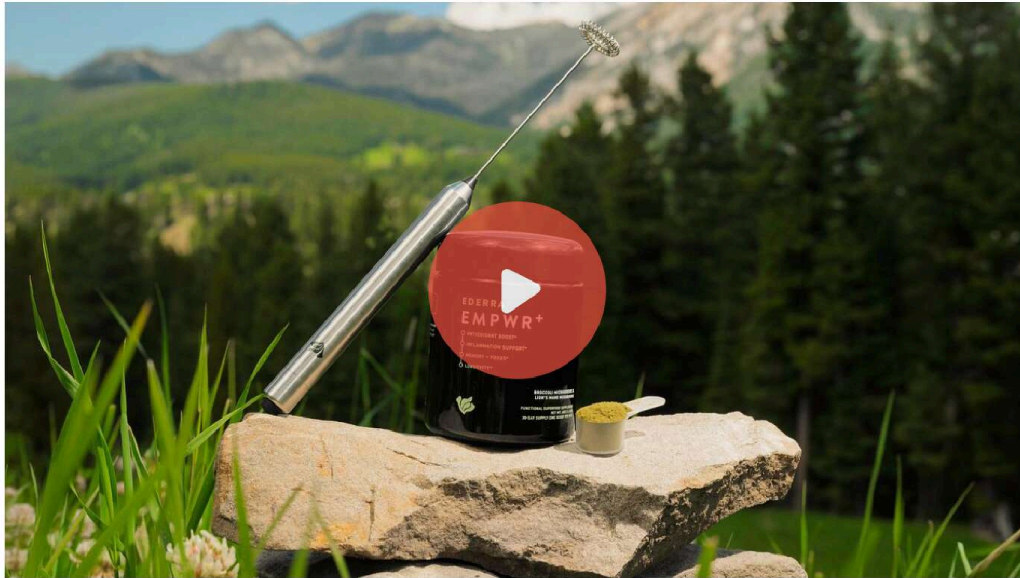


# Farm-to-Body Functional Superfood Supplements



[ederralyfe.com](https://ederralyfe.com) Oceanside, CA [in](#) [v](#) [f](#) [o](#) [d](#)

## Highlights

- 1 Launched EMPWR+, a farm-to-body broccoli microgreens & Lion's Mane supplement
- 2 Partnered with the largest microgreen farm in the California for sustainable sourcing
- 3 Developed strategic supply chain to go from Harvest at the farm to final product in the same day
- 4 Created elite advising team from top companies: DSM, Herbalife, AbbVie, DuPont, Kerrie, Amway
- 5 >65% of revenue from repeat customers
- 6 Poised to disrupt the \$182bn Superfood Market with transparency, integrity and a premium team.

- 7 Established strategic partnerships to be ready to scale up manufacturing up to 9k units per week
- 8 Solid in 15+ natural product stores, restaurants, and wellness clinics

## Featured Investor



**Chris Bainer**  
Syndicate Lead

Follow

Invested \$5,000

"I am proud to endorse Ederra and their EMPWR+ product, a company redefining wellness through innovation, quality, and a farm to body approach. As an investor, I was introduced to the product in my own wellness journey and absolutely loved my results that I saw with EMPWR+. I am inspired by Vladi and his teams passion and commitment to changing peoples lives and growing Ederra to be a powerhouse in the supplement space. What a great opportunity to get in on the ground floor!"

## Our Team



**Vladi Delsoglio** CEO

Serial entrepreneur and marketing expert with two decades of experience in high-end design and creative leadership. Former executive at a NASDAQ-listed company.



**Ruchit Mehta** CSO

Highly skilled product developer and R&D specialist with experience in startup environments. In his previous role, he served at Plantible Foods, a plant-based protein company that secured \$23mm Series A Funding.



**Nicole Lewis** Creative Director

Nic is a branding expert who believes in the power of art to connect people. She has worked with Yahoo, Snapchat, and Cymbiotika, bringing expertise in photography, design, and creative leadership.



