

Expo West CPG Innovation Summit Deal Room

Sponsored by



BANC OF CALIFORNIA

Co-located with



Product Discovery Powered by



By Informa Markets

NCN Welcome



Mike Dovbish

*Executive Director
Nutrition Capital Network*



Jennifer Pfiefer

*Business Development
Manager
Nutrition Capital Network*

2026 NCN Meetings

- **Spring Investor Meeting, New York**
 - **April 16, 2026**
- **Europe Investor Meeting, Barcelona**
 - **May 5, 2026**
- **Ingredient Tech @ SupplySide, Las Vegas**
 - **October 27, 2026**
- **Fall Investor Meeting, San Francisco**
 - **November 11, 2026**

The Investor Outlook in 2026 & Beyond



Edgar Vargas

*Director of Growth & New
Ventures
Vilore Foods Company*



Hector Saldivar

*Founder
Tia Lupita Foods*

Structuring Capital for Smarter Growth in Natural CPG



Carlos Ramos

EVP

*Middle Market Banking
Group Leader*



Justin Nedelman

CEO

Pressed Juicery



Brandon Neumann

VP

CAVU Consumer Partners



John Coletta

CEO

Clover-Sonoma

Thank you to our NCN Sponsors



Ingredient Supplier/Distributor Partner



Product Development & Supply Chain Management Partner



Recruiting Partner



Legal & Regulatory Partner



Insurance Partner



SEO, SEM & Shopify Partner



Flavor Partner



Co-Manufacturing, Development, & Innovation Partner



Investment Banking Partner



Innovation & Commercialization Partner



Branding Partner



Technology Commercialization Partner



Welcome to

The Deal Room

at the CPG Innovation Summit

Powered by Nutrition Capital Network

Expo West CPG Innovation Summit Deal Room Company Presentations

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Next Up: Aqua Theon



Alissa Miky



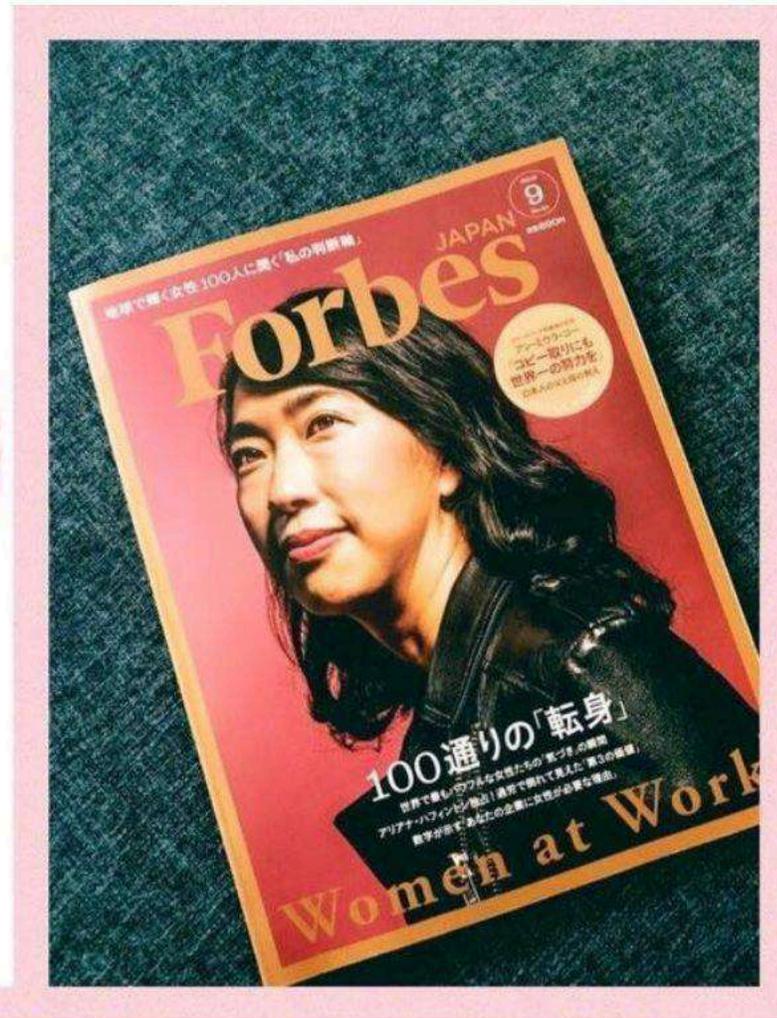
AQUA THEON

An underwater scene featuring a dense thicket of yellowish-brown seaweed or kelp. The seaweed is illuminated from above, creating a warm, golden glow. The background is a clear, deep blue water. The text '海藻Tech' is overlaid on the left side of the image.

海藻Tech

**Marine
Plant-based**





At age 24, I was the youngest person selected in Forbes Japan's top 100 women.



I came back to the US to chase the American dream

Crystal Treats

Japanese delicacies with a surprise experience



I built a business and rapidly scaled it to seven figures



Building Misaky took a toll on my mental and physical health



I returned to Japan for treatment and
rediscovered the power of seaweed

When I talk about seaweed,
I usually get one reaction.



But what if I told you
seaweed isn't just something you eat...



700

shelves in just 5 months

SPROUTS[®]
FARMERS MARKET

Raley's

Bristol
Farms

MOTHER'S[®]
CALIFORNIA MARKET



NOB HILL
FOODS

LASSENS[®]
NATURAL FOODS & VITAMINS

MARKET
OF
CHOICE[®]

BELAIR

7-ELEVEN[®]

Down to
Earth[™]
Organic & Natural



Seaside
Market
CARDIFF

KeHE[®]

UNFI[™]
BETTER FOOD. BETTER FUTURE.

UNFI
upnext[™]
inspiring possibilities

Metabolic health is
driving a structural shift

40%

of U.S. adults are obese



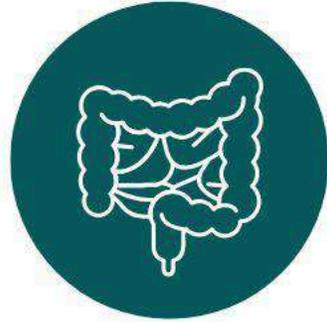
GLP-1 drugs are booming



An underwater photograph showing several pieces of seaweed with green and brownish-yellow blades. The seaweed is set against a clear blue background of water. Sunlight filters down from the top, creating a shimmering effect on the surface. The text "Seaweed is perfect" is overlaid in a white, serif font across the center of the image.

Seaweed is perfect

Seaweed as a functional health platform



Gut Health



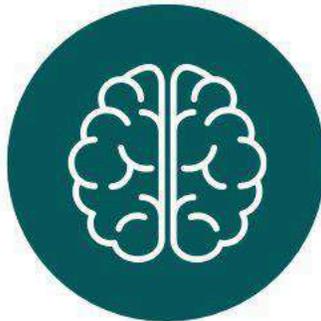
**Curb
Cravings**



Diabetes



Cholesterol



Alzheimer's



Joint Health



Cancer

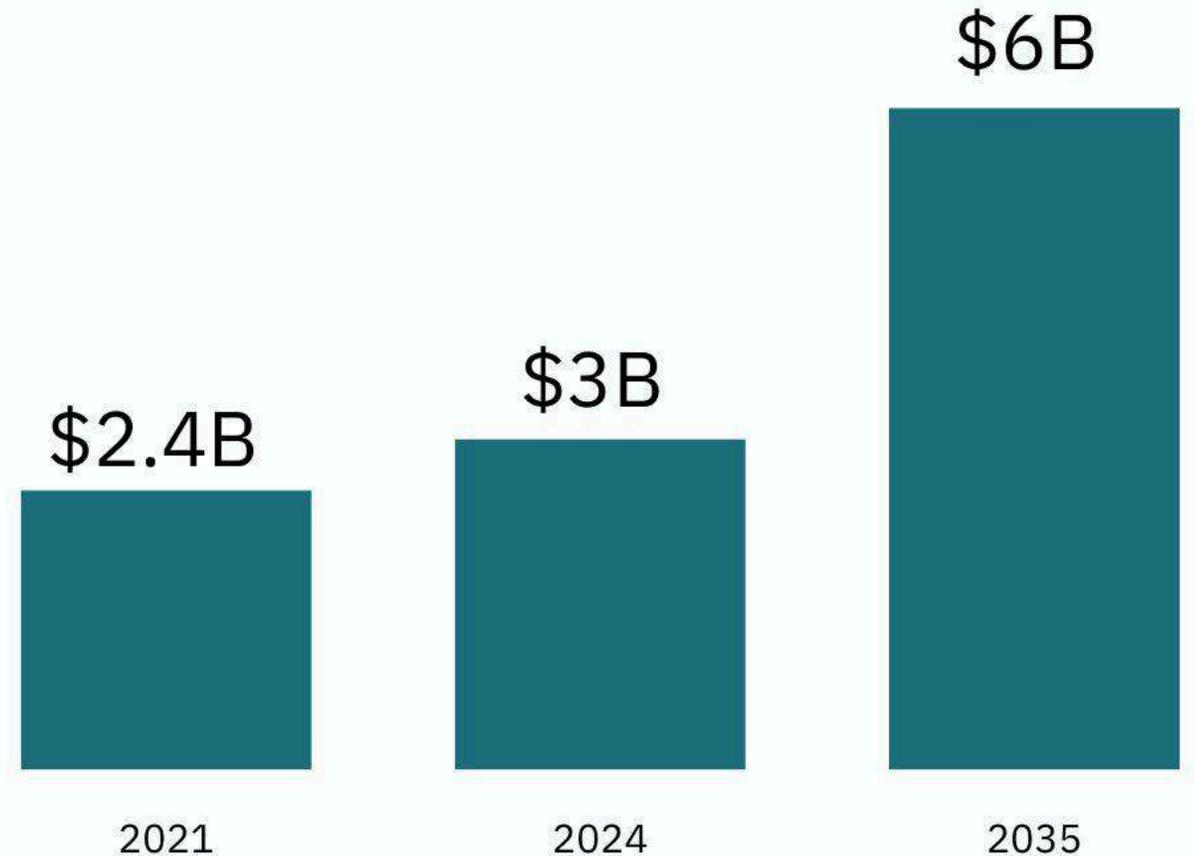




Sustainable by design

- ✓ No freshwater required
- ✓ No arable land required
- ✓ Absorbs CO₂ naturally

US seaweed consumption has also grown



Sources: Future Market Insights, Globalseafood.org



We need innovation
that can be incorporated into our daily lives



High-quality seaweed requires very specific ocean conditions, making logistics complex

- High-quality seaweed can only be harvested from shallow, clean, and expansive coastal waters.
 - Identifying these areas and coordinating directly with fishermen makes sourcing and logistics challenging.



