

Pitch Deck

HOUSE POUR

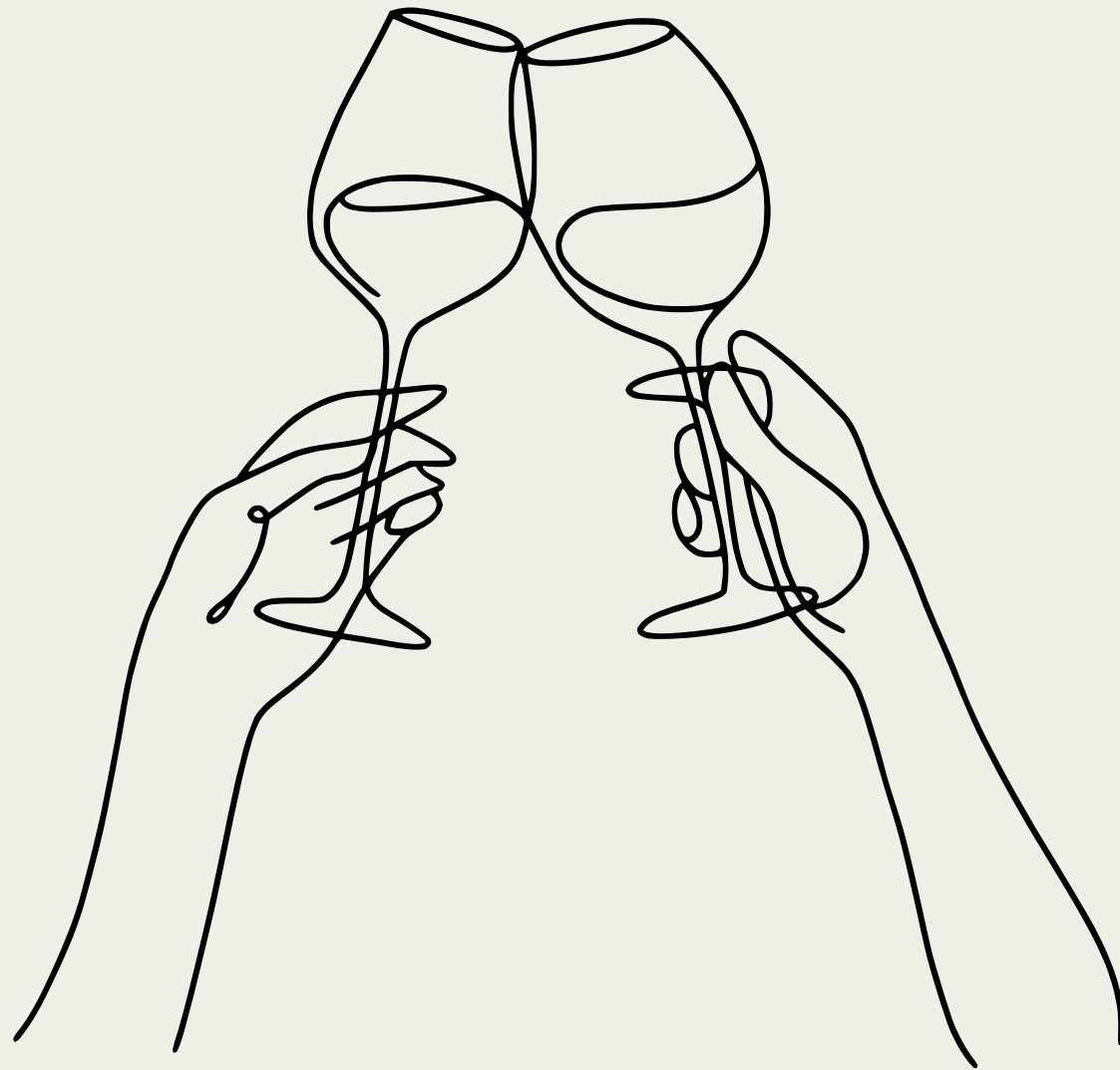
Gracie Page

Makenna Santarelli



Uncork.
Unwind.
At Home.

Elevate your nights in



A G E N D A

- Our Mission
- Our Idea
- Brand Visuals
- The Business Model
- Competitors Landscape
- Product/Service Specs
- Financial Forecast
- Team Information



OUR MISSION

House Pour's mission is to provide curated, high-quality wine selections through a convenient monthly subscription, offering personalized tasting experiences that educate and inspire customers to explore new wines with confidence.



OUR IDEA

House Pour was created to help elevate your wine experience whether you are trying it for the first time or a wine lover. The idea came from a common experience many people have, enjoying wine but never knowing what to buy.



There are endless options, regions, and styles making it hard to find the right one for you. We want to make your experience simple and fun by creating a personalized selection of wines delivered to your door.



BRAND VISUALS



THE BUSINESS MODEL

This business is a monthly wine subscription service that delivers a selection of different wines to your door each month for at-home tastings. Customers take a short survey about their flavor preferences, wine experience, and favorite styles.



Based on the survey, they receive a variety of wines from different regions and styles, along with tasting notes and pairing suggestions.



COMPETITIVE LANDSCAPE

The wine subscription market is highly competitive, with brands like Winc, Firstleaf, Vinebox, and Naked Wines focusing on personalization, convenience, and discovery.

House Pour differentiates itself by delivering a guided, at-home tasting experience that combines curated discovery with a simple, approachable format.



PRODUCT / SERVICE SPECS

Monthly Subscription Price

\$65

Avg Cost of Wine +

Packaging/Box

\$30

Shipping Cost/Box

\$10

Total Cost/Box

\$40

**Gross Profit per
Subscriber/Month**

\$25



FINANCIAL FORECAST

\$2,340,000

\$1,170,000

\$390,000

End of Year 1

- 500 subscribers
- Annual Revenue: \$390,000
- Profit: \$150,000

End of Year 2

- 1,500 subscribers
- Annual Revenue: \$1,170,000
- Profit: \$450,000

End of Year 3

- 3,000 subscribers
- Annual Revenue: 2,340,000
- Profit: \$900,000



WHO WE ARE

We're a team dedicated to making wine more approachable and less intimidating for a new generation of drinkers. We created House Pour to simplify the wine experience through personalization and convenience. Our goal is to turn wine into something that feels easy, fun, and accessible.

Makenna Santarelli

Co-founder & CEO



Gracie Page

Co-founder & CMO



Thank you!

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