

# SUPERMUSSES

I'M DYING TO GET INTO YOUR MOUTH

# 1/8 Of The Population Suffers From Mental Illness

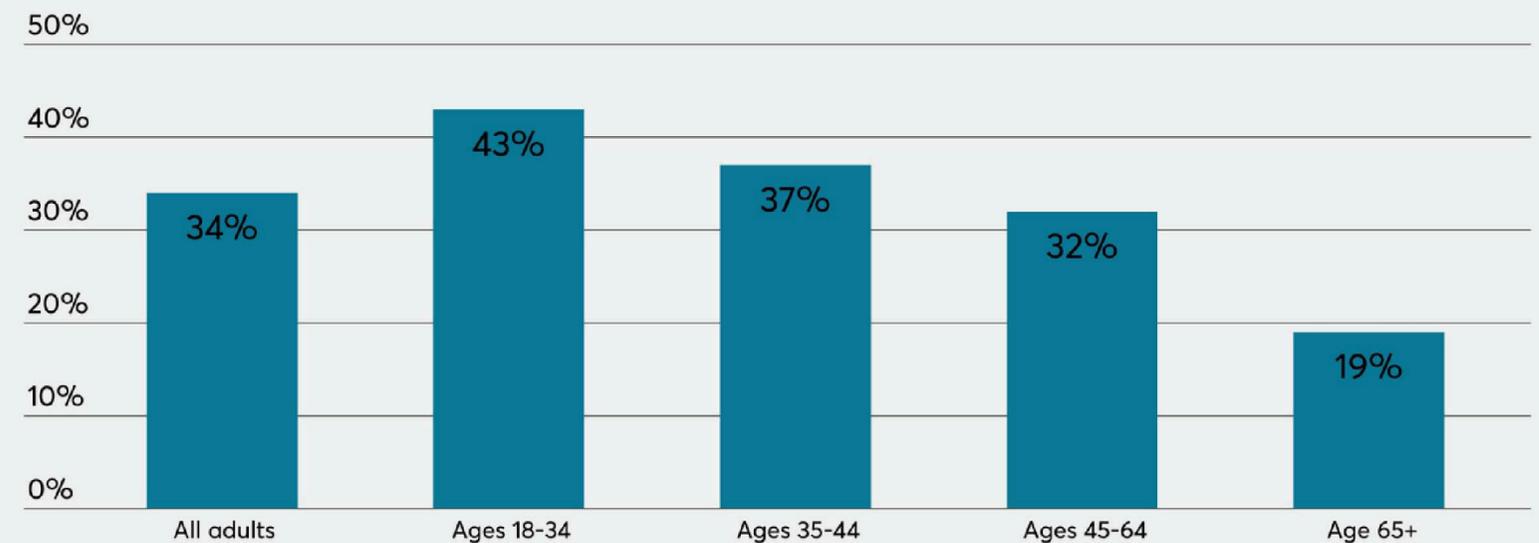
Our world misunderstands energy.

We live in a society that's focused on symptom management rather than root cause.

We're marketed substances that create spikes and crashes, leaving us in a cycle that is detrimental to our physical and mental well-being.

Younger generations are suffering from mental health issues more than any other.

