



## INVEST IN JIBBY COFFEE

# ⚡ Enhancing Coffee with Superfoods—for Energy, Mood, & Stress Relief

### LEAD INVESTOR



#### Daniel Crochet

Stepping up to lead Jibby's crowdfunding round is a genuine honor. Although I've had the privilege of investing in a number of early-stage ventures, taking the lead is a first for me. So why Jibby? I learned about Jibby in the early days, when a friend and fellow early investor connected me with James & Alvo (during the old branding days, before Mr. Jibby was even introduced to the world). Knowing I worked in M&A, he asked me to give my thoughts on the business, and the mission resonated immediately; the idea of improving the daily ritual of 2/3 of Americans (e.g., coffee), and using it as a format for increased functional health & wellness made sense, especially given what I was seeing with consumers increasingly focusing on functional health in food and beverage. The more I studied the market opportunity, the more convinced I became. When I had the opportunity to meet James and Alvaro, I was impressed; their charisma & commitment to coffee was immediately evident, and over time, I saw firsthand they had the skills, savviness, creativity, and humility to be do something big (especially after seeing the rebrand and creating one the best branded products I have ever seen in Mr. Jibby!). It was a venture and a team I could get behind, and so I did—first as a consumer, then as an early investor. Fast forward almost two years and hundreds of thousands of cans later, and James let me know they were raising again—this

time to expand their footprint & fuel new products that were better suited for their online customer base. I had been keeping close contact with both James and Alvo, friends of mine at this point, so I was up to date on the successes and milestones they'd been achieving. I loved the idea of leaning more heavily into DTC and profitability, and I have been very impressed by the rockstar advisors they brought in to help nail this strategy. As Jibby gears up for its next chapter, I'm confident this round will amplify their growth and execution to becoming the next big coffee & tea brand. Doubling-down on my initial investment and further supporting the Jibby journey as it changes the beverage world... it's an opportunity I couldn't miss out on... and I got a hat for investing 😎

**Invested \$1,688 this round & \$50,000 previously**

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

New York NY



Food & Beverage

Retail

Health & Fitness

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## Highlights

- 1 ⚡ 450% YoY revenue growth
- 2 ⭐ 4.7 average rating across 100K+ cans sold
- 3 ☕ Taking on the \$465B global coffee market
- 4 Featured in VICE, Thrillist, US News, and other leading tastemakers
- 5 🙌 1% for the Planet Members for sustainable coffee farming & mental health support
- 6 Defining the emerging CBD Coffee category with over 350+ retailers in the US
- 7 Gen Z and minority founding team backed by industry veterans from PepsiCo, Celsius,



## Our Team



### **James Reina** Cofounder & CEO

Before founding Jibby, James was a 2x founder—finding success in coffee and eCommerce. He started roasting with his coffee-fanatic mother when he was just 11 years old, and bootstrapped a neighborhood cafe in Brooklyn at 17.



### **Alvaro Ortega** Cofounder & COO

Alvaro managed operations for two \$1M/year CPG brands (at the same time!) Before that, he was the Director of an Impact Investment Fund, helping underserved businesses raise capital. Plus, he's a stellar cold brewer.



### **Laura Brooks** Fractional CMO

Laura is a growth whiz — our marketing & eComm expert. She's been part of 2 successful acquisitions including VP of Marketing & eComm at Solid Gold Pet to H&H Group for \$163M and Director of Marketing at Angie's Boomchickapop to Conagra for \$250M.



### **Peter Strnad** Fractional Innovation, R&D

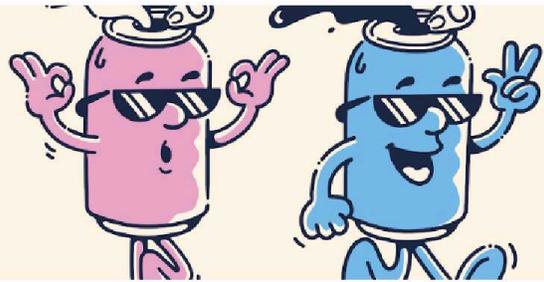
Peter is our in-house CPG data geek. With over 20 years of experience across PepsiCo, Mars, & MillerCoors—Peter is essential to Jibby's positioning, strategy, & product development.



