

Superfunctional™
Coffee Alternatives

Hi! 🖐️ I'm Lopa.

An agonizingly stressful year and the birth of my first child led me in search of a way to energize without the jitters, crash, & burnout of coffee. (And it had to be delicious, because duh.)



What started with me elbow-deep
blending herbs in my kitchen...

...became a \$2M business
operating out of my garage...

...and now is \$5M and scaling
(also no longer in my garage).

Bootstrapped.
In 3 years. 🤯



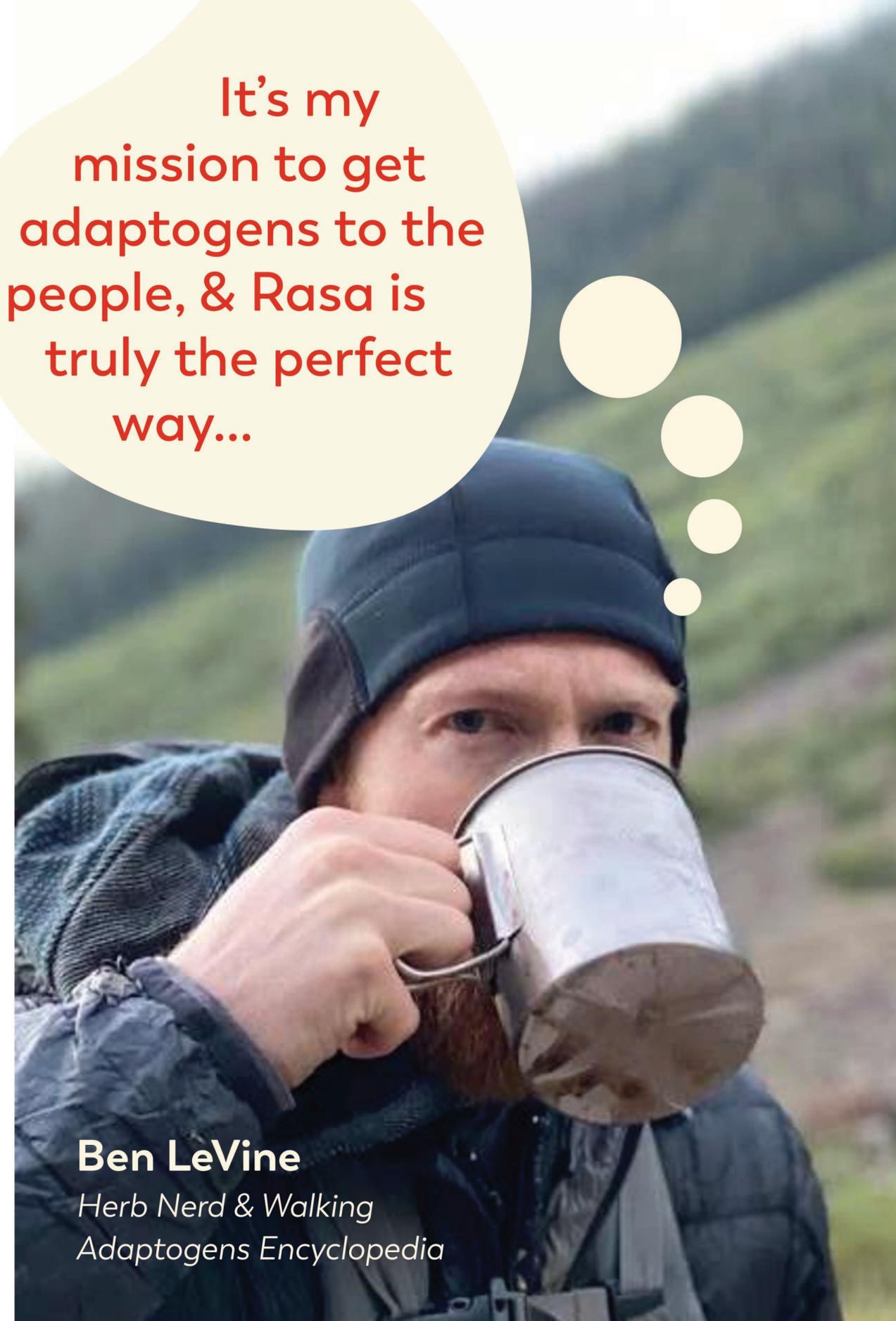
Hi I'm Ben, Chief Herbalist & one of four herbalists on our team. I've had a long love of adaptogenic herbs! They were my focus in my MSc in Clinical Herbalism, where I deepened my relationship with their unique functions and personalities—think phytochemistry with PhD herbalists 😎.