## 42% of Gen Z in the U.S Has A Diagnosed Mental Health Condition

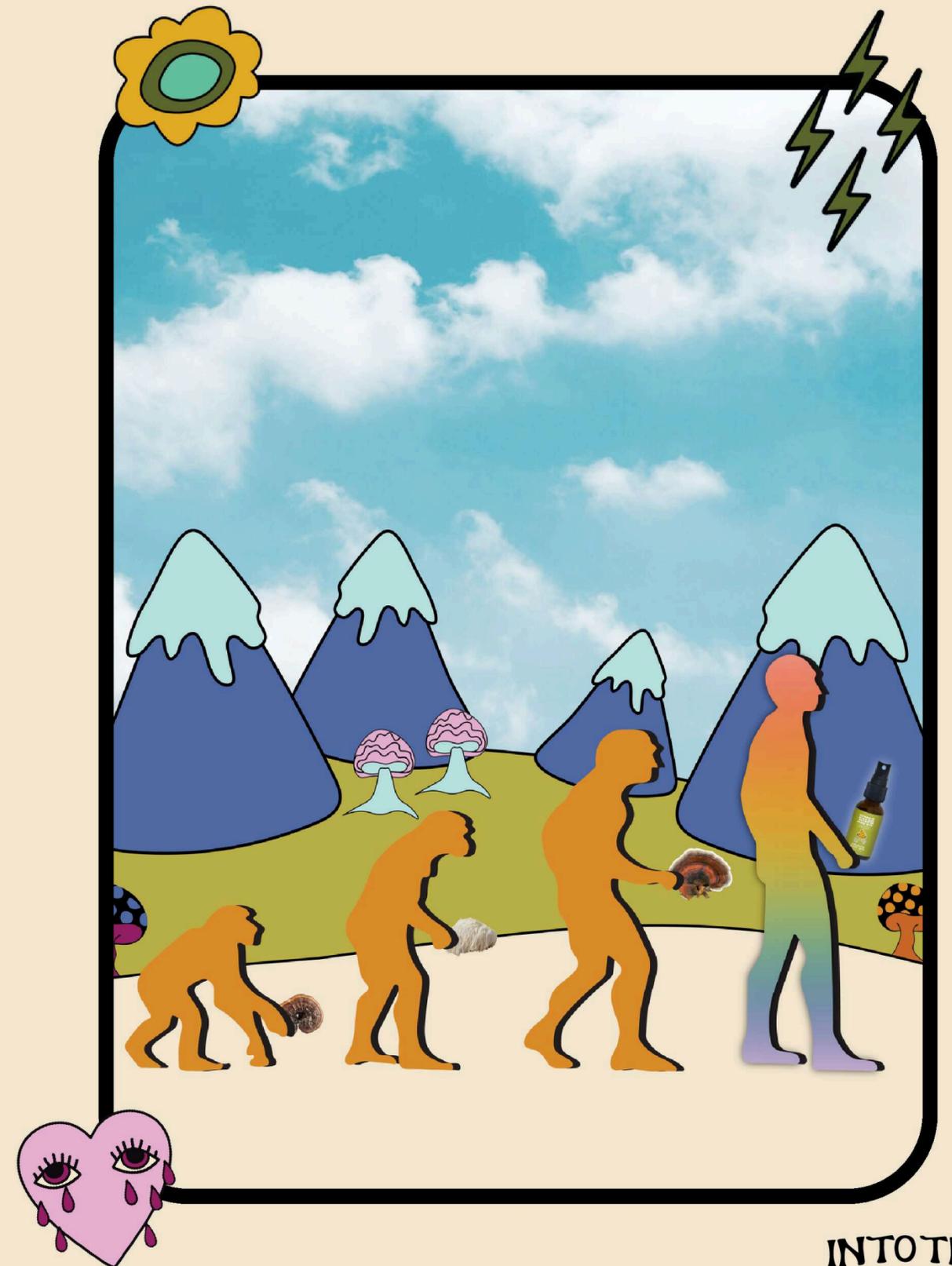


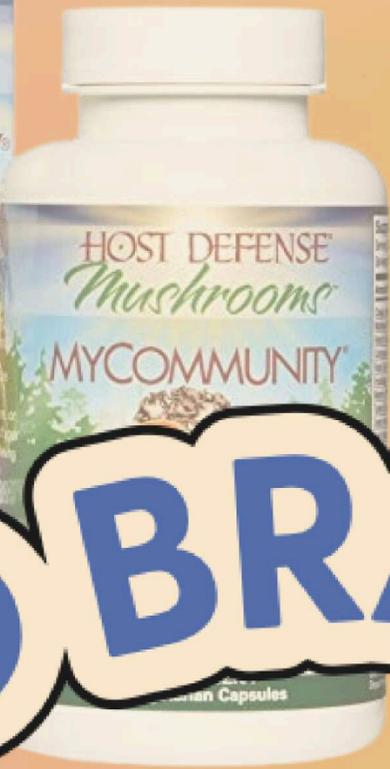
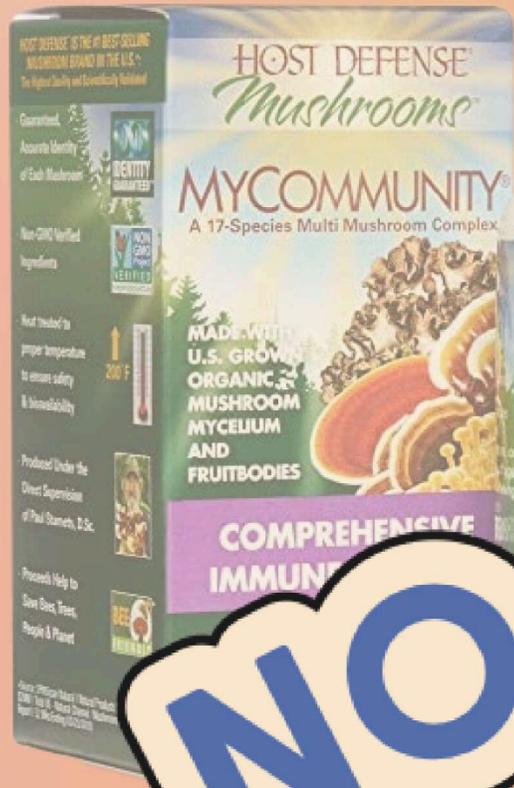
Source: Aetna's Health Pulse Survey Results 2021

# Cavemen Didn't Take Supplements... But They Did Consume

Our hormones, our nervous system, and our immune system relied on the health benefits of fungi for 20,000 thousand years during the most vital periods of human development.