### **Symon Rowlands** Fractional Field Marketing

Beverage marketing is in Symon's DNA. His experience comes from some of the biggest names in beverage—Monster, Muscle Milk, and Celsius. He's been an integral advisor to Jibby, making sure we get liquid to lips as efficiently as possible.

## What if Your Morning Ritual Was Also Your Wellness Routine?



The modern world has become increasingly chaotic and stressful, and it's wreaking havoc on our minds and bodies. Our reliance on quick fixes like caffeine-heavy energy drinks, sugar-filled snacks, and digital distractions only amplify the strain.

It's time for a change.

In increasing fashion, Americans are looking for food and beverage to help with mental health, stress, brain power, and energy. Demand for functional foods is exploding—especially among Gen Z and Millennials.

# 86%

Americans would **pay a premium** for food and beverages with added **functional benefits**.



## 8-in-10

Americans  
drink coffee every day

Herry, 2022 – Statista, 2022

## That's Where Libby Comes in

# That's where Jibby comes in

Jibby is just like your morning coffee or tea, only it's brewed with superfoods—providing you energy, mood balance, stress relief, and more.

We've harnessed the incredible natural benefits of cannabinoids and adaptogens and brewed them into every cup. No need to start a new regimen or change your diet, Jibby is a wellness solution that fits seamlessly into the daily ritual of more than 2/3rds of Americans.



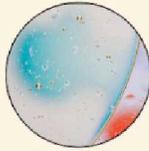
## What's in Jibby? Superfoods, Adaptogens, CBD, and more

We captured the essence of what makes coffee great—the taste, the ritual, and the energy—while eliminating undesirable effects like crashes, anxiety, jitters, poor sleep, and digestive issues.

Our unique blends combine carefully extracted low-acidity coffees & teas with natural superfoods to help improve energy, focus, mood, sleep, gut health, and immunity. The result is a delicious morning ritual that goes beyond traditional

coffee.

We use unique blends of these natural superfoods to help regulate energy, stress, mood, and more



**Hemp-CBD**  
Mood & Stress



**Collagen**  
Healthy Skin & Joints



**Ginkgo Biloba**  
Fights Inflammation



**Acacia Fibre**  
Gut Health & Digestion



**Turmeric**  
Antioxidant powerhouse



**Lion's Mane**  
Memory & Focus



**MCT Oil**  
Clarity & Cognition

## Our Founder's Natural Wellness Journey

“For years, I was stuck in a cycle of **poor habits** and **stress** from a fast-paced job. The toll on my well-being was **undeniable**.

I knew something had to change.

In my quest for natural wellness, I began to mix **superfoods** like adaptogens, CBD, and functional mushrooms into my **morning coffee**.

This simple act turned into a **game-changing ritual**. The result was immediate—I felt more energetic, focused, and genuinely healthier, showing me the incredible potential of natural ingredients for **sustained wellness**.”

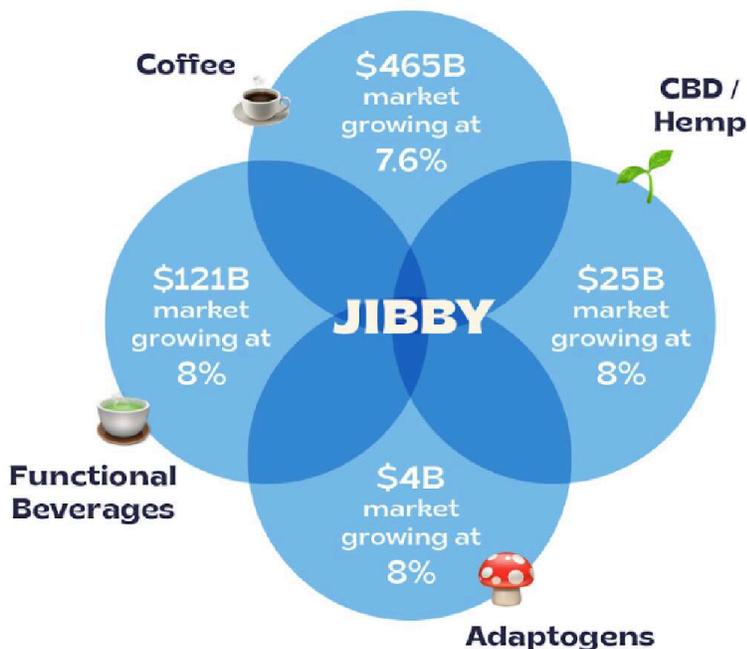
*ALVARO ORTEGA*  
Cofounder & COO



When I first started at the intersection of

# JIBBY EXISTS at the intersection of 4 Behemoth Trends

## Distrupting the \$465B Coffee Market



Research and Markets Global Adaptogens Market - Forecasts from 2020 to 2025  
Mordor Intelligence: Functional Mushroom Market (2021-2026)  
Research and Markets: Functional Beverages Global Market Report 2021  
Data Bridge Global Caffeine Substitute Market 2021-2028  
Research and Markets "Global Coffee Market (Value, Volume)"

