

## High quality, direct-to-consumer CBD supplements for everyday problems



highlinewellness.com New York NY

**LEAD INVESTOR**

**David Kim**

Really thoughtful founder in Chris Roth. Great ideas, with an opportunity to pivot into even bigger markets. Exciting opportunity that I believe has immense potential, and very much looking forward to watching this grow and exceed expectations. I feel the leadership has the skills to take this business to the next level and it is a great time to be part of the story. I support their vision, and expect we will see great results from the team!

**Invested \$100,000 this round**

### Highlights

- 1 Reached \$15.5M in lifetime revenue and 85K+ customers as of October 2022 since launching in 2019
- 2 Increased sales by more than 3x from 2019 to 2021, reaching \$4.5 million in revenue
- 3 Raised \$3.5M+ from notable investors and founders
- 4 Recurring revenue made up 67% of 2021 sales
- 5 Recurring revenue from 2.5K subscribers w/ 9+ order avg. and a 50% repeat customer rate for non-subs
- 6 4K+ 5-star reviews, 51K Instagram followers, and a reach of 6M+ followers from partnered influencers

### Our Team



**Christopher Roth** Founder/CEO

Responsible for operations, recruitment, strategic partnerships, and public and investor relations. Prev. at Cowen selling cannabis market research to hedge funds. Deal captain on the Tilray IPO, first "pure play" cannabis company listed on Nasdaq.



**Brendan Rogers** Co-founder/CFO

Responsible for accounting, logistics, supply chain, product development, customer behavior analysis, and product design. Prev. at Medidata where he oversaw revenue forecasting and budgeting, bookkeeping, customer retention and LTV strategy.

### Why Highline Wellness?

Our products can improve sleep, reduce inflammation, relieve anxiety and provide mental clarity. We're committed to making the most reliable products from high quality CBD, 100% natural & free of chemicals, for every type of customer.



#### Letter From The Founders.

It all started because of a common struggle the two of us share along with countless others across the country: **anxiety**.

Having experienced the positive benefits of CBD on our own mental health, we started Highline Wellness because we saw the real need to solve the problem of managing mental health and general wellness without prescription drugs - and to share this new, more effective way with others who were looking for alternative ways to manage their stress. (Inspired with the consumer experience purchasing CBD products) and making high-quality, all-natural, and essential products being sold around.

We knew of the importance of about high-quality products to the people of New York - a refuge, devoid of stress, anxiety, and general wellness is a promise, different from its surrounding and provides better sleep every day.

A simple, elevated product perfectly suited for the complexities of everyday life.

We are excited to continue growing Highline Wellness and are excited for you to join this journey with us!

### Problem

#### The US is facing a mental health crisis

Around 50% of GenZ and Millennial women report being stressed often. CBD products targeting anxiety and lack of sleep are still not classified as generally regarded as safe (GRAS) by the FDA, which has led to an unregulated market lacking high-quality products.



Even with the 2018 Farm Bill legalizing CBD for national distribution, the FDA still has not designated CBD products as GRAS (generally regarded as safe) or set out a regulatory framework for brands to operate within.

This has led to an unregulated market that lacks high-quality products. 50% of GenZ women and 40% of Millennial women report being stressed all or most of the time.

One of the main causes of declining mental health? Lack of Sleep.

### Solution

Highline Wellness products provide natural, affordable and effective solutions that improve sleep and reduce anxiety. Our products contain only the most effective ingredients and are held to the highest quality control standards in the industry.

**We build high quality products that solve common problems.**

**Our Premium, CBD Solutions**

We provide natural, affordable and effective health and CBD solutions to give everyone access to a happier, healthier and more peaceful state of mind and body through formulations specifically designed to help improve sleep and reduce anxiety.

**Products that work**

We produce products with only the most effective ingredients and the highest quality source standards in the industry.

**Elevated Remedies for Everyday Needs.**

### Product range

Our products include gummies, CBD oil and bathbombs, each of which are specially formulated to address some of today's most common problems.