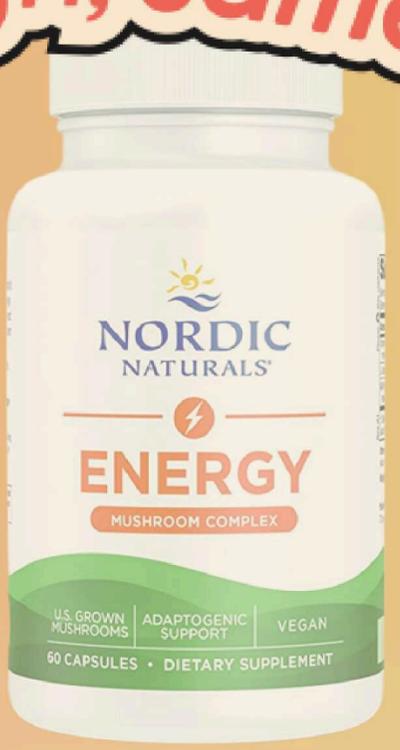
Then somewhere along the line we took them out of our diet...





**NO BRAND INNOVATION**

**same design, same ingredients, same form factor**



A group of people is shown at a parade, with a focus on a woman in the foreground who is holding a small, blue spray bottle of SuperMush. The bottle has a cartoon mushroom character on it and text that reads "super mush", "MUSHROOM SUPPLEMENT", and "daily chill mouth spray". The woman is wearing sunglasses and has long blonde hair. In the background, other people are visible, some also wearing sunglasses, and a cityscape is seen under a blue sky with white clouds. The overall atmosphere is bright and festive.

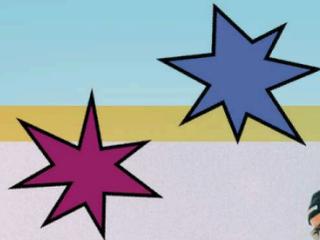
**If reducing anxiety, fostering self-compassion, and cultivating more presence are priorities for you, try SuperMush**  
**- Parade**



# Can Change The



**SUPERMUSH** is our lifestyle brand of superfood mushroom supplements.



I'M DYING TO GET INTO YOUR MOUTH.