By capitalizing on these four intersecting trends, we're positioned at the forefront of the wellness revolution—or as we like to call it the *Fourth Wave of Coffee*. We're riding the wave of consumer preferences, providing coffee enthusiasts with a flavorful and functional experience that aligns with their lifestyle. Join us as we continue to grow, redefine the coffee industry, and make our mark on the ever-evolving world of wellness.

## Adaptogens, Ritual, & Subscription—Three Pillars of Success



**Adaptogens**

Health benefits are  
compounding—becoming



more effective with  
consistent use



### **Ritual**

Coffee & Tea habits  
mean that everyday  
ritual becomes everyday  
wellness



### **Subscription**

Convenient access, cost  
savings, and personalized  
experiences foster loyalty

Adaptogens work better over time through consistent use. By pairing them with daily rituals, and offering a super convenient subscription service, we unlock a powerful consumer lifecycle.

**“Absolutely the best  
way to start the day”**

- Michelle Bennett, year-long subscriber

**100K+**

Cans served

**32%+**

DTC reorder rate

**29%+**

MoM growth 2022

**4.7** ★

Average review

## **New Products Broaden Addressable Market & Increase Retention**

While coffee and CBD have been Jibby's introduction to the world, the heart of our brand lies in the power of Ritual and Functional Wellness. This summer,

we're rolling out a new line of Mind+Body Instant Coffee, Matcha, and Chai.

Current core lineup



## CBD Beverage

Ready-to-drink cans

- **43% gross margin**
- Define CBD Coffee Category
- Capitalize on regulation
- First-mover inertia

Launching this Summer!



## Mind+Body Line

Instant Powder Mixes (*non-CBD*)

- **70%+ gross margin**
- Launch Amazon, Thrive, & DTC
- Roll-out to existing retailers
- Address new use-cases like energy, gut-health, beauty, etc.

By leveraging our expertise in functional-superfood formulations, we can introduce new products that meet the evolving needs of our health-conscious consumers. With our innovative mindset, we have a clear path toward channel diversification into the direct-to-consumer space to reach new consumers where our retail footprint is limited.

# Building on Existing Success and Distribution

## Defining the 4th Wave of Coffee, starting with our CBD lattes

**350+** Active retailers  
Focused on velocity & regional density

**\$250K** Sales since '21 launch  
Excpeted to reach \$600-800K in 2023



New York City

Miami

# 450%

YoY growth ('21-'22)  
Driven by retail & distribution success



*Note: future projections not guaranteed.*

We're boosting our current retail footprint by launching new products within these spaces. Thanks to strong partnerships in our core markets, new items are set to launch into healthy existing demand. Plus, new *non-CBD* products allow us to launch onto Amazon, Thrive Market, and run ads on Meta for the first time

## Engaged Retailers from Expo West

We're speaking with the nation's top retail chains—some announcing their acceptance of the CBD category, others asking for our new, non-CBD functional coffees