I've carefully blended science-backed herbal actions, traditional wisdom, & delicious, rich, roasty flavors to bring Rasa magic to your day.

It's my mission to get adaptogens to the people, & Rasa is truly the perfect way...

Ben LeVine

*Herb Nerd & Walking
Adaptogens Encyclopedia*



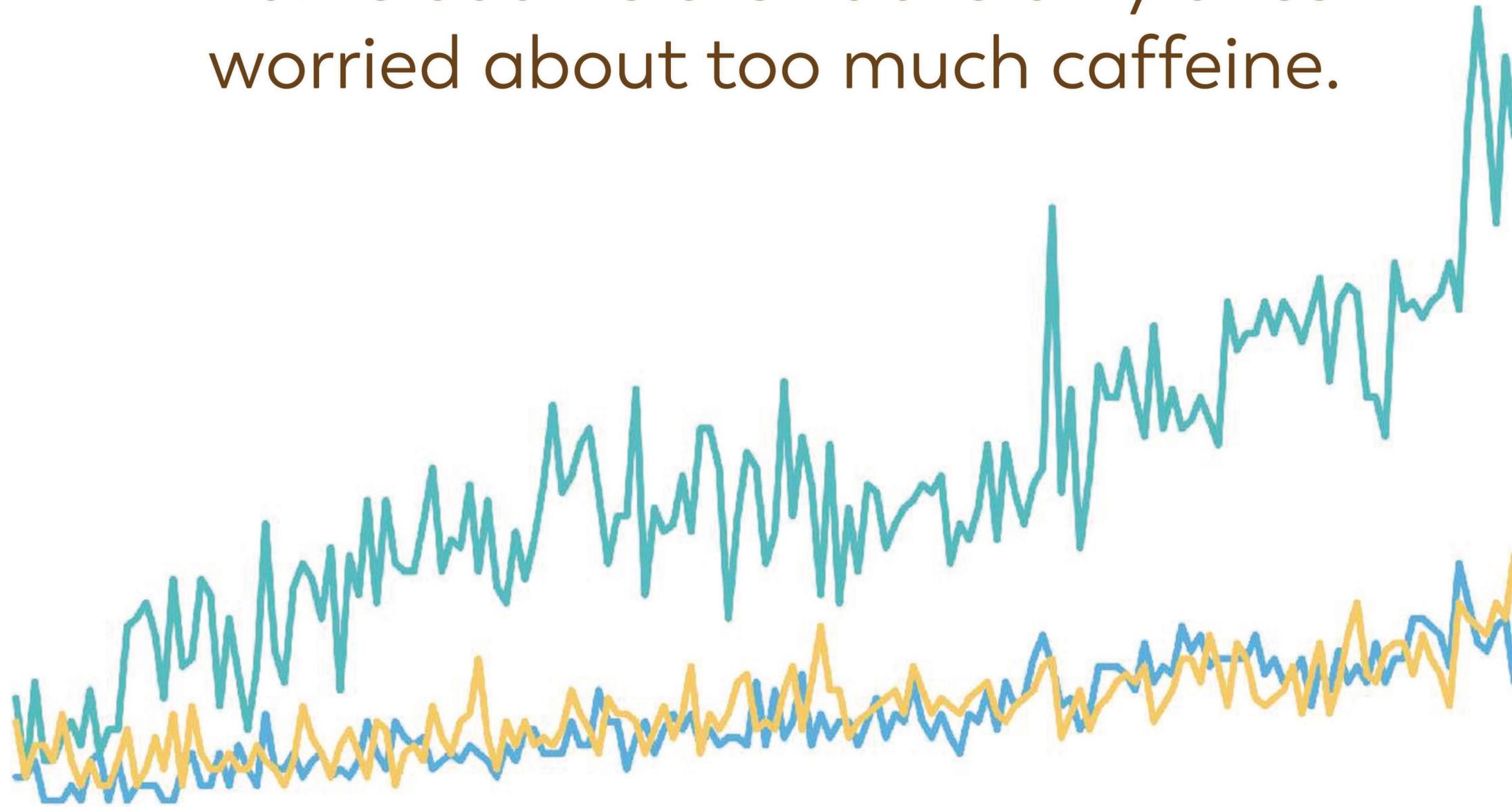
We took a look at this cup
& kept imagining how
much better it would be
if it was still delicious &
energizing...but full of
adaptogens instead of
caffeine: *no crash, no
anxiety, no scattered focus.*



Instead, **we invented
the world's first
functional coffee
alternative. Sustainable
energy, grounded moods,
relaxed focus.**

We create highly effective
products our customers
adore, making it easy to
replace a coffee with a
new ritual that supports
Energy Intelligence™.

