



# INNOVATORS IN SCIENCE-BACKED ULTRA FUNCTIONAL BEVERAGES

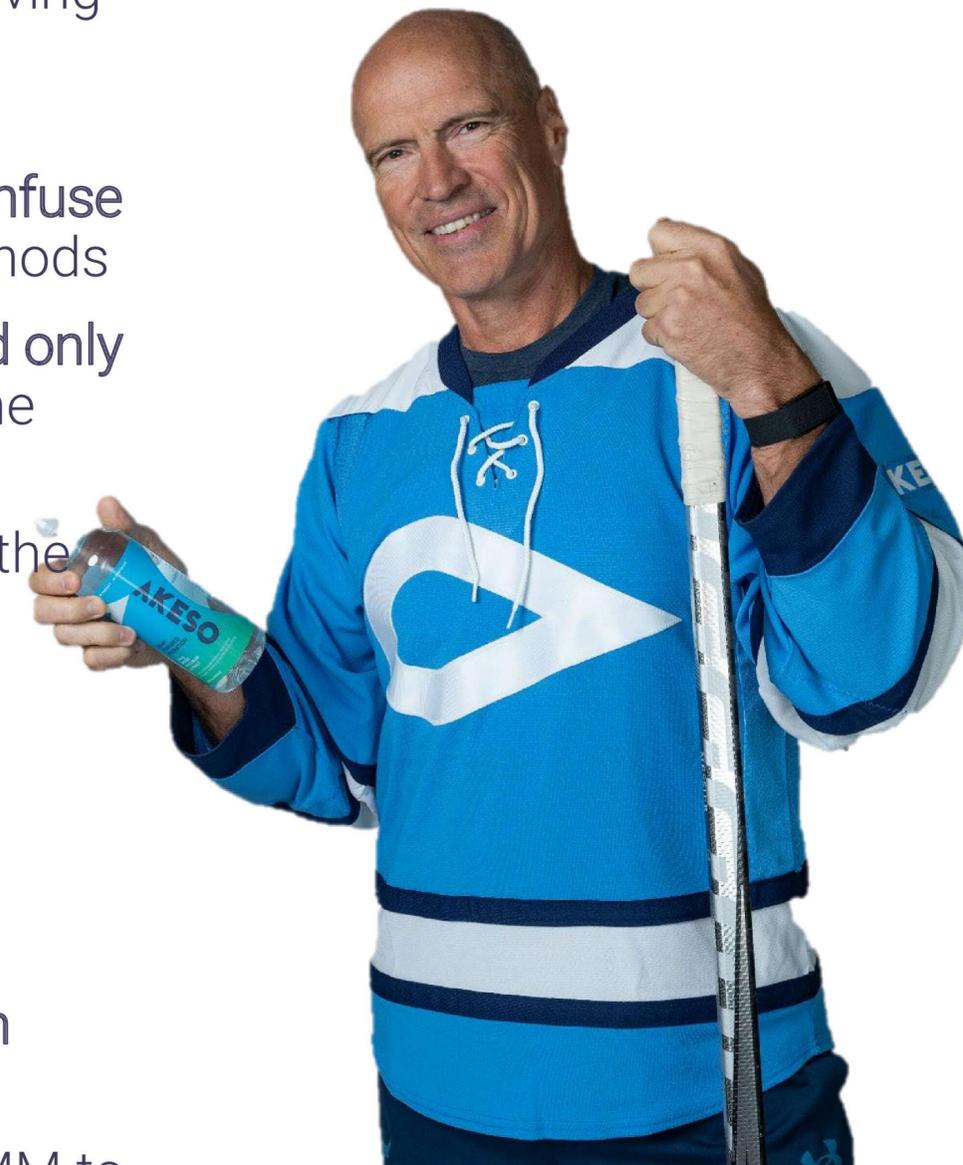
Q3 2021  
INVESTOR OVERVIEW



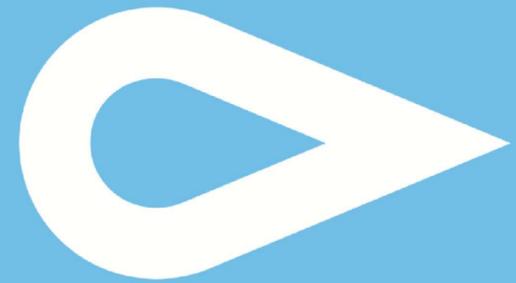
# NXT WATER IS POSITIONED TO WIN IN THE “ULTRA FUNCTIONAL” BEVERAGE MARKET



- Playing at the intersection of the largest and fastest growth beverage categories -- solving the consumer need for an **ultra functional beverage without the calories and sugar** of traditional sports & performance drinks
- NXT developed proprietary process and equipment to extract, **nano-encapsulate and infuse** botanicals, vitamins and minerals for up to **6x greater absorption** vs conventional methods
- NXT entered the market with a **AKESO CBD Powered Hydration**, becoming the **first and only broad spectrum CBD** water that doesn't compromise the pure water taste. It is also the **only 100% verifiable** beverage through a **blockchain** platform
- Launching a non-CBD product line to provide **Immunity and Endurance** benefits using the same nano-engineered delivery system
- Management team includes seasoned beverages industry, sports & entertainment, cannabis and tech executives and is supported by **Cava Capital as a founding partner**
- Hockey legend, **Mark Messier**, joined as equity partner and Brand Captain in Q1
- Distributed in NY, FL, CT and RI – opened **350 retail points** of distribution YTD
- In final stages of negotiations with a **national distribution partner for September launch**
- Seeking to complete \$2.75MM convertible note raise to support sales and marketing efforts to take leading share with a product no one else can replicate – with up to \$1MM to come from Wefunder.



