



HOT
FOOD
SPOT

Hot meals for ***every shift.***
Available ***24/7.***
***No canteen or on-site
kitchen staff*** required.

Ventrendo is building a European network
for automated workplace catering.





BUILT TO SERVE
MILLIONS OF MEALS
ACROSS THOUSANDS
OF ***WORKPLACES.***

OUR MISSION

To make high-quality hot meals available at every workplace, around the clock, without the cost and complexity of running a traditional canteen.

OUR VISION

To build Europe's leading automated workplace catering network.

THE PROBLEM

Millions of employees lack access to hot meals at work.

- More than 70% of German companies do not have an on-site canteen.⁽¹⁾
- Shift workers and employees working outside standard hours remain underserved, even at sites with a canteen.
- Traditional catering is costly and labour-intensive, with limited opening hours.



These constraints leave a structural gap in Germany's €11.4 billion⁽²⁾ workplace catering market.

OUR SOLUTION THE HOT FOOD SPOT

HOT
FOOD
SPOT

⁽¹⁾ DEHOGA Bundesverband

⁽²⁾ DEHOGA Bundesverband, Gemeinschaftsgastronomie - Eine starke Branche

The Hot Food Spot is a fully automated hot meal service for the workplace.

1

Choose your meal and pre-order.

2

Collect it at the Hot Food Spot.

3

Enjoy a freshly heated meal in minutes.

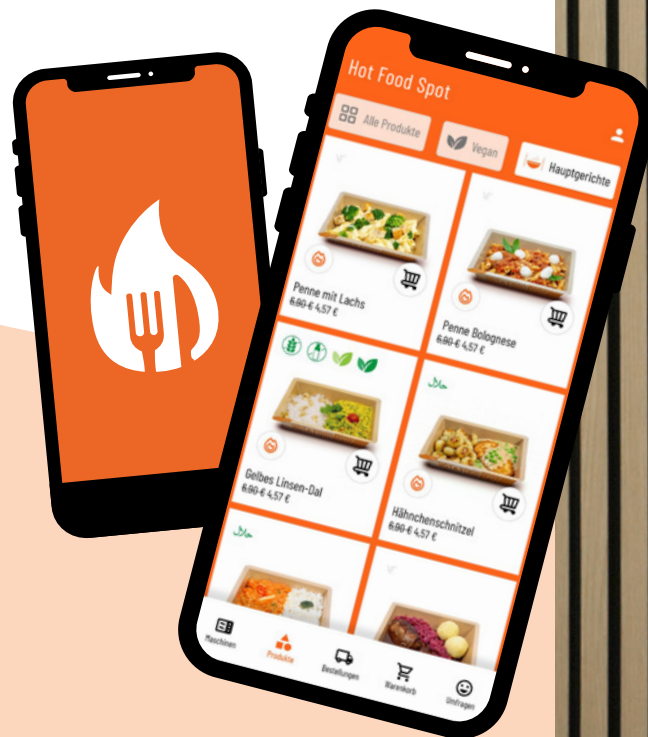
- 24/7 availability
- No on-site kitchen staff required
- Minimal space and infrastructure requirements
- Fully operated and serviced by Ventrendo



PROPRIETARY TECHNOLOGY BUILT TO SCALE

- Proprietary vending and heating technology
- Remote monitoring and machine management
- Native app for ordering and payment
- Employer portal
- Sealed meal packaging designed for hygienic handling
- Integrated logistics, maintenance and replenishment

Ventrendo controls the technology, customer experience and service delivery across its platform.



BUSINESS MODEL

B2B workplace catering

Two complementary revenue streams

Recurring service revenue

Contractually agreed service fee of €1,190 per machine per month.

Meal sales

Approximately 50% gross margin on meals sold.

Contracted service fees provide predictable recurring revenue.
Higher meal volumes support operating leverage as the network scales.

MARKET AND TARGET CUSTOMERS

Target customers: companies with 50 or more employees.

- Industrial companies
- Mid-sized manufacturers
- Businesses with shift-based operations
- Logistics centres
- Hospitals, care homes and rehabilitation centres

Additional demand driver

Workplace catering requirements under applicable collective bargaining agreements.