**We build high quality products that solve some of today's most common problems.**

- Sleep**: A key benefit of CBD is believed to help improve the quality of sleep for individuals. Our calm and stress relief, whether you are looking for relief from insomnia, stress, anxiety, or general discomfort, our CBD products are formulated to help you get a good night's rest.
- Calm**: Our CBD products are formulated to help you feel calm and relaxed. Our CBD products are formulated to help you feel calm and relaxed. Our CBD products are formulated to help you feel calm and relaxed.
- Recovery**: Whether you're recovering from a workout, a long flight, or a stressful day, our CBD products are formulated to help you feel relaxed and rejuvenated. Our CBD products are formulated to help you feel relaxed and rejuvenated.
- Gut + Immunity**: Our CBD products are formulated to help you feel healthy and happy. Our CBD products are formulated to help you feel healthy and happy. Our CBD products are formulated to help you feel healthy and happy.

Despite the FDA not classifying CBD as GRAS (yet!), we have adopted high production standards for our products, so that when CBD becomes regulated, we will already be compliant. This means that our facility is CGMP certified, our products are 100% made from scratch, and each batch is easy for consumers to test.

**We act as if CBD is regulated by the FDA.**

- CGMP Certified Facility**: Our facility is CGMP certified, ensuring the highest quality standards for our products.
- Formulation Process**: Our products are formulated using the highest quality ingredients and are held to the highest quality control standards in the industry.
- COA by Batch**: Each batch of our products is tested for purity and potency, ensuring that our products are safe and effective.
- Third-Party Testing**: Our products are tested by independent third-party laboratories to ensure accuracy and reliability.
- Certifications**: Our products are certified by various organizations, including the National Hemp Association and the CBD Industry Association.
- Retail Expansion**: Our products are available at a wide range of retail partners, including health food stores, pharmacies, and online retailers.

**We expect the FDA to designate CBD as GRAS in 2023.**

**What is GRAS?**

Generally recognized as safe. The FDA applies this designation to food for a regulatory framework around the products which allows for national retailers such as Whole Foods to distribute on a national basis. Currently, national retailers are only able to sell hemp products. We expect this to expand to include CBD products in 2023 when the first year will be on the 2023 farm bill act.

Upon GRAS designation, we expect the overall CBD market to be valued at \$1.5B.

Therefore, we've prepared the most strategic quality control procedures in the industry, we have chosen to self-regulate ourselves as if we're being regulated by the FDA so that when CBD is labeled as GRAS, we won't have to rework or adjust our supply chain or other ground moving depending on how the regulatory landscape changes.

Customer loyalty is strong, with a 50% returning customer rate for non-subscribers and a recurring revenue from 2.5K subscribers with a 9+ order average. Our products have 5000+ 5 star reviews and have been enjoyed by 84,498 customers so far.

**Once a customer tries our products, 50% stay with us.**

- Average Order Revenue and Recurring Revenue: **\$427**
- Average Lifetime Value of Recurring Customers: **\$347**
- Average Cost of Acquiring a Customer (CAC): **\$37**
- Customer Lifetime Value (CLV) Ratio: **11x**
- Total Customers: **85k+**
- 3 Year Revenue: **5,000+**
- Returning Customer Rate: **50%**

**Customer Reviews**

★★★★★  
I have a 2022 Highline Wellness product and I'm so happy to have it. The quality is great and the customer service is excellent. I highly recommend this product to anyone looking for a wellness product.

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Our Instagram following of 51K and a further 6M+ followers brought from partnered influencers combines to deliver a large outreach, building trust with authentic storytelling.

**Influencer Marketing: Building trust with authentic storytelling.**

Influencer	Followers	Engagement	Reach
Melissa Wood Toppenberg	34.1K	2%	1,780
Donella Rowland	13.6K	3%	1,592
Alexis Lynch	18.9K	6.7%	1,117
Renee Davidson	5,200	9.2%	2,450
Rachel Kikorian	242	84.7%	121
Highline Wellness	11.7K	81.4%	1045

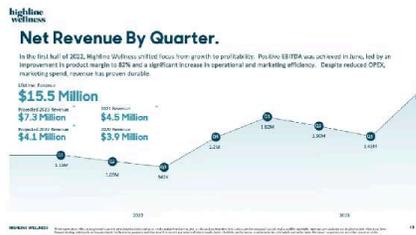
### Traction

Highline Wellness has gained significant traction in the press in many different spheres - from business, to health and wellness, and beyond.