THRIVE  
- MARKET -

SPROUTS  
FARMERS MARKET

COSTCO  
WHOLESALE

Wegmans

Albertsons

H-E-B

9

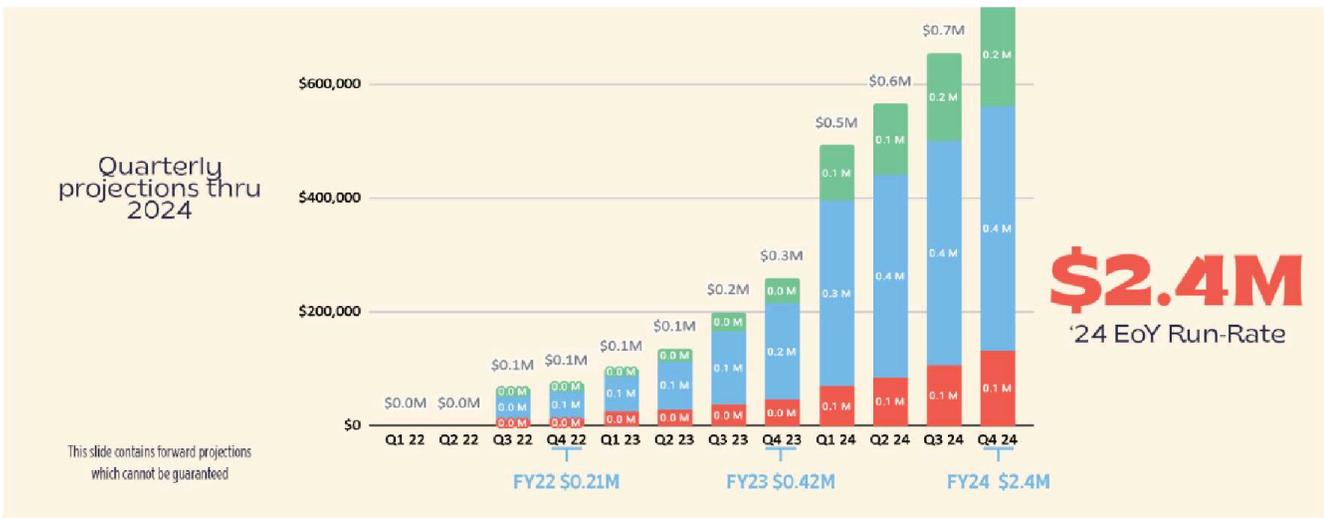
# Scaling for Success in the Functional Beverage Market

**Sales driven by distribution growth and subscription focused product innovation**

■ Wholesale Direct ■ Distributor/Retail ■ DTC

\$800,000

50.7M



# Target Audience: Tapping into the Growing Wellness Market

Our customers are a growing segment of conscious consumers who prioritize health, sustainability, and personal well-being. These individuals seek products and brands that align with their values and contribute to a positive impact on both themselves and the planet.



## Lifestyle of Health And Sustainability

**1-in-4**

Americans Identify as LOHAS

**\$290B**

in purchasing power

### Top Health Concerns of Gen Z & Millennials



(n=3273)

Coefficient Capital, 2022

# Health & Sustainability

- **Low Calorie & Natural:** All our products are 100 calories or less (<50% of leading canned & bottled coffee drinks). We use ingredients derived from plants and natural sources. All our beverages are plant-based and gluten-free.
- **Quality and Transparency:** All products are made with Certified Fair Trade commodities with coffee, tea, sugar, and cacao farmers being paid a premium for their goods.
- **Organic Certification:** We are actively working towards organic certification, ensuring that our products are free from synthetic pesticides and GMOs.
- **Sustainable Packaging:** We are committed to minimizing our environmental footprint. Currently, all our beverages are sold in aluminum packaging which is infinitely recyclable. We will continue exploring compostable packaging materials, providing an eco-friendly solution for our customers.

## A commitment to ethical sourcing and sustainable growth



From the get-go, we've made a commitment to sustainability and transparency. All of our products are now made using Fair Trade Certified Ingredients, and organic whenever possible.

# Cultural Trend-Setters are Taking Notice



## DIELINE



Jibby Coffee Exp: Partnership With Florida and Texas



Colombian cold brew. Although a far cry from a true martini, you can add a splash of soda water and lime to mimic the tang of alcohol for a CBD coffee mocktail that delivers the same, if not more, rejuvenating effects.



BEVERAGE PACKAGING

SFGATE

drank Jibby's CBD-infused coffee week, and look at me now

Nobody talk to me until I've had my cannabidiol.

Joshua Sargent  
July 1, 2021

This CBD Cold Brew Helped Me Beat the Jitters and Get Back Into Coffee

For over a decade, I thought I was too caffeine-sensitive for coffee- CBD-infused cold brew changed the game for me.