Turns out we aren't the only ones worried about too much caffeine.



Google Trends 2008-present for:

- Coffee anxiety (up 910%)
- Too much caffeine (up 968%)
- Coffee alternative (up 455%)

Let's Talk **Superfunctional**TM

'sōōpər-fuhngk-shuh-nl: going beyond the normal expected purpose; having greater influence, impact, & efficacy than another of its kind; every component part having a considered function & intention.

i.e.: *“I expected this to taste good but didn't realize how much it would change my days...it's not just functional, it's **superfunctional**.”*

Here's what happens when every single ingredient has a purpose & function...

...on its own & also in relationship to every other ingredient;
a symphony of life-changing potential:



Sustained energy.



Better sleep.



Immune support.



Sunnier moods.



Clearer mind.



Digestive health.

And here's why. Introducing the 12 herbs of our signature Original blend:

—ADAPTOGENS—



Ashwagandha
Calm



Rhodiola
Focus



Shatavari
Nourishment



Eleuthero
Energy



He Shou Wu
Beauty



Codonopsis
Revitalizing

DIGEST & DETOX™ (Our Roasty Base)



Roasted Chicory
Digestion



Roasted Dandelion
Detoxification



Roasted Burdock
Lymph & Skin



Ceylon Cinnamon
Circulation



 **Reishi**
Resilience



 **Chaga**
Immune Support

FUNCTIONAL MUSHROOMS

ADAPTOGEN TOO!

Why are adaptogens such a big freakin' deal? Well, for starters...

The difference between stimulants (most commonly caffeine) and adaptogens

| Situation | Stimulants | Adaptogens |
|--|------------|------------|
| Stress protective (neuro, hepato, cardio protective) | No | High |
| Recovery process after exhaustive physical load | Low | High |
| Energy depletion | Yes | No |
| Performance in stress | N/A | Increased |
| Survival in stress | N/A | Increased |
| Quality of arousal | Poor | Good |
| Addiction potential | Yes | No |
| Side effects | Yes | Rare |
| DNA/proteins synthesis | Decreased | Increased |
| NPY mediated activation of Hsp70 | N/A | Increased |



Adapted from Panossian, A., & Wikman, G. (2010). Effects of Adaptogens on the Central Nervous System and the Molecular Mechanisms Associated with Their Stress-Protective Activity. *Pharmaceuticals (Basel, Switzerland)*, 3(1), 188–224. <https://doi.org/10.3390/ph3010188>

Contrast this to many companies throwing some trendy herbs into a bag and calling them adaptogens. 😐

Adaptogen-washing: labeling an ingredient an adaptogen when it... isn't one.

We often see products labeled “adaptogenic” that actually have ZERO adaptogens—which are a clearly scientifically defined class of herbs.

We have four herbalists on staff and we stay up on the adaptogen science for you.

NON-ADAPTOGENS COMMONLY LABELED AS ADAPTOGENS

- Chaga
- Lion's mane
- CBD
- Turmeric
- Pine pollen
- Collagen
- Goji berry
- Moringa
- Pearl powder
- Matcha

Transparency = Trust

| | Mg worth of adaptogens & mushrooms | Price per serving |
|---|------------------------------------|-----------------------|
|  | 11,775 mg per serving | \$1.60/serving |
|  | 2,000 mg per serving | \$2/serving |
|  | Not shared* | \$2/serving |

**Many brands 'fairy dust' adaptogens, never sharing the strength and quantity of their extracts*

We're not the only ones who think we're a big deal. 🎉

Forbes OZY heavy. *NEW YORK* DAILY BEAST
yahoo!life LIVESTRONGSM THE/THIRTY

Major grocery chains come to *us*,
instead of the other way around:

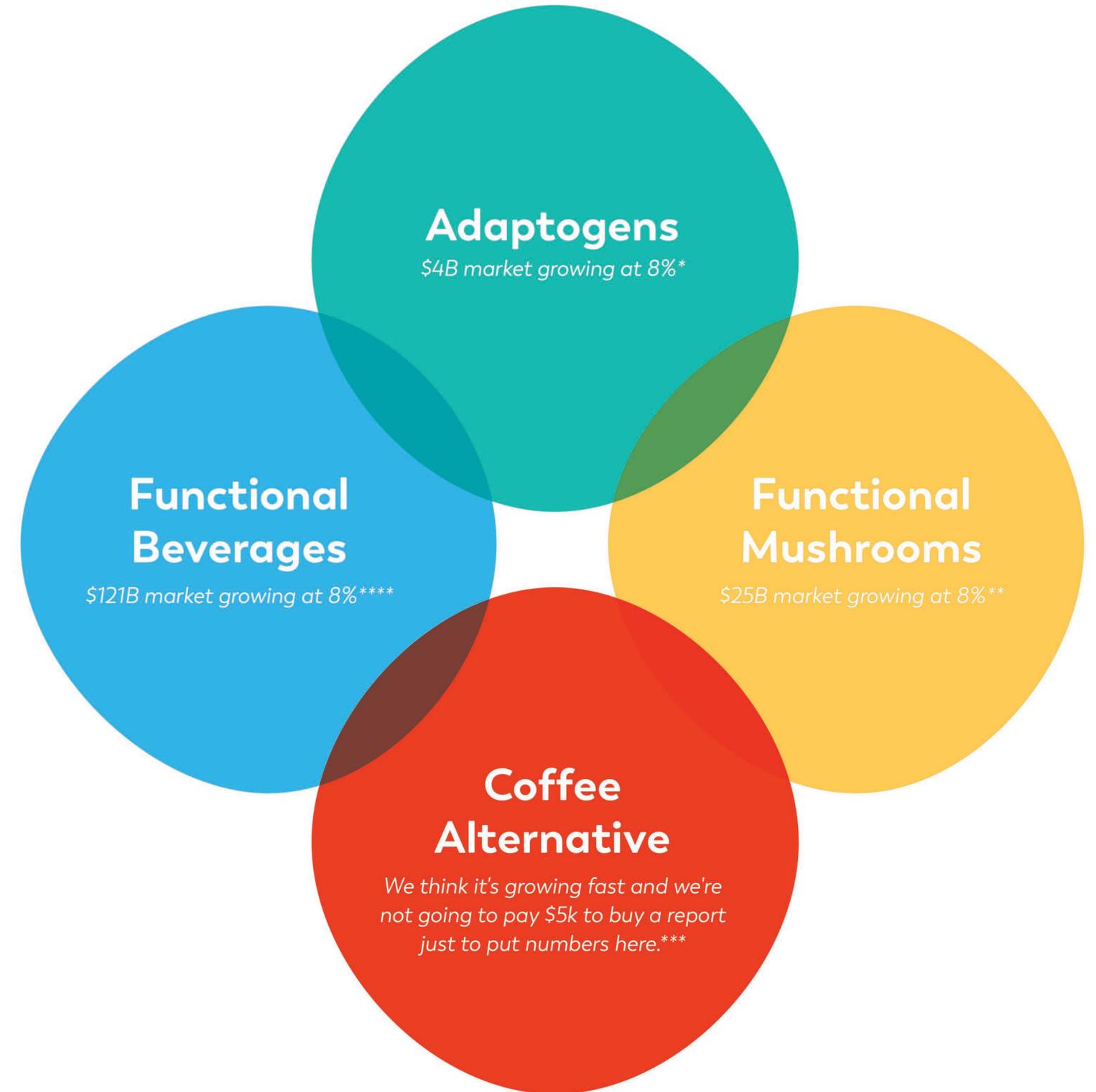


Besides a veritable crapton of hard work,

We've had triple-digit YoY growth because

we've taken 4 major trends and rolled them into one, to take on the behemoth global coffee market.

With your support we are confident we can continue this growth.



*Research And Markets *Global Adaptogens Market - Forecasts from 2020 to 2025*

**Mordor Intelligence: *Functional Mushroom Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026)*

***We're a bootstrapped business and we make sure every \$ counts.

****Research and Markets: *Functional Beverages Global Market Report 2021: COVID 19 Growth And Change to 2030*

These 4 trends have been buuuusy!

