

🔥 The #1 bestselling clean energy drink mix - no sugar, no sucralose, no crash



San Diego CA

LEAD INVESTOR



Brian Weeks

As a medical doctor who sees patients every day, I was impressed by Pureboost from the beginning. Pureboost is taking on the global energy drink market which is projected to grow to \$108B by 2031 with a compound annual growth rate of 8.2%. Every other energy drink on the market that I've seen contains unhealthy ingredients like loads of sugar and artificial ingredients including sucralose. Pureboost is tapping into a dramatically growing market and offering consumers something uniquely different, a clean, healthy energy drink filled with 25 vitamins, minerals, superfoods and electrolytes for hydration. I've been recommending Pureboost to my patients since Day 1 and they love how it tastes and makes them feel. I've also known one of the Co-Founders of Pureboost for over 15 years and saw him grow another healthy drink to over \$1B in sales. I'm extremely impressed with the Pureboost team and believe so strongly in Pureboost that this is the 3rd time I have invested in the brand.

Invested \$100,000 this round

Highlights

- 1 🚀 Dramatic growth: \$7.34M in 2021 revenue, up from \$1.2M in 2019
- 2 🏆 Team's track record: 10+ exits & building a nutritional drink company to \$1.25B in sales
- 3 🏆 20,000+ 5-star reviews
- 4 🌱 Over 16 million Pureboost servings sold
- 5 📈 80% gross margins & 45% reorder rate
- 6 🏆 #1 category bestseller on Amazon, launching at Costco.com, Walmart, Walgreens in Q3
- 7 📈 On a strategic path to \$100M in sales (not guaranteed) by 2026
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- 8 🚀 Breakout star taking in a fast-growing \$350B market

Our Team



Brian Enge Co-Founder

Serial entrepreneur with 4 exits. Active.com senior leadership when it sold for \$1B+. Cyrk senior leadership when it IPO'd. Saucony EVP when it sold for \$150M. Zoot CEO when it sold for \$12M. Former pro soccer player. Harvard BA, Harvard MBA.



Sean Ross Co-Founder

Nutrition innovator and supply chain whiz. Experience managing manufacturing for Gianbia, the world's largest sports nutrition brand and has overseen the production of over \$1B+ worth of products. Invented the original Pureboost formula.



Ray Faltinsky Co-Founder

Lifelong nutrition enthusiast. Launched and grew a nutrition company from 0 to \$1.25B in sales over its 22-year lifetime, generating a 125x return for investors. Launched Pureboost in 2018. Yale Law School JD.



Danny DeMichele Co-Founder

Sales and scale ace with 6 exits in digital marketing/e-commerce. Founder of Quiverr, a Top 25 Amazon bestseller with over \$1B+ in revenue (acquired by ASM, the largest CPG retail management & distribution company). Founder of 2 Inc 500 companies.



Jay Mercer CEO

Strategic sales leader with 25+ years in CPG. Launched 250+ products for Fortune 500 companies and brands, including Del Monte, Milk Bone, Meow Mix & Hershey Foods. VP of Sales at Amazing Grass when it sold to Gianbia Performance Nutrition.



Gillian Snyder VP Marketing

Digital marketing and scale ace with 15+ years leading geographic and category expansion for global ecommerce brands. Grew marketing programs to 14M website visitors and \$50M in sales. Built a thriving retention program for a \$150M brand. UCSD MBA.

Why Pureboost?



Pureboost is the first clean energy drink mix. We're taking on a \$350B market - and leaving GMOs, artificial sweeteners, sugar and junk side effects like jitters and crashes in our dust. The clean energy movement is here!

BECAUSE WE DESERVE BETTER THAN UNHEALTHY, “DIRTY” ENERGY

Today’s energy drinks are loaded with “dirty” ingredients, such as sugar and artificial sweeteners, or massive amounts of caffeine. This results in a short-term boost followed by jitters and a crash. Plus low-quality, impure ingredients have been proven to result in potentially irreversible long-term health consequences. People need energy to get through the day, but delicious and clean energy is near impossible to find.