German market at a glance

€11.4 billion⁽¹⁾

German workplace catering market

Approximately 15%⁽²⁾

Employees who regularly work shifts or outside standard hours

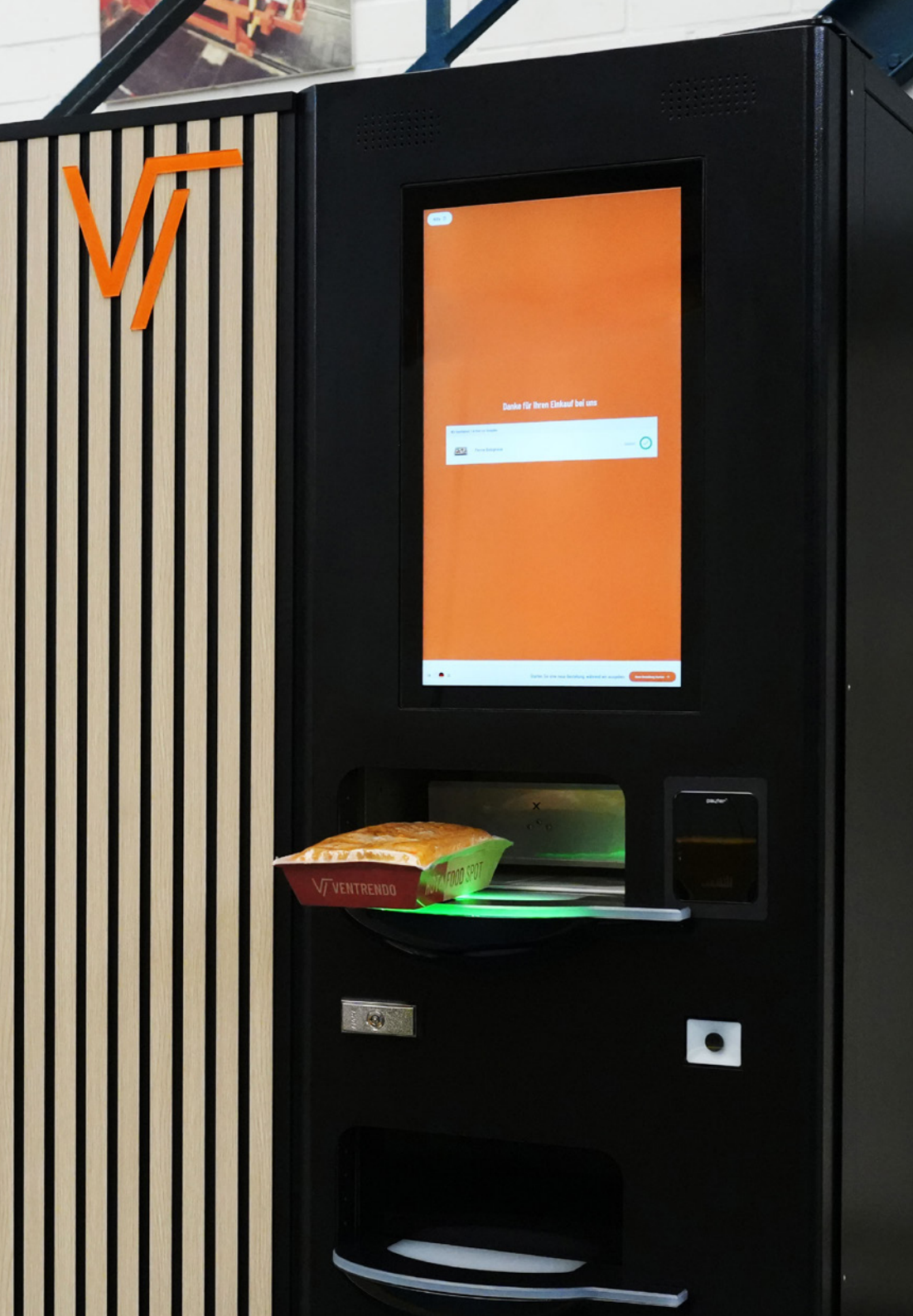
4-6 hours per day

Canteen opening hours, compared with round-the-clock demand

An established market with structural gaps in catering provision.
Demand continues to grow as canteen operations consolidate.

⁽¹⁾ DEHOGA, Special: Gemeinschaftsgastronomie – Ein Zukunftsmarkt | ⁽²⁾ IGM Arbeitszeitstudie





TRACTION AND OPERATIONAL READINESS



Moving from validation to scale



18 Hot Food Spots in operation



Market-ready hardware and software deployed at customer sites



Validated logistics and operating model



Bootstrapped with €300,000 in founder funding



Early evidence of product-market fit; ready to scale

COMPETITION AND DIFFERENTIATION

Provider	Hot meal vending fully integrated	Proprietary hardware	Proprietary software	Estimated annual revenue	Pre-ordering	Tax-compliant employee meal subsidies	Guest catering	Employer portal
Ventrendo	✓	✓	✓	< €1 million	✓	✓	✓	✓
Foodji	✗	✗	✓	Approximately €40-45 million	✓	✓	✗	✗
Hofmanns	✗	✗	✓	Approximately €40-45 million	✓*	✓*	✗	✓*
Mealtime	✗	✗	✓	Approximately €1-3 million	✓	✓	✗	✗
Frydge	✗	✗	✓	< €1 million	✗	✗	✗	✗
Convini	✗	✗	✓	Approximately €75 - 80 million	✗	✓	✗	✗
Mr. Lunch	✓	✗	✗	< €1 million	✗	✗	✗	✗

