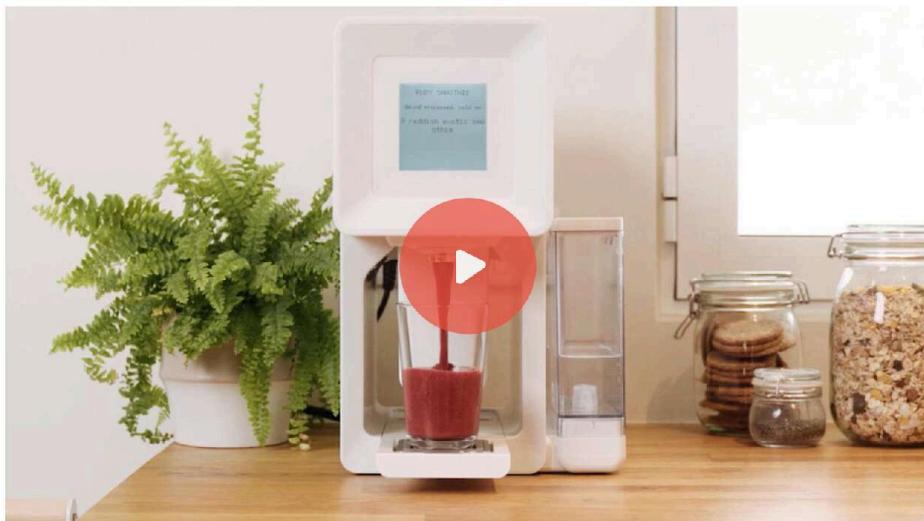


## Chef Developed Smoothies and Juices at the Push of a Button | Self-Cleaning!



Irvine CA

Main Street Food Hardware Eating and Drinking Coffee

LEAD INVESTOR



**Bradley Zions**

I'm investing because I absolutely love the product. I've had one in my home for 6 months now and I use it every day. I love the cold smoothies and the hot coffees as well. I think once consumers see what it can do, everyone will want one! I'm investing because I absolutely love the product. I've had one in my home for 6 months now and I use it every day. I love the cold smoothies and the hot coffees as well. I think once consumers see what it can do, everyone will want one!

**Invested \$50,000 this round**

### Highlights

- 1 🧑‍💻 Former CEO of Nestlé India. Head of R&D centers at time of product development of Nespresso
- 2 🔥 \$2.5M invested in building the company! 17 PATENTS directly serving your investment
- 3 🚀 6+ years DEVELOPMENT! | We're shaking up a \$65B+ market
- 4 👤 Founder with \$1B+ revenues in past ventures | mechanical engineer
- 5 🧠 UNIQUE FEATURES: Self-Cleaning | Push-Button | Hot & Cold | Recyclable Pods
- 6 🍷 Proprietary pod developed by chef Olivier Rousselle
- 7 🍌 Unlimited possibilities: plant-based drinks, vegan, gluten free, low carbs, high protein
- 6 🍷 Proprietary pod developed by chef Olivier Rousselle
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### Our Team



**Nicolas Blatt** Founder

Serial entrepreneur | \$1B+ revenues across ventures | Mechanical engineer

Having families & kids at home we realized that there was no easy ways to make great Smoothies quickly without spending time doing it! As Engineers, both founder built their own solution for their personal needs! Everyone wanted one in their own home or businesses when they saw and tasted the product => CUBO was born as a



**Helio Waszyk** Head of Scientific & Strategy Research

Former Chairman and CEO of Nestle India Ltd and SVP Nestle South East Asia | Head of Nestle R&D Centers at the time of business & product development acceleration for the iconic encapsulated Nespresso. Bsc Pharmacy & Msc Food Biochemistry



**Grichka Frachisse** CEO

Go-to-market specialist, food & technology pioneer, and senior finance leader | 10x startup advisor | MBA Management and Masters in Financial Markets



**Denis Fonseca** Co-Founder & Operations and Engineering Advisor

Electrical engineer, C-level executive and entrepreneur. Passionate about turning ideas into successful products and services



**Olivier Rousselle** Executive Chef

Award-winning restaurant and hospitality management leader. Executive Sous Chef at Great Eastern Dining Room, Head Chef for Luxe Hotels, and cook for members of Royal family (Prince Charles, Queen mother)



**Brad Zions** Strategy Advisor

Disruptive tech and hospitality innovator. BA (Harvard University). Early investor in a range of disruptive, fast-growing startups including Clutter, Parachute Home, Jukin Media, PocketWatch, VidMob, Harri, Embrace