Mark Messier  
AKESO BRAND CAPTAIN  
6x NHL Stanley Cup Champion

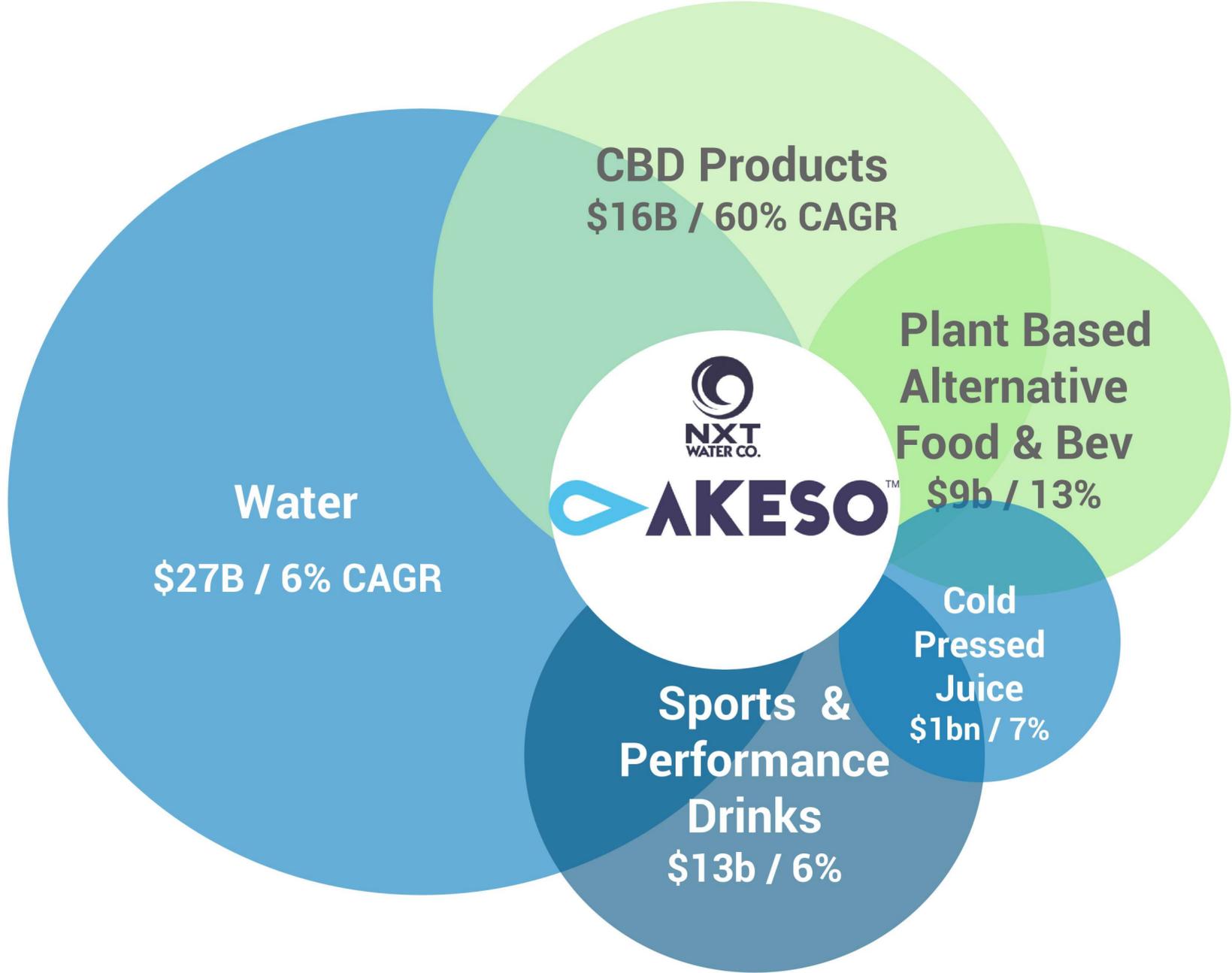


# ***NXT WATER OVERVIEW***

# COMPETING AT A HIGH GROWTH INTERSECTION



## 2024 Market Size Forecast & 5 Year CAGR



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Source: Water & Sports & Performance Drinks: Mintel, CBD) Cowen Equity Research, BDS Analytics, Plant Based Alt: GFI.org, Cold Pressed Juices: Marketdataforecast.com

# NXT'S PROPRIETARY NANO-ENCAPSULATION PROCESS DRIVES 6X GREATER ABSORPTION



NXT Water & Riviera Beverages, a CA manufacturer, co-developed the process and equipment to extract Broad Spectrum CBD oil from hemp and create a 100% pure tasting broad-spectrum CBD water—the first in the industry.

NXT then applied its process to other plant botanicals, vitamins and minerals to extend its product line provide immunity and respiratory system benefits

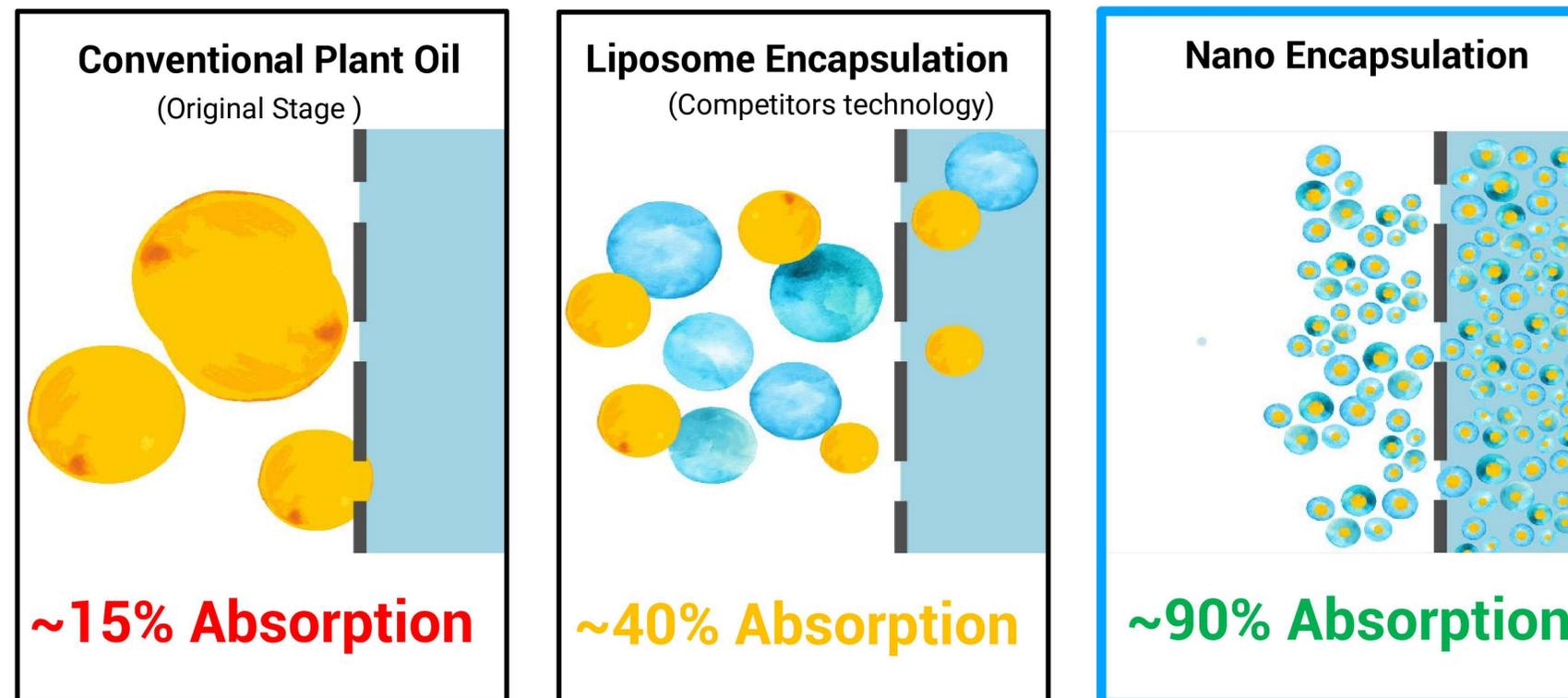
The process, equipment and formulation IP is owned by NXT Water.