* Limited availability

KEY DIFFERENTIATION OF VENTREND

- A uniquely integrated hot meal service combining proprietary hardware, software and full-service operations.
- Hot Food Spot defines a category of its own.
- No competitor combines hardware, software and service to the same standard.
- B2B-ready: tax-compliant billing for employee meal subsidies, guest catering and a employer portal.



KEY METRICS

Unit economics and operating performance

Approximately €3,000

Average monthly revenue
per machine

Projected break-even

Approximately 20 months;
Phase 2

Recurring revenue

High share of revenue from
service fees and site contracts

€1,190

Monthly service fee
per machine

4.1 out of 5 stars

Average customer food rating

15 meals

Average daily meal sales
per machine

Approximately 50%

Gross margin on meal sales



CUSTOMER ACQUISITION

A focused sales approach combining direct outreach with scalable acquisition channels.

Direct sales

On-site tastings introduce prospective customers to the offer and support conversion.

PR & Events

Trade media coverage, HR and industry trade fairs, and company-hosted events for audiences such as works councils.

Digital channels

Lead generation and decision-maker outreach through consumer-facing social media and LinkedIn.

Internal advocates

Works councils and HR networks help build demand within target organisations.

SCALING AND GROWTH

Five-year growth roadmap

Over the next 60 months, we aim to build one of Europe's largest automated workplace catering networks, with more than 700 Hot Food Spots and approximately €10 million in annual recurring revenue (ARR), excluding meal sales.

PHASE 1: Initial rollout	PHASE 2: Expansion across Germany	PHASE 3: European expansion
50–75 Hot Food Spots in operation 2–3 sales representatives 5 strategically located warehouses ARR target: approximately €1 million Plus revenue from meal sales.	More than 450 Hot Food Spots across Germany 6–8 sales representatives Installation rate: 12–15 new Hot Food Spots per month ARR target: approximately €6.5 million Plus revenue from meal sales.	More than 700 Hot Food Spots Entry into 2–3 EU markets Franchise models and strategic partnerships ARR target: approximately €10 million Plus revenue from meal sales. Growth drivers: machine installations, sales capacity, regional site density and franchising.
MONTHS 0–12	MONTHS 12–36	MONTHS 36–60

THE TEAM

Our team combines experience in finance, entrepreneurship, industrial operations and technology.



Felix Blaschke

Managing Director, Sales and Procurement

Bachelor's degree in International Management,
Background in banking

Responsibilities: Business development,
sales and customer acquisition, procurement
and human resources.



Christian Vorbau

Managing Director, Marketing and Strategy

Over 25 years of entrepreneurial experience.
German Business Council

Responsibilities: Brand development, sales
strategy, go-to-market planning and business
networking.



Fabian Blaschke

Technical Lead, Operations

Bachelor of Engineering in Electrical Engineering

Responsibilities: Hardware and systems develop-
ment, software architecture, technical operations
and expansion of the machine network.



Mathias Meißner

Technical Advisor

Chief Operating Officer of an international
industrial company.

Advisory focus: Technology, hardware
development, operations and technical scaling.



INVESTMENT CASE

Why invest in Ventrendo

Market opportunity

A €11.4 billion German workplace catering market with persistent gaps in provision for shift workers and employees working outside standard hours.

Competitive advantage

A fully integrated hot meal service combining proprietary hardware and software with Ventrendo managed operations.

Revenue model

Contracted service fees provide recurring revenue, complemented by contribution margins from meal sales. Break-even is projected in Phase 2, after approximately 20 months.

Execution

18 active Hot Food Spots serving 10 customers. A validated business model, bootstrapped with €300,000 in founder funding.

Funding requirement

Seeking €2 million in growth capital to expand from 18 to 75 Hot Food Spots and establish the operating infrastructure for nationwide expansion.

Use of funds

Hardware production, software development, logistics infrastructure, sales expansion and marketing.



HELP BUILD EUROPE'S AUTOMATED WORKPLACE CATERING NETWORK.

Seeking €2 million in growth capital.



Ventrendo GmbH & Co. KG
Hackestr. 10 | 42349 Wuppertal | Germany



+49 (0) 202 947931 10



felix.blaschke@ventrendo.de



www.ventrendo.de