# meet the fam



ENERGY

IMMUNITY

CHILL

CREATIVITY

FLOW

Mouth Sprays

Mints

INTO THE MULTIVERSE

# ENERGY

instead of this



- up to 200mg of caffeine per serving

try this



- <5mg of caffeine per serving from green tea

# IMMUNITY

instead of this



- 6 grams of sugar per serving

try this



- <.05 grams of sugar per serving

# CHILL

instead of this



- prolonged drowsiness & morning grogginess

try this



- no drowsiness, wake up feeling fresh AF

# CREATIVITY

instead of this



- can cause disorientation & anxiety

try this



- feel connected, creative, & vibrant without anxiety

# FLOW

instead of this



- may increase heart rate & cause trouble sleeping

try this



- Cruise into flow state & sharpen up your brain without increasing heart rate

# find us at

**EREWHON**

**URBAN OUTFITTERS**

*Central Market*



POP UP  
**grocer**

- LOS ANGELES
- SILVER LAKE
- VENICE
- PALISADES
- SANTA MONICA
- CALABASAS
- STUDIO CITY



**amazon**

• RESTORE •  
*yoga + wellness*

**GEORGE GREGORY**

THE  
**LUNA**  
COLLECTIVE



 thrive  
wellness

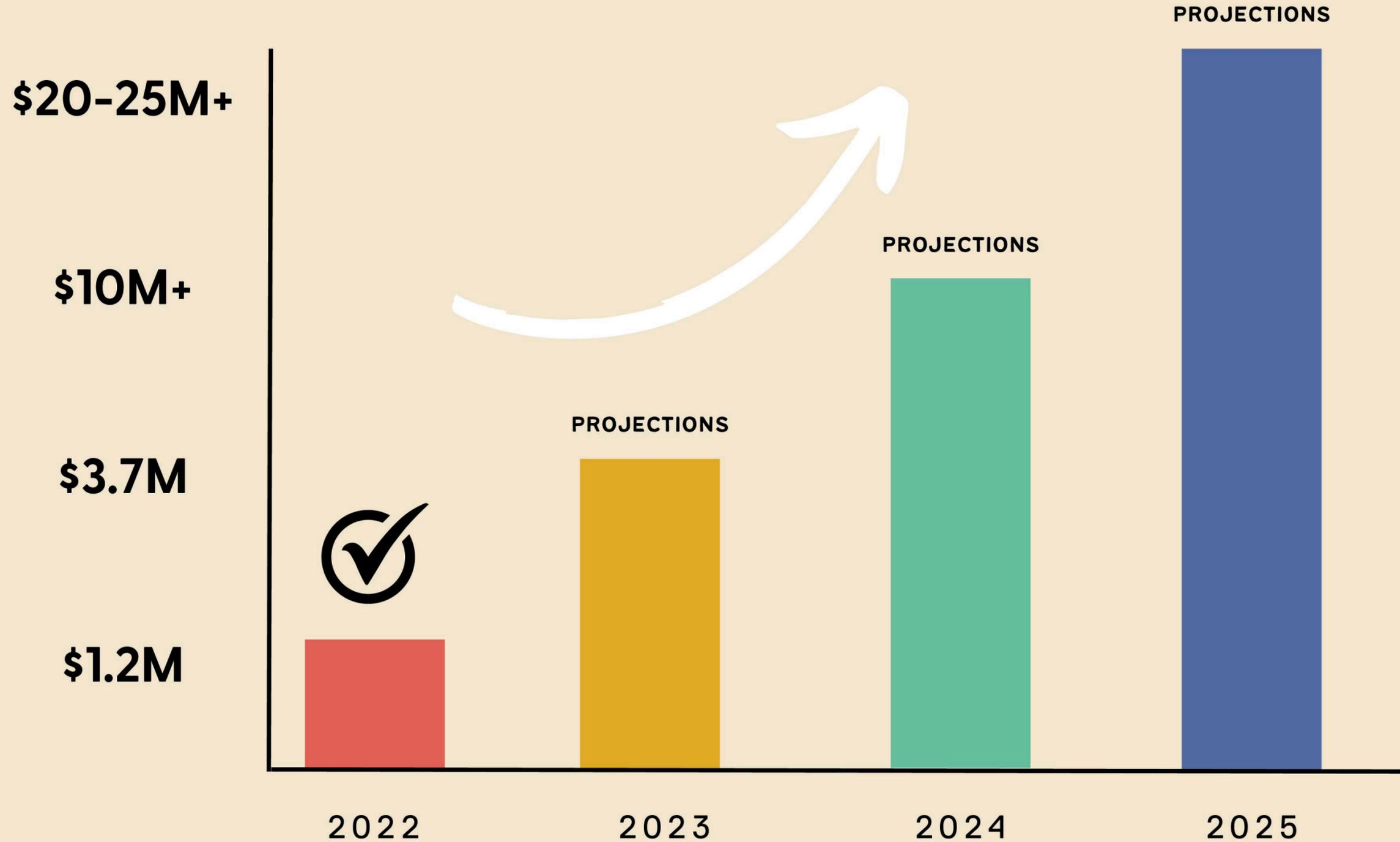
**GLW**  
GIRLS LIVING WELL

**BONEYARD** 

Feb collab boosted us to #2  
mushroom supplement at Erewhon



# Progress And Pathway To Profitability



Forward-looking projections cannot be guaranteed.

# Metrics

PRODUCT MARGIN

82%

RUN RATE

\$1.7M

CAC

\$43

GROSS MARGIN

62% (INCLUDES SHIPPING)