Our emulsion process & equipment creates a competitive advantage

**Enhanced nutrient absorption / bioavailability** (~90% absorption vs 15-40% for competitors) so you can consume less to get the same effect

**Longer shelf stability:** By stabilizing hydrophobic ingredients, results in an even distribution of ingredients and 12-18 months shelf stability (as compared to 3 weeks to 3 months for competition)



# NXT CONTROLS FULL LIFECYCLE FROM BIOMASS TO SALE WITH FULL TRANSPARENCY

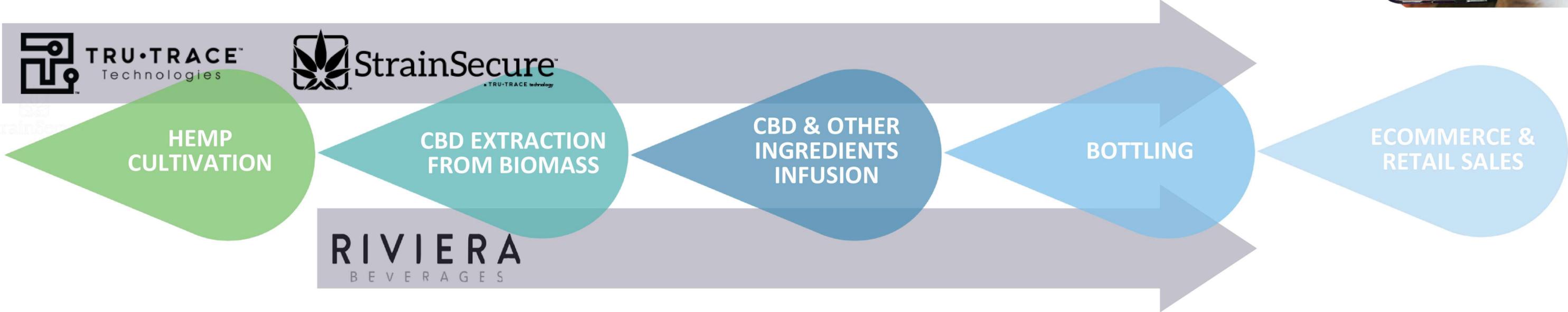


We are the **1st** to create a **100% verified beverage via a blockchain** platform through our strategic partner, Tru-Trace Technologies, a publicly-traded company, and their StrainSecure platform.

Tommy Stephenson, Co-founder of NXT Water, is also Co-founder and CTO of Tru-Trace Technologies, as well the former CTO of Weedmaps.



QR code on every bottle **pulls up a record of the entire supply chain**, from our acquisition of organic biomass to bottled product, including details of all third-party chemical and quality testing and botanical profile.



# IP KEY TO SECURING STRATEGIC BEVERAGE PARTNER



## KESO BRANDED PORTFOLIO



Launched AKESO Hemp Powered Hydration in 2020

Q2 2021 innovation pipeline includes functional SKUs for immunity, respiratory support and endurance.

Longer term pipeline includes products for energy, sleep occasions and a flight formula. In addition, NXT is exploring an eco-friendly packaging options and multi-serve dispensers

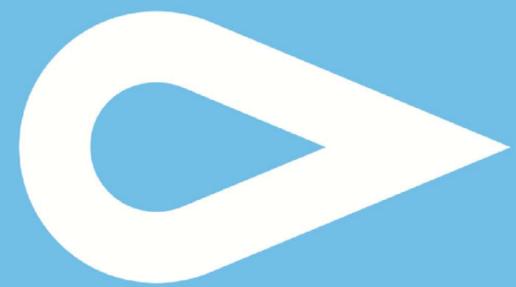
## STRATEGIC CONCENTRATE MODEL



Built to fit into a beverage strategies concentrate model with “black box” component to protect IP

Strategic avenue is to offer a top national beverage strategic exclusive rights to concentrate to secure national distribution for Akeso (discussions in progress)

Also selectively provide white label for strategic customers co-branded with “powered by AKESO”



# ***AKESO OVERVIEW***

## NAMED AFTER A GREEK GODDESS



**AKESO** (Greek: *Ακесо*) was the goddess of healing and curing. She represented the process of a curing while her sister Panakeia represented the cure itself.



### **Family of Asklepios (God of Medicine)**

*400-350 BC, National Archaeological Museum, Athens*

Behind Asklepios are his sons Machaon and Podaleirios, and his daughters Laso, Akeso and Panakeia. A family of worshippers is depicted at the left, leading a sacrificial pig.

# AKESO POWERED HYDRATION



We developed a health & lifestyle product line—a *great tasting ultra functional water* with the natural healing properties of plant botanicals, vitamins, minerals and electrolytes, to support mind and body performance and recovery



## FUEL

Better workouts or work days—fuel your body and mind so you can perform your best.



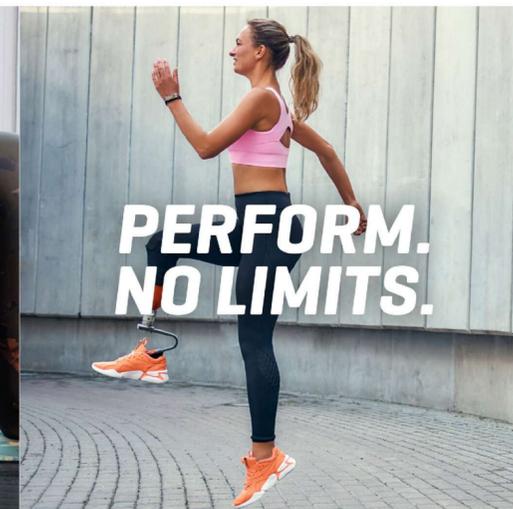
## PROTECT

Reduce stress and inflammation to protect your immune system.

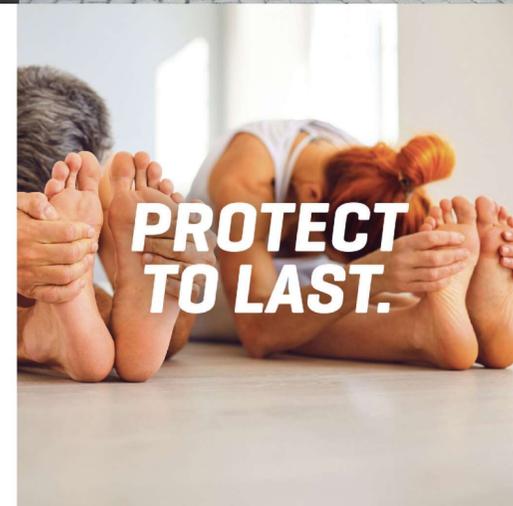


## REVITALIZE

Restore your essential systems to optimize mind and body function.