It was difficult to mass-produce innovative seaweed products of consistent quality with current manufacturing technology

- Processing:
 - High technical barriers to turning seaweed into scalable, consumer-ready products
- Mass Production:
 - Cannot be produced efficiently without significant CapEx investment





AQUA THEON

We're changing that



We developed seaweed formulations from capsules to functional beverages

Capsule



Candy



Supplement



Beverage



hard texture

soft texture

Exclusive U.S. distribution rights with global seaweed leaders

 伊那食品工業株式会社

 地方独立行政法人
鳥取県産業技術センター
Tottori Institute of Industrial Technology

 金秀バイオ株式会社
KANEHIDE BIO CO., LTD.



Crystal Treats

Japanese delicacies with a surprise experience



MISAKY
TOKYO

Tiktok follower

1.4M



misaky.tokyo

Misaky.Tokyo - Crystal Treats

Follow

1144 Following **1.4M** Followers **48M** Likes

Marine plant-based, Gluten-free ✨ Handmade in the US ✨ Ship to USCAJPMX

bit.ly/3FiY0fz



**Kim K
Collaboration**



martha
stewart

VegNews

bon appétit

Forbes

Holiday Gift Guide 2023: Gifts To Make A Bedroom Feel Like A Five-Star Hotel

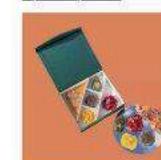
Misaky Holiday Crystal Sweets Gift Box



martha stewart

36 Gifts Our Editors Love to Bring to the Host of a Party

Misaky Tokyo Gift Box & Piece Crystal Candy Gift Box



Marine Plant Drink



A refreshing, feel-good red seaweed drink powered by Seabiotics™ to help you balance and lighten up. ✨



OoMEE

Makes you say:
"ooh, me!"

oomee.life

OoMEE

Weight Support
Never Tasted This Good.

STRESS-FREE HUNGER MANAGEMENT
ALGAE-BASED SELF-LOVE BEVERAGE

OoMEE

Your everyday
"ooh, me!" time

OoMEE seabiotics Peach & Lemon

HARVESTING OUR
HIDDEN GEM:

WHAT ARE SEABIOTICS?

STRESS-FREE HUNGER MANAGEMENT
ALGAE-BASED SELF-LOVE BEVERAGE

Not a snack, not a meal —
just *magic*

OoMEE seabiotics

STRESS-FREE HUNGER MANAGEMENT
ALGAE-BASED SELF-LOVE BEVERAGE

OoMEE

Yes!
Stress-free
with OoMee

OoMEE seabiotics

YOUR MARINE PLEASURE!

STRESS-FREE HUNGER MANAGEMENT
ALGAE-BASED SELF-LOVE BEVERAGE

OoMEE seabiotics

oomee.life

Sip smarter. Glow harder.
Live like a mermaid

OoMEE

SEABIOTICS

HIDDEN UNDERWATER
TREASURE

America's first seaweed-based beverage
powered by seabiotics



OoMee helps you feel full



 Lighten Up!



700

shelves in just 5 months

SPROUTS
FARMERS MARKET

Raley's

Bristol Farms

MOTHER'S
CALIFORNIA MARKET



NOB HILL
FOODS

LASSENS
NATURAL FOODS & VITAMINS

MARKET
OF
CHOICE

BELAIR

7-ELEVEN

Down to Earth
Organic & Natural



Seaside Market
CARDIFF



UNFI
BETTER FOOD. BETTER FUTURE.

UNFI
upnext
inspiring possibilities

OoMee is winning on taste, function, and repeat.

Purchase drivers

- New & different (37%)
- Healthy/nutritious (25%)
- Seabiotics™ functional benefits (36%)
- Clear resonance with active wellness consumers.

Demos convert exceptionally well

- 28% at Sprouts
- 50% at Raley's
- Strong on-the-ground pull.

70%

likelihood of repeat purchase

Industry average: 30% (NIQ)

Forbes

Seaweed is the next big thing—and Oomee leads the wave

Seaweed Innovations Transform Food, Pharmaceutical And Fashion Futures

By [Dianne Plummer](#), Contributor. Plummer is the Lead Consultant o

[Follow Author](#)

Published Sep 01, 2025 at 07:39pm EDT



[Share](#) [Save](#) [Com](#)

Founder and CEO of Oomee holding one of the Strawberry Hibiscus Seaweed Drink
OOME WEBSITE



Selective focus on farmer's hands collecting seaweed at seaweed farm in Nusa Penida, Indonesia ¹²



BOOTH N330

3-6 March, 2026

High-Margin, Capital-Light Growth Model

\$300K revenue within 5 months of launch

\$3M projected revenue in 2026

Asset-light co-manufacturing model eliminates CapEx exposure

OoMee:

52% gross margin expanding to **70%**

High-value lines targeting **30%** operating margin

Misaky:

78% gross margin





Launching a New Supplement Collaboration with
a Leading Juice Company

Our team

Blending Science, Branding, and CPG Experience



Alissa Miky
Founder & CEO

- 2X FOUNDER
- JAPANESE CELEBRITY



Ryan Raish
Chief Sales Officer

- 20+ YEARS IN CPG SALES



Jessica Lauria
CMO

- HYPERGROWTH BRAND BUILDER



Ari Mackler
Chief Innovation Officer

- SCIENTIST TURNED STARTUP INNOVATOR



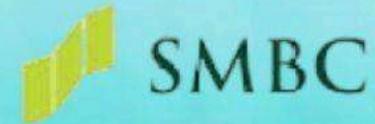
Lauren Claire Smith Wells
COO

- 5X STARTUP OPERATOR
- LEAN SIX SIGMA BLACK BELT



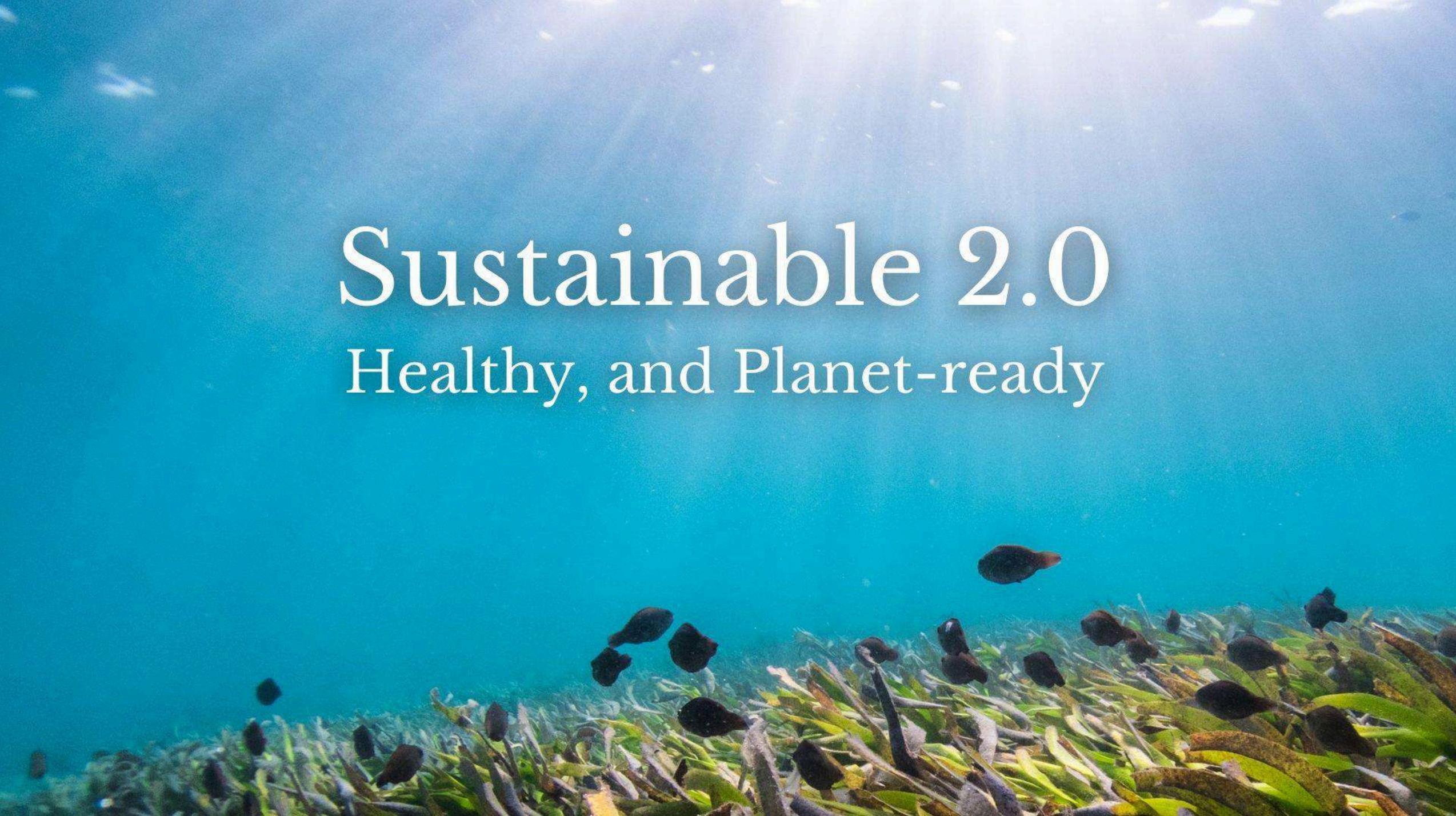
U.S. Investment Opportunity

\$13.3M Seed Round Completed
\$2M Allocation Available for U.S. Investors



Sustainable 2.0

Healthy, and Planet-ready



Next Up: Leaven Foods



Cameron Martino



LEAVEN

**We make the first and
only Instant Sourdough.**

**A breakthrough product
making real sourdough
accessible to everyone!**



Bakers are faced with a choice:

Quality

Sourdough (est. 1500BC)
Contains 100s of microorganisms



ADDED
FLAVOR



LOW GLYCEMIC
& FODMAP



CLEAN
LABEL



HARD, SLOW, &
NOT SCALABLE



Quantity

Baker's Yeast (est. 1800s)
Contains a single microorganism



NEUTRAL
FLAVOR

HIGH GLYCEMIC
& FODMAP

OFTEN NEEDS
PRESERVATIVES

EASY, QUICK,
CONSISTENT,
& SCALABLE



Why choose? Leaven provides quick & quality

Leaven is the first and only Instant Sourdough.