## People love natural juices, but clunky, outdated machines are major turnoffs!



**20+ minutes!** Between prep and cleanup, it can take 1/3 an hour to make a cup of juice (end to end)

More... *traditional juicers are a mess!!*



# Complex & Messy!

- ☹️ Extremely hard to clean
- 🍌 Requires large quantity of fruits and vegetables
- 👃 Can stink if not cleaned quickly
- 🗑️ Lots of complex and loose / sharp components



WANT SOMETHING FASTER? Unfortunately, 'FAST JUICE' alternatives rely on unhealthy ingredients!

## CUBO Beverages

Self Cleaning. No mess!

- No exposed blades (safer)
- Touch Screen
- Ready in under two minutes

**cubo**  
FOR A FRESHER YOU

### WHAT'S INSIDE CUBO PODS AND HOW DO THEY WORK?

- Every pod has a chip enabled
- No counterfeit pods
- Pods tells salt machine what prevents

- Fruit purees
- Fruit pureed at their ripeness peak
- No food dyes
- No preservatives
- No added sugar

**cubo**  
FOR A FRESHER YOU

The only machine you will ever need.

Watch later Share

Watch on YouTube

### Unique Features Consumers Love

Variety of flavors  
Hot & cold drinks  
Recyclable pods

**Free up space!**  
(One machine that can replace coffee, smoothie, & sports drink makers)

**Check out CUBO in person!**

**COME TRY CUBO FOR YOURSELF AT ONE OF OUR CLIENT LOCATIONS!**

- ATMOSPHERE MAR VISTA**  
12034 Venice Blvd., Los Angeles, CA
- MAURO CAFE**  
8112 Melrose Ave, Los Angeles, CA
- CREME DE LA CREPE**  
7561 Center Ave #37, Huntington Beach, CA
- THE OYSTER GOURMET**  
317 S Broadway, Los Angeles, CA

Watch on YouTube

**OUR TEAM**

**TEAM HIGHLIGHTS**

R&D and strategy lead by head of **Nestle, India**

**Nicolas Blatt**  
Founder

\$1B revenues in past ventures

**Denis Fonseca**  
Co-Founder & Operations and Engineering Advisor

C-level executive & entrepreneur

**OUR EXPERIENCE**

**Grichka Frachisse**  
CEO  
Go-to-market specialist, MBA

FOUNDER BUILT  
**\$1B** Revenue

**WE'VE ASSEMBLED A TOP LEADERSHIP TEAM**

**Olivier Rousselle**  
Executive Chef  
Distinguished Culinary Career, including creating award winning products, serving as executive at Luxe Hotels, and cooking for members of royal family (Prince Charles, Queen Mother)

**Helio Waszyk**  
Scientific & strategy advisor  
Former Chairman & CEO, Nestle India & Senior Vice President - Operations in Nestle Southeast Asia. Head of Nestle R&D centers at the time of business & product development acceleration of the iconic encapsulated Nespresso. Bsc Pharmacy & Msc Food Biochemistry.

**Brad Zions**  
Advisor  
Early investor in a range of disruptive, fast-growing startups including Clutter, Parachute Home, Jukin Media, Pocketwatch, Vidmob, Harri, Embrace

**CUBO'S GO-TO-MARKET STRATEGY**

**PHASE 1**  
**Business To Business**  
\$55M+ Projected Sales

**PHASE 2**  
**Business To Consumers**  
\$102M+ Projected Sales

Forward-looking projections are not guaranteed.

The US food service industry is expected to reach \$898bn in sales in 2022.

How Our Business To Business Model Works

Why Businesses

The Model  
CUBO Machine

**Why Businesses Love CUBO!**

Locations are loaned a machine free of charge

**Small locations economics:**  
10 pods/day at **75% Gross Margin**  
i.e. an extra **\$26k Profit**

**\$33K REVENUE**

**Minimum Order**  
200 pods / month

**Retail Price**  
Suggested retail price for drinks between \$10 to \$12



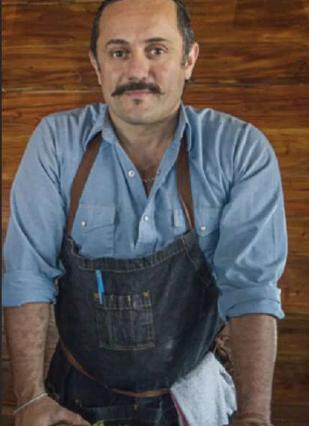
Forward-looking projections are not guaranteed.

