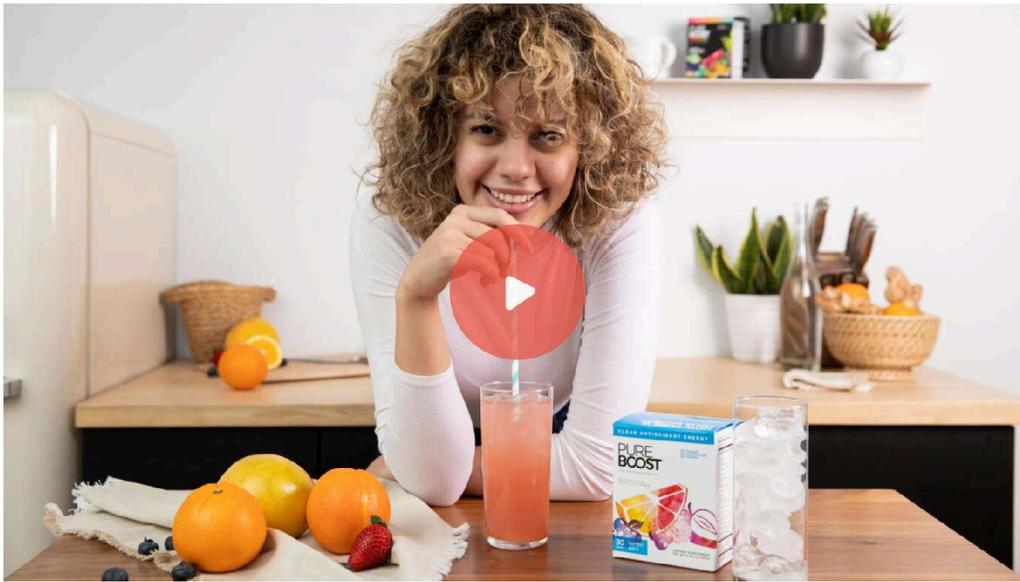


## 🔥 Energize without sugar & jitters!



San Diego CA

Notable Angel Food & Beverage Consumer Goods B2C Health & Fitness

LEAD INVESTOR



**Dr. 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 🚀 \$7.3M revenue in 2021, up from \$3.7M in 2020 (98% YoY growth)
- 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 ⚡ 45% reorder rate
- 6 🏆 #1 category bestseller on Amazon and available at Costco.com, Walmart & Walgreens
- 7 📈 On a strategic path to \$100M in sales (not guaranteed) by 2026
- 8 🌟 Breakout star taking on 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 Glanbia, 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 Glanbia 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 globally  
sourced ingredients



NO SUGAR  
NO SUCRALOSE



NO ARTIFICIAL FLAVORS  
OR COLORS



NON-GMO  
NO PRESERVATIVES



NO DAIRY, SOY  
OR GLUTEN

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

**WE'RE TURNING HEADS  
AS SALES GROW ASTRONOMICALLY**

Pureboost is already achieving remarkable results in a \$350B total addressable market. We're THE #1 healthy category leader on Amazon, with double-digit

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 revenue, and \$7.34 million last year alone.



Revenue forecasts and projected out 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 incredible 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.

## RETENTION FROM AN UNDERSERVED CONSUMER DRIVES SUCCESS



# EVERYBODY LOVES US

## THE #1 HEALTHY ENERGY DRINK MIX ON AMAZON

amazon  
**14,000+**  
 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 bit 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.

**RAK FAHINSKI**  
 Co-Founder, Partner  
 Nutrition and Wellness  
 Industry Leader With over  
 1.2B in nutrition revenue

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

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

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

**JAY MEDC**  
**RYAN PE**  
**GILLIAN SA**  
**EDWARD**

**HARVARD**  
**UCSan Diego**  
**amazon**  
**saucony**  
**Amazing Grass**  
**1st Place**

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

**Partner**  
Brand/Messaging Expert, Integral in building Subway, US Ski & Caesars

**VP Marketing**  
Direct Response Marketing and E-comm Expert

**VP Operations**  
Supply chain and operations expert

ANCIENT NUTRITION  
YALE LAW  
HERSHEY'S  
glanbia

# AND WE AREN'T SLOWING DOWN ANYTIME SOON!



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

In Q3, we expanded 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

MASSIVE TOTAL ADDRESSABLE MARKET  
**\$350 BILLION (USA)\***



\*US MARKET TODAY

## 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

## PROJECTED REVENUE ACCELERATION



Revenue forecasts and projected call 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.

## INVEST IN THE CLEAN ENERGY

**MOVEMENT TODAY!**