EASY, QUICK,
& SCALABLE



WILD
FERMENTS



GUT & HEALTH
FRIENDLY



GREAT
FLAVOR



NATURAL &
NON-GMO



EXTENDED
FRESHNESS

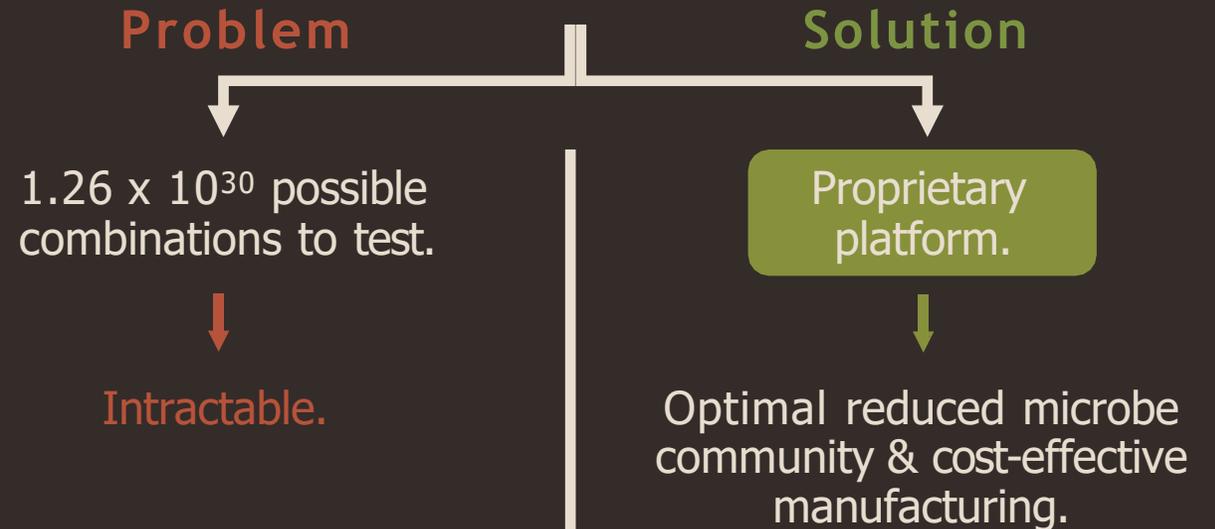
Leaven is loved by home bakers and pros alike



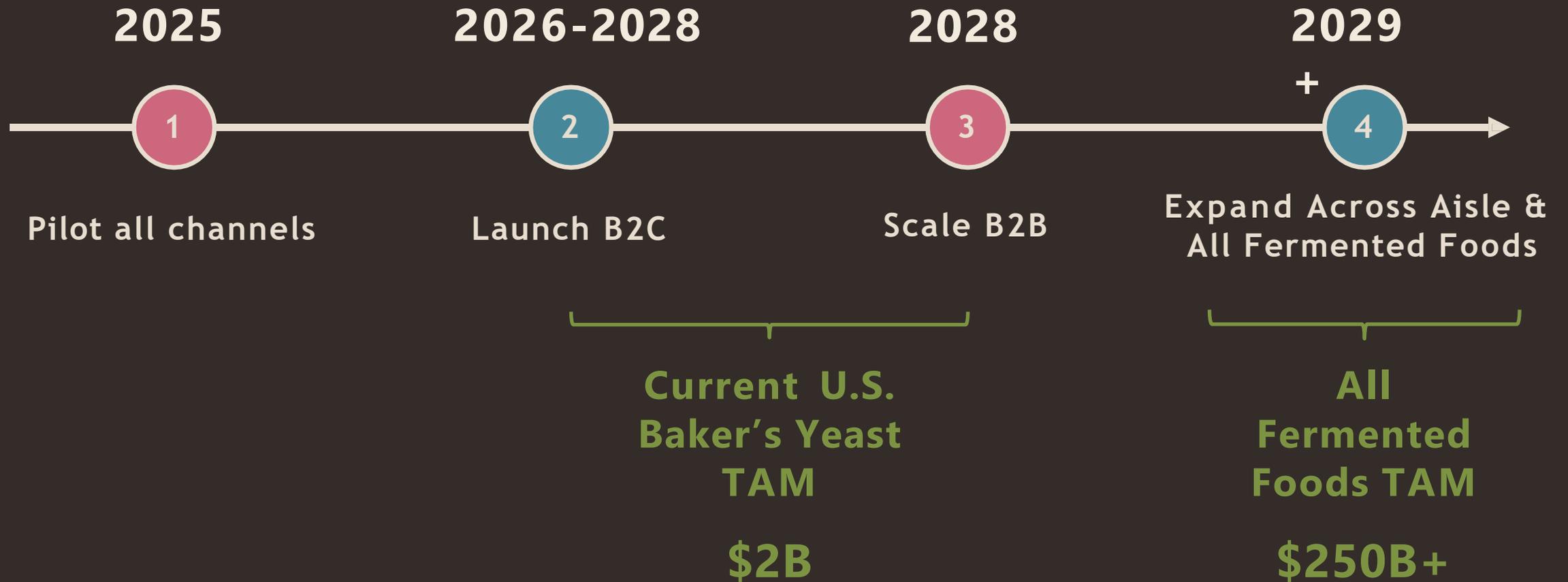
No one else can do this: proprietary platform

Our proprietary platform allows us to quickly and cheaply commercialize microbial communities found in all natural fermentations.

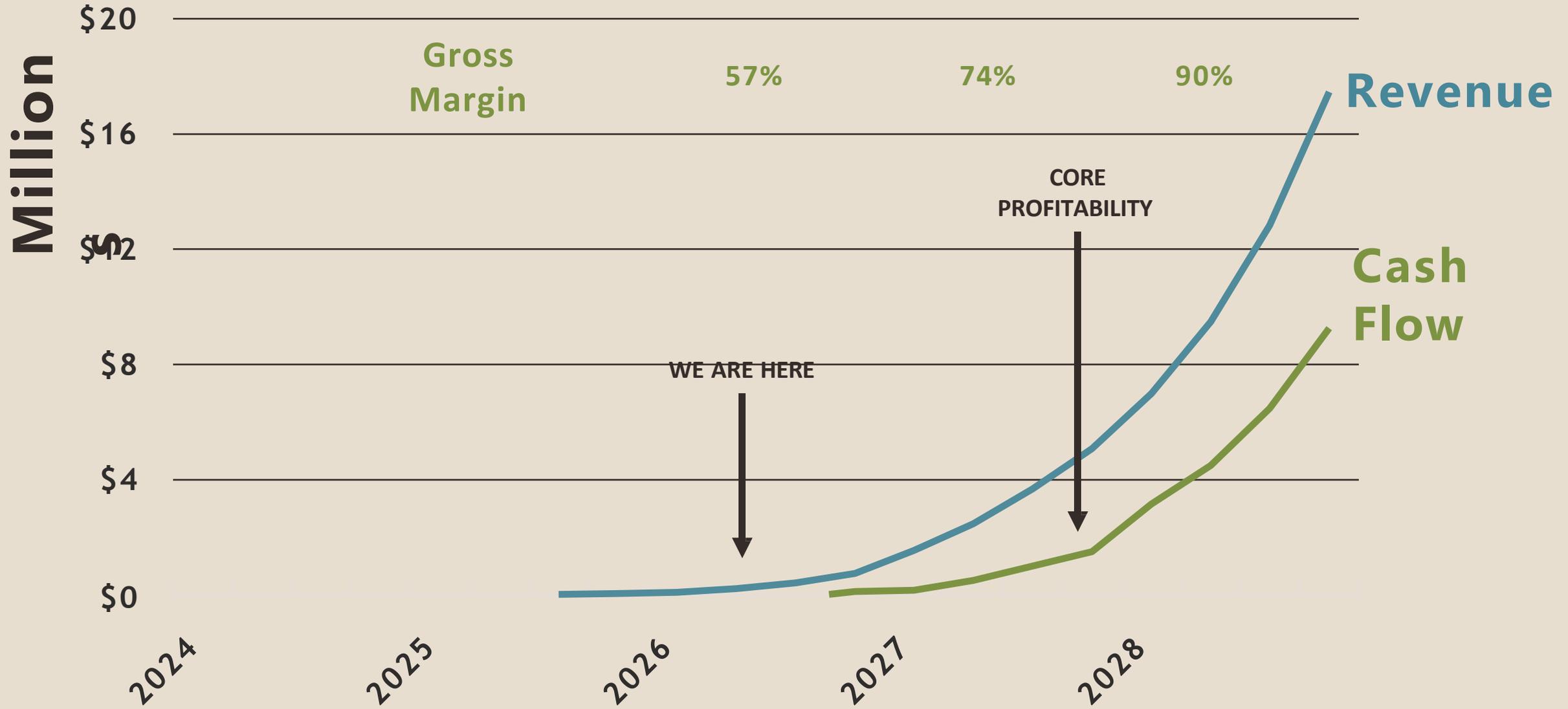
Fermented Food
E.g., Bread, Yogurt, Coffee, Chocolate,
↓
100 microbe strains in a natural fermentation.



Multi-channel go-to-market



Clear path to profitability & increase GM



Experienced team



Cameron Martino, Ph.D.

Founder & CEO

Formerly: Native Microbials,
Isolation Bio, UCSD



Amy Goldsmith

CMO

Formerly: Aunt Ida's, ZonePerfect, Praim
Group, Mediterra



Sienna Walters

Head Baker

Formerly: Companion bakery,
Donna Jean



James Gaffney

Head R&D

Formerly: Native Microbials,
UCSD, Novus



Board

Mike Seely, MBA

CEO of Native Microbials.
Formerly: Taxon & CMEA



Meredith Fidler, Ph.D.

Sr. Director at
Radionetics. Formerly:
Vertex, Arena



Anne Madden, Ph.D.

Co-founder of Lachancea
Formerly: MIT & Harvard



Gary Schnierow, CFA

Investor Relations at BBW
Formerly: JP Morgan,
RiverPark Funds

Consultants & Partners



Chris Holly, Ph.D., JD
Cooley - IP Counsel



Jason Kent, JD
Cooley - General Counsel



David J. Glass, Ph.D.
Regulatory



Sean Davis
FP&A



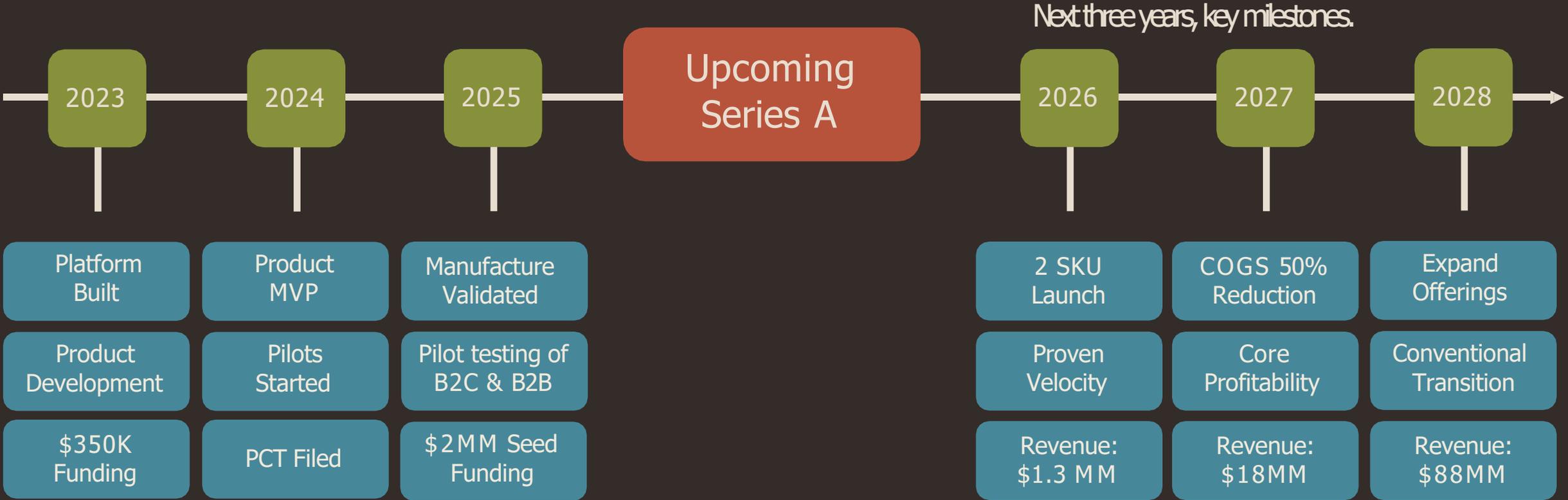
Jeffrey Graham, CPA
Controller



Erin Telford
Accounting

Advisors

Timeline and fundraise



Thank You!

