

# Future of Supplements: Preworkout Pods Inspiring Women On Their Fitness Journey



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[Food](#) | [B2C](#) | [Ecommerce](#) | [Health and Fitness](#) | [Female Founder](#)

## LEAD INVESTOR



**Megan Brown**

I invested in Peachy Inc. because I know this company will go far. I know the owners work day and night to make this company everything it is and they will take it to the next level and the next. They have worked tirelessly to get their product right for all women to be able to feel confident in their pre workout. I myself use this product every time I workout and I've never been disappointed by the results. It works exactly as it should. It gives a great boost for my workout and it lasts as long as I need it to without being overpowering. The taste of each flavor is hand picked and tested over and over until they are perfect. I believe in this company. I love Peachy Inc.

**Invested \$5,000 this round**

## Highlights

- 1 📈 770% growth between 2020-2021 with \$549,000 in revenue in 2021
- 2 📈 100% organic sales and \$0 spent on ads
- 3 🧑‍🤝‍🧑 Female and 🧑‍🤝‍🧑 Minority Founded and Owned
- 4 🌐 Global pre-workout market size is \$14B with huge potential for future growth post Covid
- 5 💰 First to market with low competition in the edible pod industry
- 6 🚀 Sales projected to hit \$6.3M by the end of next year (not guaranteed)
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## Our Team



**Natalie Malele** Co-Founder / CEO

Natalie is the face and Founder behind Peachy Inc. she is a master at driving sales, reaching over \$1M in sales organically through social media. She is extremely proficient in managing people and process implementation.

We believe that pods are the future of the fitness and supplement industry. In 10 years, we see most supplement companies converting to pods with Peachy at the forefront of the innovation.



**John Malele** Co-Founder / President

Johnnys high level vision and proficient execution consistently brings Peachy to the next level. He has excellent people skills and looks for networking opportunities wherever he can.



**Sadie Nielsen** COO

As the chief operating officer, Sadie manages our campaigns, develops strategies for success, and assists with product development. She is very organized, works well under pressure and managing multiple tasks at once.

## Pitch



### Problem # 1

Pre-workouts are made for men.



1,000's of men's



Less than a dozen women's



pre-workouts on the market.

pre-workouts on the market.



## Problem # 2

Supplements haven't changed for decades.



Powder is messy



Serving size varies



Not travel friendly



## Solution # 1

Meet Peachy Inc: Pre-workout made for women.

- Formulated specifically for women
- Best tasting flavors
- Intrinsic branding

3 factors most important to women:

Great Taste

Great Energy

No Crash or Jitters



## Solution # 2

Pre-measured and Packaged in Water Dissolvable Pods.

No scoop, no mess, no problem!



DROP IT!



SHAKE IT!



ENJOY IT!



## Innovation #1



### Dissolvable Film

- Made from cellulose and other binding agents
- FDA GRAS Certified
- Tasteless, odorless, & quickly dissolvable



## Innovation #2

### Mixed Flavored Jars:

- 3 flavors in 1 jar
- Convenience + Variety
- Cost effective for the customer

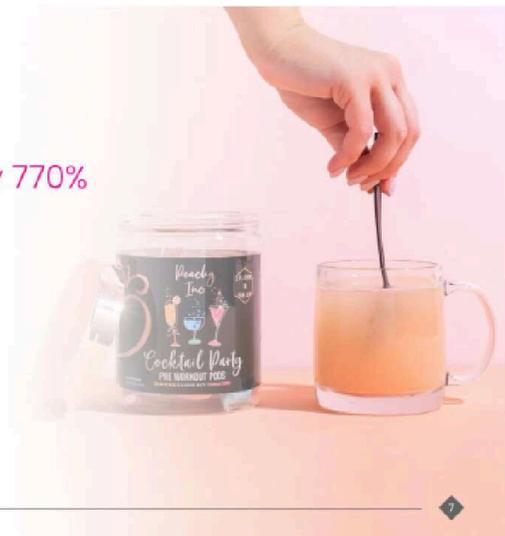


## Traction #1

2020-2021, sales grew by 770%

### 2021 Benchmarks:

- \$549,000 in Revenue
- 5% Conversion Rate
- \$0 CAC



## Traction #2

Continued growth in 2022

- January 2022:
  - \$120,000 in sales
- February 2022:
  - \$146,000 total sales
  - (\$137,000 in the first