# BODY+ MIND



# TRUST THE FACTS, NOT THE FICTION, ON CBD



## FACTS:

### **Hemp derived CBD is fully legal.**

Hemp is fully legal in the U.S. per the 2018 Farm Bill Act. Pending national regulatory oversight from FDA for the use in beverages;

### **CBD provides stress & inflammation relief.**

CBD is associated with naturally reducing anxiety and inflammation—critical to maintaining a strong immune system. **94% of consumer's surveyed found CBD effective.**<sup>(1)</sup>

### **Broad spectrum is the most effective form.**

Oil-based broad spectrum = multiple cannabinoids resulting in greater effectiveness, versus more popular water-soluble isolate powder (single cannabinoid), which loses potency quickly.

## FICTION:

### **CBD gets you high.**

THC is the psychoactive compound that creates a high and it is not federally legal. Legal CBD must have less than 0.3% THC present.

### **All CBD beverages contain CBD.**

Lots of false claims in the market – especially when using water soluble isolate as the ingredient. Quality & verifiability is a key concern of consumers.

### **CBD is just for holistic health seekers.**

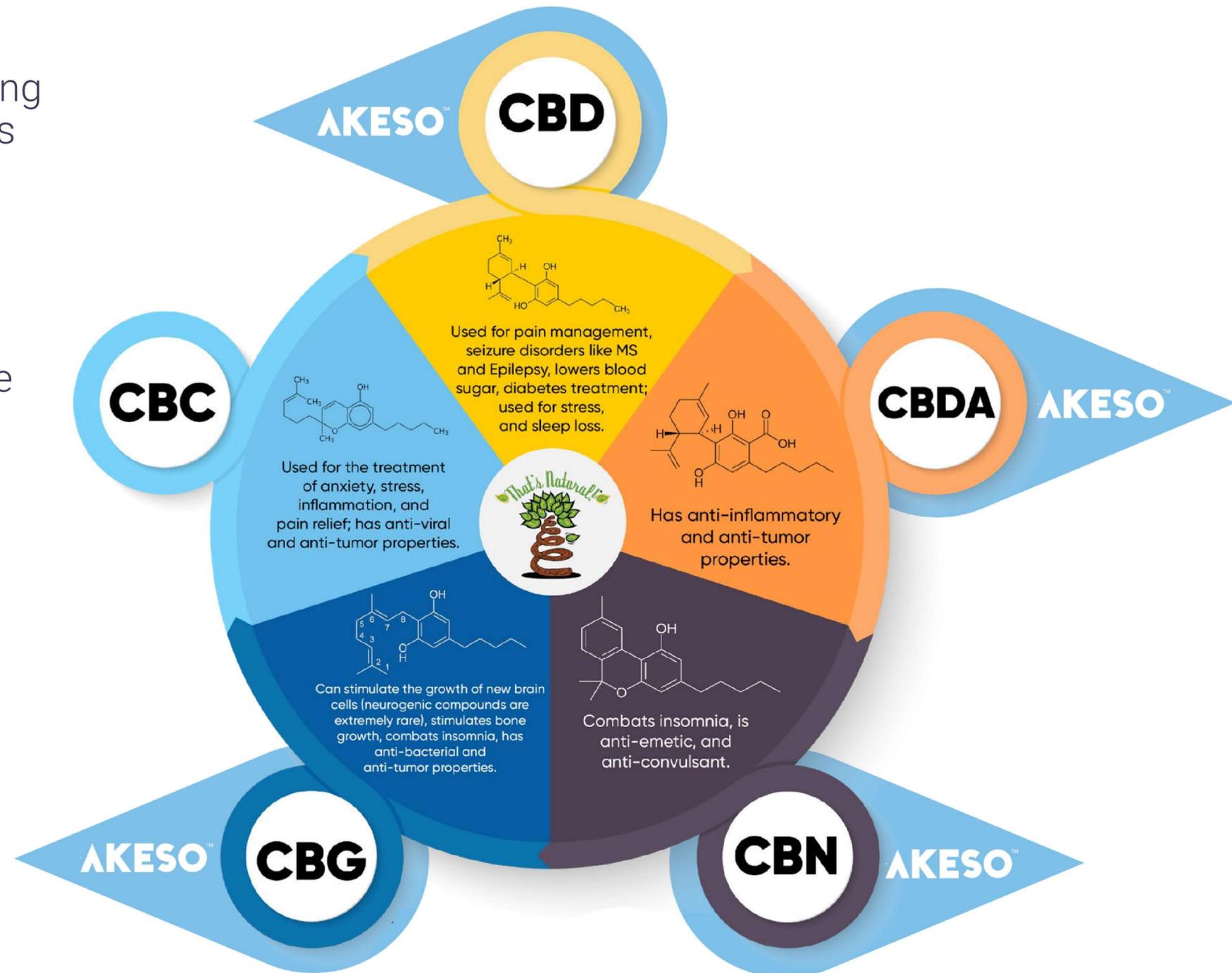
60% of daily CBD users are everyday people.<sup>(2)</sup>  
71% of consumers are interested to try a CBD beverage.<sup>(3)</sup>

*Source: 1.) Brightfield Group COVID CBD Consumer Survey, N-2,638, April 2020 2.) Digsite community research, 2019 3.) Surveymonkey research in CA, NY, AZ, TX, IL, NY, NJ, FL; May 2020*

# NATURAL HEALING PROPERTIES OF HEMP-DERIVED CANNABINOID



- Cannabinoids in hemp work with your body's endocannabinoid system, a complex signaling network that uses internally produced cannabinoids to keep various bodily processes in-balance and functioning well, even when external factors and certain lifestyle choices diminish our well-being.
- Hemp stimulates receptors (*CB1 and CB2*), helping the body use its internal cannabinoids more effectively to keep us in good health. CB receptors are throughout the body but mostly in the immune system and the brain.
- AKESO contains 3-4 cannabinoids including CBD, CBDA, CBG, and CBN — providing support to both the mind and body.
- Among the many benefits that users experience with CBD...the main ones are:
  - *relief from everyday stresses*
  - *sense of calm for focus*
  - *helps in recovery from exercise-induced inflammation*



# FULLY VERIFIABLE FROM SEED TO SALE



With our **StrainSecure** blockchain-verified QR code, we give consumers 100% confidence in the quality and quantity of the ingredients

