

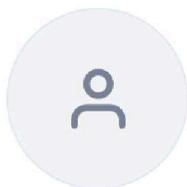


EARTHY

**transparent, adaptogen nutrition brand out to
redefine the outdated supplement industry.**

liveearthly.co Los Angeles CA  

Featured Investors



Brian Mulderrig

Syndicate Lead

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Investing in Earthy is more than a financial decision for me; it's a deliberate choice to support a transformative adaptogen brand that is helping to redefine transparency standards within a supplement industry that is ripe for disruption. Today, we find ourselves at a pivotal moment where numerous popular nutrition brands, often touting "proprietary blends," are being exposed for their ineffective doses, false claims, and inclusion of low-quality filler ingredients. Earthy stands out as one of the few supplement companies effectively challenging the status quo. Brooks and Kyle's recent journey—running and biking from Canada to Mexico—while spreading awareness about the imperative to reconnect with nature, food, and each other, serves as a powerful testament to their dedication to the Earthy mission. Personally, I can attest to the exceptional taste and efficacy of their flagship product, Earthy Energy. I am excited to witness a company built on the foundation of transparent, traceable, and organic ingredients not only succeed but also help set a new standard for excellence in the industry.

Invested \$10,000 this round & \$50,000 previously

Highlights

- 1 founders ran and biked from Canada to Mexico to prove the product works. It does.
 - 2 Two veteran players on the team- digital growth expert and creative director.
 - 3 Founders with prior supplement industry experience and aiming to solve problem they uncovered.
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Our Team



Brooks Bash Co-Founder and CEO

Ran from Canada to Mexico, built the largest youth sports complex in America (silverlakes)



Kyle Huber Co-Founder and COO

Biked from Canada to Mexico, key member of CreativeLive when it was acquired by fiverr.

Pitch





OUR VISION:

supply chain traceability is the standard
+ regeneration of people and planet

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THE TEAM



BROOKS BASH

founder & ceo

ultra athlete and entrepreneur
scaled CPG brand into national distribution
built sports venue to over 1m in annual
attendance



KYLE HUBER

founder & coo

creator, leader, and adventurer
multi-skilled operator across creative and business
visual storyteller + producer at CreativeLive
(Fiverr)



BEN PETRAGLIA

head of growth

D2C growth marketing consultant
300% client revenue growth in the past year
proven track record of success with CPG brands



ZACHARY OLIVER WILLIAMS

creative director

12+ year LA ad agency brand design professional
delivering CPG product branding in-house for
TOMS, Beats by Dre, Johnson & Johnson, Rivian,
AMEX & more

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PRODUCT 1: EARTHY ENERGY

AN ULTRA-HIGH QUALITY ADAPTOGEN PRE-MOVEMENT MIX

how it's different

- adaptogen mushrooms
- natural caffeine with no jitters
- full ingredient transparency
- all organic ingredients
- effective dose
- enjoyable hot or cold
- 3rd party tested
- strict ingredient vetting



MADE WITH TRACEABLE INGREDIENTS



lion's mane
cognitive boost, focus + memory
m2 ingredients, san diego, ca



cordyceps
increased performance via
atp production
m2 ingredients, san diego, ca



guayusa leaf
clean natural caffeine
applied food sciences, ecuador



cacao
antioxidants + taste
windy city organics, peru



beetroot
cardiovascular boost
windy city organics, peru

THE LANDSCAPE

CUSTOMERS



COMPETITORS



Laird Superfood
popular brand backed by major influencer



MUD/WTR
quick-growing mushroom brand focused on replacing coffee



Naked nutrition
pure protein with no GMOS



ONNIT
Mental + physical supplements, proprietary blends, no traceability



BPN
sports supplement brand. third party testing but no traceability or mushrooms

MARKET GROWTH

\$151B

TAM: global supplements
expected CAGR of 8.9% through 2030

\$19.3B

SAM: global mushroom
\$7.98 billion in 2020 and expects it to swell to \$19.33 billion in 2030

\$8.9B

SOM: n. america mushroom
North america held the major share of 46.1% of the functional mushroom market in 2020

MARKETING MIX

BUILD DIGITAL COMMUNITY

- collaborate with aligned content creators
- sponsor podcasts with active communities
- earthy Network: online community with exclusive subscriber perks

PAID SOCIAL

- controlled, data-driven growth
- partnered with proven growth expert to help us achieve our subscription goals
- niche-specific creative content



BUILD IRL COMMUNITY

- activations at West Coast sport stores (west coast road show)
- sponsor KH Race Group (15 races) + more
- equinox sampling partnership
- activate + sample at bouldering gyms, pickleball tournaments and other growing communities

ORGANIC SOCIAL

- support athletes as they conquer elite challenges
- reach influencer club at USC
- educate on mushrooms, farmers, flaws of supplement industry etc

WEST COAST TOUR



We believe in our mission and product so much that we decided to (literally) hit the pavement. We ran and cycled down the entire west coast, operating the business, connecting with customers and sharing *earthy* along the way. Watch the video [here](#).



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SALES

profit margin

67%

year 1 subscriber goal

2,400

year 1 projected revenue

\$942K

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SUBSCRIPTION / SHOPIFY LAUNCH
 directly own customer relationships
 we partnered with an ecommerce growth expert to get our message to the right people

SPORT SHOPS LAUNCH
 key entry point to activate and sample within sports communities
 we partnered with a sales broker who has deep relationships with West Coast sports shops

a
AMAZON LAUNCH YEAR 2
 77% of supplements are sold on Amazon
 to disrupt the supplement industry we will bring earthy to where our customers are

NATURAL RETAIL YEAR 2
 we have relationships with natural grocery brokers who are ready to work with us

Note: forward-looking projections cannot be guaranteed.

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THE FUTURE

MARCH

research & development

APRIL

branding

JULY

production

SEPT

launch

2023

2024

2025

2020

- launch product 1, earth energy
- grassroots growth via in-person events and active online communities
- launch SKU 2 (caffeine free)

2021

- expand event programming
- partner with non-profit orgs in suppliers' communities
- launch SKU 3 (immunity), SKU 4 (aging), SKU 5 (recovery)
- launch ingredient customization

2022

- establish new industry standards
- pioneer transparent sourcing
- closely monitor psilocybin and incorporate into products when legal
- continue building earthy one great customer at a time

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OPPORTUNITY

RAISING 124K SAFE



USE OF FUNDS

production runs - year 1	\$54,725
marketing	\$52,948
administrative	\$2,067
3rd party testing	\$2,067
research & development	\$1,860
wefunder fee	\$10,333
total	\$124,000

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