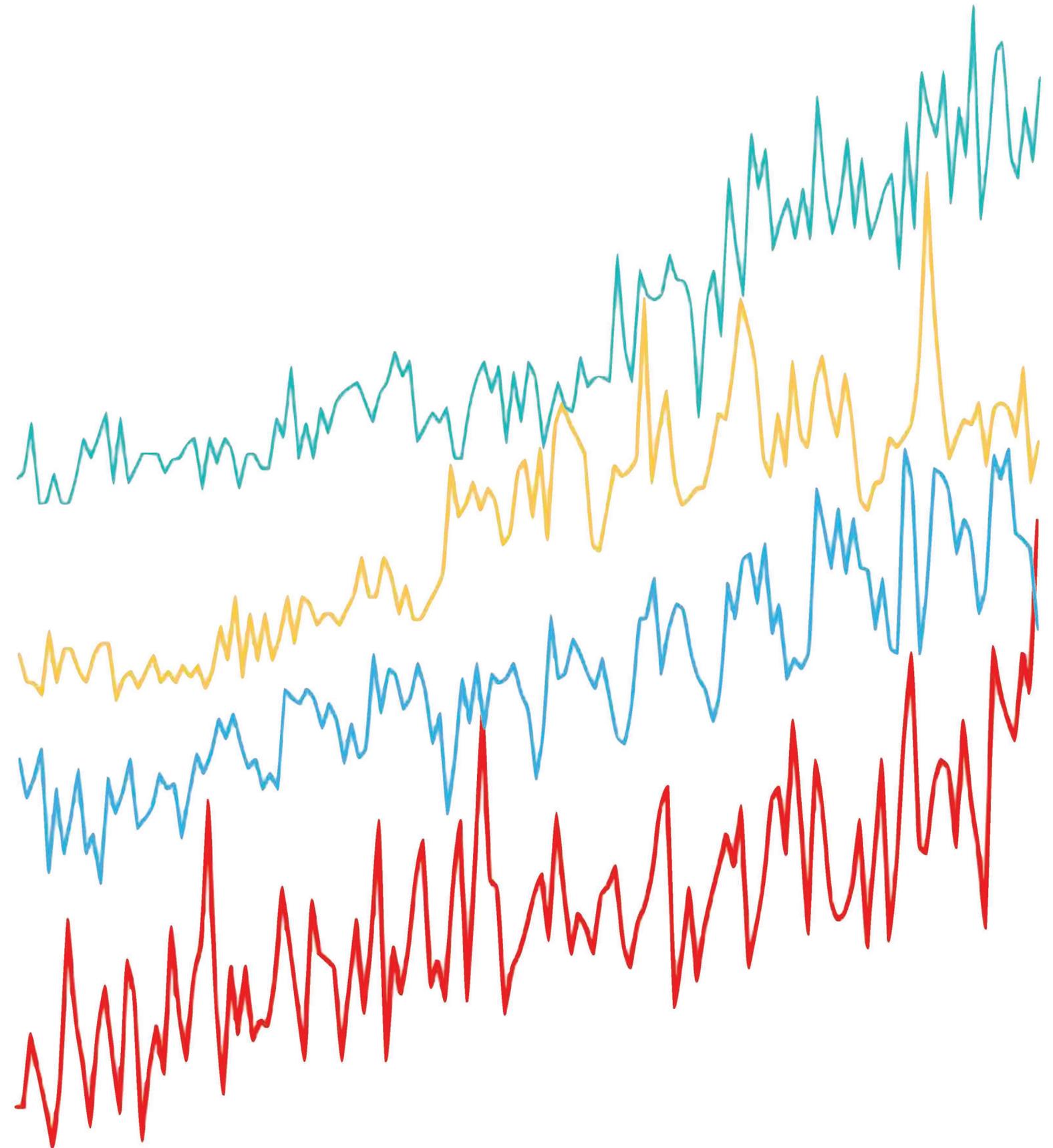
Over the last 10 years
there's been massive
growth in interest.