**Meanwhile...our competitors:**  
Use water-soluble CBD Isolate, which loses potency within weeks of bottling.



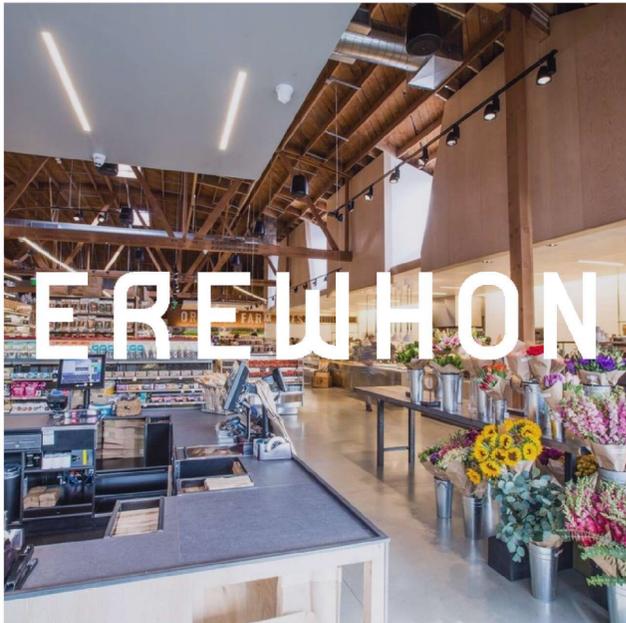
Source: Leafly, November 2019 product tests

**Mountjoy Sparkling**  
CBD claimed: 10 mg  
CBD delivered: 0.0 mg

**Living Water**  
CBD claimed: 10 mg  
CBD delivered: 0.0 mg

**FRESH Water**  
CBD claimed: (none)  
CBD delivered: 0.0 mg

# OUR PACKAGE & CONCEPT HAVE PROVEN APPEAL EXCEEDING 90th PERCENTILE



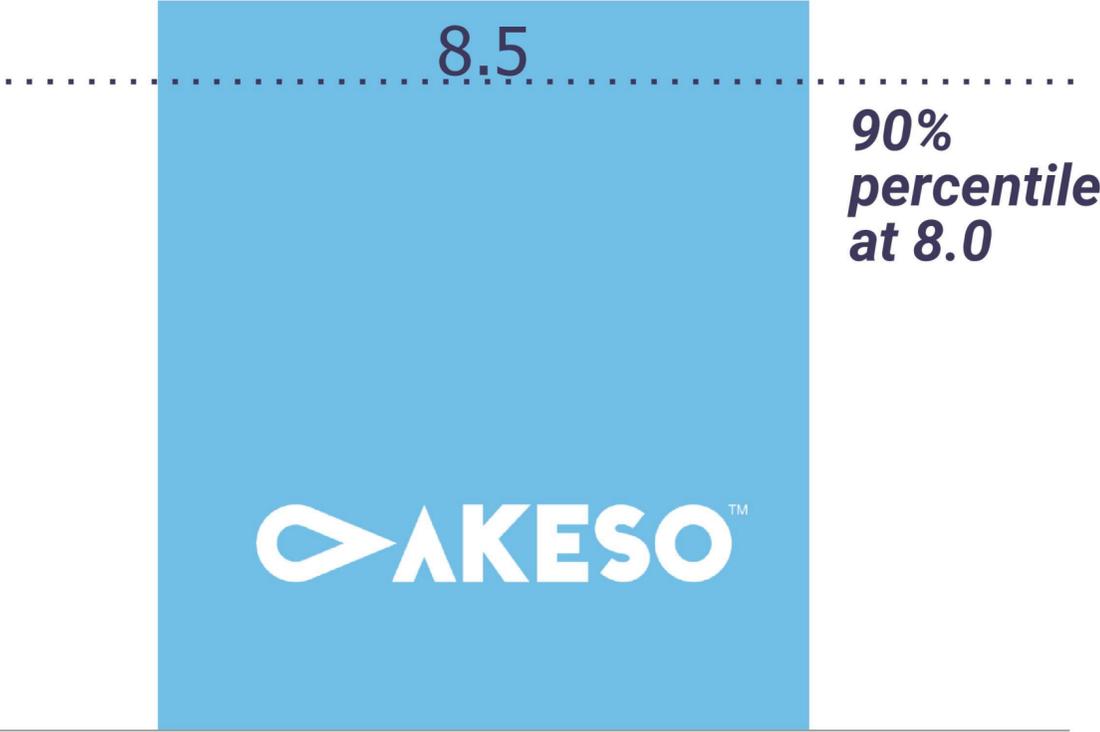
**#1 selling CBD water at Erewhon in SoCal**  
*(test market\*)*



**Gold's Gym in SoCal Strategic Partner**



**AKESO scored above 90th percentile**



*Purchase intent among the 71% of participants open to CBD/Hemp beverages\**

\* In market tests conducted with different label.  
\*\*Standard Beverage Package and Concept Questionnaire conducted via SurveyMonkey in priority markets, May 2020.

# OUR IP ALLOWS AKESO TO BE IN A CLASS OF ITS OWN IN CBD



*Carbonated water is \$2bn*

*Still Water is 4x bigger*

## Carbonated



## Still Water



**Akeso maintains potency and stability for 12 months +; Product in cans loses potency in <3 months.**

## Broad Spectrum

## Isolate



*Tested by Leafly with 0 CBD content.*



*Tested by Leafly with 0 CBD content.*

# TREMENDOUS MOMENTUM TOWARDS FDA REGULATION – CREATES EXPONENTIAL GROWTH OPPORTUNITY FOR CATEGORY



- While hemp is federally legal, the release of FDA guidance on infusion into food & beverages was delayed by COVID-19
- State level regulatory clearance in place in NY, FL, WA, OR, NV, AZ, NM, TX, IL, IN, OH, PA: CA – #1 CBD market in September
- This April, Southern Glazers Wine & Spirits (SGWS), \$21 billion operator in 44 states, announced a distribution agreement with Canopy Growth ( a Constellation Brands minority owned Co) – creating a tipping point!
- Beverage strategics across the value chain developing category strategy and potential acquisitions

*Unique opportunity to build a brand prior to Pepsi, Coca-Cola, and other strategics being able to enter the market.*

*Select Commercial and M&A Activity in U.S*

<p>Non-Alcohol Beverage Brands Companies</p>	<ul style="list-style-type: none"> <li>• Nestle launched CBD supplement under Atrium’s Garden of Life brand</li> <li>• Arizona &amp; Dixie Brands partnership to release CBD and THC beverages</li> <li>• Coke minority acquisition of Dirty Lemon (stopped selling CBD SKU awaiting FDA)z</li> </ul>
<p>Beverage Alcohol Brand Companies</p>	<ul style="list-style-type: none"> <li>• Constellation Beverages acquired stake in Canopy (\$7 billion market cap)</li> <li>• Constellation Ventures acquired Karma wellness water (adding CBD SKU)</li> <li>• Molson Coors partnership with HEXO (Truss JV) in Canada and expanded to US with Truss CBD USA in April</li> <li>• AB Inbev and Tilray (\$1.2 billion market cap) formed partnership (Fluent JV) in Canada</li> </ul>
<p>Leading Cannabis Players</p>	<ul style="list-style-type: none"> <li>• Aurora (\$2 billion market cap) acquired Reliva CBD brand to enter the U.S. market</li> </ul>
<p>Distribution Companies/Other</p>	<ul style="list-style-type: none"> <li>• Southern Glazers Wine &amp; Spirits (#1 bev alc distributor) launched distribution in Canada in 2020 and now US as of April 2021</li> <li>• Breakthru Beverage launched distribution in Canada and preparing infrastructure to launch in US this Summer</li> <li>• Big Geyser, Classic, LAD are a select sampling of large beverage distributors with a CBD beverage portfolio</li> </ul>