**Buzzworthy Brand.**

Highline Wellness has gained significant traction in the press - in a variety of sectors, from business, to health and wellness, and beyond. Highline Wellness has secured a unique proposition for the customer and by the category, and the press has noticed.

Sales have increased by more than 3x when compared to 2019, with lifetime revenue amounting to \$15.5M. Highline Wellness achieved profitability in June 2022 and an upwards trajectory is expected for revenue.



The above chart contains forward projections that aren't guaranteed.

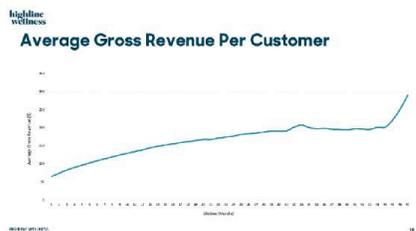


**November Financials**

Income Statement	November 2022	
	Amount	%
Net Revenue	\$97,100	
COGS (w/ shipping)	\$17,683	18%
Marketing	\$1,802	2%
OPEX	\$81,110	84%
EBITDA	\$14,425	15%

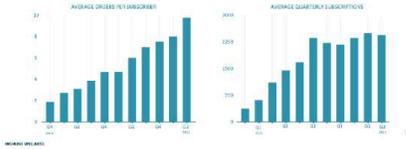
**Key Metrics**

- \$45** Facebook Ad Cost of Acquiring Customer
- \$65** Average Order Value
- 5x** Monthly Return on Ad Spend



## Highline Wellness is Steadily Growing Loyal Subscribers.

When a customer casts into a month's subscription, on average they stay on the platform for 9+ years.



## Future Growth

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### Growth Vision.

**2018 LAUNCH**

2018 pre-launch. Build a brand ecosystem can trust through educational content. Leverage trusted influencers that share the love for the product to communicate with their customers the benefits of CBD. Instead of taking the retail route, like many of our competitors, build the brand online and create a loyal community of customers.

**2022**

Not only is CBD an amazing compound by itself, but it's even more effective when combined with other natural ingredients such as melatonin for sleep and B12 for energy.

**2024**

2024 customers, sold in national retailers, working with national publishers, reported product use to improve functional performance.

We have established a sustainable and scalable business model. This is clearly reflected in our increasing customer rate, gross revenue per customer and average orders per customer.

We have successfully set the precedent of attracting customers at scale and then having to optimize and profitability.

**Now is the time to scale our proven model.**

The above slide contains forward projections that aren't guaranteed.

## Team

Our founders and strategic advisors are equipped with the relevant expertise to deliver intelligent and adaptable decisions for Highline Wellness' success.

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### Meet the Founding Team.

**Co-Founder & CEO**



**Chris Roth**  
Member of Congress and Co for seven years before Highline. Served as the first captain on the 11th Air MS, the first Lantana company to list on the Nasdaq.

**Co-Founder & CFO**



**Brendan Rogers**  
20 years in Highline, Brendan worked at MailChimp on customer retention strategy, customer behavior analysis, and developing multi-step strategies around marketing TV.

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### Key Strategic Advisors.

**Senior Digital Marketing Expert**



**Baldwin Cunningham**  
Former co-founder of startup founded in the New York Times. Author for over 100.

**Owner of Shop We Wore What**



**Danielle Bernstein**  
Fashion 30 under 30 at 24 years old. Blogger and author in several magazines. NYT best selling author.

**Celebrity & Influencer**



**Hannah Bronfman**  
A Health and Wellness Expert and Entrepreneur. Angel Investor in over 40 companies. Vocal advocate for social and racial justice.

**Health & Wellness Expert**



**Alyssa Lynch**  
Health and wellness expert with 700k followers on Instagram.

## What will the funds be used for?

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### Raising additional capital to accelerate profitable growth.

Category	Percentage
Operations & Marketing	60%
R&D	30%
Working Capital	10%



Thank you for your time, we hope you invest in Highline Wellness and become part of our future!

## Downloads

[HW Investor Deck 12.2022.pptx](#)