AK By Angel Kilmister

Coffee Has Never Looked This Relaxing, Meet Jibby

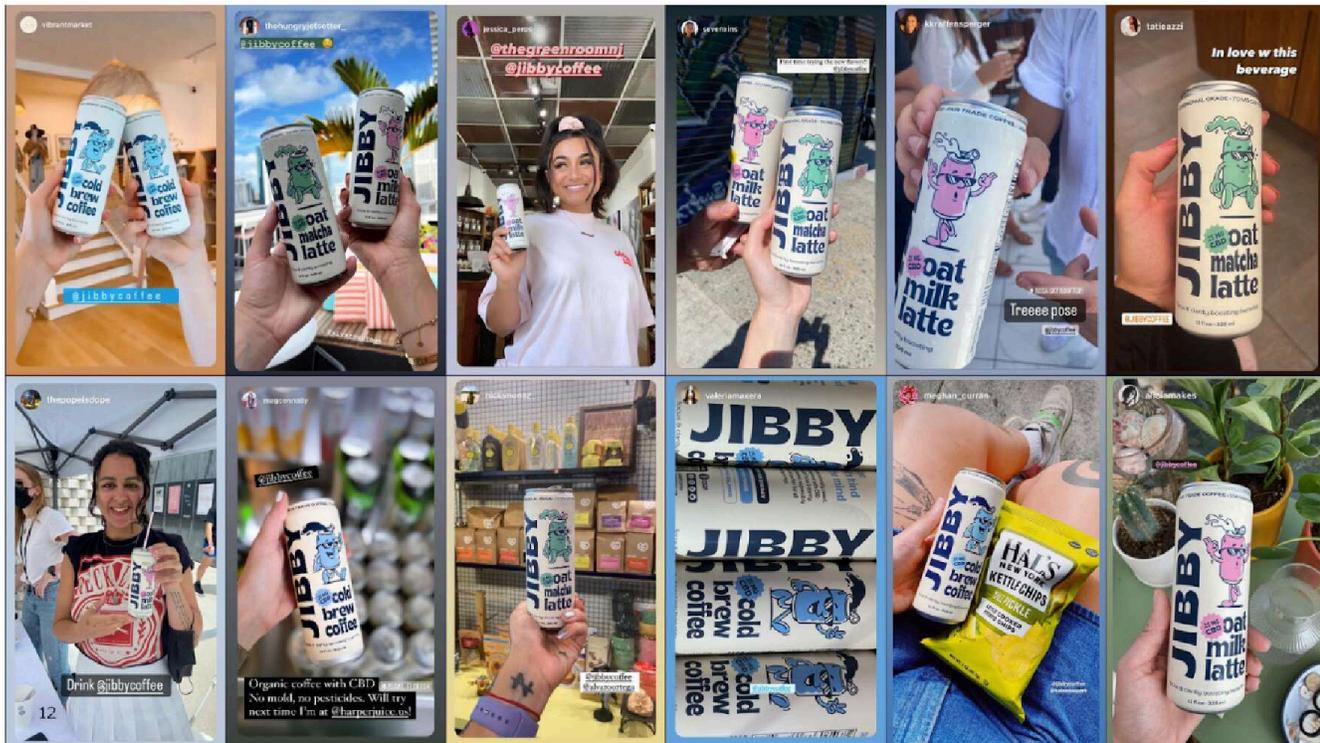
GEAR PATROL



Jibby Launches CBI Matcha Powder

Jibby initially set out to create CBD infused, ready-to-drink coffee and matcha lattes that could offer fans ample - "jitter-free" - caffeine. Now it's expanding on its popular lineup with a new Stone Ground Matcha with CBD. Sourced directly from

Jibby's brand identity is the cornerstone of our success, setting us apart in a crowded market. It's the key to our exceptional customer retention, deep engagement, and the organic word-of-mouth growth that fuels our expansion.



These principles extend further with our community-driven approach to fundraising. By bypassing traditional Venture Capital routes and engaging in a Community Round on WeFunder, we empower our community to have a stake in our success. This unique approach not only provides us with financial support but also strengthens our brand identity as a movement driven by our customers themselves.

# Disruptors like Jibby are Cashing in

Trailblazers in the functional food and beverage space are achieving sky-high valuations.



We invite you to join us on this exciting journey as we revolutionize the coffee industry. With Jibby Coffee, we are not only reimagining what a cup of coffee can be but also empowering coffee lovers to embrace a healthier and more fulfilling daily ritual. Together, let's change the way the world enjoys their coffee and embrace the power of adaptogens for a truly transformative experience.





MR. JIBBY  
& THE TEAM