# IMMUNITY & ENDURANCE SKU IN DEVELOPMENT TO OPEN UP MAINSTREAM RETAIL



- Developing an Immunity + Endurance SKU (no CBD) leveraging our IP in creating high potency infusions of botanicals, vitamins and minerals while maintaining pure water taste and clarity
- Containing top-selling herbs, vitamins and minerals to support the immune and respiratory systems --- nano-emulsified for maximum absorption with 0 calories and sugar.
- As the first non-CBD SKU, it opens mainstream distribution and marketing opportunities and broadens consumer target with a lower-priced offering; will enable much faster-ramp up of CBD SKU distribution in national chains post FDA approval

	AKESO™ Immunity Aid	Vitamin Water Defense	Cloud Water	Nestle Pure Life	Propel + Zinc	Life Water Protect	
Zinc (% of RDA)	180%	180%	34%	100%	32%	20%	18%
Vit D3 (% of RDA)	100%	75%	✗	100%	✗	✗	✗
Astragalus Root	✓	✓	✗	✗	✗	✗	✗
Chaga Mushroom	✓	✗	✗	✗	✗	✗	✗
Osha Root	✓	✗	✗	✗	✗	✗	✗
English Ivy	✓	✗	✗	✗	✗	✗	✗
Electrolytes (mg)	300	300	✗	✗	✗	200	✗
Calories	0	40	120	20	0	0	0
Sugar (grams)	0	7	32	5	1	0	0



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# EXPANSION ROADMAP



Developed process and product formulation  
 Developed website and ecommerce sales and marketing infrastructure  
 Added Mark Messier as Brand Captain and Equity Partner  
 Built Marketing and sales team  
 Onboarded distributor in NY

Focus on independent fitness, natural grocery and convenience & gas opportunities— supported with in store and online promotions  
 Officially launched with distributors in NY, FL, CT and RI for CBD SKU  
 Secured ~350 retail points of distribution

Expansion to CA, NJ, IL, TX, OR, WA in the fall  
 Adding Immunity & Endurance SKU (no CBD) in CY22  
 Expansion into national and regional grocery chains, drug, and C&G  
 Expansion in food service and vending with focus on fitness, sports venues and universities.

## Packs & Pricing

### CBD

### IMMUNITY & ENDURANCE

### 12-pack

**eCOMMERCE**  
 \$39.99 with subscription  
 \$49.99 one-time

\$24.99 with subscription  
 \$29.99 one-time  
 FREE SHIPPING

### 4-pack

**eCOMMERCE**  
 \$19.99

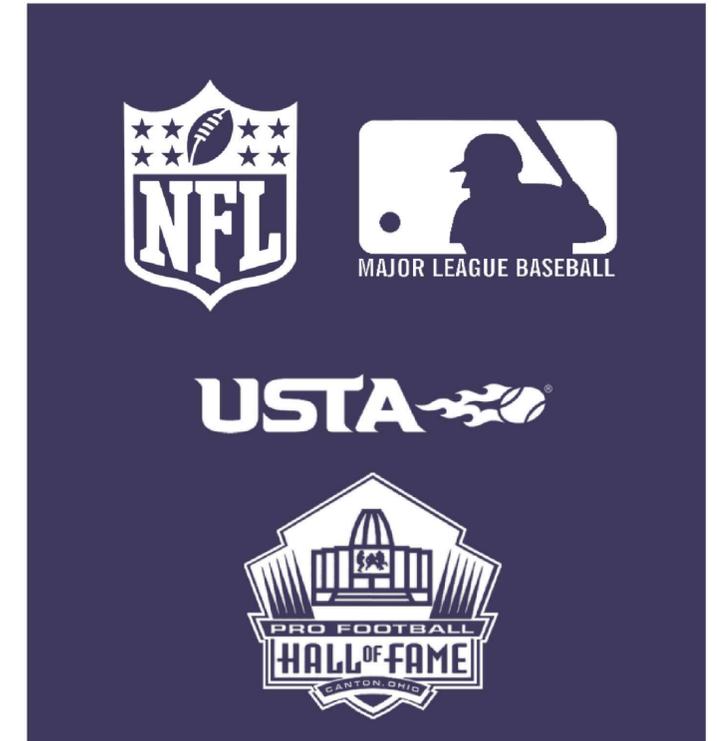
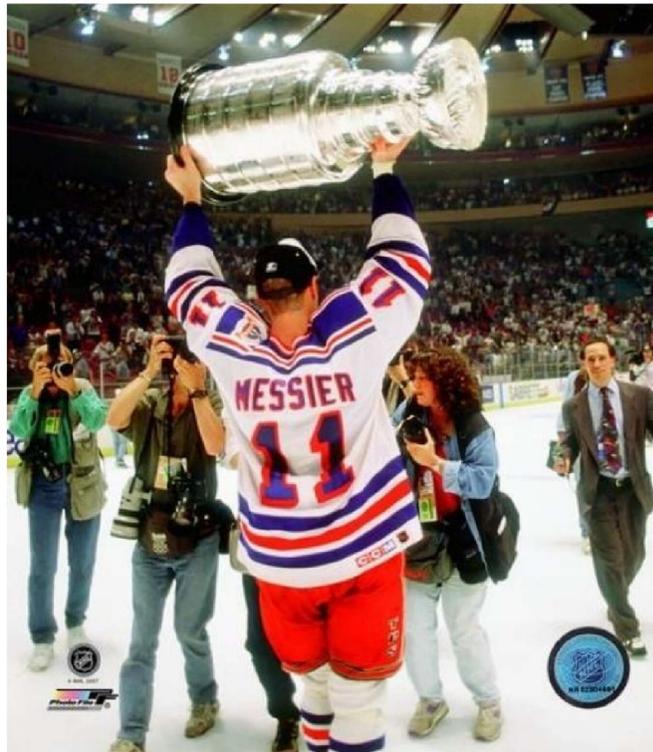
### Single-serve

**RETAIL & FITNESS**  
 \$4.99/\$3.99

\$3.99

"These are forward-looking projections that cannot be guaranteed"

# UTILIZE MARK MESSIER & SELECT GROUP OF INFLUENCERS TO DRIVE BRAND AWARENESS AND TRIAL



## MARK MESSIER

- NXT Water Equity Partner & Brand Captain
- Mark is a 6x Stanley Cup champion and 15x NHL All-Star; and in the Hockey Hall of Fame

## JAMES LAVALLE, RPh, CCN, MT

- Clinical pharmacist and board certified nutritionist
- Bestselling author of 40 books related to integrative therapies
- Founder of the LaValle Metabolic Institute
- Advisory Board Member for NXT Water