Searches for *adaptogens* up 1500%

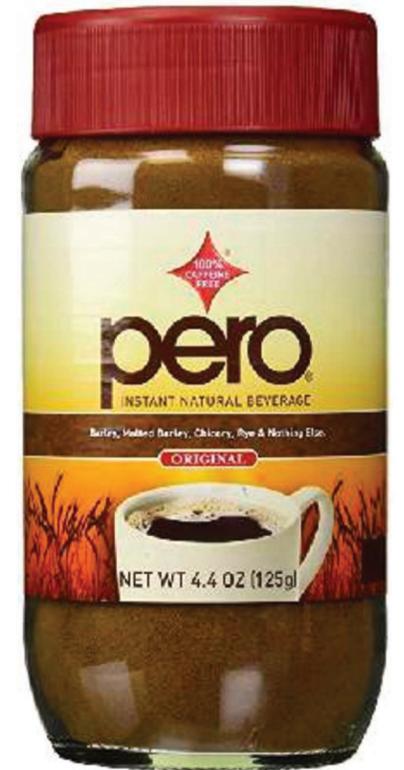
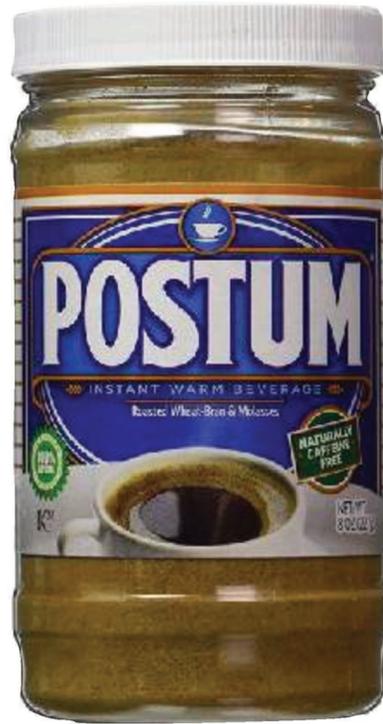
Searches for the functional
mushroom *chaga* up 397%

Searches for *healthy drinks* up 318%

Searches for *coffee alternative* up 437%



A category in desperate need of a refresh.



And there's
a lot more
that sets
our products
apart.



Our supply chain is EPIC, especially for a business our size.

We source over 48 botanicals from 15 countries.

OUR PRINCIPLES

- 1. Sustainable Ecosystems:** We push ourselves & our industry to protect wild plants & the cultures they come from.
- 2. Beyond Organic:** We're fanatical about organic & are building a supply network around Organic, Fair Trade, & soon, Fair Wild.
- 3. Direct Trade:** In the long run, building relationships always beats lowest-price buying. We support our supply partners, they support us, & we grow together.
- 4. The Potent 4:** 1. Testing. 2. Tasting (every batch!). 3. Research. 4. Geoauthenticity (sourcing herbs from their native habitats) work together to ensure herbal integrity & optimal potency.



Impact Driven: Our Current Projects

Jordan's largest date-seed supplier

is getting organic certification due to our encouragement & financial support.

Providing support to nascent Canadian rhodiola cultivation. Educating consumers & industry about the untenable sustainability of wild-harvesting.

Spearheading a multi-company, multi-year effort to Fair Wild-certify eleuthero root to **protect wild populations.**

Certified Compostable packaging launching early 2022.

& much more to come as we grow!

And the people, they have spoken:

4.7★

Average review

“Life changing”

Our most valued praise

50%

Gross margin after shipping

>100K

customers

>9M

cups served

\$10M

cumulative revenue

And, it's an ideal format for a high-value subscription business:

Up 50%

Subscriber share of first orders
increase since June 2021

\$140

4-month customer value*

75%

4-month subscriber retention rate*

**And these are before the huge improvement in subscriber share of first orders!*

Our customers even write us poems 'n' stuff.



My Lifeblood. My Essence. The Wind Beneath My Wings.

My husband looked up at me the morning I gleefully restocked my big ole bag of drinkable patience in the pantry and said, "I'm just glad you found Rasa." And you know what? So am I, babe. So am I. Plus it smells like chocolate chip cookies.



An obsession, not an addiction

I crave Cacao Rasa the way I crave a walk in the woods. It nourishes and revives me, and makes me feel more connected to myself and the universe. Is that even possible?? Mmm, that's what adaptogens do I guess. I don't need to understand it; I just love it. [Show Less](#)



Aurora W.

This Is Just To Say

APOLOGIES TO WILLIAM CARLOS WILLIAMS

That my Rasa
arrived
just in time
this morning

when I
had just run out
it's my
favorite lift

Forgive me
it's so delicious
with oat
milk, served cold



Guy H. *Verified Buyer*

04/02/20



You, and your adaptogenic teas,

You, and your adaptogenic teas, which I delight in every day, are my Rasa d' etre,
The way y'all inform and entertain is also a source of delight.

I feel nourished and cared for body, mind and soul.
Thank you for being in my life. ❤️



Michael Zyon McCalley-Scott

Brilliant stuff. Brilliant soul. I'm in this for good. I'm waiting for my Bold.

(Was that a haiku?) no no it wasn't but it felt like one. It's already poetry for my soul.

1m Like Reply Message

The best way to diligence Rasa is to look at our reviews. [Here is a full export of all our reviews](#) (the good, the bad, everything):

Ok, one more slide of reviews, because this is what we live for.



