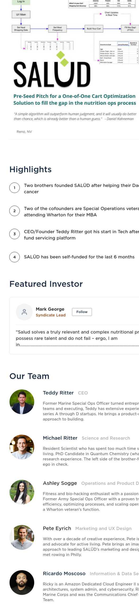
INVEST IN **SALUDBOX TECHNOLOGIES, INC**

One-of-One D2C & B2B Grocery Cart Optimization Solution to fill the gap in the nutrition ops process



Highlights

1. Two brothers founded SALUD after helping their Dad recover from stage 3 cancer
2. Two of the cofounders are Special Operations veterans who met while attending Wharton for their MBA
3. CEO/Founder Teddy Ritter got his start in Tech after the military building a fund servicing platform
4. SALUD has been self-funded for the last 6 months

Featured Investor

Mark George — Syndicate Lead — Follow — Invested $25,000

"Salud solves a truly relevant and complex nutritional problem. Teddy and team possess rare talent and do not fail – ergo, I am in."

Our Team

Teddy Ritter — CEO

Former Marine Special Ops Officer turned entrepreneur his stronger to building high-performing teams. Teddy has extensive experience building marketing teams in series A through D at Parlux. He brings a product-centric and hands-on approach to building.

Michael Ritter — Science and Research

Resident Scientist who has spent too much time struggling to decode healthy living. PhD Candidate in Quantum Chemistry (whatever that is) with extensive research experience. The left side of the brother-founder brain, keeping Teddy's ego in check.

Ashley Sogge — Operations and Product Design

Fitness and bio-hacking enthusiast with a passion for nutrition and health. Former Army Special Ops Officer with a proven track record of driving efficiency, optimizing processes, and scaling operations. Ashley & Teddy met at a Wharton veteran's function.

Pete Eyrich — Marketing and UX Design

With over a decade of creative experience, Pete is a seasoned visual storyteller and advocate for active living. Pete brings an imaginative and strategic approach to leading SALUD's marketing and design initiatives. Pete & Teddy met rowing in Philly.

Ricardo Moscoso — Information & Data Security

Ricky is an Amazon Dedicated Cloud Engineer it specializing in AWS customer solutions. Ricky has extensive experience building cloud solutions for the US Air Force, the Marine Corps and was the Communications Chief on Teddy's Special Operations Team.

Pre-Seed Pitch for a One-of-One Grocery Cart Optimization Solution to fill the gap in the nutrition ops process

THE PROBLEM

The Gap in Goals to Groceries

What's in your refrigerator?

Most of us have a goal to improve the grocery stand that there enough or too many calories and you change with that the meal that normally bake meal.

CRAVE Consume the daily caloric needs that you desire to enjoy every day, generally eating what you like. **Our value proposition here is different "cheater" or "guilty pleasure" foods are allowed, portion controlled, but not off limits.** Cravers are high on the list of our target customers.

CALCULATE Macros are calculated to meet the goals set. The system has information, but does not generally enter your calorie intake or what we are eating. **Our value proposition here is to make it easy to enter what you've eaten and to connect the users experience of how often you're using it.**

PLAN Assessment of our requirements can mean shopping lists are created and recommends. Users can choose what to buy. **If we surprised the calorie and macros in our actual requirements to our grocery list, would they reach?**

There are already many providers on the left side of the grocery shopping process:

- Nutrisystem & Diabetes
- Weight Watchers
- Noom Coaching
- Virtual Dietitians

None of them can create an accurate grocery list tailored to a user's requirements. Why not?

THE PROBLEM

An Optimization Problem

Nutrition is complex.

Turns out that balancing macros - protein, fat, and carbs - while calories limits is not very hard to grocery shop for, it's practically impossible to go to a store and buy the ideal nutritional basket that meets your goals.

A lot like Tetris

It's actually a computationally complex problem:

- We want to combine an algorithm to provide an optimal solution but a user should be able to override the algorithm and make changes.
- Every Nutrient Click has a different balance of calories and micro-nutrient value weight
- Volume of Macros by Choose with a calorie balance
- Option to add / subtract partial or whole items already in the cart

THE SOLUTION PROBLEM

A Fragmented Competitive Landscape

Not As Saturated As You Might Think

Every Competitor on the below map can take on the other of the optimization gap in the process. A giant logo trap is needed to get across the optimization gap. Instead, we need the right solution for grocery.