INTRODUCING PUREBOOST THE FIRST CLEAN ENERGY DRINK

Pureboost has cracked the nutritional code—feel-good energy that’s delicious, affordable, and healthy. It’s ultra-portable, packed with vitamins and electrolytes, and uniquely formulated to help you tackle your everyday routine—without the side effects and long-term health challenges that accompany traditional energy drinks.



We’re on a mission to help people lead healthier, happier, and more active lives. Now go-getters can fuel their best moments with an everyday energy drink that the whole family will love.

**CLEAN ENERGY.
CRASH-FREE.
ABSURDLY
DELICIOUS.**



ALL OF THE GOOD, NONE OF THE BAD



GREEN TEA
CAFFEINE



VITAMINS &
ELECTROLYTES



NATURAL FLAVORS
& COLORS



MADE IN THE USA
from locally
sourced ingredients



Pureboost is the 1st antioxidant energy mix without any sugar, sucralose, or crash. Say goodbye to the dirty and jitters that come with traditional energy drinks, soda, and coffee.

Pureboost delivers long-lasting energy and hydration that's bursting with:

- B12
- Natural Green tea caffeine
- 25+ vitamins, minerals, and herbs
- Hydration Maximizer Electrolyte Blend

Additionally, Pureboost is:

- Naturally flavored and sweetened
- Keto, paleo, and vegetarian friendly
- 100% free of dairy, soy, gluten, and preservatives
- Non-GMO
- Proudly manufactured in the USA



Pureboost is already achieving remarkable results in a \$350B total addressable market. We're THE #1 healthy category leader on Amazon, with double-digit annual growth since launch and more than 25,000 positive reviews.

We're laser-focused on growth. In our first three years in business, we generated \$12.3 million in cumulative revenue, and \$7.34 million last year alone.



Revenue forecasts and projected net opportunities are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

With 80% gross margins on Amazon and our direct-to-consumer channels, as well as plans to expand to other major retailers, we are on track to hit \$100 million in revenue by 2026.





SALES

45% REPURCHASE RATE

35 DAY PURCHASE CYCLE

\$93 AVG ANNUAL SPEND

SUBSCRIPTIONS

50% OF DTC REVENUE

20% OF AMAZON REVENUE

\$155 AVG ANNUAL SPEND



80% GROSS MARGINS ON AMAZON AND DTC

\$8.7M REVENUE RUN RATE

\$16.8M CUMULATIVE REVENUE TO DATE

16M SERVINGS SOLD!

+228.5% COMPOUND ANNUAL GROWTH RATE

550K BOXES SOLD

EVERYBODY **LOVES US**

THE #1 HEALTHY ENERGY DRINK MIX ON AMAZON

amazon

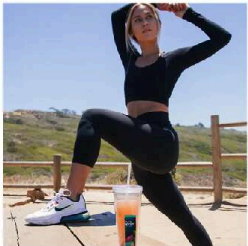
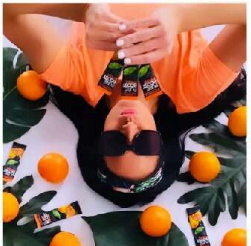
20,000+
5 STAR REVIEWS

★★★★★

CATEGORY LEADER*
ENERGY DRINK MIX
ENERGY DRINK POWDER
TOP EMERGING BUSINESS ON AMAZON



*SOURCE: AMAZON % OF SALES MARKET SHARE DATA
AMAZON LAUNCHPAD RANKING



“It never makes me feel bad or jittery. The flavors are great too!”

★★★★★

“I love that the mix doesn't contain a lot of filler ingredients and tastes great. It has a lot of fizz to replace soda for me. It helps me drink more water each day as well.”

★★★★★

“Taste is really good and gives a definite subtle energy boost without the high energy symptoms of other energy products.”

★★★★★



OUR WORLD-CLASS TEAM IS EXPERIENCED AND MADE UP OF ENERGETIC WINNERS

Pureboost's team includes a former professional athlete/Harvard MBA, Yale JD, and leaders in the nutrition space—including one that built another nutritional drink to \$1.2B in sales and a 125X return for investors. We're also active parents with 15 children between us.

