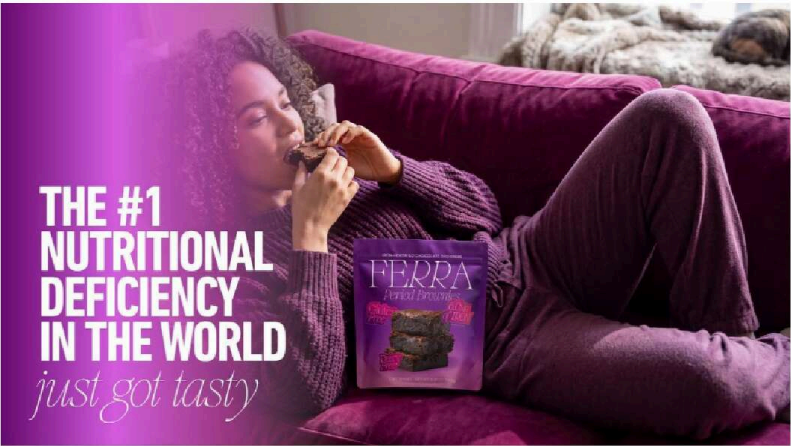


High Iron Food for Iron Deficiencies and Anemia



THE #1 NUTRITIONAL DEFICIENCY IN THE WORLD
just got tasty

eatferra.com Seattle, WA  

Female Founder

Highlights

Regular Updates
Founders have a strong track record of investor updates.



- 1 The #1 Nutritional Deficiency in the World
- 2 Pre-Orders Closed at 901 Bags Sold
- 3 Over 45K followers in under 3 months, fully organic.
- 4 Trademark filed for FERRA (Latin for "Iron") + Period Brownies
- 5 233+ women surveyed: only 2% are happy with their current iron solution.
- 6 Accepted to Founders & Funders '26
- 7 Partnership with Women's Football Club in Europe
- 8 2 Billion People Globally

Team



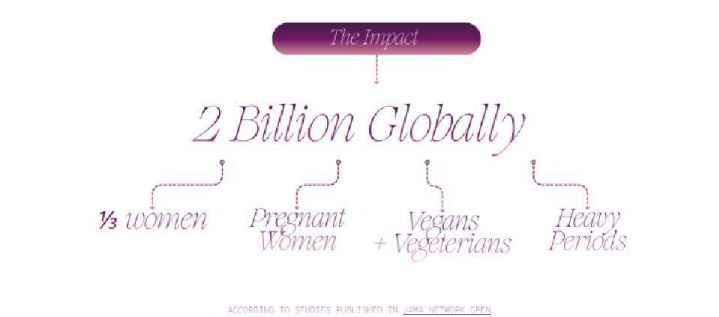
Sabina Bower Founder & CEO SPV Voting Proxy

Seasoned brand builder and ecommerce entrepreneur, named a Top 10 Shopify Developer, who has spent years helping consumer brands grow online. Founded FERRA after experiencing iron deficiency herself.

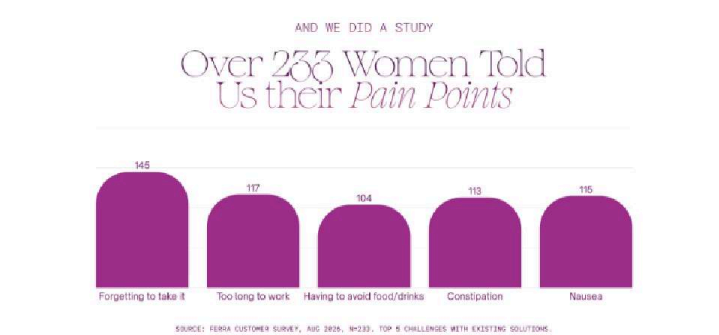
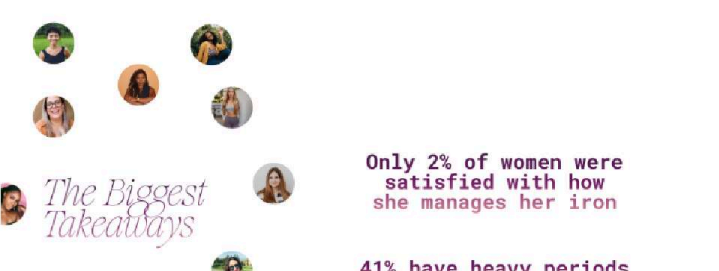
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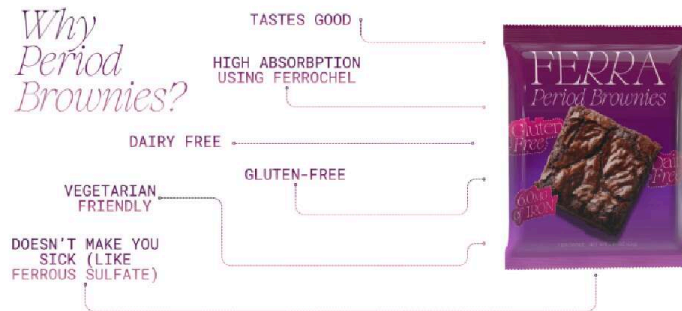
Memo