**Rena Cohen-First** Brand Advisor

Meet our Brand Advisor, Rena Cohen-First. Rena has 27 years of experience leading sales teams with multinational brands such as DuPont, DSM, and Glanbia. She completed her MBA at The New York Institute of Technology (NYIT).



**Haeri Roh-Schmidt, PhD** Brand Advisor

Nutrition industry leader with 20+ years experience. Leads Product Innovation at Herbalife, driving product development and commercialization. Led market growth and strategy at DSM. On the Executive Committee of Council for Responsible Nutrition (CRN).



**Rahul Mehta, PhD** Brand Advisor

40+ years of experience in pharmaceutical and cosmesutical R&D as VP in start-ups to multi-billion dollar companies including SkinMedica, Allergan, and AbbVie. Has a PhD in pharmaceutical sciences and is co-founder and CEO of Rapalogix Health, a skin longevity biopharma.



**Mike Lemaire** Brand Ambassador

As a professional Muay Thai and Kickboxing fighter, Mike holds the prestigious WBC and WCK Muay Thai World Titles and won a Glory Kickboxing contract. Dedicated decades to mastering the discipline, focus, and perseverance required to compete.



**Dr. Gloria Rodriguez** Brand Ambassador

A highly respected wellness coach and architect, with years of experience in STEM education and holistic health transformations. Leader and innovator at Qualcomm specializing in program strategy and educational leadership.

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## Join the Farm-to-Body Wellness Revolution

We are raising \$124k to scale EDERRA and become a global leader in the superfood space.

We're inviting you to be more than just a supporter—you now have the chance to become a part-owner of EDERRA, a brand on

the verge of transforming the supplement industry from the ground up.

## The Vision: Scaling to Success Nationally

Investing in EDERRA today gets a foot in the door before we bring the brand nation-wide. In the near future we plan to be massively growing, as we:

- ◆ Scale production to meet rising demand
- ◆ Expand nationally through top-tier retail & restaurant partnerships
- ◆ Grow DTC sales via storytelling, wellness education, and influencer collaborations
- ◆ Launch new products in the farm-to-body wellness category—skincare, booster shots, pre-workout, and more
- ◆ Build a household name in functional wellness, rooted in purity, science, and sustainability
- ◆ Investment into new technologies to streamline production.
- ◆ Scale sales to projected >\$1mm in revenue by establishing strategic partnerships with co-manufacturers.

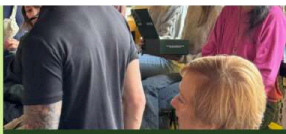
*Future projections are not guaranteed.*

## Why Invest In EDERRA?

This isn't just an investment - it's a front-row seat to a movement. In just under a year, we have:







✓ Built a strong brand with an engaged and growing community



✓ Secured collaborations with top chefs and wellness influencers



✓ Approved by Jimbo's, the most respected natural market in San Diego



✓ Teamed up with the biggest local distributor, Specialty Produce, to expand our reach



✓ Partnered with a large Acai Distributor to get into Acai and Smoothie Chains



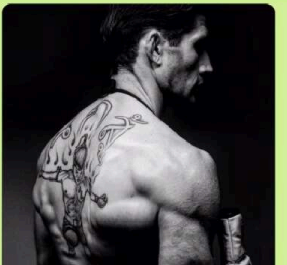
✓ EMPWR+ is on the menu at restaurants all over San Diego County, bringing functional superfoods into dining experiences



✓ Partnerships with luxury wellness spas and holistic clinics to carry EMPWR+



✓ Secured collaborations with corporate gift services to offer EMPWR+



✓ Added 3-time world champion of Muay Thai Mike Lemaire as a Brand Ambassador

## Investment Details

All investors will receive a 10% discount SAFE (Simple Agreement for Future Equity)—meaning you'll secure equity in EDERRA at a discounted rate when we reach our next funding round. We are capped at a \$5m valuation (\$4.5M for the first \$50,000 in investments). Additionally, investors will get exclusive perks and discounts on EMPWR+ as a thank-you for believing in our vision.