## Market Size



<sup>1</sup><https://www.grandviewresearch.com/industry-analysis/dietary-supplements-market>  
<sup>2</sup><https://www.grandviewresearch.com/industry-analysis/pre-workout-supplements-market>

## Market Validation

- Clearco, the world's largest ecommerce investor platform valued Peachy at \$3.5M pre-money valuation.
- 35,000+ girls have signed up for restock notifications and announcements
- \$100,000 in sales in one hour of launch at peachyinc.com on February 25th 2022



## Competitive Analysis

	Women Specific	Not Women Specific																					
PODS	Peachy Inc	<ul style="list-style-type: none"> <li>X Body Fortress *no longer producing</li> <li>X Podz Nutrition *no longer producing</li> <li>Vade Nutrition</li> </ul>																					
NON-PODS	<ul style="list-style-type: none"> <li>Alani Nu</li> <li>Ideal fit</li> <li>NLA</li> <li>Women's Best</li> </ul>	<table border="0"> <tr> <td>Optimum Nutrition</td> <td>Kaged</td> <td>Nitro Surge</td> </tr> <tr> <td>Cellucor</td> <td>Pride</td> <td>BSN No Xplode</td> </tr> <tr> <td>Bucked up</td> <td>Legion</td> <td>RedCon1</td> </tr> <tr> <td>Ghost</td> <td>Alpha Lion</td> <td>Wrecked</td> </tr> <tr> <td>Jym</td> <td>Ult</td> <td>Dymatize</td> </tr> <tr> <td>Gorilla Mode</td> <td>Steel</td> <td>MuscleTech</td> </tr> <tr> <td>Insane Labz</td> <td>Vintage Blast</td> <td>Endorush</td> </tr> </table>	Optimum Nutrition	Kaged	Nitro Surge	Cellucor	Pride	BSN No Xplode	Bucked up	Legion	RedCon1	Ghost	Alpha Lion	Wrecked	Jym	Ult	Dymatize	Gorilla Mode	Steel	MuscleTech	Insane Labz	Vintage Blast	Endorush
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# Competitive Advantages

## 1st to Market

First to release pre-workout pods. TikTok #preworkoutpods has 23.5M views that are all Peachy Inc. videos

## Low Competition

Only four large companies in the women's supplement space.

## Ease of Use

Drop it. Shake it. Drink it.

## Unique

3 Flavors in 1 jar  
Best flavors on the market  
Doesn't cause jitters or crashes



Peachy Inc.

## Brand Mission

Our mission to be inclusive, in an otherwise exclusive industry, speaks to our women by creating a safe place for them in their fitness journeys.

## Design

Aesthetic packaging, targeted content, and website layout that resonates with women.

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# Use of Funds

## Seeking investment for:

### Inventory Management

Keep Inventory Stocked

- Last year, \$400,000 of revenue was left on the table due to being out of stock for 5 months.
- We will produce 5X the inventory that will last 8-12 months

### Marketing Optimization

Building Community

- Grow our ambassador team to 5,000 reps
- Build an in office studio to bring all marketing efforts in house.

### Product Expansion

Expanding product offering to drive sales

- Release 3 new flavors August 2022
- 1 seasonal flavored jar released by October 2022



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# The Peachy Team



**Johnny Malele**  
Co-Founder & COO

- Manages Finances
- Product Development
- Supply Chain



**Natalie Malele**  
Co-Founder & CEO

- Sales
- Content Creator
- Process Implementer



**Sadie Nielsen**  
Media Director

- Manages Marketing Campaigns
- Handles Copyright
- Coordinates PR



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We invite all to invest and provide any question about investing in Peachy under the "Ask Question" tab.