MRR

38%

AOV

\$60

**BACKED BY INDUSTRY LEADERS**

# Our Mycelium Network

## SELECT CURRENT INVESTORS



**Jarret Christie**  
Vibrant Ventures



**Ba Minuzzi**  
UMANA



**Akash Nigam**  
Humans VC



**Jody Levy**  
Summit / WTR MLN WTR



**Gerard Adams**  
Elite Daily



**Julie Smolyansky**  
Lifeway Foods



**Tara Tersigni**  
Bobbi Brown/ La Cosa  
Ventures



**Auston Matthews**  
NHL /  
Toronto Maple Leafs



**Dr. Christian Gonzalez**  
Naturopath & Integrative  
Oncology



**Devon Levesque**  
DML Group



**Steven Vigilante**  
Olipop



**Ryan Lewendon**  
GL Group



**Andrew Merinoff**  
Dispact Ventures



**Jess Holtz**  
CAA



**Braxton Berrios**  
NFL / NY Jets



**Connor Saeli**  
Waterboy



**Anthony Gustin**  
Perfect Keto/Surely



**Jeffrey Perlman**  
Zumba



**Robbie Bent**  
OtherShip



**Oliver Trevena**  
Cali Water/DogPound



**Josh Wand**  
Force Brands



**Steven Kotler**  
Best-Selling Author



**Max Lugavere**  
Top Podcast Host & Best-  
Selling Author



**Gunnar Lovelace**  
Thrive Market



**Brendan Brazier**  
Vega/101 Cider/  
Pulp Culture



**Jordan Brown**  
Hu



**Jeremy Gardner**  
Mystic Ventures



# Education & Epic Content is Key

>100K  
downloads



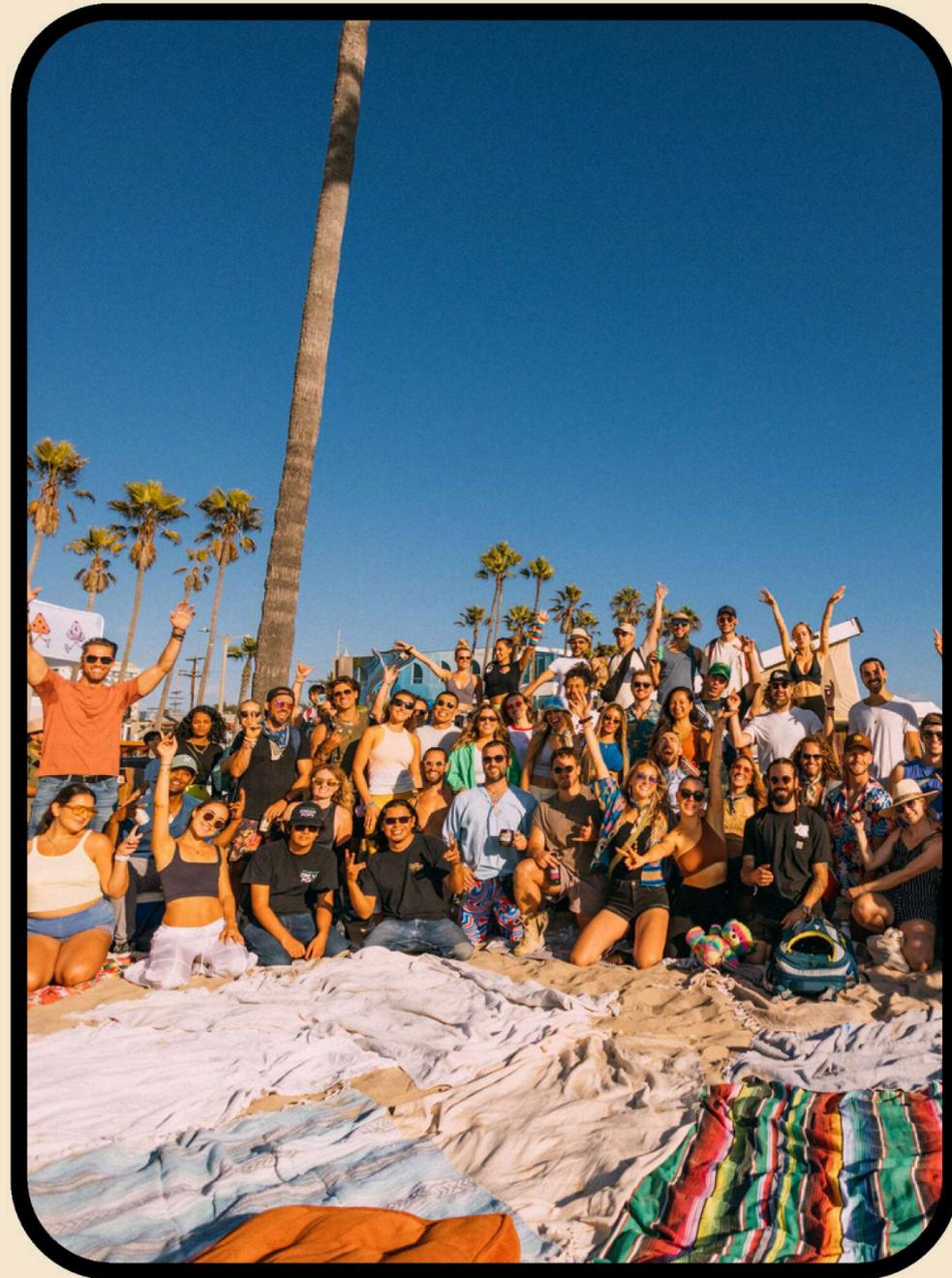
Apple Podcasts





# Community Growth

(COLLECTIVE COMMUNITY)



 **INSTAGRAM**

*106K*

 **PODCAST**

*100K*

Podcast downloads since launch in November 21

 **TIKTOK**

*117.7K*

 **EVENTS**

*2,000*

In-person event attendees

**WE THINK ABOUT COMMUNITY  
LIKE A PRODUCT.**



# The World Catching On To Our Good Vibrations...

## POPSUGAR.

35 Must Haves For Managing Stress, Straight From Our Editors

## Bloomberg

With Magic Mushrooms, Small Businesses Lead, Hoping Laws Will Follow

## PSYCHEDELIC SPOTLIGHT

FUNCTIONAL FUNGI AND MICRODOSING FOR OPTIMAL WELLBEING WITH ALLI SCHAPER, INTO THE MULTIVERSE

## Herb

Spray A Daily Dose Of Good Vibes With SuperMush

## METRO

Mushrooms are the big wellness trend of 2022 – here's what they can do

## Bloomberg

Mushrooms as Medicine? Supplement Makers Promise Major Health Benefits

## happi

Mushrooms As Part of Healthy Diet, Wellbeing and Skin Care Routines

## Rolling Stone

RS RECOMMENDS



RS Recommends: The Best Mushroom Supplements (and Why They Work)

## Parade

What's the Deal With Functional Mushrooms, and How Do They Work for Anxiety Relief? Here's What the Research Says

# 🍄 Founders 🍄



**Alli Schaper**  
Co-Founder + CEO

- 2x founder, co-founder of Microdosing Collective nonprofit, former-consultant at EY.
- Work featured in Forbes, National Geographic, Well+Good, Rolling Stone, Goop, Bloomberg and more
- CPA & Masters in Accounting from UT Austin
- Podcast host, speaker, event producer

- 2x founder, 1 exit, raised \$4M+ for past companies
- #1 Amazon bestselling author: 'Takeaways: Secret Truths from Leading a Startup'
- Prominent CPG investor



**Brian Friedman**  
Co-Founder + CPO



# MUSH MORE COMING...



(2023)



(2023/2024)



(2024/2025)

Forward-looking projections cannot be guaranteed.



