



COMPANY NAME:

Makeena

CATEGORY:

Consumer Insights and Data for CPG and Retail (B2B2C)

**SUMMARY:** Makeena is the B-certified real-time consumer insights and data platform that makes shopping for natural products brands more affordable and accessible for everyone everywhere, even online. The location-enabled mobile loyalty app for consumers and backend web portal for brands increase awareness of, and rewards shoppers after engaging with and buying, healthy and sustainable brands. By providing shoppers with meaningful content and incentives, brands and retailers receive critical business insights and shopper profile data that can be used to strengthen their business.

**LEADERSHIP TEAM:** Karen Frame (Founder & CEO); Carlos Vela (CTO); Rick Cord (COO)  
**FOUNDED:** 2014, MVP launched late 2018  
**WEBSITE:** <https://makeena.com>  
**BRAND LANDING PAGE:** <https://makeena.com/brands-joinus>  
**BASED:** Boulder, Colorado

**PROBLEM:**  
**Brands:** Over 80% of natural product brands (brands with revenues of less than \$100M per year) don't have the infrastructure to support shopper discovery and engagement across all retailers (online and in-store) to build loyalty and increase sales. Brands cannot cost-effectively deliver automated discounts, specials, useful information, or rewards to shoppers. In addition, retailers (like Amazon/Whole Foods, Walmart, and Kroger) don't share shopper marketing data with their brands, leaving consumer insights for brands locked in a black box.  
**Shoppers:** Consumers who would like to buy better (e.g., better for them, better for their family, better for the planet) don't know what products to buy or where to buy them, and are faced with the "Whole Foods Whole Paycheck" issue (i.e., most consumers believe that they cannot afford to buy better; that healthy and sustainable products are too expensive).

**MARKET SIZE:**

- \$300B natural products sales in US (2021)
- \$60B spent on marketing (2021)
- 76M millennials in US (2021); 1.8B millennials worldwide (2021); 198M in US have chronic health condition (2021)

**TARGET MARKET:** CPG brands and retailers involved in the natural products industry; data aggregators.

**SOLUTION:**  
**Brands:** Makeena has built a loyalty app and backend dashboard for brands in the natural products industry so they don't have to, providing brands with a way to get discovered by, and engage with, consumers in a cost-effective way. Makeena has also unlocked the retail consumer insights black box for brands, aggregating omnichannel shopper marketing data in one location, Makeena's backend dashboard.  
**Shoppers:** Makeena has curated and consolidated better for you and the planet brands for consumers on its app, allowing consumers to discover what to buy and where to buy better products, and providing them with cash back incentives and rewards for doing so.

**BUSINESS MODEL:**  
We sell our platform as a service between \$6k and \$120k a year to natural products brands after switching our pricing model to a one-time launch fee and a required twelve-month subscription fee of \$300 to \$10k each month depending on the size of the brand. In 2022, we plan on selling our raw data to large manufacturers, retailers, brokers, distributors, private equity groups, agencies, health care providers, insurance companies, and others. We see a clear path to over \$100M in revenue over the next five years, and larger adjacent opportunities beyond.

**LEADERSHIP TEAM:**  
**Karen Frame (Founder & CEO)** – 20+ years as an entrepreneur/founder/executive in technology, natural products, and data spaces; B.S. Accounting & Business, Indiana University; J.D., University of Illinois & attended University College, Oxford University, England; taught entrepreneurship at the University of Colorado.  
**David Farber (Founding CTO)** – 20+ years in software and systems development; leader of mobile first and cloud native initiatives for Fortune 500 companies, including United Health Care; Bachelor of Electrical Engineering, Georgia Tech.  
**Rick Cord (EVP)** – 20+ years in strategic partnerships, marketing, and operations for sports and technology-based businesses; former startup founder.

Top Line Revenue:	CAC:	LTV:	YTD:	Growth Rate Per Month Pre-Covid:	Repeat Purchase Rate:	Churn:	Burn:	Runway Rate:
April 2021: \$33k 2020 to 2021: 2.4x increase in revenue	Shoppers Ave: 0.70 CPG: \$2,256	Shoppers: \$10+ CPG \$25,465	+770 brands in pipeline as well as 16,000 retailers (estimated revenue \$1.2M+)	Shoppers: 20%+ CPG: 20%+	Repeat % Shopper Purchases Measured via App: Ave. 64% CPG: TBD	Shoppers: < 1% CPG: < 3%	Currently \$10k per month	Assuming a \$2M raise, 24 months