For more information: [WHAT IS A SAFE?](#)

## Our Mission: Revolutionize the Wellness Industry

The supplement industry is plagued by junk science, cheap fillers, and zero transparency — EDERRA was built to change that, with real ingredients, tangible results, and nothing to hide.



## MISSION | VISION

Our mission is to honor our customers with the highest quality, premium wellness products with a novel farm-to-body approach that combines science and nature.

We will revolutionize the wellness industry by setting a new standard of integrity and transparency, and outperform competitors like AG1 with superior products and values.



## Healthy Living Shouldn't Be This Complicated

In today's fast-paced world, many people face significant challenges in achieving and maintaining optimal health due to gaps in nutrition, transparency, and access to clean, natural products.



People are increasingly focused on their health and longevity.



Many struggle to consume the recommended servings of vegetables each day.



There is growing demand for natural, farm-sourced products that are free from pesticides and excessive processing.



Consumers are concerned about the lack of transparency in the supplement market.



In today's fast-paced world, many people face significant challenges in achieving and maintaining optimal health due to gaps in nutrition, transparency, and access to clean, natural products.

## EMPWR+: The Farm-to-Body Health Solution

### THE SOLUTION: EMPWR+

Ederra's EMPWR+ supplement is the answer to today's health challenges. This unique microgreens powder combines two powerhouse ingredients—**BROCCOLI MICROGREENS** and **LION'S MANE MUSHROOMS**—to support both body and mind.

**BROCCOLI MICROGREENS:** Packed with nutrients such as sulforaphane, a potent antioxidant that promotes cellular health, reduces inflammation, and supports detoxification, liver health, and aging.

**LION'S MANE MUSHROOMS:** Known for boosting cognitive function, enhancing memory, and promoting nerve regeneration, making it a powerful ingredient for brain health.



BROCCOLI MICROGREENS



LION'S MANE MUSHROOMS





The magic of EMPWR+ comes from it's two key and only ingredients, broccoli microgreens and lion's mane mushrooms. Broccoli microgreens are so nutrient dense, that one scoop of EMPWR+ is the equivalent to having over a pound of broccoli!

Our powder is minimally processed, keeping true to the farm-fresh ingredients that we use to ensure that each scoop feels like you're picking the superfoods straight from the source. EMPWR+ is the simple way to nourish your body and your mind with powerful, clean nutrition—no prep, no mess.

Contained within a unique, beautiful, biophotonic VioletGlass jar to protect the powder from light degradation, it's luxury wellness, redefined.

Grown hyper-locally and freeze-dried the day the microgreens are harvested, EMPWR+ delivers true farm-to-body benefits in seconds. High-performance, clean, and convenient—EMPWR+ lets you thrive without sacrificing quality.

## Why EDERRA Is Different: Disrupting the Industry



EDERRA isn't just another supplement brand— we're reshaping the future of wellness with a bold vision, deep values, and unstoppable momentum.