We look forward to
breaking bread with you

cameron@leavenfoods.com

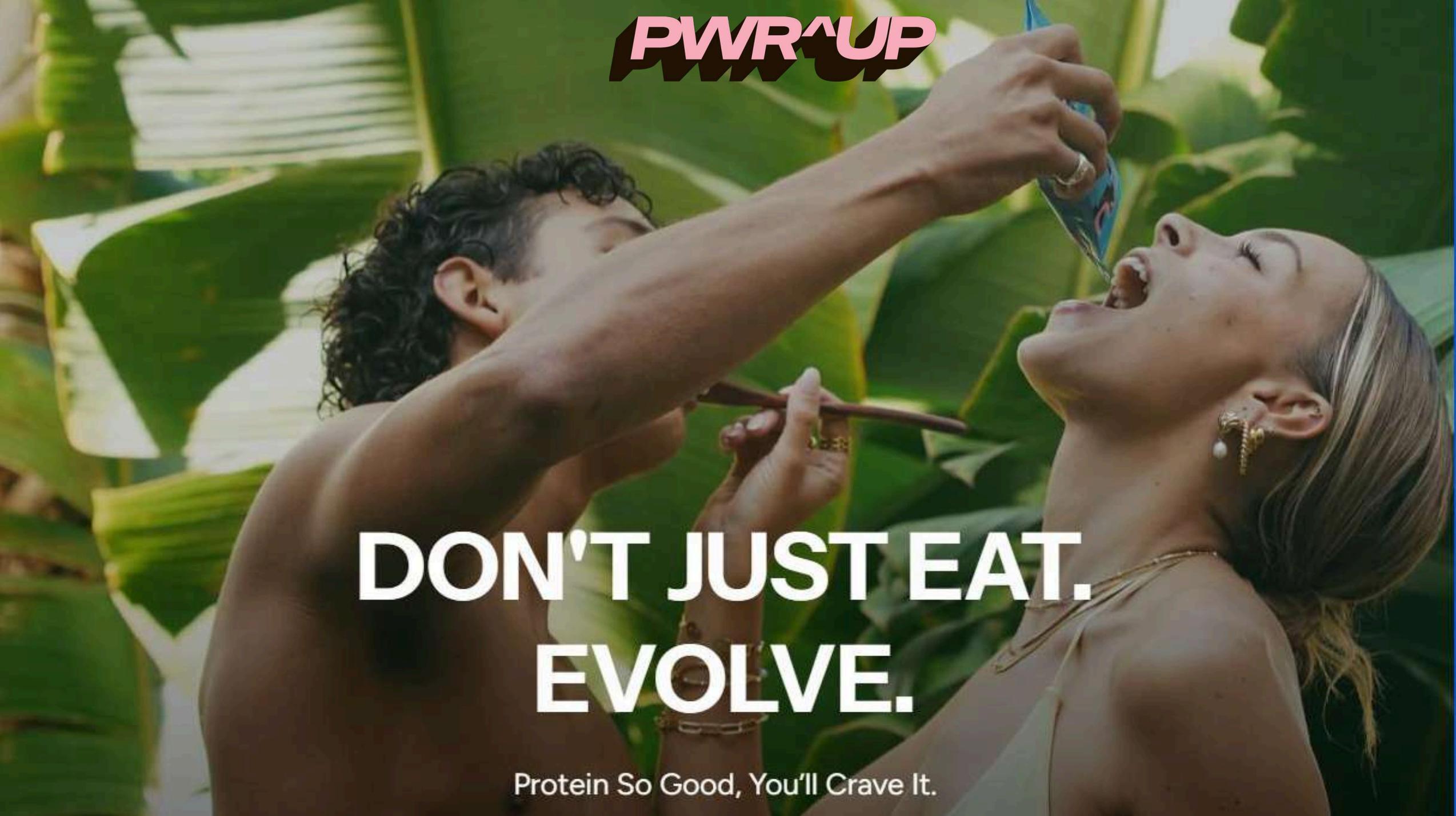
**Booth
N#1413**



Next Up: PWR^UP



Mary Aipoalani

A man with curly hair is pouring protein powder from a blue packet into the open mouth of a woman with blonde hair. The woman is holding a chocolate stick. They are in a tropical setting with large green leaves in the background.

PWR^UP

**DON'T JUST EAT.
EVOLVE.**

Protein So Good, You'll Crave It.

MARY AIPOALANI FOUNDER/CEO

PEOPLE WILL EAT BETTER WHEN IT TASTES BETTER.

Until now, they've had to compromise.

PWR-UP eliminates that compromise.

We've built a category-collapsing collagen protein platform that replaces sugary snacks, shakes, energy drinks, protein bars, and beauty supplements with one indulgent, scalable solution.

We're not entering a category — we're replacing them.



Fuel Your Evolution

Unleash your potential,
one delicious revolution at a time.

OUR INGREDIENTS

FOUR SIMPLE INGREDIENTS

1. GRASS-FED BOVINE COLLAGEN PEPTIDES
2. ORGANIC COCONUT SUGAR
3. COCOA
4. ORGANIC VEGAN COCONUT MILK POWDER



NO ARTIFICIAL INGREDIENTS | NO PRESERVATIVES | NATURALLY FLAVORED | DOCTOR ENDORSED

PWR^UP

COCOA MIX WITH COLLAGEN PROTEIN

FLAVOR	CHOCOLATE
PROTEIN	10g [*] (9g) GRASS-FED COLLAGEN [*] PER SERVING
SUGAR	7g [*] PER SERVING
ELECTROLYTES	410mg [*] PER SERVING



NET WT 10.23 OZ (1.01 LBS / 460 g)

20 x 23 g SERVINGS



Indulgent. Creamy. Rich chocolate. Just add 1 tbsp water to 1 serving of PWR^UP and enjoy.

DIP IT.



Satisfying. Refreshing. Replenishing. Mix 1 serving of PWR^UP into 4-oz of hot or cold water, coffee, or milk. Blend, froth, or add ice.

BLEND IT.



Smooth and dessert-like. Sprinkle on fruit, cereal, yogurt, pancakes, popcorn—or enjoy it straight from the bag by the spoonful.

SPRINKLE IT.



Bake better. Swap refined sugar 1:1 with PWR^UP and cut sugar by up to two-thirds.

BAKE IT.

Innovative Solution:

Endorsed by Renowned Clinical Nutrition Expert James Painter, PHD, RD

SPRINKLE IT
BLEND IT
BAKE IT
SCOOP IT

23g Serving Delivers:

- ✓ 100 Calories
- ✓ 10g Protein (9g Grass-Fed Collagen)
- ✓ 440mg Electrolytes
- ✓ 1% DV Sodium
- ✓ 15% DV Iron
- ✓ 20% DV Copper
- ✓ 7g Organic Coconut Sugar
- ✓ Antioxidant-Dense Cocoa
- ✓ 8 out of 9 Essential Amino Acids
- ✓ Supportive for GLP-1 Lifestyle



PROTEIN-POWERED COCOA POWDER

Made Without Allergens. No Artificial Ingredients. No Preservatives. No Synthetic or Intense Sugar Substitutes. No Awkward Aftertaste.

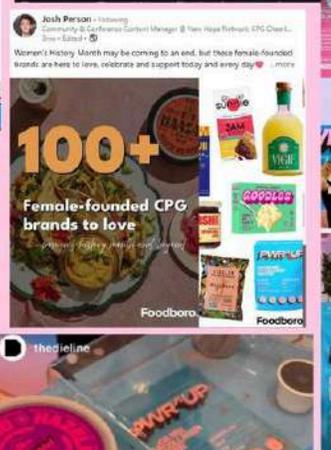
Awards, Press, Reviews & Community



SOCIAL MEDIA 100K+ ORGANICALLY FROM INFLUENCERS + LEADERS IN FOOD & BEVERAGE



FOODBORO TRENDING: PROTEIN MAXING 🥰 yes, why! From clean-packed bars and snacks to sparkling drinks, powders...

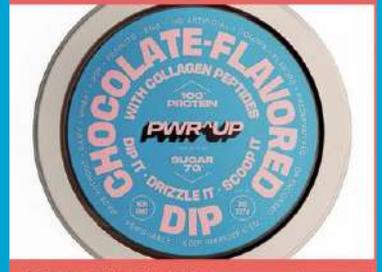


Shelfie Award Winner

PWR-UP
Best in Sport Nutrition / Protein
Shelfie Awards 2025
Startup CPG

RANGEME TOP BRANDS: HEALTH & BEAUTY CARE
Learn about the RangeMe Top 50 Health & Beauty Care brands and more at RangeMe

