OUR STORY — WHAT SPARKED DESIGN-FOODIE?

Fast Food Party Kits & Pintables by Design-Foodie
From Cravings to Celebrations 🎉

In 2025, we were hunting for fun, fast food–themed decorations for a Fast Food-themed party — and found nothing.
So, we created it ourselves.

Design-Foodie was born for foodies, families, and celebration lovers who crave something bold, playful, and one-of-a-kind.
From McDonald's McBanners to Taco Bell Nacho Kits, our digital downloads turn your favorite flavors into party vibes —
ready to print, cut, and celebrate in style.

Modern families crave culture, nostalgia & fun

People want party themes that feel personal & iconic

THE FUTURE OF CULTURE-DRIVEN CELEBRATIONS

OUR SOLUTION

Design-Foodie = First digital, fast-food culture-inspired party kit brand solution.

✓ Fast-food themed kits available digital, franchises, major retailers

✓ Developing Snack + Candy + Energy drink kits

✓ Customizable, editable, affordable, instant downloads

Fun, modern, premium — at a fraction of the cost.

Design Foodie LLC

Banner-fil-A
Raising Cane's CHICKEN FINGERS
McBANNER
CHIBANNER
BANNER WILD WINGS
STAR BANNER
Banner Hut
Krispy Banner
SUBBANNER
POPBANNER
BANNER EXPRESS LET'S WOK & ROLL! GOOD FORTUNE. GREAT PARTY!
Banner Castle

JOYFUL CELEBRATIONS
NOSTALGIC PARTIES
FAMILY MEMORIES
FAST-FOOD LOVERS
CHILDHOOD HAPPINESS
INSTANT EFFORTLESS FUN
SUPERHERO PARTY PLANNING

Design Foodie

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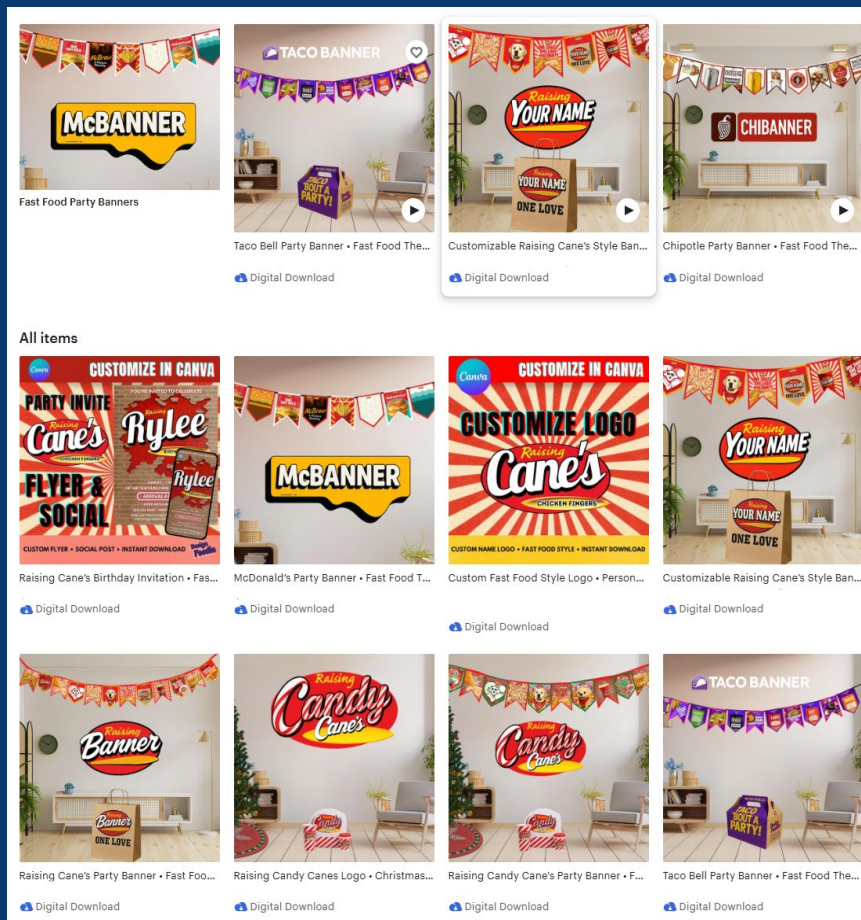
CURRENT PRODUCTS

Fast Food Party Banners
Custom Fast-Food Banners
Party Fast Food Posters
Custom Cards & Invites

UPCOMING PRODUCTS

Full Party Kits (Includes Plates, Cups, Napkins, Table Cover)
Extend Kits to Snack + Candy + Energy drink brands
More Customize Fast-Food Party kits

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MARKET OPPORTUNITIES

Design-Foodie sits at the intersection of a booming $124B global digital-goods market, rising demand for printable décor, and a youth-culture wave driven by fast-food nostalgia & social media.