Taking Over the Superfood Space



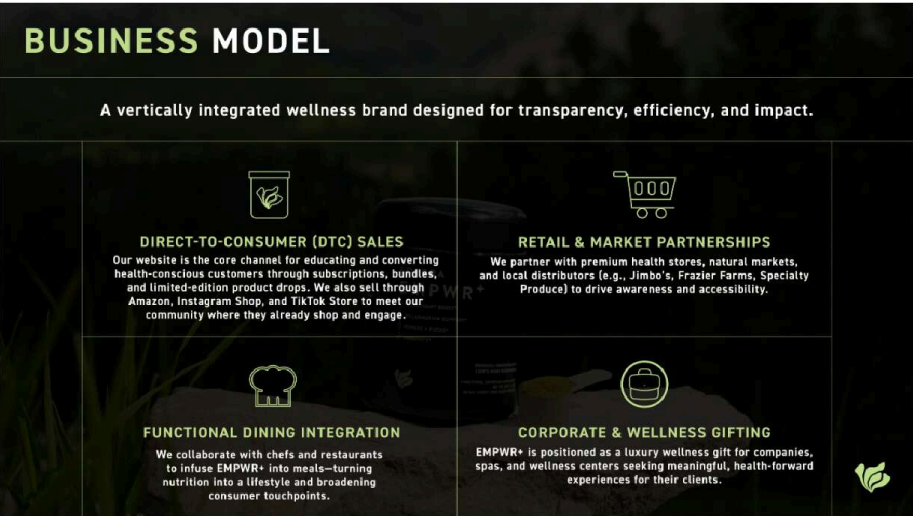
# Taking Over the Superfood Space with a New Strategy



The global superfood market is booming at **\$182B**, with U.S. superfood powders alone making up a **\$7B opportunity**. Consumers are hungry for convenient, clean, and effective solutions—and the market is shifting fast.

EDERRA is carving out a powerful niche, aiming to capture 1% of the market (**\$70M**) through a dynamic combo of D2C subscriptions and strategic B2B partnerships with restaurants, wellness clinics, and corporate wellness. With our clean-label, farm-to-body philosophy and viral brand appeal, we’re positioned to dominate where others can’t.

## A Multi-Pronged, Novel Market Approach



We’re not playing by the old rules. As we said, EDERRA is going



D2C *and* B2B. Think subscriptions like billion-dollar wellness brands *and* sales to restaurants, wellness centers, and corporate gift services. It's a bold move that's letting us grab way more market share than most. That's what makes this such a powerful investment opportunity.

## CURRENT B TO B CUSTOMERS

EDERRA is proud to supply EMPWR+ to local restaurants, markets, wellness centers, spas, and doctors—enhancing their offerings with our nutrient-dense, farm-to-body superfood supplement.

We also partner with mission-aligned brands like Karma Free Living, Uncracked, and Full Circle Ghee, who incorporate EMPWR+ into their own products—expanding our reach through ingredient collaborations that amplify wellness across categories.

### RESTAURANTS, RETAIL STORES AND MARKETS

### WELLNESS FACILITIES, SPAS, GYMS

## CURRENT DISTRIBUTION AND RETAIL PARTNERS

**SPECIALTY PRODUCE**

We're excited to partner with Specialty Produce, San Diego's largest food distributor with over 900 restaurant accounts, to bring EMPWR+ to the heart of local cuisine and help more chefs elevate their dishes with our powerful Superfood green powder.

**JIMBO'S**

We're thrilled to join forces with Jimbo's, San Diego's top natural foods supermarket with three locations, making it easier for health-conscious shoppers to find and enjoy EMPWR+ in their wellness routines.

**FRAZIER FARMS**

We're also partnering with Frazier Farms, a trusted local supermarket with two locations, to bring EMPWR+ closer to North County residents seeking premium, farm-to-body wellness.

# What's Next: A Farm-to-Body Wellness Product Line

## PRODUCTS PIPELINE

### FUTURE PRODUCT LINE

- ANTI-AGING SERUM**  
Broccoli microgreen extract + resveratrol
- WOMEN'S HEALTH**  
Partnering with industry leaders in women's health product
- DAILY BOOSTER SHOT**  
Broccoli Microgreens + Ginger + Turmeric + Lion's Mane
- PRE-WORKOUT**  
Broccoli Microgreens + Cordyceps
- LONGEVITY**  
Antioxidant Olive Oil / Dressing

### NEW PRODUCT PLACEMENT

- SKINCARE + BEAUTY
- LARGE SCALE DISTRIBUTION
- NATIONAL RESTAURANT
- JUICE SHOP CHAINS
- PRE/PROBIOTIC DRINK BRANDS
- DISTRIBUTION INTO GROCERY STORES  
For daily booster shots

# How EDERRA Stacks Up to the Status Quo



*Future projections are not guaranteed.*

Companies like AG1 and Cymbiotika have already proven that the supplement space is growing, and it's growing fast. EDERRA takes what works from these companies, like science-backed nutrition, a subscription based D2C model, and luxurious packaging, but makes it better.