# Channels That Will Help Us Scale

## 2023

- Mints
- Gummies
- Merch drops
- Events

## 2024

(Hit profitability Q1)

- Lollipops
- Tongue Tabs
- Merch drops
- Podcast sponsorship
- Events

## 2025

(Benefits and Flavor Profiles)

- Lozenges
- Existing SKU Expansion

## GOAL

Keep product margin above 70% and each SKU COG below \$4

## GROWTH LEVERS

TikTok, Festivals, Retail, Celebrity and Collaborations

## D2C/RETAIL

Start at 10% retail in 2023 and scale to 30% by 2024

Forward-looking projections cannot be guaranteed.





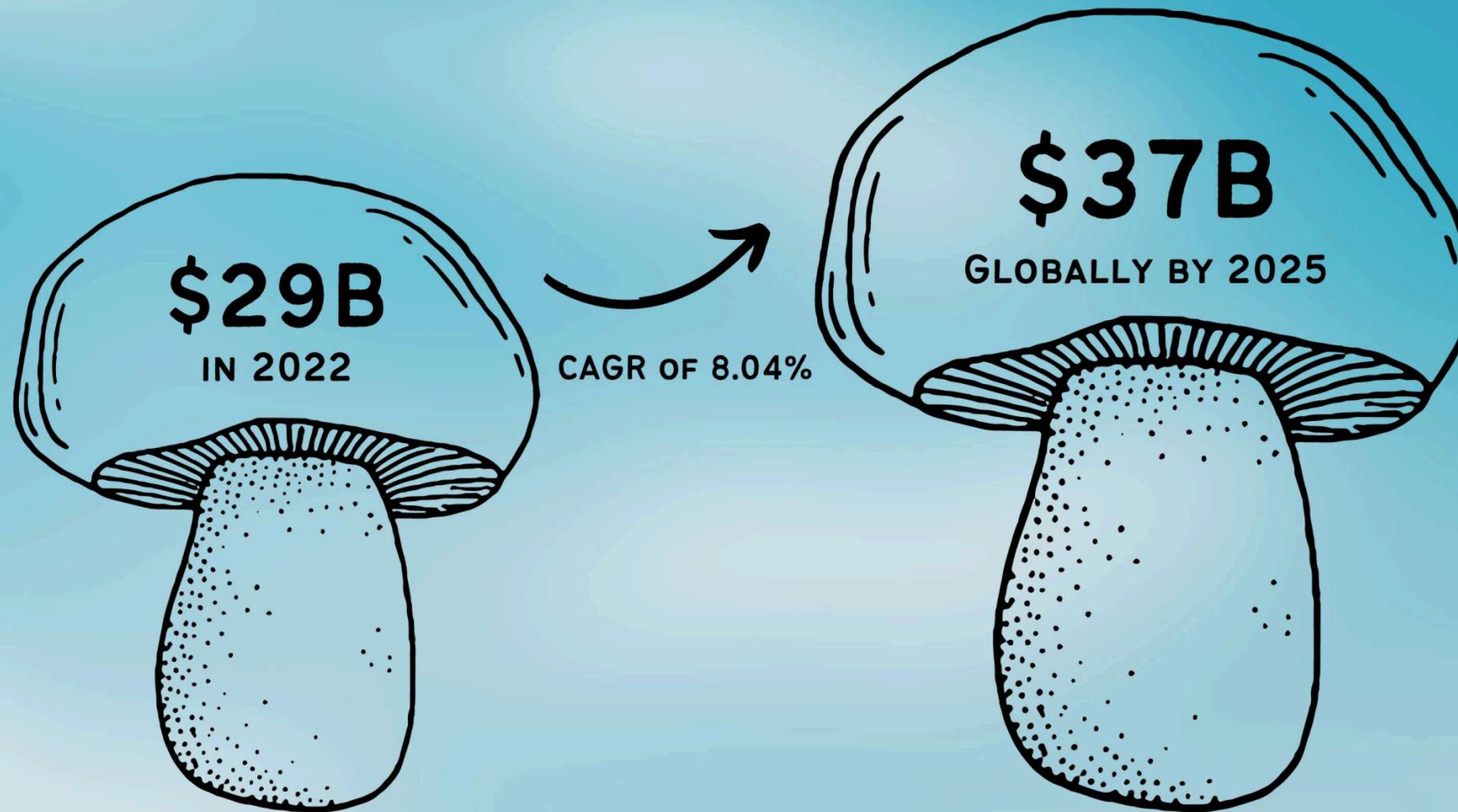
FIRST 14 MONTHS IN BIZ = \$1.5M OF  
MUSHROOMS SPRAYED INTO MOUTHS  
ACROSS THE WORLD



WE'RE JUST GETTING STARTED...