Segment / Claim Reasonable & Supportable Statement

Digital Products Market "The global digital goods market is estimated at US $124B in 2025, projected to reach ≈ US $416B by 2030 (CAGR ~27%)." Mordor Intelligence

Demand for Printables / Templates "Downloadable printables and templates remain among the most profitable digital product categories in 2025." Easy Digital Downloads

Low Overhead + High Margin Model Digital products eliminate inventory, shipping — ideal for high-margin scalability. Easy Digital Downloads

Cultural & Social Trends "Rising nostalgia for fast-food / snack culture + social-media–driven party aesthetics creates a new niche for culturally-inspired party kits." (qualitative — emphasis on trend, not hard number)

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!! $49B PARTY MARKET

$25B DIGITAL PRODUCTS MARKET

FAST FOOD NOSTALGIA + INSTAGRAM CULTURE GROWTH
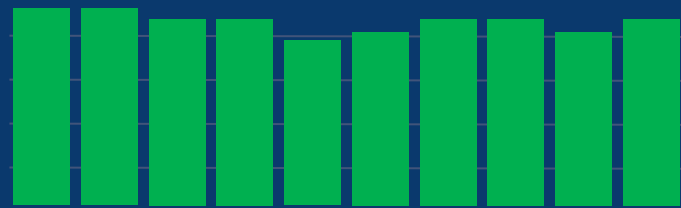
CURRENT TRACTION

⭐ TOP RATINGS

⭐ REPEAT BUYERS

⭐ 100+ SALES IN 4 MONTHS

⭐ REPEAT STAR SELLER STORE!

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VIEWS
TOTAL VIEWS: 15.2K

VISITS
TOTAL VISITS: 10K

ORDERS
REPEAT ORDERS 100+

OVER
100
SALES SMILES & CELEBRATIONS.
Etsy

AVERAGE ITEM REVIEW
⭐⭐⭐⭐⭐
15 + CUSTOMERS

Design Foodie

PERFECT FOR MY SON'S BIRTHDAY DINNER REQUEST! SERVICE WAS QUICK, EFFICIENT AND COMMUNICATION WAS PROMPT.

HELPFUL & CUSTOMIZED THE WAY I NEEDED IT DONE! QUICKLY TOO! THANKS!

LOVE THEIR COMMUNICATION IT'S QUICK AND EFFECTIVE. THE BANNER FILE IS HIGH RESOLUTION AND WITH CUSTOM NAME. HIGHLY RECOMMEND THEM FOR PARTIES!

IT WAS EASY AND SELLER IS VERY RESPONSIVE.

WONDERFUL QUALITY FOR MY DAUGHTERS BIRTHDAY THEME!

IT'S AN AMAZING SERVICE. I LOVE THEIR JOB ALSO I REALLY RECOMMEND THEM.

GREAT JOB 😊 LOVED THE DESIGNS 😊

EASY TO PRINT AND ASSEMBLE

IT WAS GREAT! THANK YOU

GREAT ITEM AND VERY RESPONSE SERVICE! IT WAS PERFECT TO CELEBRATE MY DAUGHTER WITH HER FAVORITE FOOD!

BUSINESS MODEL

CURRENT SOFT PARTNERS
Etsy Marketplace (distribution)
Canva (template editing ecosystem)
Adobe / Illustrator (production pipeline)

FUTURE STRATEGIC PARTNERS
Party planners (collaborations)
Fast-food adjacent brands (brand-safe aesthetics)
Retail (Michael's, Hobby Lobby)
Influencers + Mukbang creators

DIGITAL DOWNLOADS = 90% MARGIN

CUSTOM LOGOS = 95%

BUNDLES = HIGH AOV

FUTURE LICENSING + RETAIL

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DESIGN MEETS CRAVINGS.
SCAN FOR OUR SECRET SAUCE

WHERE FAST FOOD MEETS PARTY VIBES.

WHY NOW?

CULTURE. DIGITAL. NOSTALGIA. EXPERIENCE ECONOMY. SOCIAL SHARING.
ALL CONVERGING AT THE SAME MOMENT.

NO ONE OWNS THIS CATEGORY.
DESIGN-FOODIE HAS A FIRST-MOVER ADVANTAGE IN A MASSIVE, CULTURE-RICH, DIGITAL-NATIVE MARKET.