By having just 2 powerhouse ingredients instead of 70+ like our competitors, EMPWR+ is radically simple: easier to scale, easier to trust, and easier to trace back to the farm.


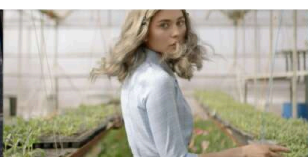

We don't just source powders from all over the world and mix them together, we go straight to the source. The health-conscious consumer is tired of the long, complex labels of other brands, and people want to return to pure functional nutrition.

At EDERRA, we're spearheading this movement as one of the first Farm-To-Body wellness brands. We highlight our farms and our farmers and believe that the supplement industry is due for a new era of integrity, transparency, and community.

## EDERRA Crowdfunding Investment Tiers & Rewards





 <p><b>EDERRA Supporter</b></p> <p>✓ 10% lifetime discount on EMPWR+</p> <p>✓ Early access to new product launches</p> <p>✓ Name featured on our "Founding Supporters" page</p>	 <p><b>EDERRA Insider</b></p> <p>✓ 15% lifetime discount on EMPWR+</p> <p>✓ Exclusive investor-only webinar with the EDERRA team</p> <p>✓ Early access to new product launches</p> <p>✓ Name featured on our "Founding Supporters" page</p>	 <p><b>EDERRA Ambassador</b></p> <p>✓ 25% lifetime discount on EMPWR+</p> <p>✓ VIP EDERRA Experience – Exclusive tour &amp; dinner with the team</p> <p>✓ Private strategy session with the EDERRA Founders &amp; Team</p> <p>✓ Limited-edition Investor Pack (6-month supply of EMPWR+)</p> <p>✓ Name featured on our "Founding Visionaries" page</p> <p>✓ Exclusive investor-only webinar</p>
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 <p><b>EDERRA Visionary</b></p> <p>✓ 25% lifetime discount on EMPWR+</p> <p>✓ VIP EDERRA Experience – Exclusive tour &amp; dinner with the team</p> <p>✓ Private strategy session with the EDERRA Founders &amp; Team</p> <p>✓ Limited-edition Investor Pack (6-month supply of EMPWR+)</p> <p>✓ Name featured on our "Founding Visionaries" page</p> <p>✓ Exclusive investor-only webinar</p>	 <p><b>EDERRA Founding Partner</b></p> <p>✓ 30% lifetime discount on EMPWR+</p> <p>✓ VIP EDERRA Experience – Exclusive tour &amp; dinner with the team</p> <p>✓ Equity Priority – First right to invest in future funding rounds</p> <p>✓ Personalized Founding Partner Plaque</p> <p>✓ Limited-edition Investor Pack (1-year supply of EMPWR+)</p> <p>✓ Private strategy session with the EDERRA Founders &amp; Team</p> <p>✓ Name featured on our "Founding Visionaries" page</p> <p>✓ Exclusive investor-only webinar</p> <p>✓ 16-week wellness program with Muay Thai world champion Mike Lemaire</p>
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## We're Just Getting Started

Building EDERRA has been an incredible journey—from an idea inspired by personal health struggles to a movement that's reshaping the supplement industry. We're honored to have you with us at this pivotal moment. This crowdfunding campaign is more than just funding—it's about building a community that believes in transparency, wellness, and the power of nature.

We can't wait to share what's next. Thank you for your support!



