4 -2026

- **B2C/B2B & GCC export:** Adding new products to the pipeline: Organic fertilizers produced from fruits & vegetables waste in addition to selling fruits and vegetables residue to cosmetics manufactures (Face & body scrubs).

Use of Funds:

- **USD 16,000 (32%):** Purchase of machinery
- **USD 19,000 (38%):** Marketing
- **USD 15,000 (30%):** Hiring and staff cost

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CR Number	105064 - 2	Sector/Subsector	F&B
Establishment Year	2019	Legal Structure	Virtual CR – Individual Establishment

Fundraising details

Investment ask	Equity interest	Company value	Funding source
USD 30,000	12%	USD250,000	Beban TV show
USD 20,000	8%		Beban Crowdfunding Platform

Official Cap Table

	Pre-investment	Post-investment
Mohamed Malek Alaradi	100%	80%
Beban TV show investor(s)	-	12%
Crowdfunding investor(s)	-	8%

Financial Highlights

Key financial information USD	Forecast				
	Unaudited/ unreviewed 2022	2023	2024	2025	2026
Revenue	19,098	176,618	245,626	302,363	347,719
Net Profit / (Loss)	7,003	20,263	35,427	47,570	73,408

Margins:

- Gross Profit Margin: (55%)
- EBITDA Margin: (38%)
- Net Profit Margin: (37%)

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Additional information

Team Overview	<ul style="list-style-type: none">• Full-time members:<ul style="list-style-type: none">• Mohamed Alaradi, CEO and Founder• Shyma Mubark, Operations and HR• Part-time members: Ali Al Hamam, Financial Manager
Key Milestones	Validated the demand for his products after supplying 200 mix packs of frozen fruits/ detox cubes.
Direct/Indirect Competitors	<ul style="list-style-type: none">• Brothers-all-Natural• Eden Foods• Sunny Fruit• Foods Alive• Sunfood• Nature's Wild Organic• Wyman's• Emborg• Watteis
Next steps	In line with the growth strategy stated in business summary, FN's next steps are summarized below: <ul style="list-style-type: none">• Phase 1-B2C monthly subscription: multi purpose frozen fruits and vegetables from local organic farm.• Phase 2- B2C/B2B: Multi purpose frozen fruits and vegetables from local organic farm.• Phase 3- GCC export & food Expo• Phase 4- New product lines: Supply of organic fertilizers and fruits /vegetables residue to natural cosmetics manufacturers.

Products Catalogue



Product: Detox Cubes



**Product: Detox Cubes
Packages**

Thank you!

The information provided is not intended to be and does not constitute a financial advice, investment advice, trading advice or any other advice.

For more information, please contact us on:

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