## STACEY GRIFFITH

- Founding Master Ride Instructor for Soul Cycle
- Global fitness/wellness Icon...66,000 IG followers
- Advisory Board Member for NXT Water

## CURRENT & FORMER PROFESSIONAL ATHLETES

- Mark Messier is the first of several intended collaborations with celebrity athletes from the major sports leagues

# COMMERCIAL ACTIVITIES TO SUPPORT RETAIL

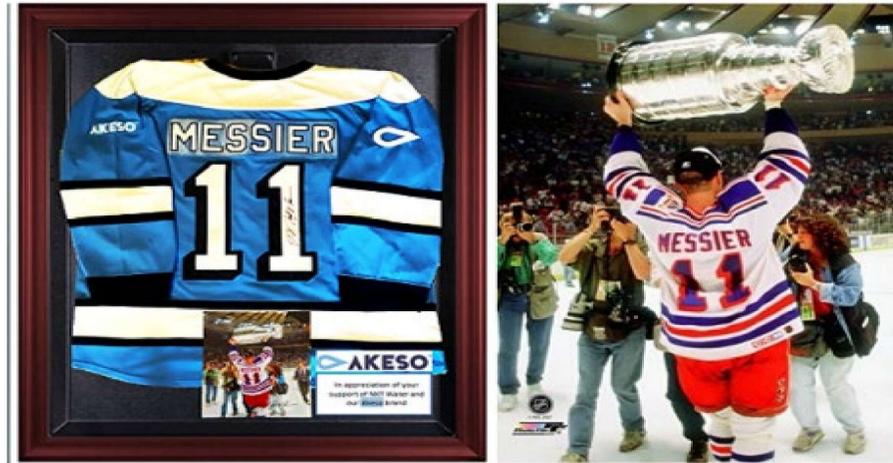
Investing \$5 per 12pk cs to support retail activation for the next 12 mo

## Sampling to drive liquid to lips in key markets.

- Retail & Fitness
- Events
- Home Meal Delivery Kits



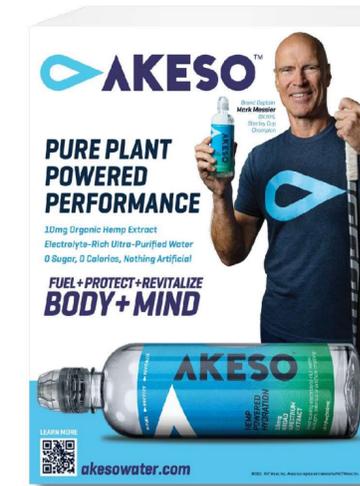
## Salesforce incentives to drive distribution and display.



## ibotta and QR based coupons.



## Disruptive POS for every channel



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# TEAM AKESO FITNESS CAMPAIGN



## Support Fitness Studios as they get back on their feet post covid

- Free fill the coolers & sample VIP customers
- Education for staff and personal trainers
- Incentive program to drive trainers to Team Akeso

## Build Team Akeso Ambassadors to drive awareness and velocity

- Provide revenue stream for personal trainers with lifetime commissions for referrals



LYMBR™

The image shows a smartphone screen displaying a sponsored Facebook post for Akeso Water. The post text reads: "Calling all trainers who are ready to get back to work! Try AKESO for free & make money spreading the word on an all natural performance and recovery beverage." Below the post are five promotional cards with the following text:

- FUEL YOUR EFFORTS.** Natural performance & recovery. Share to put money in your pocket
- CLEAN & NATURALLY.** Powered hydration with botanicals. AKESO all natural; 0 calories and sugar
- FOR PURE PERFORMANCE.** Electrolyte-rich. AKESO fuels your workout and day
- RECOVER. REPEAT.** Protect mind and body. So you can be at your best.
- TRAINERS... MAKE MORE MONEY with TEAM AKESO!** Meet Our "Captain" **PURE POWERED PERFORMANCE**. **AKESO**. Join Team AKESO Today. Spread the power

At the bottom of the smartphone screen, the post has 336 likes, 14 comments, and 7 shares. Interaction buttons for Like, Comment, and Share are visible.

# FINANCIAL PROJECTIONS



	2021	2022	2024 Potential		
			Base	High	Strategic Partnership/JV
<b>Gross Revenue</b>	<b>\$1,220,379</b>	<b>\$8,841,731</b>	<b>\$52,102,797</b>	<b>\$150,488,467</b>	<b>\$300,229,208</b>
<b>COGs</b>	<b>\$750,715</b>	<b>\$4,951,369</b>	<b>\$27,093,454</b>	<b>\$72,234,464</b>	<b>\$120,091,683</b>
<i>% of Revenue</i>	62%	56%	52%	48%	40%
<b>Gross Profit</b>	<b>\$469,664</b>	<b>\$3,890,362</b>	<b>\$25,009,342</b>	<b>\$78,254,003</b>	<b>\$180,137,525</b>
<i>% of Revenue</i>	38%	44%	48%	52%	60%
<b>Marketing Expenses</b>	<b>\$608,012</b>	<b>\$2,210,433</b>	<b>\$10,420,559</b>	<b>\$30,097,693</b>	<b>\$45,034,381</b>
<i>% of Revenue</i>	40%	25%	20%	20%	15%
<b>Brand Contribution Margin</b>	<b>(\$138,348)</b>	<b>\$1,679,929</b>	<b>\$14,588,783</b>	<b>\$48,156,310</b>	<b>\$135,103,144</b>
<i>% of Revenue</i>	-11%	19%	28%	32%	45%
<b>Operating Expenses</b>	<b>\$1,160,331</b>	<b>\$1,503,094</b>	<b>\$7,815,420</b>	<b>\$22,573,270</b>	<b>\$30,022,921</b>
<i>% of Revenue</i>	95%	17%	15%	15%	10%
<b>Profit/(Loss)</b>	<b>\$ (1,298,679)</b>	<b>\$176,835</b>	<b>\$6,773,364</b>	<b>\$25,583,039</b>	<b>\$105,080,223</b>
<i>% of Revenue</i>	-106%	2%	13%	17%	35%

<b>Valuation Range (\$MM)</b>					
6x Revenue		<b>\$53</b>	<b>\$313</b>	<b>\$903</b>	<b>\$1,801</b>
8x Revenue		<b>\$71</b>	<b>\$417</b>	<b>\$1,204</b>	<b>\$2,402</b>

## 2021 Assumptions

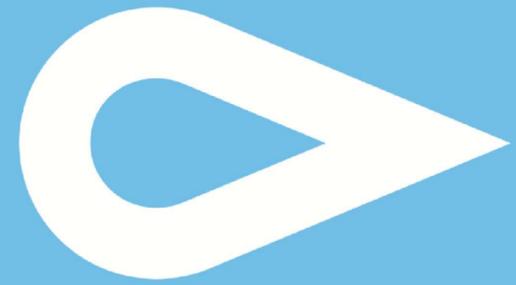
- 4000 points of distribution by year end with strategic distribution partner

## 2024 Retail Penetration Assumptions

- Base Case**
- ~10% of Fitness units
  - 50% of Nat Grocery/Health
  - 30% of Mainstream Grocery
  - 25% of Drug / 10% of C&G
- High Case**
- ~15% of Fitness units
  - 60% of Nat Grocery/Health
  - 45% of Mainstream Grocery
  - 50% of Drug / 15% of C&G
- Strategic Partnership/JV with National Player**
- 50% of Fitness units
  - 80% of Nat Grocery/Health
  - 75% of Mainstream Grocery
  - 75% of Drug
  - 50% of C&G

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These are forward looking projections that cannot be guaranteed.



