

# cakeleads.

*Cold outreach, but everyone's smiling.*

THE PROBLEM

# Inboxes are dead.

*Sales teams send 1,000 emails. They get back 10 replies. Maybe.*

Just bumping this to the top

Following up on my last email...

Re: Re: Re: opportunity

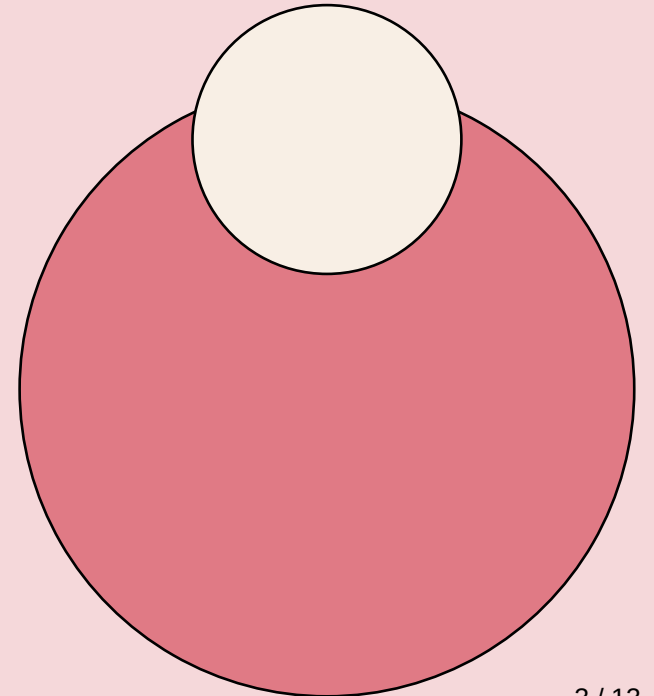
Last try — circling back

Quick 15 min next Tue?

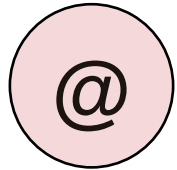
Hi {firstname}, hope this finds you well

# People reply when there's frosting.

*A cake is a gift. A gift is a conversation starter. A conversation is a sale waiting to happen.*



# Four steps. Zero friction.



01

**Drop in an email**

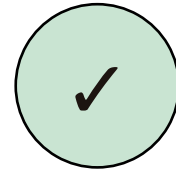
One prospect address.  
That's the entire input.



02

**They get an invite**

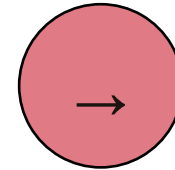
"You've been served cake."  
Curiosity opens it.



03

**They confirm**

Phone + address shared.  
Verified opt-in lead.



04

**Cake ships**

Next-day delivery. No-show  
= you pay nothing.

THE NUMBERS

Reply rate

57%


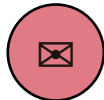
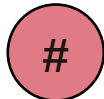
vs ~~1% cold email~~

Why?

# We don't quit after one cake.





TIER 1

## Curiosity

-  Cake invite email
-  Physical flyer at home
-  Flyer at the office


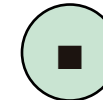

TIER 2

## Sweeter follow-ups

-  Reception call
-  3–4 day follow-up email
-  SMS with cake code
-  LinkedIn nudge

TIER 3

## Channel partners

-  Foodora / Uber / Bolt handoff
-  Reception / infodesk drop
-  Surprise office gift drop

“

**Yes, we send cold outreach.  
So does everyone.**

**The difference: ours has frosting,  
and 57% of people reply.**

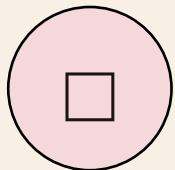
*We don't give up after one try — we try sweeter ones.*

INTRODUCING

# CakeCRM.

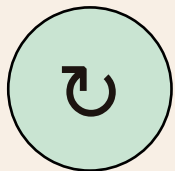
*The follow-up engine for cake outreach.*

Know who opened the box, who replied, and who needs another cake.



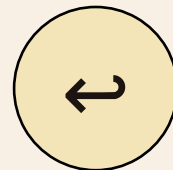
## Box opened?

Track delivery confirmation in real time.



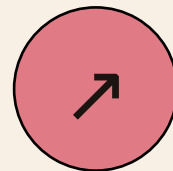
## Needs another cake?

Auto-suggest the next sweeter touch.



## Replied?

Email, SMS, call — captured automatically.



## sent → sliced → signed

The cake outreach lifecycle, visualised.

Included in Bakery · 490 SEK / month

THE BOXES

# Three boxes. One obvious choice.

*You pick the tier. They pick the flavour.*

■

**Bite**

WARM HELLO

2 small pastries

**149 SEK**

★

**Slice**

REAL MEETING BAIT

Cake slice + coffee voucher

**279 SEK**

+

**Showstopper**

CLOSE THE DEAL

Whole small cake (4–6 pers)

**549 SEK**

*Sugar-free, vegan & gluten-free on request — no extra cost.*

# Pay per cake. Or get the engine.

**Taste**

**0 SEK**

/ month

- 5 boxes / month
- Basic tracking
- 30% box margin

**Bakery** BEST

**490 SEK**

/ month

- Unlimited boxes
- Full CakeCRM
- 3 team seats
- 10% box margin

**Atelier**

**1 490 SEK**

/ month

- Custom-branded boxes
- API + Zapier
- 10 seats + CSM
- Dedicated bakers

# On rails. With local heart.

## Bakers

Dahls

Bröd och Salt

Steinberger Nyberg

Krümel

## Last-mile delivery

Foodora

Uber

Bolt

Gordon

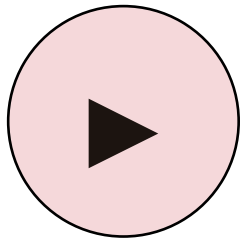
Airmee

Postnord

# Loved your cake?

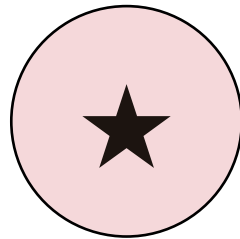
*Say hi to the sender.*

After delivery, we nudge recipients to send a photo, leave a review, or call the sender directly. That's how cold outreach turns into a real first conversation.



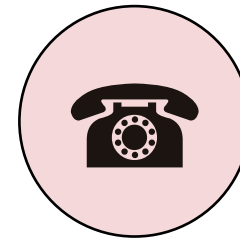
## Send a photo

of the slice or office sharing it



## Leave a review

two lines on what they liked



## Give them a call

the highest-converting move



C

# Help us serve the sweetest funnel on the internet.

Become a co-founder →