

BOK: A DISTINCT SNACK EXPERIENCE



INVESTOR PITCH DECK

WE HAVE A PROTEIN PROBLEM.

Much of the recent growth in snacks has been driven by high-protein products with extreme macros, from David protein bars to whey protein powder. We believe the next shift will gear towards simpler products, not complicated formulas filled with unnatural ingredients.



70% seek healthier snacks



Rising health awareness



Current options are unhealthy & processed



Limited nutritious choices on-the-go

TWO BEST FRIENDS COULDN'T FIND IT, SO WE'RE BUILDING IT.

A Brown student and an ex-investment banker walked into the same problem: chicken that was either bland, messy, or full of ingredients they couldn't pronounce.

As two gym freaks, we best believed we could solve this problem in our own hands. We built Bok, real sous vide chicken breast with clean ingredients, superior macros, and great taste, ready to peel and eat.

Although we're first-time founders, we're full of energy and conviction. Jennifer graduated early and is leaving her banking career behind for Bok. Daniel is making sample in his dorm room and sharing on social media as he wraps up his junior semester.

We're crazy about chicken. And we plan on sharing our 0-1 founder journey to the world on social media.



FISHWIFE AND GRAZA TURNED CANNED TINS AND OIL INTO A PERSONALITY. CHICKEN CAN BE TOO.

Fishwife and Graza didn't invent new CPG categories. They made familiar products more user-friendly through simpler ingredients, better packaging, and a more enjoyable way to use everyday staples. Bok takes the same approach to chicken: making on ordinary protein more exciting and convenient to eat.



OUR SOLUTION: BOK

Bok's Value Proposition:

- ✓ High-protein, low-carb, all-natural ingredients
- ✓ Sous-vide keeps macros low, while still juicy n tender
- ✓ Clean label with no preservatives
- ✓ Convenient, ready-to-eat snacking for busy lifestyles

CHICKEN, SNACKIFIED

A Real Protein Snack.

FIND BOK NEAR YOU

MEET YOUR NEW SNACK ↓



Bok delivers sous-vide chicken snacks designed for busy lifestyles. Think airport snack shacks, college campuses, corporate offices, and deli. 25g of protein for 110 calories, “string-cheese” peelable sticks are perfect for on-the-go nutrition without compromising on taste.

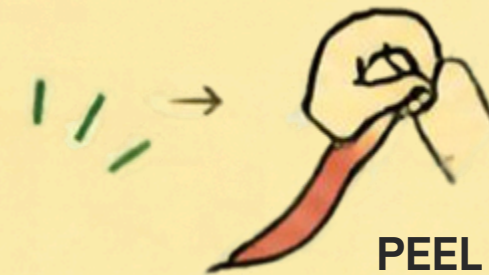
BUSINESS MODEL



Our revenue streams:

- ✓ DTC online sales with subscription options
- ✓ Retail partnerships with health food stores
- ✓ College campus ambassador distribution network
- ✓ B2B sales to gyms & corporate offices

Why it beats every other way to cook chicken



No mess.
Like string
cheese!



Juicy, seasoned
sous-vide.



Familiar chicken.
Made exciting.



DTC SUBSCRIPTIONS

Delivered to
your door.
On your terms.



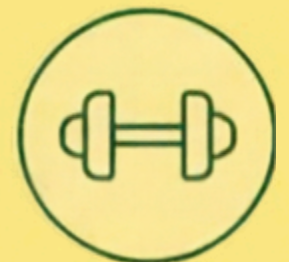
HEALTH FOOD STORES

On shelves.
In the places you
already shop.



COLLEGE CAMPUSES

Ambassador-powered
access where
students live.



GYMS & CORPORATE OFFICES

Fuel for performance
and productivity.

COMPETITIVE LANDSCAPE

Meet consumers where convenience matters: college campuses, corporate offices, gyms, and other high-velocity on-the-go locations.



Bok

Whole-food protein, simple ingredients, better suited to real on-the-go moments.



Impeccable Chicken

Traditional grocery distribution, their target strategy, may be better suited to planned shopping and cooking at home than immediate portable consumption.



Juicy Bite

Asian grocery-first distribution may miss high-frequency occasions such as college campuses and corporate offices, which is where we are targeting our audience.



Chomps

A strong protein-snack competitor, but Bok differentiates through a simpler whole-food recipe and a more compelling macro profile.

BOK BOK

**LET'S BUILD THE
FUTURE OF HEALTHY
SNACKING TOGETHER**



We'd love to answer any questions and discuss how Bok can help your portfolio grow. Reach out to info@bokprotein.com