Iron deficiency is the most common nutrient deficiency in the world — and it hits women hardest. **1 in 3 women is iron deficient.** Every menstrual cycle drains 15–30mg of iron, which is why women need more than *double* the iron men do. The result: exhaustion, brain fog, hair loss, feeling depleted — often for years before a doctor ever flags it, because you can be deeply iron deficient long before you're "anemic." And the fixes? Iron pills that upset your stomach, stain your teeth, and end up forgotten in a drawer. Women deserve better.



I passed out twice, and the second time was for over a minute. They had to call an ambulance and found out my Ferritin was a 3. All I wanted was a solution that was enjoyable in the same way as protein, fiber, and creatine. So I came up with the idea for FERRA:





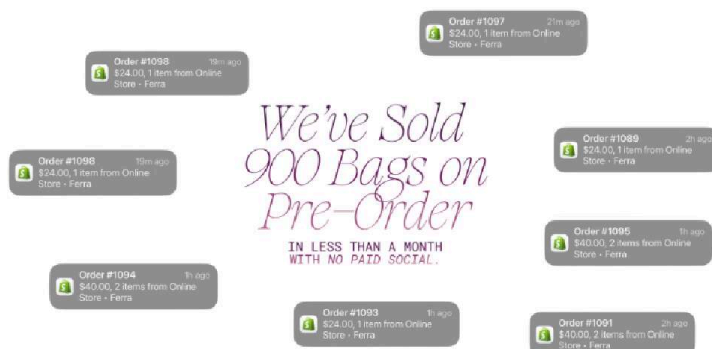
Our solution.

FERRA puts real, highly absorbable iron into food people actually crave. Our launch product are **Period Brownies** — a rich, fudgy brownie with *more iron than a 6oz steak*, made for the time of the month women need it most. No pills. No chalky vitamins. We use Ferrochel®, a gentle, highly absorbable form of iron that works even in food — so you get iron your body can actually use, without the side effects that make people quit supplements.

Why now.

Women's health is finally getting the attention and dollars it's been denied for decades. With the rise of GLP-1s, no-meat diets, and gluten sensitivities, iron deficiencies are getting worse. And iron deficiency is still massively underserved — there's no beloved brand that owns it. FERRA is building that brand.

Traction.



Attractive Margins on Day One

Retails at \$24

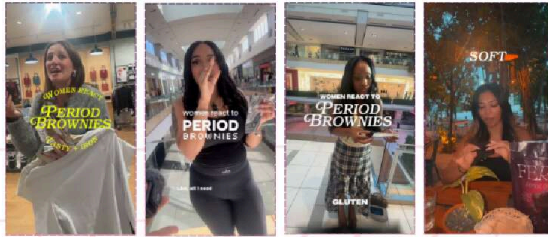
COGs: ~\$4.16*

Gross Profit: ~\$19.84

Gross Margin: ~82.7%

*We are working with a pilot co-man with a max 540 lb production run). They connect us with larger co-mans.

First Reaction: "This is *Insane*"



FOR MULTIPLE
FOOD PRODUCTS

Trademark
Filed for
"FERRA"
and "Period
Brownies"

TRANSLATES TO
IRON IN LATIN

The vision.

The period brownie is just the start. FERRA is building a full line of iron-rich foods to become the brand women think of the moment they hear "low iron." We're creating the category — and we'd love for you to own a piece of it.