# A Mushrooming Market



**FUNCTIONAL MUSHROOMS  
(SUPPLEMENTS & CPG)**

WE'RE RAISING TO ACCELERATE  
OUR GROWTH & BRING MORE  
🍄 MAGIC TO THE 🌍

# Raising a \$3M SAFE note at a \$8M pre-money valuation.

## Use of Funds (2023)

### MARKETING

52%

Social / Paid Ads /  
Grassroots Events /  
Internal Team  
Salaries

### G & A

14%

Legal / Insurance /  
Contractors /  
Founder Salaries

### OPERATIONS

8%

Brand Manager /  
Design / Creative

### COGS

26%

Ingredients /  
Packaging / Shipping /  
Formulation / Merch



# Mush More Than Meets The

We believe that together as a community we can overcome our planet's most challenging problems.  
But first, we must heal ourselves.

By opening our minds and healing our bodies through fungi, we are wildly optimistic about the future.

-Brian & Alli



**Brian Friedman**  
Co-Founder + CPO

**Alli Schaper**  
Co-Founder + CEO

CONNECT WITH US:

 @brianmfriedman

 @allischaper



# Step Into The Multiverse With Us





# Appendix



BROUGHT TO YOU BY...

INTO THE MULTIVERSE

# Let's Walk Back To The Wild Side...

Mushrooms are a vital part of our overall immune system, healthy gut flora, and have a long list of benefits to enhance your well-being with everything from focus 🧠 to energy ⚡ to sleep 😴.

We created the cleanest, most delicious products to help get that daily dose of mushies back into your world.

Want to be involved in some good vibrations 🌈?



Watch our SuperMush music video here

INTO THE  
MULTIVERSE



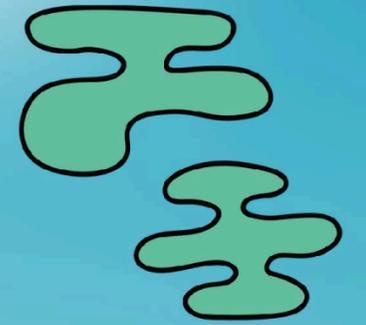
# INTO THE MULTIVERSE

The Future of Psychedelic Wellness  
Dinner Series

wonder sciences

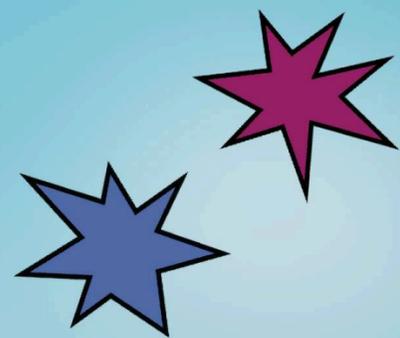
# SuperShine

# SXSW



# SuperMush Sundays

## Community Block Parties



# Into The Multiverse Psychedelic Community Events



Click to watch Chapter 1 recap ↑



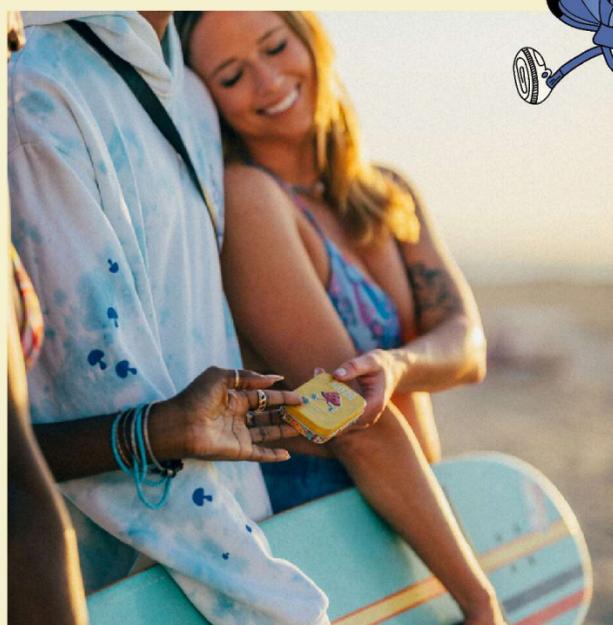
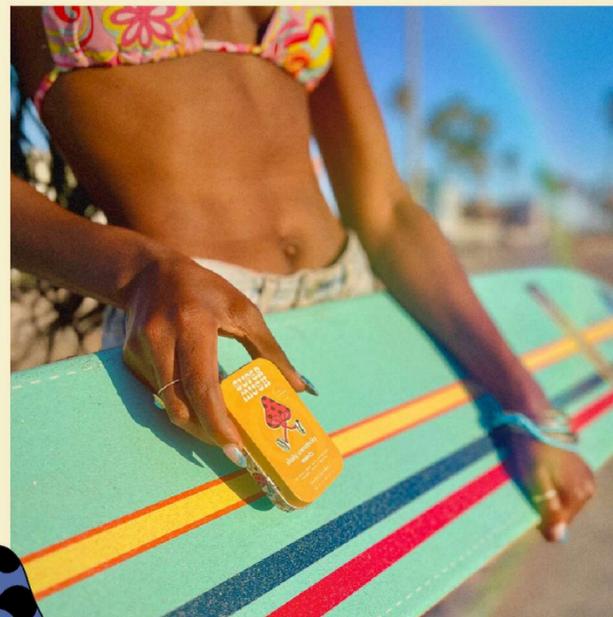
Click to watch Chapter 2 recap ↑