2026 Ranked #12 out of 90,000 Brands



SPORT NUTRITION / PROTEIN

PWR-UP
Chocolate-Flavored Dip with Collagen Peptides

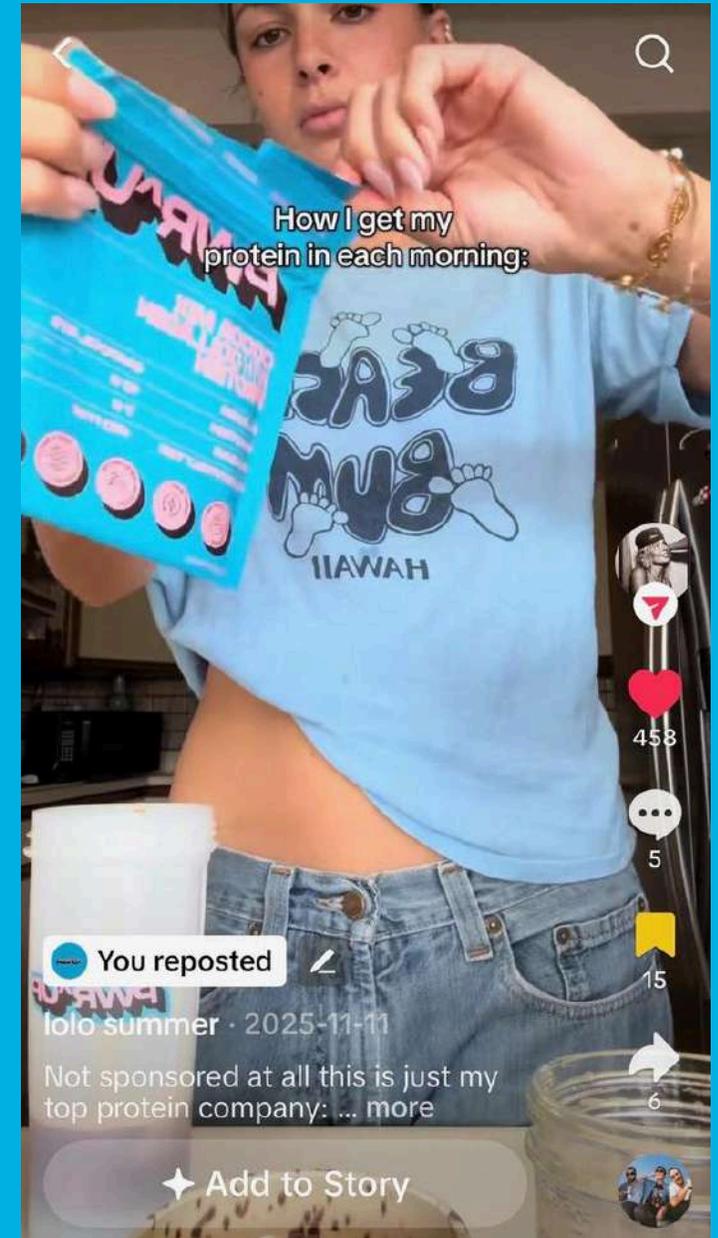
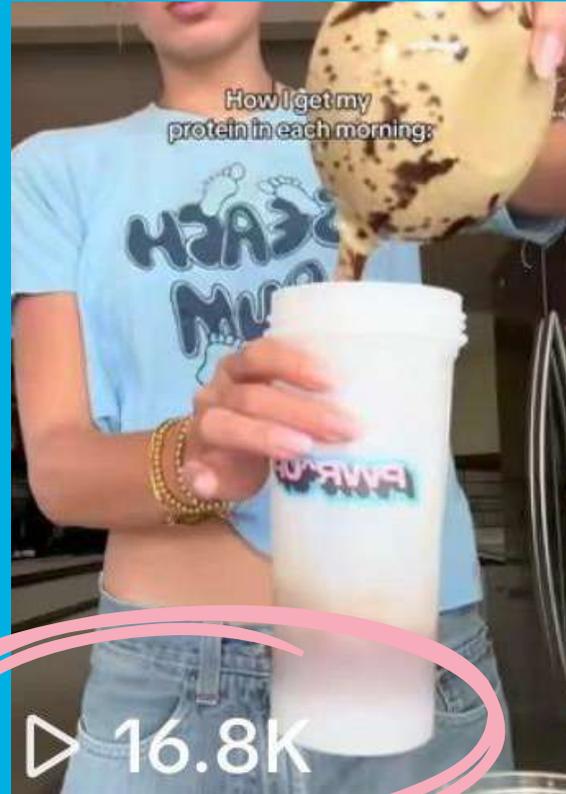


CURRENT PERFORMANCE TIKTOK

AWARENESS, VERSATILITY & MOMENTUM

- +500 INTERACTIONS LAST 7
- DAYS: +277% IN INTERACTIONS
- OUR FOCUS FOR TIKTOK CONTENT:

- RECIPE + BTS FOUNDER CONTENT
- INFLUENCER AND UGC



Market Opportunity:

\$60B
U.S. Protein Market

\$9T
Global Wellness Opportunity

\$300M
.5% Market Capture



PWR-UP is a platform. Poppi is a product.

PWR-UP delivers multi-use functionality across food, beverage, snack, and dessert occasions.
Poppi delivers a single beverage moment.

PWR-UP



- ✓ Versatile Formats
- ✓ Daily Multi-Use
- ✓ Whole Family Appeal

VS.

Poppi



One Beverage Occasion



Solving for Everyday Nutrition.

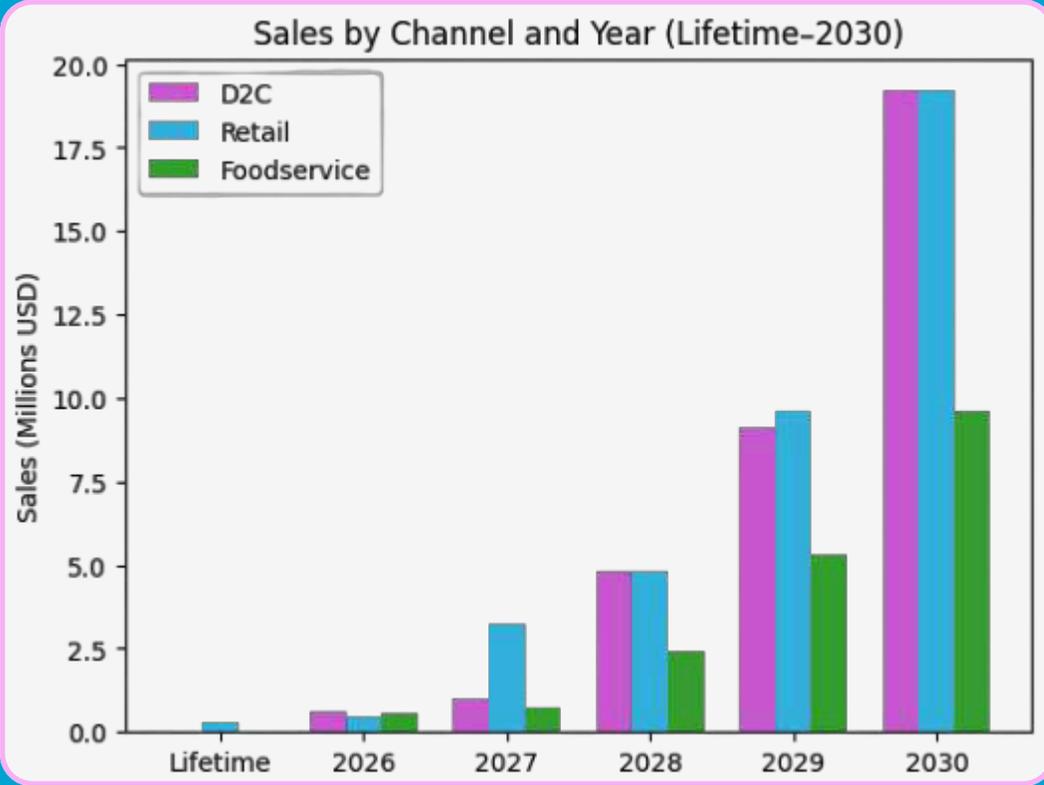
- U.S. Protein Market: ~\$60B (bars, beverages, snacks, baking)
- Global Wellness Opportunity: \$9T (transparency, trust; NIQ)
- Consumers want enhanced protein in everyday foods & drinks

Market Opportunity

Scalable functional indulgence Platform

Replacing high-sugar snacks across retail, foodservice, and omnichannel distribution

- Projected growth from \$1.5M in 2026 to \$48M by 2030
- 20% EBITDA margins position PWR-UP for a \$77M - \$115M exit
- Anticipating \$5M Series A with clear 3x-5x return upside via scaling
- PWR-UP is a multi SKU, multi-channel protein platform engineered for scale



Protein Supplements
\$30B
\$60B by 2030

Protein Snacks
\$30B
\$120B by 2030

Collagen Beauty
\$12B
\$30B by 2030

Functional Beverages
\$130B
\$174B by 2030

2026
TAM: \$1.5T
SAM: \$310B
SOM: \$40M

Early Traction Building Velocity



Proven Product-Market Fit with Measurable Retail Performance

Proven Retail Performance

YTD2026 Performance

- YTD Revenue: \$286K
- Full Year 2026 Projection: \$1.2-1.5M
- 2025 Foundation: Walmart dip launch generated \$237K across 2,800 stores

Raley's Velocity Metrics

- Ranked #12 of 80 new product launches in "Get Curious" program
- 100% sell-through in all demo locations
- \$17.50 average basket
- Consumer demand: Led to launch of 20-serving bag format (Jan 2026)

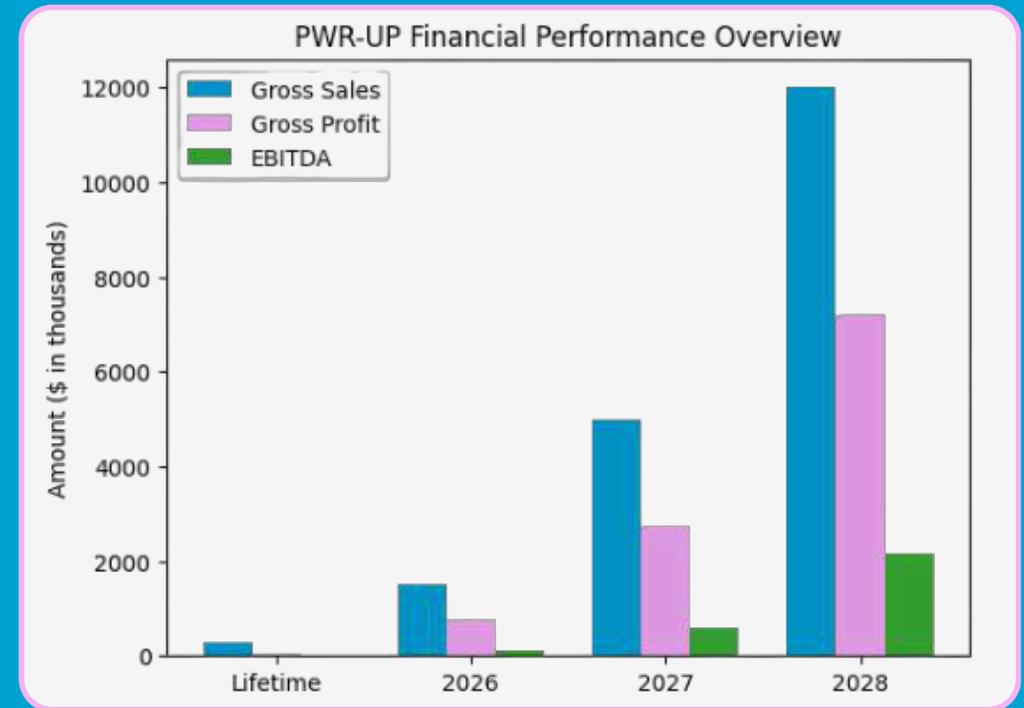
Taylor Farms / Disney Partnership

- Confirmed Q1 2026 Purchase Order
- Disney Minions National Program
- Expansion Partnership Infrastructure: Enhancing production volume

Growth Drivers & Momentum

2026 OMNICHANNEL GROWTH DRIVERS

- Powder Launch (April 15, 2026): Amazon, Walmart Marketplace, TikTok Live, DTC (March 15, 2026)
- Ingestible Beauty, Health & Wellness
- Retail Expansion Q4 2026 & Q1 2027



