



The Only Online Marketplace for all things Organic and Sustainable

Investment

- £1.4M Pre-money valuation
- £250K Investment needed
- 15% Equity available
- SEIS & EIS Advance Assurance

Use of Funds

- Route to market
- Public Relations
- Continued product development
- Grow team

Industry

- Sustainable Eco-Products
- E-Commerce Platform
- B2C and B2B

Team

- Strong growing team
- Experience in consumer retail
- Ambassadors of sustainable living

www.gouproot.com



One stop shop for all things sustainable, organic, vegan, ethical & conscious

Platform promoting trust worthy & sustainable retailers with sustainability ratings for the products

Sustainable living made easy

Highlights

- ✓ MVP finalised with Impact Score calculator giving rating to the listed products based on sustainability criteria
- ✓ Localised retail shopping experience
- ✓ Customer ability to search for retailers by postcode
- ✓ Brand trademark secured
- ✓ £50K raised pre-product

Investment - £250K in total to support the business for 12 months. First close £150K followed by second close at £100k.