OUR SOLUTION

Filling the Gap

Solving a unique optimization problem

Salud is the only company that has a unique algorithm and AI provided approach to optimizing grocery shopping for nutritional requirements.

FILL THE GAP An optimization that can - 20% of grocery dry need to add to their cart, our algorithm + AI allows the system to "Fill the Gap." Add to cart or remove items from the cart to meet the goals. Fill the cart and modify the remaining calories + macro balance.

ALGORITHM Our core of AI and quantitative algorithm can perform the computationally intense operations quickly by filling the cart in milliseconds and maximizes, avoiding the need to evaluate every possible formulation.

OUR SOLUTION

SALUD's D2C Solution

Its Overdependence

We are developing a future in D2C that will take the guesswork out of eating healthy. So long as users consume everything they buy they they are not that great. By leveraging the following capabilities of Salud.

CRAVE - Health and nutrition lovers or use a simple goal control in our nutrition goals.

CALCULATE - Learn as their behaviors and habits to know requirements.

PLAN - Learn per apple food consistency and preference so as the automatic food increase the ai 2022, recommending an efficient and personal shopping experience.

CART - the dynamic cart to its macro-counter results in real time as users add items to their cart. Our TAT for Fast Tetris for our nutrition fill cart quickly.

DELIVER - Users can grocery options for that they can take and them to the store or same as it comes to you.

Founding Team

After a life changing experience

Salud was founded by two brothers who met at Wharton and served in the Marine Corps and Special Operations Forces. Teddy is the oldest brother and the founder of Parlux. He's 20 years in tech and 10 years in the military. Michael is the Ph.D. in Quantum Chemistry.

Michael Ritter — Science and Research

Michael is the brother who spent most of his adult life struggling to decode healthy living. PhD Candidate in Quantum Chemistry (whatever that is) with extensive research experience. The left side of the brother-founder brain, keeping Teddy's ego in check.

Ashley Sogge — Operations and Product Design

Ashley is a fitness and bio-hacking enthusiast with a passion for nutrition and health. Former Army Special Ops Officer with a proven track record of driving efficiency, optimizing processes, and scaling operations. Ashley & Teddy met at a Wharton veteran's function while in their respective MBA classes.

Pete Eyrich — Marketing and UX Design

Pete is a graduate of Haddon Township High School and Drexel University where he studied graphic design and rowed for the Dragons. With over a decade of creative experience, Pete is a seasoned visual storyteller and advocate for active living. Pete brings an imaginative and strategic approach to leading SALUD's marketing and design initiatives. Pete & Teddy met rowing in Philly during the Fall 2012 season.

THE OPPORTUNITY

The Larger Opportunity

Every Goal is an Opportunity to Exploit

Salud is the only company that can solve the "grocery" ai-to-end goal and focus. There is no different. Nutrition Tracking Tools & Services, Meal Kits, Recipe Apps, Grocery Delivery, Grocery Stores, ERP, Fitness Apps, Instacart, Foodsuite, E Cooking

COMPETITIVE LANDSCAPE

Our Broader Vision: a Nutrition Ecosystem

Imagine if Every Competitor was a Revenue Partner

Salud is the only company that can solve the "grocery" ai-to-end goal and focus. There is no different.

Envisioned Revenue Verticals

- Meal Kits
- Recipe Sites
- Preferred Nutritionist & MD
- Fitness Apps
- Customer Data

COMPETITIVE LANDSCAPE

Expanding to B2B

Something for Everyone

Salud is the only company that can solve the "grocery" ai-to-end goal and focus. There is no different.