High Gross Margins & Easy Distribution



Dual-Engine Model: High-Margin DTC + Volume-Scale Retail

Protein Powder

65% GM

4 Flavors 20 Serving Bag: \$38
Retail Single Pouch: \$3.50
Retail

Dips

45-50% GM

5 Flavors 8oz retail tubs
1.25oz foodservice cups
0.75oz foodservice cups

Volume-Scale Retail Channel

Current Footprint

- **100-120 doors** across Raley's (52 stores), AJ's Fine Foods, pilot programs
- **Performance:** Top-tier velocity metrics driving expansion requests

Dual-Engine Distribution Model

HighMargin Direct Channel

- Amazon (FBA + Seller Fulfilled)
- Walmart Marketplace
- TikTok Shop (live commerce + storefront)
- DTC website (pwr-up.me)

Channel Advantages

- Subscription-capable
- Shelf-stable
- In-house fulfillment
- Rapid iteration

65%

Gross Margin

\$38

AOV
PER 20 SERVING

\$17.5

AOV
SINGLE SERVING

Solid Partnerships - Distribution & Co-Manufactures Access

- **Taylor Farms:** 40,000+ retail location reach
- **Crunch Pak:** market leader in apple snack packs
- **Established Relationships:** Walmart, Kroger, Kroger Banner Stores, Albertsons/Safeway, Trader Joe's, Starbucks, Target, HEB, Central Market and Hannaford's.
- **SQF Co-Manufactures:** Ixonia, WI & Houston, TX

The Ask

Raising \$1.5M to Scale Proven Traction into National Distribution



Use of Proceeds

**Inventory &
Working Capital**

\$600K (40%)

To support
increased product
demand

**Marketing Brand
Activation**

\$375K (25%)

Drive national
awareness and
customer acquisition

**Team Expansion
\$300K (20%)**

Hire key roles to
accelerate growth

**Strategic
Buyback**

\$225K (15%)

Repurchase equity
from early investors

\$1.5M

What This Unlocks

12-Month Milestones

- Achieve national retail presence
- Expand marketing partnerships
- Launch new product line to 500+ doors
- Hit \$6M in revenue

24-Month Trajectory

- National retail footprint established
- String brand recognition
- Path to profitability



MARY AIPOALANI
FOUNDER/CEO/CHIEF SALES OFFICER



CHEF J (PERRY)
PRODUCT DEVELOPMENT



JAMES PAINTER, PH.D. RD
NUTRITION & DIETARY DIRECTOR



ROBERT AIPOALANI
OPERATIONS & LOGISTICS



CHANDLER COWELL
SOCIAL MEDIA MANAGER



CHARLEY ROBINSON
CHIEF CREATIVE OFFICER



BOOTH #7802

Mahalo



Connect. Follow.
PWR^UP

Mary Aipoalani

- 📞 808-723-4658
- 🌐 www.pwr-up.me
- ✉ mary@pwr-up.me
- 📍 [@pwr.up.me](https://www.instagram.com/pwr.up.me)

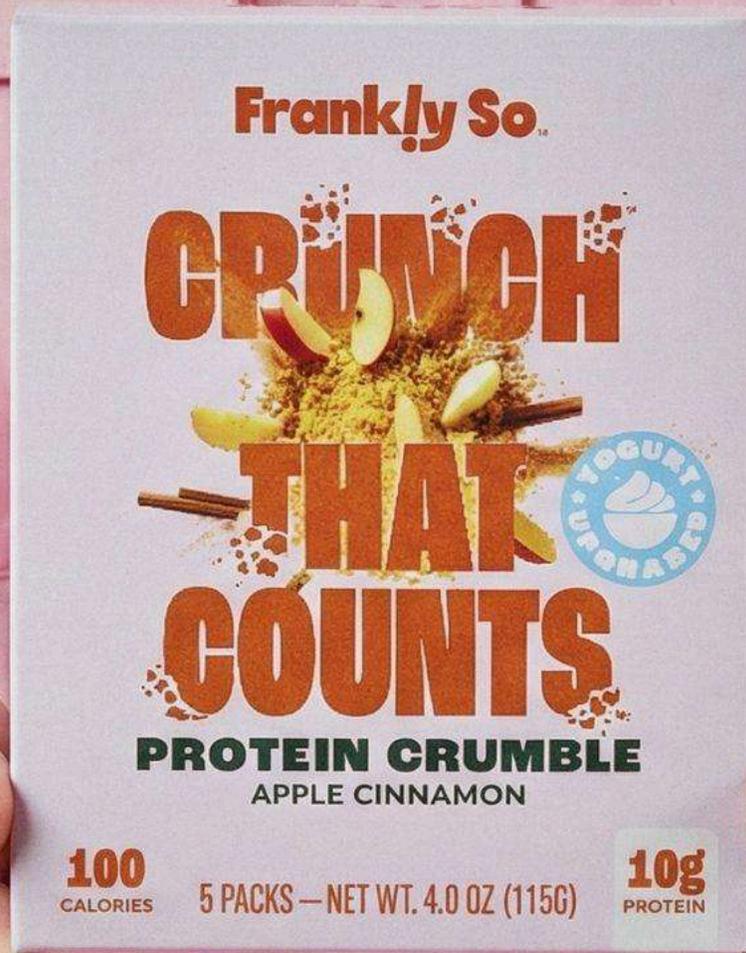
Next Up: Frankly So



Kristi Rlordan

Frankly So™

High protein snacks
built for everyday
taste buds.



**TASTY FIRST
PROTEIN ALWAYS**

Longitudinal consumer intent trend -
% of consumers increasing protein
intake (2019–2024)



IFIC, Cargill, HealthFocus International

**PROTEIN IS NOW
MAINSTREAM
BEHAVIOUR.**

**70% now focused on
protein intake.**

**HEALTH IS NOW
BASELINE
BEHAVIOR.**

**PROTEIN IS A DAILY PRIORITY.
SNACKING WASN'T DESIGNED FOR IT.**

TASTE ~~OR~~ PROTEIN

Mainstream snacks are engineered for taste.
Protein snacks are engineered for macros.

**THAT GAP IS THE
OPPORTUNITY.**

Frankly So™

**NATURAL.
TASTY CRUNCH.
BUILT FOR PROTEIN.**

CALORIES / GRAM OF PROTEIN

10:1
BUILT LEAN
ONLY 7 INGREDIENTS



BUILT TO REPEAT.

MORNING BOWL

MIDDAY SALAD

AFTERNOON SNACK

DINNER ADD-ON

**MULTIPLE
OCCASSIONS PER
DAY.**



THE SNACK TRADE-OFF

PROTEIN ↑



**FUNCTIONAL BUT
COMPROMISED**



**PROTEIN WITHOUT
COMPROMISE**



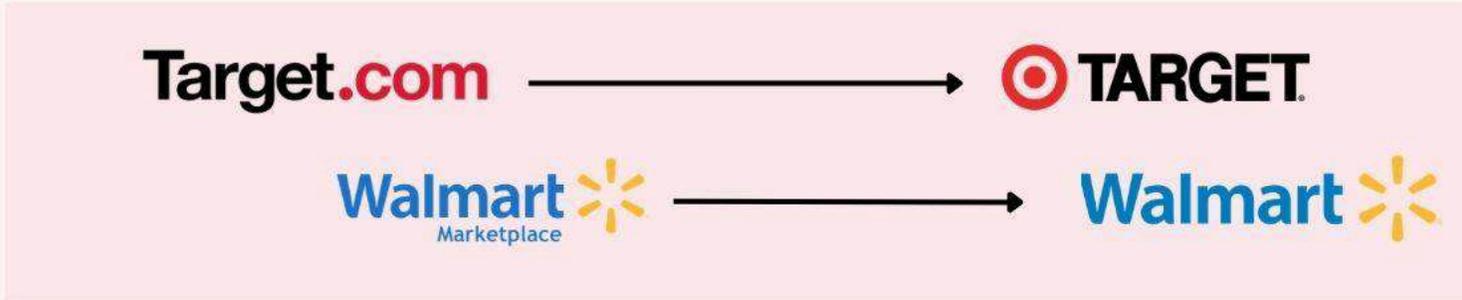
**BETTER
FOR YOU**

**TASTY BUT
LOW PROTEIN**



TASTE →

GTM: PROVE DEMAND → EXPAND DISTRIBUTION → SCALE NATIONALLY

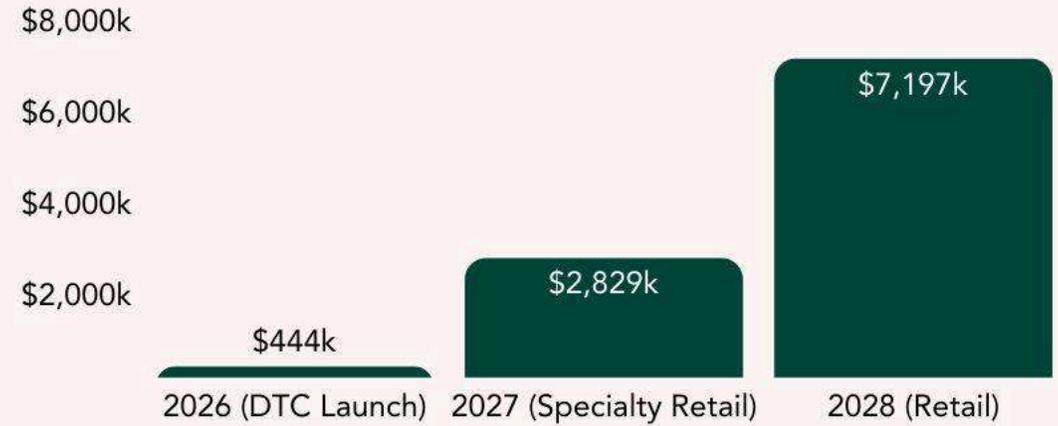


PROTEIN ENGINE PROVEN. US BRAND EXPANSION.

Revenue-Proven Protein Platform



USA Brand Launch & Scale



B2B ingredient supply

Protein ingredients

- 100mt projected protein production in 2026
- Commercialized with leading Australian food brands

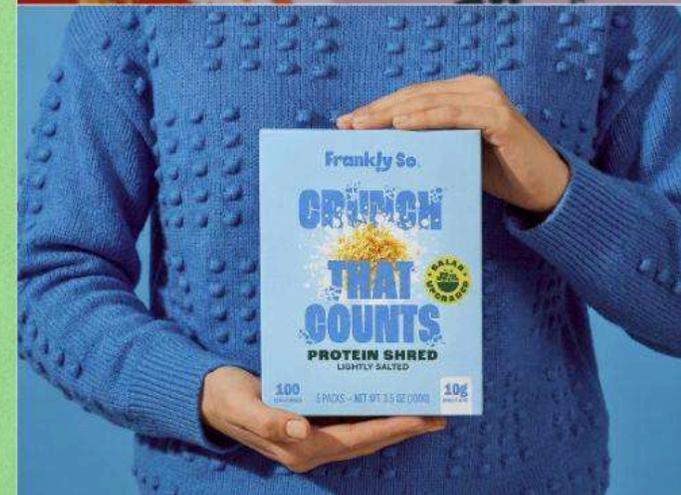


CPG Brand

Frankly So™

- Repeat driven DTC launch
- Specialty retail expansion
- National scale on velocity





OPERATORS WITH PROTEIN AT THE CORE.