Click to watch Chapter 3 recap ↑

INTO THE  
MULTIVERSE

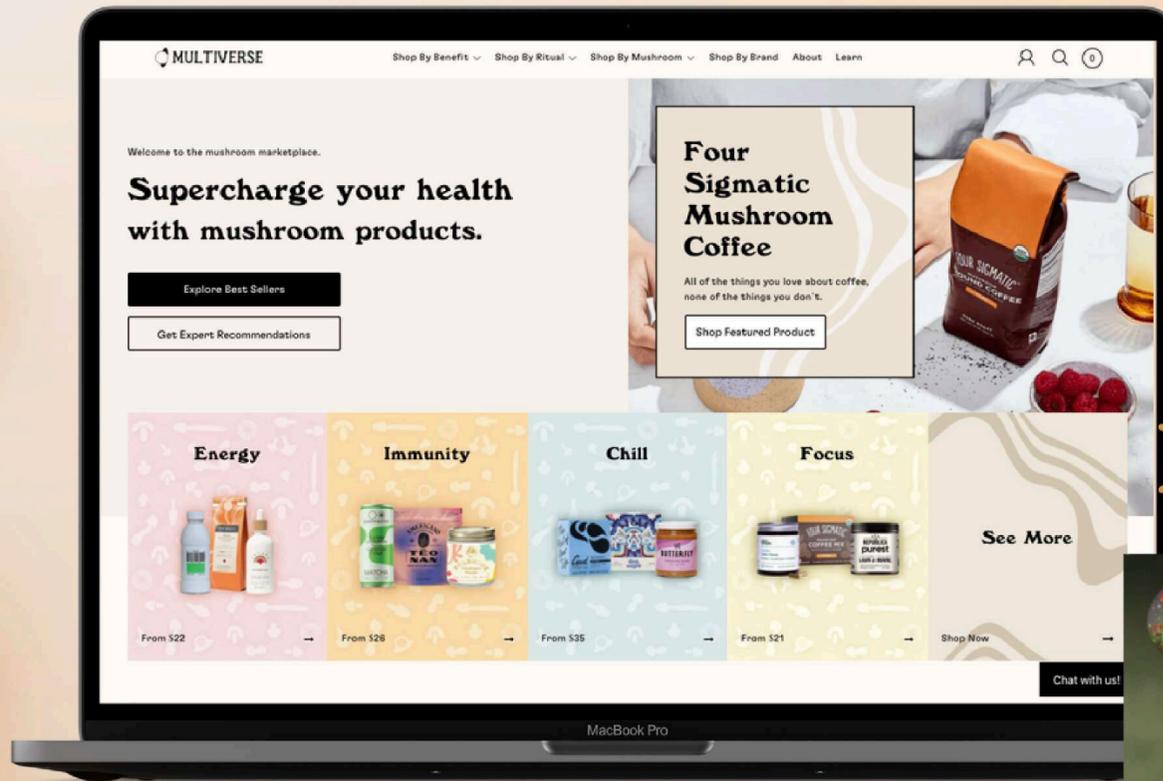
In the wild...





# MULTIVERSE

- 60+ active brand partners
- 350+ active products



## Fungi Are Disrupting Every Industry...



[yourmultiverse.com](http://yourmultiverse.com)

Click to watch



# 2022 Team Vision Board



Free People



OUTERKNOWN

URBAN OUTFITTERS





# 2023 Team Vision Board

TSC PODCAST EP. 324  
**ALMOST 30**

feat

Numinus

**HAVE A GOOD TRIP**  
ADVENTURES IN PSYCHEDELICS

AUSTIN CITY LIMITS

Free People



DEVIL INSIDE



**COLLAGE**  
SCHOOL OF PARIS

SPROUTS FARMERS MARKET

Jay SHETTY

isolation

bonnaroo

SUPERMUSH

LEGALIZE Psychedelics

Online Ceramics To Everywhere



EREWON