***OUR TEAM***

# FOUNDERS



**Todd Waks**

*CO-FOUNDER, CEO*

Todd is a 30+ year senior executive from Sports & Entertainment and the former SVP of Global Alliances for Live Nation & Dick Clark Productions, the world's largest live entertainment company and world's largest live television production company, respectively. A strategic brand marketer that has represented many of the world's most recognizable brands having generated over \$1B in NET revenues over the course of his career. A graduate of Syracuse University, Mr. Waks began his tenure in sports marketing as Director of Sales & Marketing for the NHL's Los Angeles Kings.



**Anna Geller**

*CO-FOUNDER, COO*

Anna has more than 11 years of beverage experience with PepsiCo and Deutsch Family Wine & Spirits in strategy, M&A and operating roles. She has supported the launch and accelerated growth phase of numerous beverage brands including Mountain Dew Kickstart, Josh Cellars Wine, Redemption Whiskey and as well as over 200+ line extensions and package innovations for Pepsi, Dew, Sierra Mist, AMP Energy, and Starbucks RTD to name a few. Prior to entering the beverage industry, Anna was an investment banking and private equity professional.



**Tommy Stephenson**

*CO-FOUNDER, CIO/CTO*

Tommy's expertise lies in product development, digital marketing and software development. For over 19 years he has successfully developed innovation and delivered uniquely integrated strategies that have dramatically increased customer engagement for fortune 500 brands. Over his career, Tommy has focused on digital strategy, revenue generation, user engagement, analytics and reporting. His successes include his work with Microsoft where he managed over 400 projects for various groups such as MSN, Bing and Xbox. He served as CTO for Weedmaps architecting the backend to their digital ecosystem.



NXT water is a "Cava Studio" company. In the Cava Studio model, Cava Partners or advisors assume a significant operational role, in this case with Anna Geller. NXT Water is a great fit with Cava's Consumer Lifestyle and Wellness focus and will benefit greatly from Cava's position in several other Fitness related companies including LYMBR, Fitlabs, and Freeletics



**Geoff Schneider**

*FOUNDER & MANAGING PARTNER, CAVA CAPITAL, NXT WATER, BOARD MEMBER*

Geoff is the Managing Partner of Cava Capital, a venture capital firm focused on building consumer lifestyle and technology businesses. Geoff founded and has served as the CEO of LYMBR, a leading luxury brand in the recovery and personalized stretching category. Geoff has helped build over 20 venture funded businesses into viable high growth enterprises since the founding of Cava Capital in 2007 including several in the consumer fitness and recovery industry.

# SALES, MARKETING & PRODUCTION MANAGEMENT



**Tony Kalich**

**NATIONAL DISTRIBUTION ADVISOR, NXT WATER**

Tony is a 30+ year senior executive in beverage alcohol. The former SVP of Distributor Relations and Sales Capabilities of Deutsch Family Wine & Spirits, importer for [yellow tail] and owner of Josh Cellars wines, where he led their route to market strategies and the development of their sales force capabilities. Over his career with Deutsch and previously Diageo, Tony's experiences ranged from General Management, Brand Marketing, Operations, National Accounts, and Senior Sales Roles.



**Kevin McCarthy**

**HEAD OF SALES & MARKETING, NXT WATER**

Kevin has over 25 years of experience in sales and marketing in the Beverage Alcohol industry. He has held numerous marketing positions for premium spirits brands with international distribution for Deutsch Family Wine & Spirits, Pernod Ricard, Allied Domecq and Bacardi. In addition to building iconic brands such as Makers Mark Bourbon, Absolut Vodka, and Redemption Whiskey he has spent the past 5 years working on start-up brands in spirits and cannabis.



**Chris Solberg**

**HEAD OF BEVERAGE OPERATIONS, RIVIERA BEVERAGE / NXT Water**

Chris is a 35-year beverage executive, having worked with some of the largest US companies (Pepsi, Boeing, Microsoft). Currently serving as General Manager of Riviera Beverages, LLC located in Southern California, connecting with suppliers, production facilities, and partnerships specific to 'boutique bottling' of enhanced water products. Essentia, Waiakea, and Aqua Hydrate and now AKESO. Chris has been an integral part of the major expansion at Riviera as new water infusion components are being made available as the government moves to open the marketplace to beneficial new water-soluble ingredients.



**Tony Antillon**

**CHIEF SCIENCE OFFICER, RIVIERA BEVERAGE / NXT Water**

A 16-year seasoned Operations Manager in the food & beverages industry, Tony has worked in the development of major brands including Tampico Beverages, Archer Farms, Hawaiian Tropic, Essentia Water, Aqua Hydrate, Eternal Water, Waiakea, Starbucks, Ethos, and Sprouts. Tony has in-depth training and experience in Total Productive Maintenance (TPM), Continuous Improvements, Food Safety, Hazard Analysis, Critical Control Points, SQF Practitioner, Ingredient Formulator, and Product Development. He also has an extensive background in International Law, Safety Food Science, Control Annalistic Programming, and Operation System Development.

# RAISING \$2.75MM IN FINANCING



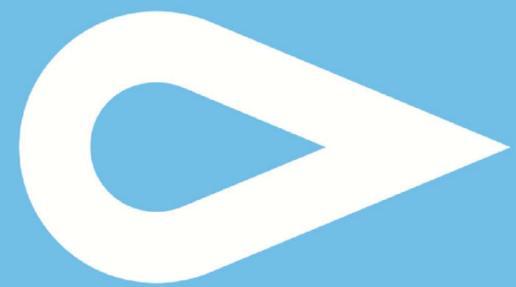
## \$2.75M Series Seed Convertible Note with 7% interest

- \$1.3M raised to date
- \$1.0M to be raised through Wefunder

**Converts to equity at 20 % discount to the next equity round and valuation cap of \$10 million**

## KEY COMPONENTS OF USE OF PROCEEDS

Free fills, slotting fees and incubator retainers to drive retail distribution	\$750K
Disruptive POS, racks, and sampling to drive trial	\$300K
Content development & advertising & PR	\$400K
Working capital, salaries, commissions and other operating expenses	\$1,300K



***THANK YOU***