Deep protein science. Commercial and brand execution.

Our Advisors



Kurt Preshaw
CEO, Intersnack ANZ
(Global Snack Operator)



Sara Zolfaghari
Head of Product, ProBio Nutrition
Founder of Nature Soothie
(US CPG domain expertise)



Jess Spendlove
Sports & Performance Dietitian
(Nutrition & Wellness expert)

Alfred Lo

Chief Commercial Officer



Kristi Riordan

Chief Executive Officer



Daniel Mullette

Chief R&D Officer



RAISING \$1.5M SAFE FOR US DTC + AMAZON AND EXPANDED PRODUCT FORMATS.

Contact Us for a Crunch That Counts
kristi@harvestb.io

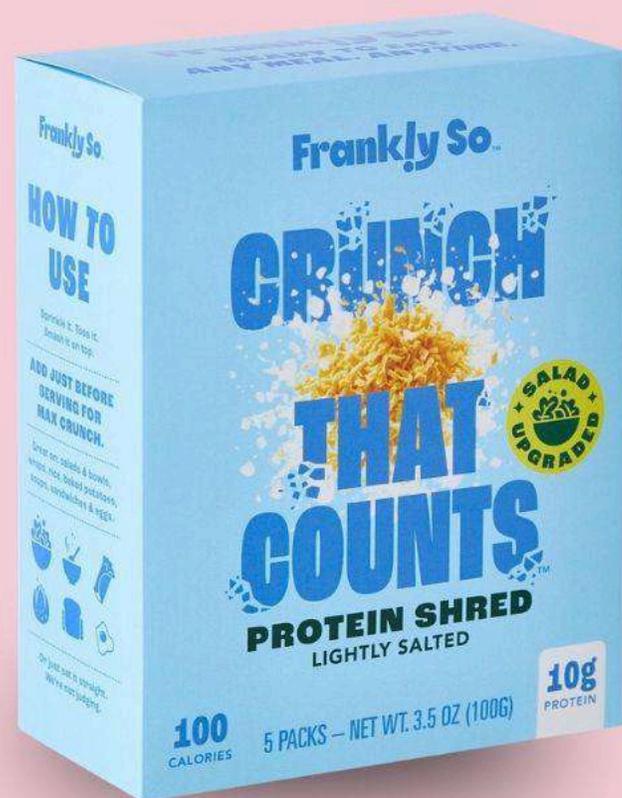
Frankly So



APPENDIX

ATTRACTIVE GROSS MARGIN STRUCTURE

PRICING ARCHITECTURE



MSRP (5-pack)

\$7.99

Retailer Margin

\$3.59

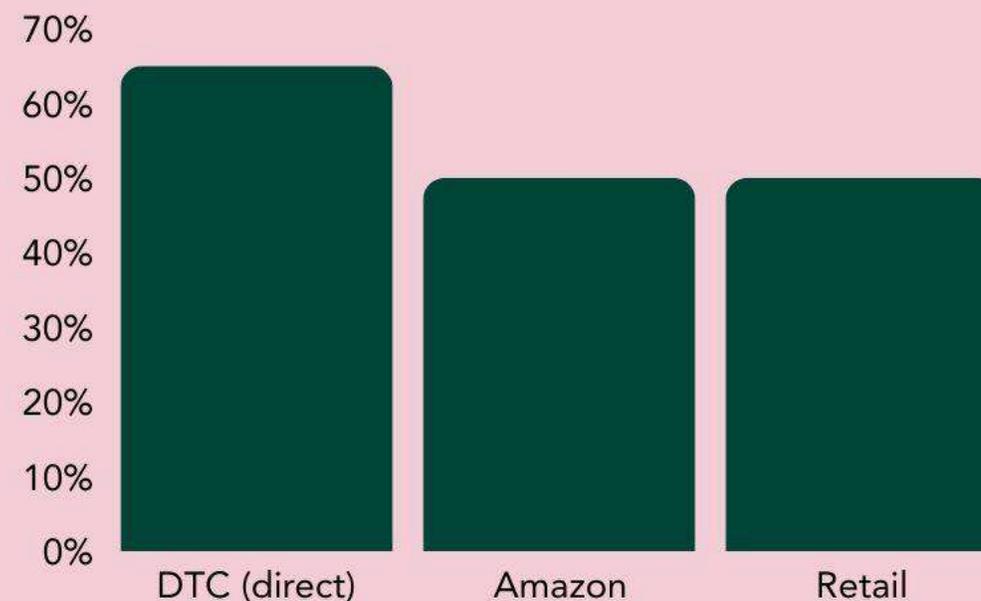
Target Wholesale Price

\$4.40

Per Serving

~\$1.60

CHANNEL MARGIN



Margin expansion driven by scale manufacturing & SKU leverage. 50%+ GM supports scalable retail economics.

FORECAST 2026-2029

	2026	2027	2028	2029
Gross Sales	\$1.4m	\$4.0m	\$8.4m	\$12.9m
Gross Profit	\$0.6k	\$2.0m	\$4.3m	\$6.7m
GM %	42.9%	49.4%	51.2%	52.4%
EBITDA	-\$1.0m	-\$0.8m	-\$0.6m	\$0.3m

CLEAN

NATURAL SNACKS

- Built for ingredient simplicity
- whole or minimally processed
 - low in protein and functional nutrition

FUNCTION

PROTEIN SNACKS

- Built for macro nutrients
- rely on powders
 - functional nutrition, but compromises taste & texture

PLEASURE

LEGACY SNACKS

- Built for craveability
- optimized for fat, salt and carbs
 - minimal protein or functional benefit

CLEAN FUNCTIONAL TASTY SNACKS ARE UNICORNS



\$1.5M SAFE ROUND OPEN

- US\$1.5m for US investors
- US\$17.5M cap with 20% discount
- Series A is planned for early 2027
- Use for funds: sales, marketing and bus dev

Existing Investors

mandalay



AURA VENTURES

 BREAKTHROUGH
VICTORIA

1123

Alberts | IMPACT
VENTURES

SEQUOIA 
Scouts Program

Next Up: DEFI Snacks



Tatyana Jones



defi[™]
SNACKING EVERYWHERE

A REBELLION AGAINST TRADITIONAL SNACKING

DEFI-SNACKS.COM

Tatyana Jones, DEFI founder

 NYU | STERN MBA ALUM | EX-



Originally from Ukraine – the land of Buckwheat, the most amazing superfood, virtually unknown in the US



Love chocolate, but too much sugar + empty calories of regret after eating a whole bar or bag



Reject toxic “low cal at all cost” diet trends fake sugar brands try to promote... and I am not alone... gen Z + millennial consumers do too, believing fitness = health

Introducing...

Delicious Energizing Fitness Indulgence

defi™



NEW Delicious Energizing Fitness Indulgence

Highest quality clean label promoting *time-lapse nutrition!*



“Perfect when I crave chocolate. The **protein** and **fiber** makes me feel fuller, yet **less guilty** AND I only eat 1 or 2 pieces versus the entire bag or bar!” – DEFI consumer



REAL High-Quality Premium Chocolate:
No fake sugars! 38% Cacao Milk from Peru + 70% Cacao Dark Chocolate from Ecuador and DR



CLEAN Whey Crisps + Casein Protein:
Fast + slow absorption! EU Standards!
Help deliver 25+ grams of protein/bag.

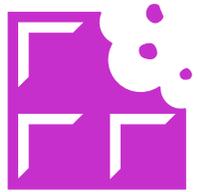


Sprouted Organic Buckwheat:
Gut-friendly, loaded with fiber, vitamins, antioxidants + protein.



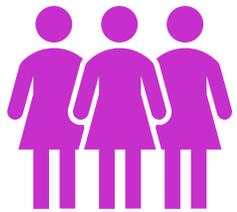
Serving Size of 2 Pieces:
Nutrient dense ingredients, keep you fuller faster and longer.

defi™ is set out to give a slow growing **Chocolate** category a **Protein** multiplier with a heart of **Buckwheat** ♡♡



\$22B

US CATEGORY
(+4% CAGR)



278MM
CHOCOLATE
LOVERS



\$10B

US CATEGORY
(projected to >\$22B)



204MM
HEALTHY
SNACKERS



#3 Most Popular Snack Brand on RangeMe in Few Months!

Right retailers experience 2-3X velocities without any support, and sell out entirely during demos!

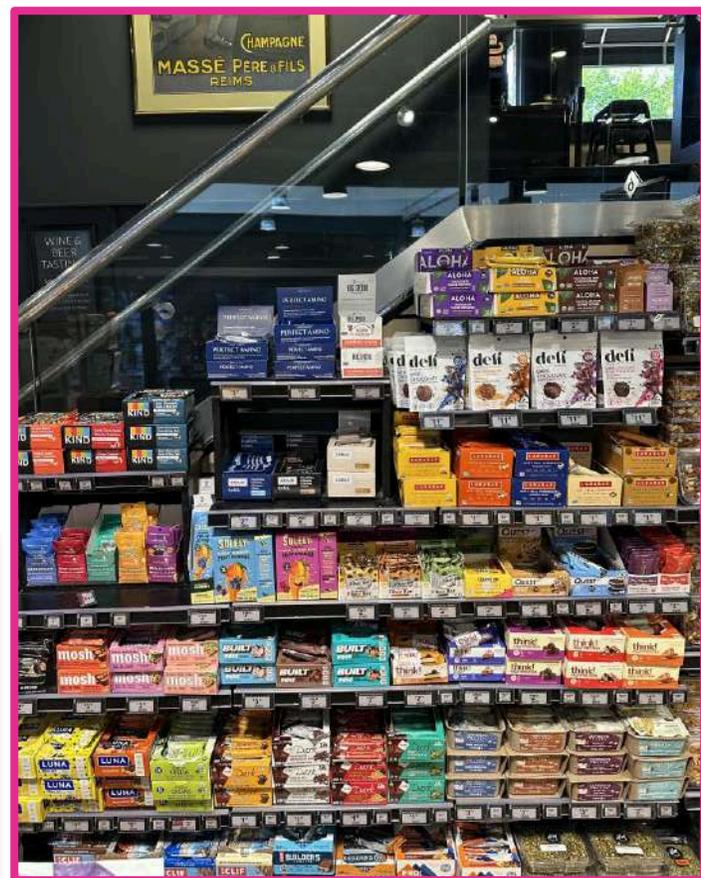
2025 Concept Validation

2026 Retail Expansion (Pending)

Store Trials
1,200

Indy Stores
150

Avg. Velocities
2-3X



Incredible velocities at "hot" locations
As high as **16** units/store/week
...while category "good" velocity is 3 units/store/week



Making Waves in the News!