For Nutrition Experts:

- Attain a profit profile
- Have a platform to connect clients to care faster
- Grow their net following and social presence
- Monetize their knowledge
- Manage client goals & track performance

For Institutions & Employers:

- Ease of Use for Employees
- Ability to Track Employee Progress
- Ability to Create Care Pathways
- Ability to Create Care Incentives
- Ability to Create Care Rewards

For Grocery Chains:

- Ability to Create Care Pathways
- Ability to Create Care Incentives
- Ability to Create Care Rewards

BUSINESS MODEL

Revenue Opportunities

Establishing a Strong Position

Building around different revenue streams with engagement per hour. It will also position SALUD for multiple exit options.

Forward-looking statements are not guaranteed.

MARKET OPPORTUNITY

$4 Billion in D2C Annual TAM

60 - 70% of adults have signed up for a nutrition app

Weight loss market was $72 billion globally and is the #1 New Year's resolution. Salud is the only company that can solve the biggest of the broader global Health & Fitness app market.

BUSINESS MODEL

Revenue Model

Multiple Streams

- Meal Subscription Fees & Add-Ons
- Platform Fees & per User Fees (PaaS)
- Preferred Placements & Promoted Products
- API & White Label Licensing Fees
- Customer Data

Key Targets

- Gross Margins above 80% by 2027
- Positive EBITDA after 3 years Q2 2027
- CAC/Contribution Ratio <0.5x

	2024	2025	2026	2027	2028	2029
Net Users	100	1,000	10,000	100,000	250,000	500,000
Recurring Revenue (ARR)	$0	$60	$600	$6,000	$15,000	$30,000
Platform Fee & Per User Fees (ARR)	$0	$0	$0	$600	$1,500	$3,000
Other Revenue (Data, Licensing, Partnerships)	$0	$0	$0	$0	$0	$0
Total Revenue	$0	$60	$600	$6,600	$16,500	$33,000
COGS	$ 0.00	$0	$0	$0	$0	$0
Gross Profit	$0	$60	$600	$6,600	$16,500	$33,000
Gross Margin	0%	100%	100%	100%	100%	100%
OpEx	$750	$1,000	$1,500	$2,000	$2,500	$3,000
EBITDA Margin (%)	-750%	-1567%	-150%	230%	560%	1000%

Forward-looking projections are not guaranteed.

Strategy & Status

Keep Costs Low. Find Product Market Fit. Get Profitable ASAP.

The Salud team has been self-funded since inception and has built a working prototype of the product by December 2024. We are now in the process of proper and legal testing and refinement in time for the pre-seed round.

How We Win

- **Focus on core product:** one-of-one grocery optimization solution.
- **Nutrition Data Info:** deliver an intuitive and valuable user experience.
- **Keep CAC low:** leverage network effects within "friends" relationships, word-of-mouth, and referrals to keep customer acquisition costs low.
- **Retention:** Keep churn low by providing value and habit-forming tools.
- **Number Of Users:** get millions into the door, not 1,000 users.
- **Profitability:** pursue EBITDA profitability by the end of Q4 2026.

Under Development - 10 Days Out

- Meeting Setup
- Initial App Deployment
- Team Over Metrics
- Implementation of Machine Data Collection
- Shopping List Generator
- Shopping List Comparison
- Integration with Amazon

Use of Funds & A Few Asks

Pre-Seed: $1M in capital provides exciting prototype.

- Hire a Dev Office - focus on building the strategic staff
- Hire a Data Scientist - focus on building the algorithm

Seed Round: $5M gets us to Product Market Fit

- Hire a Chief Technology Officer - focus on building the strategic staff
- Hire a Data Scientist - focus on building the algorithm
- Hire a Dev Office - focus on building the strategic staff

We would appreciate introductions to folks who could be helpful to us. Tell us how to point to better position Salud for the following:

- **Product Development:** Help us build a world-class product that delights customers and drives engagement.
- **Institutional Partnerships:** Help us build strategic partnerships with institutions.
- **Investment Partnerships:** Help us build a compelling value proposition to a high-quality investor group.
- **Operations:** Help us build a world-class product that delights customers and drives engagement.
- **Finance & Accounting:** Help us build a world-class product that delights customers and drives engagement.
- **Legal Counsel:** Looking for general counsel to help guide us as we grow and scale operations.
- **CPA:** Looking for a CPA to help us with our financials. If you have any suggestions or referrals, please let us know. Thank you!