Cultural Momentum Is Exploding

Consumers today don't want generic parties — they want **culture, identity, nostalgia, and internet-native aesthetics.**
Fast-food brands, snacks, meme culture, and nostalgia have become **core pillars of Gen Z & Millennial lifestyle branding.**
This shift has created a **new category** within celebrations:
Culture-Themed Parties.
And no major brand owns this space... yet.

Digital Products Are Eating the Party Industry

The global digital goods market is projected to grow from **$124B → $416B by 2030**, driven by:
Instant gratification purchasing
Zero-inventory digital commerce
Social-media-driven personalization
Lower cost vs. traditional retail supplies
Parents increasingly prefer **digital party kits over physical store-bought items**.
Design-Foodie sits directly at this intersection.

Parents Spend More on Experiences, Not Objects

Modern families value:
Instagrammable moments
Personalization
Themes that feel "funny," "trendy," "nostalgic," or "culturally relevant"
The average spent on children's birthday parties rose **40% in the last five years**, driven by **experience over itemization**.
Design-Foodie provides that **experience** at a fraction of the cost.

No Dominant Brand Exists — The Market Is Fragmented

Party decor today is:
Outdated
Low-quality
Generic
Owned by scattered Etsy shops
Undifferentiated product offerings
This category is **BEGGING for a breakout brand** the way:
Liquid Death reinvented water
Feastables reinvented candy
Stanley reinvented cups
Canva reinvented design
Design-Foodie can become that breakout brand for celebratory culture.

Viral Growth Is Native to the Product

Every party kit → generates photos
Every photo → generates shares
Every share → generates discovery
Your product has built-in **network effects** because celebrations are social-media content by nature.
Design-Foodie can scale organically without heavy paid ads.
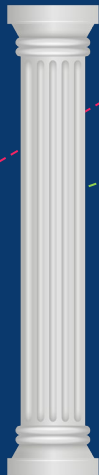
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JOIN US! 🤝

We are raising **$150,000–$250,000** to rapidly scale the first culture-driven digital party brand.

Funds will be deployed across 4 high-ROI pillars:
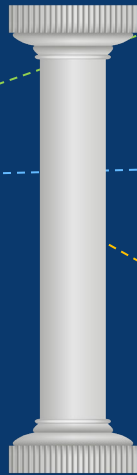
Product Expansion **Marketing & Growth** **Tech & Operations** **Licensing & Retail Expansion**

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🔥 **THE ASK — $150K–$200K to Accelerate Category Leadership**

1️⃣ **Product Expansion — $50K**
100+ new themed kits
Candy, snacks, energy drinks, retro themes
Baby showers, sports, seasonal expansions
Build out "Sports Foodie" & "Candy Foodie" sub-brands
→ **Outcome: Expand SKU depth → increase AOV → dominate niche themes**

2️⃣ **Marketing & Growth — $40K**
TikTok & Instagram creator partnerships
Viral short-form content system
Micro-influencers across mom, lifestyle, and foodie niches
Pinterest & Etsy SEO dominance
→ **Outcome: 10x traffic, predictable weekly sales, exponential brand awareness**

3️⃣ **Technology & Operations — $30K**
Build a streamlined Canva editing ecosystem
Implement digital download automation
Develop a product catalog system for retail & licensing
Invest in design templates, mockup engines, and AI-assisted production
→ **Outcome: Scale new collections fast and reduce production time by 70%**

4️⃣ **Licensing & Retail Expansion — $30K–$50K**
Legal guidance for brand-safe theming
Approach major fast-food adjacent brands for collabs
Prepare for retail entry into Hobby Lobby, Michael's, Target seasonal
→ **Outcome: Move from Etsy shop → multi-channel lifestyle brand**

TEAM / PARTNERS

Ant Simmons
Founder & Creative Director
Design Foodie

10 + Years Packaging / Product Design
Expert in brand design + production
Built Design-Foodie from 0 → 100+ sales
Vision: cultural, nostalgic, modern celebration brand

Simrock INC.
Sales / Partner
simrock.

WE SEEK NEW PARTNERS!

Val Simmons
Brand Manager
Design Foodie

YOUR PARNTERNSHIP
Be Our Next Partner!

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JOIN THE FUTURE OF FAST FOOD CULTURE CELEBRATIONS!

THANKS!

Design Foodie LLC
PARTY FAST FOOD STYLE

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Designfoodie.com

🔥 **The Core Promise to Investors**
This investment accelerates Design-Foodie from a fast-growing digital shop into a **category-defining consumer brand**, positioned to own the modern celebration market.
Digital today → Licensing tomorrow → Retail long-term.

🔥 **Redefining Fast-Food Culture**
Design-Foodie is redefining how families celebrate.
Culture-first. Digital-native. Infinite scalability.
We are building the next iconic consumer brand in celebrations — and the timing has never been better.

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