

COLE CHAPMAN
AND SHELBY BURFORD

ACTS

ACTS AGAINST HUNGER.



COMPANY

ACTS Peanut Butter is gourmet peanut butter with a mission. Each jar of ACTS is a journey for the senses: the taste of sweet honey blended into smooth and savory peanut butter with the crunch of hearty granola, almonds, chocolate chips, or dried fruit. Every jar of ACTS Peanut Butter sold provides a jar of nutrient enriched peanut butter to a hungry child in a Somalian refugee camp. ACTS against hunger.

PRODUCT

ACTS is not your grandmother's peanut butter. ACTS Peanut Butter has a taste profile that is largely unavailable in the peanut butter market, blending high quality toppings into gourmet honey roasted peanut butter. There is no other brand on the market that blends snack ingredients such as granola, chocolate chips, or dried fruit into peanut butter. ACTS is setting out to launch a peanut butter revolution. ACTS is a snack peanut butter that is to be eaten with a spoon straight from the jar, and each package will include a souvenir spoon as a weapon against late-night cravings.

In addition to being an unmatched product in terms of flavor, the ACTS brand will be a branding and packaging outlier. ACTS will leave the pack of ubiquitous peanut butter brands in the dust, using petite jars with textured labels in stacks of four jars called "ACTS Stacks." Each ACTS Stack will be packaged in a specially designed packaging tube.



MARKET

ACTS Peanut Butter will compete in the snack food production industry (NAICS 311911). The industry produces \$28.4 billion in revenue annually and has an average annual growth rate of 4.2%. Peanut Butter makes up 4.3% of the overall snack food production industry, making it a 1.2 billion dollar industry. Though the peanut butter market can cover a wide demographic, ACTS Peanut Butter has chosen to focus on three target customers:

Compassionate College Students: Justice-oriented 18-25 year-olds with disposable income who want to make a difference in the world. Example universities include Baylor University, Southern Methodist University, Boston University, Yale, etc.

Suburban Treat Buyers: Suburban moms looking to provide a fun and healthy treat for their children's friends after school. Females, ages 30-40.

Tasteful gift givers: Magazine-flipping shoppers looking for unique, socially-responsible gift for any occasion. Females, ages 30-55.

COMPETITIVE ANALYSIS

ACTS is the first peanut butter company to mix toppings into its peanut butter. Direct competitors consist of the major peanut butter brands: JIF, Skippy, Peter Pan, Justin's and Peanut Butter & Co. The closest product to ACTS is Peanut Butter & Co, which makes flavored peanut butter spreads but does not include snack food items in their peanut butter. However, Justin's Nut Butter is aimed closest to our target market of the young generation who wants to make a difference in the world.

FINANCIAL PICTURE

Source of Funds

Source	Amount
Management Team Investment	\$15,000
Total Funds Required	\$30,000
Funds Needed From Investor	\$15,000

Use of Funds

Item	Cost
Peanut Butter Grinders	\$10,000
Other Equipment	\$6,000
Website	\$5,000
Initial Supplies and Ingredients	\$1,000
Attorney Fees	\$1,000
Sales and Marketing	\$5,000
Cash and Misc.	\$2,000

Total Required Funds \$30,000