RAY FALTRY
Co-Founder, Partner
Nutrition and Wellness
Industry Leader With over
1.2B in nutrition revenue

SEAN DOES
Co-Founder, Partner
Nutrition Industry Product
Development & Sourcing
Expert

BRIAN JANE
Co-Founder, Partner
Brand and Product Builder
with multiple consumer
brand exits

DANNY DANIEL
Co-Founder, Partner
Direct Marketing and
Amazon Expert with
multiple exits

JAK MEICEL
CEO
Well-established CPG
career with Fortune 500
companies & startups

RYAN BEMBY
Partner
Brand/Messaging Expert,
Integral in building Subway,
US SKI & Caesars

GILLIAN SHYER
VP Marketing
Direct response Marketing
and E-comm Expert

EDWARD DO
VP Operations
Supply chain and
operations expert

EDUCATIONAL INSTITUTIONS: HARVARD, UC San Diego

COMPANIES: amazon, saucony, Amazing Grace, Det Mente, ANIMATED NUTRITION, TALE LAB, HERSHEY'S, glanbia

AND WE AREN'T SLOWING DOWN ANYTIME SOON!

2022 LAUNCH
2,500+ DOORS BY Q4 2022
Walmart, Costco, Meijer

2023 EXPAND
MORE STORES & MORE RETAILERS
Wegmans, Kroger, Whole Foods, Publix, H-E-B, Giant Eagle, CVS

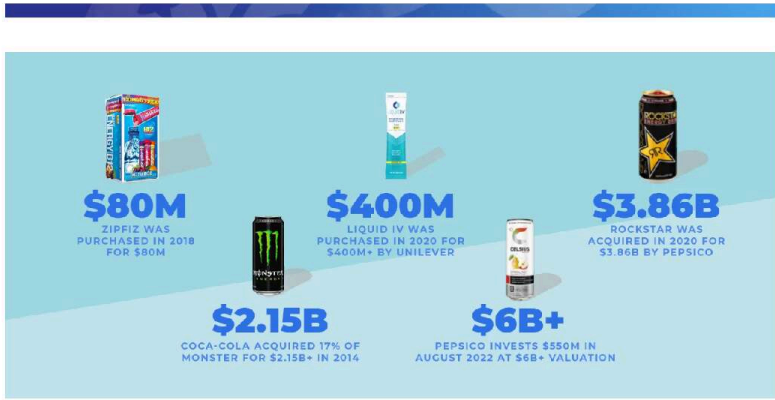
2024 SCALE
NATIONAL FOOTPRINT IN TOP RETAILERS
Target, Publix, Kroger, Costco, Walmart

We're targeting an omni-channel growth strategy to ensure Pureboost is available to consumers wherever they shop.

In Q3 and Q4 of 2022, we're expanding into Costco.com, Walmart, Walgreens and Meijer. For launch in Q4 of 2022 and 2023, we're in talks with Wegman's, Whole Foods, Kroger, Publix, Target, CVS, H-E-B, Giant Eagle and more!

Through our top-tier retailers Target, Publix, Kroger, Costco, and Walmart alone, our national footprint will make us a household name across tens of thousands of stores.

THE ENERGY DRINK MARKET INCLUDES ATTRACTIVE EXIT COMPS

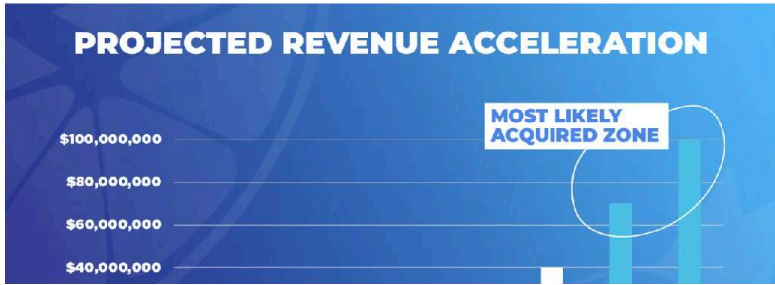


AND THE MARKET IS EXPLODING



WE'RE RAISING CAPITAL TO ACCELERATE OUR GROWTH

- EXPAND BRICK AND MORTAR DISTRIBUTION
- INCREASE HIGH ROI MARKETING SPEND TO BUILD BRAND AWARENESS
- INVEST IN INNOVATION & INVENTORY TO SUPPORT GROWTH





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