Right on time!

It was 10pm...I yawned and smiled as I padded my way to the kitchen. Time for Rasa Calm. My hands intuitively went to work- rinsing my French press, grabbing the Calm, opening the almond milk, finding my mug. But something wasn't right...after one scoop, my beloved Rasa Calm bag...was...empty. My heart raced...mind blanked...quick order more. As I fumbled to pull up the website, my email alerts. Bing bing. I check it..."It's a good day, because your subscription for Rasa is comin' atcha SOON!" A solitary tear rolls down my cheek...I exhale. A new bag of Calm was headed my way...all was right with the world again. Selah. [Show Less](#)



Tasha Bush

Wendy I tell you what! I love rasa soooo much that if you PayPal me \$1 I'll mail you out a single cup. Just because I love what this company has created that much.



2w Love Reply



Who Needs Coffee?

My name is Heather, and I'm a former coffee addict. Now, I love to get down and Dirty at least twice a day. This stuff works better than coffee, and it's nice to my tummy. I love the earthy flavor! I need Rasa in my life these days. So grateful for the subscription option-the price is great, and I just open my mailbox to find my bundle of energetic joy waiting for me. PS-Veronica is the Queen of customer care. Love you, ladies! [Show Less](#)

Hi, I just wanted to pop in to tell you that I am 34 years old (have been having sex for 19 years) and had my very first orgasm during sex a few nights ago, right after finishing my bag of your Spicy Rose Cacao. I don't know if that is the reason but thank you if it was ❤️ you're more than welcome to use this testimonial but please do so anonymously if you do choose.

If you can read [all of our reviews](#) and not tear up at least a little bit, we'll send you a free bag of Rasa.

The Opportunity



My, what a big TAM you have... 🤔



\$465B

global coffee market*

600M

cups of coffee drank *per day*

RASA

~\$1

per cup

- healthier, more stable energy
- no jitters or crash
- doesn't F with your sleep
- supports healthy moods
- supports healthy digestion (also helps you poo, too)

We'll take 0.1%, please.

💰 \$465M 💰

(truth be told, we want 1%)



Similar category disruptors have received massive valuations:



\$330M exit
rumored ~11x revenues



\$13B
IPO at ~27x revenues
66% growth in Q1
Negative (22%) net margin



\$184M
IPO at 10x revenues
35% growth in Q1
Negative (72%) net margin



VS. \$25M
~5x run-rate revenues*
260% growth in Q1*
Negative (XX%) net margin*
*(not audited)

Everything up to now has been laying the foundation for explosive long-term growth. 🌟🚀📈

2021

Channel Expansion

- **Scaling Adspend** with funding.
- **Subscription Optimization:** low-hanging fruit on acquisition, retention, upselling.
- **Customer Care & Retention:** turning high-touch customer care into sales & retention channel.
- **Digital Channel Expansion:** more SKUs to Amazon, influencer marketing, TikTok, PR, major online wholesale clients TBA.
- **Offline Channel Expansion:** build B2B sales team targeting health practitioners & specialty retailers.

Product expansion

- Crème de la Creamer launch! (Permanent)
- Golden Rasa (Long-tail Limited Edition)
- Peppermint Cacao Rasa (Ultra-limited Release)

2022

Channel expansion

- **Rebrand** for greater mass appeal.
- Continue full-fledged crowdfunding
- Expand specialty retail rollout
- **Food Service:** expansion into coffee shops, offices, spas.

Product expansion

- Instant Rasa
- Sweetener
- **Product Innovation:** creamer blends, instant blends, seasonal blends, and more.
- Ultimate French Press crowd funding and launch. We have many opinions about French presses. 😊

2023 & Beyond

Channel expansion:

- **National Grocery Rollout** - we've already been asked by major grocers to sell through them and we will do it once our brand is more established, and using the data we have from our online business.
- **International Rollout** - we have proven traction in various overseas markets.

Product expansion:

- **Format Innovation** - single pour-overs, K-cups...
- **New Concepts** - we have many ideas about where our brand can expand, and we have powerful R&D and supply chain capability.