Running at capacity for 7 hours per day, a single CUBO machine generates approximately \$557,500 / year for a business. However, even under our conservative assumption of 20 minutes of use per day, a small shop can still generate approximately \$33k of extra revenue (\$25k/profit) per year.

CUSTOMER'S PERSPECTIVE:

"Cubo is effortless. NO skills, NO maintenance [resulting in lower operational costs], and recipes aligned with our customer base. Everything in 1 POD"

Tropez Aubour | Atmosphere Mar Vista, Santa Monica



CUBO'S Unmatched Benefits to Business Locations:

- Additional revenue
- NO skills, NO maintenance = NO additional labor costs
- Adaptable recipes for any niche market
- Restaurant quality drinks prepared in under 2 minutes



**\$8,970 = CUBO's single business location revenue**

We believe \$8,970 is a conservative estimate. At our lowest calculation, we assume 10 daily sales per location starting at \$2.99 wholesale price per pod.

Small cafes (independent) often serve 300 drinks per day. Our assumption is that CUBO sales will comprise at least 10 drinks (3%) of total orders.

**Why we believe CUBO will be a success:**

- Highly attractive product. \$2.5M invested in building the company. 17 patents. 6+ years perfecting every aspect of the user experience, including extensive market research to produce delicious tasting drinks. There's a reason our customers call us 'game changing.'
- We have the contacts. Our team is comprised of industry veterans with connections to the food and service industry.
- Competitive offer. We loan CUBO machines to businesses for free and only charge a fee for pods, resulting in an attractive and low-risk offer for businesses to test our product with their customers. Essentially, locations will add a smoothie bar to their business with no extra work or effort.
- Restaurants will make up to 80% gross margin. CUBO can be justified by our business customers based on competitive metrics.



In addition, phase II of CUBO's go-to-market strategy is to enter a \$65B+ consumer market.

The juice & smoothie market is massive. Winning just 1% represents an approximate \$650M+.

### CUBO'S CONSUMER PLAN (starting in 2023)



### Our strategic plan -

CUBO will leverage the funds and exposure from our B2B sales to expand our consumer business. Our product's stands out as one of the most technologically advanced and beautifully designed kitchen appliances that we believe is a 'no brainer' purchase for discerning customers.



**DOZENS OF  
FLAVORS  
ALREADY  
CREATED**



### Message from our lead investor, Brad Zions, Founder and General Partner at Pitbull Ventures



### Why are we using Wefunder?

We want to have the most diverse investor base possible, and we believe equity crowdfunding is the most inclusive platform available.

We want to be transparent about our company and financing strategy, and we want our customers to be investors!

## Earn Perks When You Invest

<b>TIER 1</b> <b>\$500+</b> Early access to flavors.	<b>TIER 4</b> <b>\$5,000+</b> Tier 3 + Get invited to CUBO's yearly party
<b>TIER 2</b> <b>\$1,000+</b> Tier 1 + Free "CUBO Founders" tumbler (to be shipped with machine when available B2C in your area)	<b>TIER 5</b> <b>\$10,000+</b> Tier 4 + Have a say on our new recipes, join us for a tasting in Los Angeles
<b>TIER 3</b> <b>\$2,000+</b> Tier 2 + Option to purchase "Founder's Edition" CUBO machine (when available B2C in your area)	<b>TIER 6</b> <b>\$20,000+</b> Tier 5 + Personal phone call update from CEO when important milestones are hit (1k B2B Venues or 10k B2C customers)



#### Disclaimer

*The offering materials may contain forward-looking statements and information relating to, among other things, CUBO Beverages Inc. (hereby referred to as CUBO), its business plan and strategy, and its industry. These forward-looking statements are based on the beliefs of, assumptions made by, and information currently available to CUBO management. When used in the offering materials, the words "estimate," "project," "believe," "anticipate," "intend," "expect", "could", "might", "will" and similar expressions are intended to identify forward-looking statements. These statements reflect management's current views with respect to future events and are subject to risks and uncertainties that could cause CUBO actual results to differ materially from those contained in the forward-looking statements. Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. CUBO does not undertake any obligation to revise or update these forward-looking statements to reflect events or circumstances after such date or to reflect the occurrence of unanticipated events.*