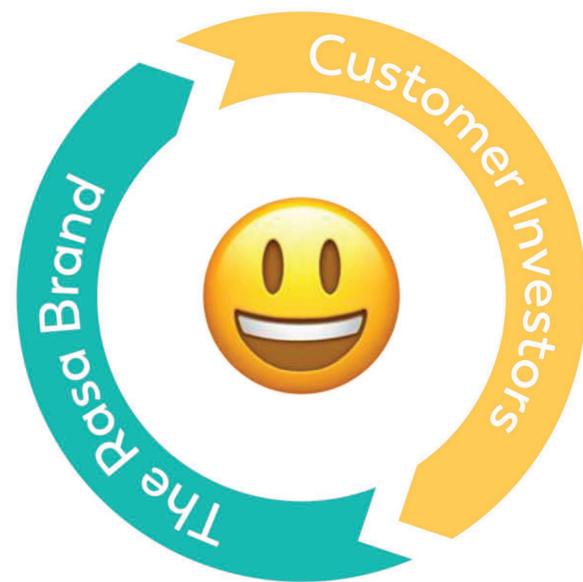
The kicker: crowdfunding as an integral part of the business model.

Get ready for a bunch of text! Trust us, it's worth it.



This just in!

New crowdfunding rules enable building a CPG business in a new way: with customers both owning & buying from a brand they love, making a virtuous circle of shared benefits between brand & customer. **When the brand wins, the customer wins.** We like this.



Contrast this to the VC model: extractive short-term gains with potentially destructive consequences...it's the coffee of money. 😬

Community ownership is the kind of capitalism we can get behind. **Our transparent & heartfelt brand + our customer love makes us perfectly suited for this.**

Leading crowdfunding platform WeFunder is working closely with us, modifying their standard processes in hopes we can be a poster child for a new era of crowdfunding.

Our crowdfunding will be richly supported by our customers—potentially beyond our own growth capital needs, & very much to the benefit of early investors.

Fundamentally organizing the business around crowdfunding, crowdsourcing, & radical transparency will be a game-changing move for us. And mark our words, we are charting new territory in consumer products.

People will look back and wonder how it was done any other way.

The kicker's kicker:

Your investment in Rasa can be exempt from capital gains under the Small Business Stock Gains Exclusion, IRS code Section 1202.



Boom.

Who do we think we are?
(To make this happen?)



Our founders.



Lopa Founder & CEO

- Co-founder in 2 sustainable energy startups (1 exit)
- Former Senior Advisor @ Richard Branson's Carbon War Room
- TEDxBerkeley speaker at 28
- Martial artist who can straight-kick above her head
- Built Rasa while attachment-parenting 2 young boys



Ben Co-Founder & Chief Herbalist

- Sourced 10M lbs of botanicals per year as Sr. Buyer for Celestial Seasonings
- Clinical Herbalist (including MSc from Maryland University of Integrative Health)
- Faculty at Colorado School of Clinical Herbalism (classes: adaptogens & international herb trade)
- Literally talks to plants

We are a deeply mission-driven team.



Ben Lovejoy
Brand Director
Former ECD @ Gaia



The Notorious V.I.V.
Editorial Director
Former Fortune 500 writer



Leah Gidwani
Operations Director,
eCommerce Senior Manager
at NBCUniversal



Veronica Pedro
Customer Relations Manager,
Former Trainer @ Gillette



Erik Sirnes
Fulfillment & Logistics Manager
Former Director of Supply Chain
@ Charlotte's Web



Stephan van der Mersch
Finance & Strategy
Senior Analyst @ Ruane, Cunniff, on
board of 9-digit e-comm company

Our team diversity is #goals. (Particularly for Boulder!)



60% women
50% of leadership



48% LGBTQIA+
38% of leadership



35% BIPOC
25% of leadership

And, we're a woman-owned business.



“Coffee is a finite game—

extractive energy that borrows from tomorrow to fuel today.

Rasa—both as a product & as a business—is an infinite game: Replenishing. Regenerative. Sustainable.

We’re so excited for you to come play with us.”

- Lopa van der Mersch



ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
ORIGINAL
RASA
Energy in Harmony
ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

ADAPTOGENIC
Coffee Blend
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
DIRTY
RASA
Energy in Harmony
ADAPTOGENIC
Coffee Blend
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
CACAO
RASA
Energy in Harmony
ADAPTOGENIC
Cacao Blend
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
DIRTY
RASA
Energy in Harmony
ADAPTOGENIC
Coffee Blend
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
RASA
Energy in Harmony
ADAPTOGENIC
Cacao Blend
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
ORIGINAL
RASA
Energy in Harmony
ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
30 packets
NET WT 4.0 OZ (113g)

100% SUSTAINABLE
ORIGINAL
RASA
Energy in Harmony
ADAPTOGENIC
Coffee Alternative
Daily Gentle Energy
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