Media pick up has been phenomenal with >50MM impressions in 2025 alone!



Tatyana Jones
Founder of DEFI Snacks LLC



2025 HEALTHY ROUNDUP



2025 **Good Housekeeping** Best Snack Awards Winner!

Rigorously judged by >1,000 consumers and in-house dietitians and nutritionists. Noted as personal favorite by head dietitian!!!



BIG WIN



NET WT. 4.0Z (112g)

2025 Startup CPG Shelfies Award Winner!

Over 1,800 products reviewed, with only a few brands selected as winning brands!

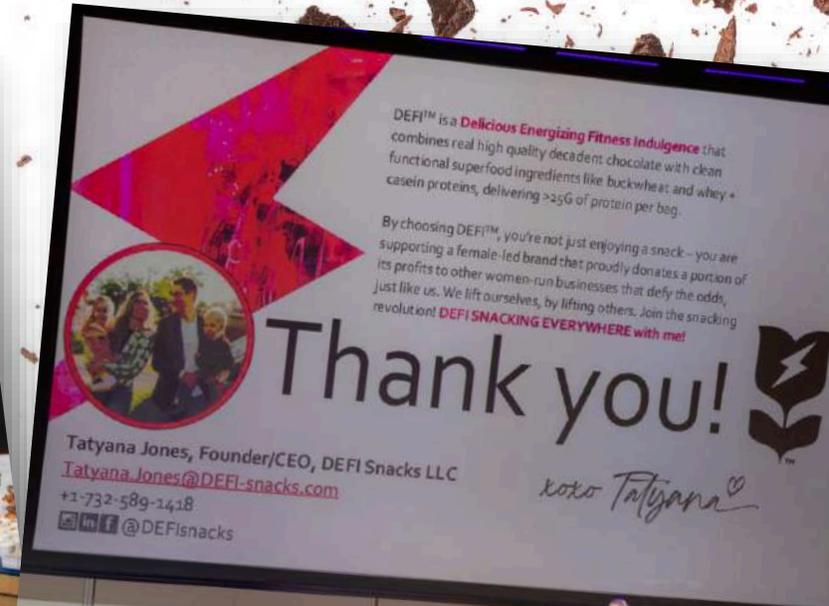


BIG WIN



2025 Enthuse Foundation Grand Prize Award Winner!

With over 340 applicants, and 5 impressive female-owned businesses in the finals, DEFI Snacks was voted Winner of the Grand Prize and noted as the most strategically sound business/pitch.



Longer term: scale 60% ACV (national distribution).

Own premium grocery and add natural channel via vegan SKU's.

Retail + Consumer Concept Validated ✓

3 — \$500MM+

target, Walmart, COSTCO WHOLESALE, Sam's CLUB, CVS, W

2 — \$14MM

Kroger, WHOLE FOODS MARKET, Albertsons, SPROUTS FARMERS MARKET

1 — \$1.5MM

ShopRite, Raley's, Wegmans, H-E-B, HyVee

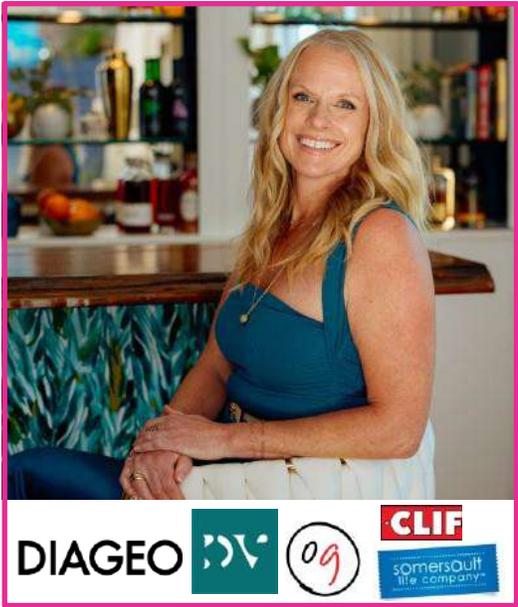
0 — \$0.1M
~150 Independents

Raising \$1MM via SAFE:
Will provide 18-month runway to support (60% of funds)

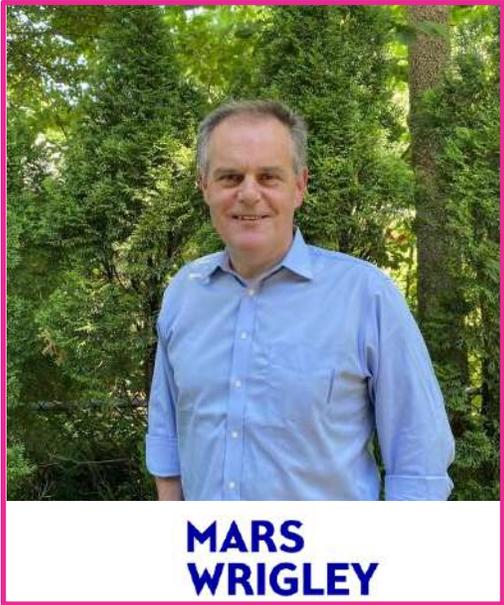
DEFI Snacks Team



Tatyana Jones
Founder/CEO
NYU | STERN MBA 2015
Brand building expert



Heidi Dillon
Strategic Advisor
Former CEO of Distill Ventures -
Diageo' Venture arm



Neil Willcocks
Technical Advisor
Former Head of Global R&D for
Mars Wrigley



Chef Jean-Francois Bonnet
Fractional Chef
Recipe mastermind behind
many of Hu Chocolate flavors
pre-Mondelez acquisition



JOIN THE REVOLUTION AND DEFI SNACKING EVERYWHERE!



defisnacks.com

   **DEFISnacks**

 **TikTok DEFISnacks _**

Tatyana Jones, Founder/CEO

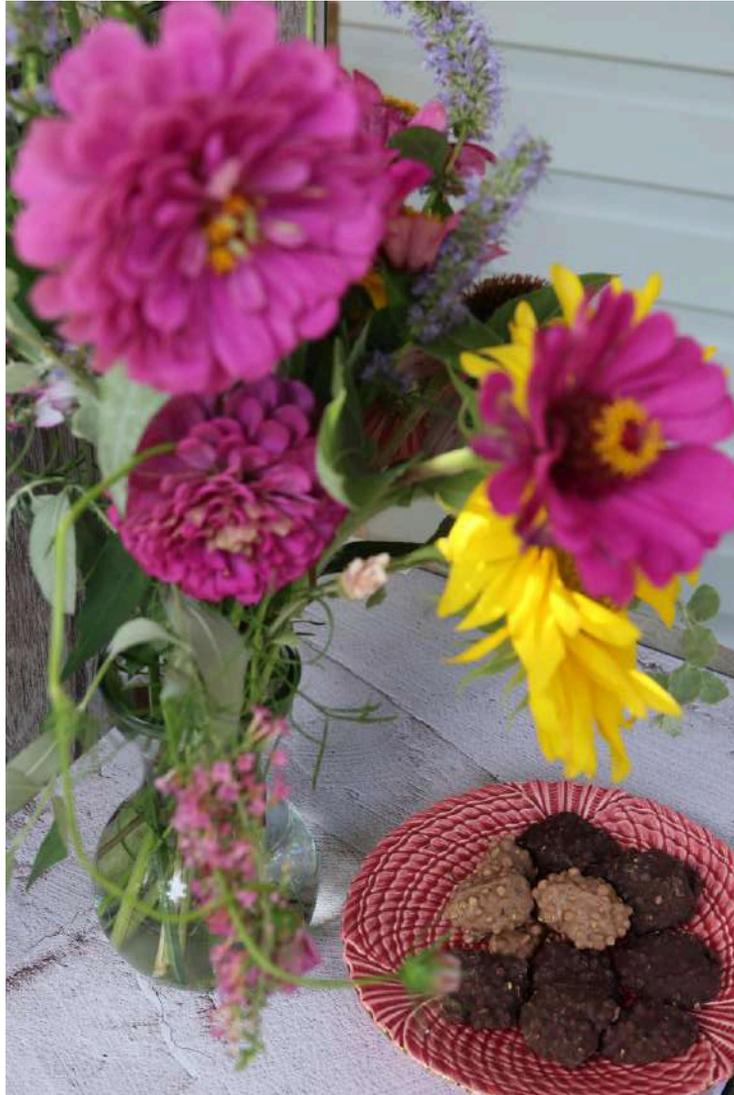
DEFI Snacks LLC

Tatyana.Jones@DEFI-snacks.com

1 (732) 589-1418

xoxo Tatyana 

Additional Info



Innovation Pipeline



Whey and Casein Proteins



Alternative Air Derived Protein (Vegan/Dairy Free)



Slim Packs



Powders

Future Innovation Pipeline



Flavor Expansion



Seasonal Flavors



Crisps



Who is the ideal DEFI consumer?

Fitness Loving Foodie who...



Millennial (skews female)



Into fitness (running, yoga, gym, classes, lifting, CrossFit)



Foodie, likes chocolate, enjoys snacking



Likes better-for-you items



Higher than average income



Shops at variety of natural retailers (like Wholefoods, Sprouts)



In affluent cities or suburbs



Shops for HH, or not 😊



Married with 1.5 children



Busy career woman, loves modern conveniences



DEFI is Distinct in a Variety of Direct and Indirect Benchmarks



Brand	Pack Visual Brand Language	Positioning	REAL Chocolate	Good Source of Protein	Buckwheat or Source of Fiber	Time-lapse Nutrition	REAL but Low Sugar
DEFI Snacks		REAL chocolate dessert with functional superfood ingredients that hit on nutrition and fitness needs	✓	✓	✓	✓	✓
Undercover Snacks		Undercover good for you – chocolate with quinoa inclusions crunchy bite	✓				
Lil Bucks		Buckwheat superfruit granola – good for you, good for earth			✓		
ZoRaw (and other Fake Sugars)		Low cal protein chocolate bar, uses fake sugar substitutes		✓			
BHU Foods		No sugar or sugar alcohol protein cookie dough bites w/ good-for-you ingredients	✓				
Lilly's		Better for you sugar confections and chocolate snacks, sweetened with stevia					

+ many others (Unreal snacks, Skinny Dipped Almonds, some cookie brands, etc.)

Seeking \$1MM via SAFE to accomplish **\$1.5MM in topline sales in next 18 months** and **\$14MM** by end of 2029



Cost	Total	Notes
Promotional Support, Displays, In-store Demos, Merchandising, Coupon, Conferences, Events	\$550,000	All marketing focused on retail and as close to shelf (except for strategic pop-up shops with big PR opportunities, Amazon + TikTok)
People Resources (In-house and fractional)	\$225,000	Once we hit \$300-500K in sales, we will need Ops and Sales FTE's,
Raw Material Costs, Purchase Orders	\$150,000	Inventory (until we can do inventory financing)
New format R&D, new coman transition for gen 2	\$75,000	Pack and product optimization, COGS reduction to set up for scale
Total funding needed	\$1,000,000,000	

Notes:

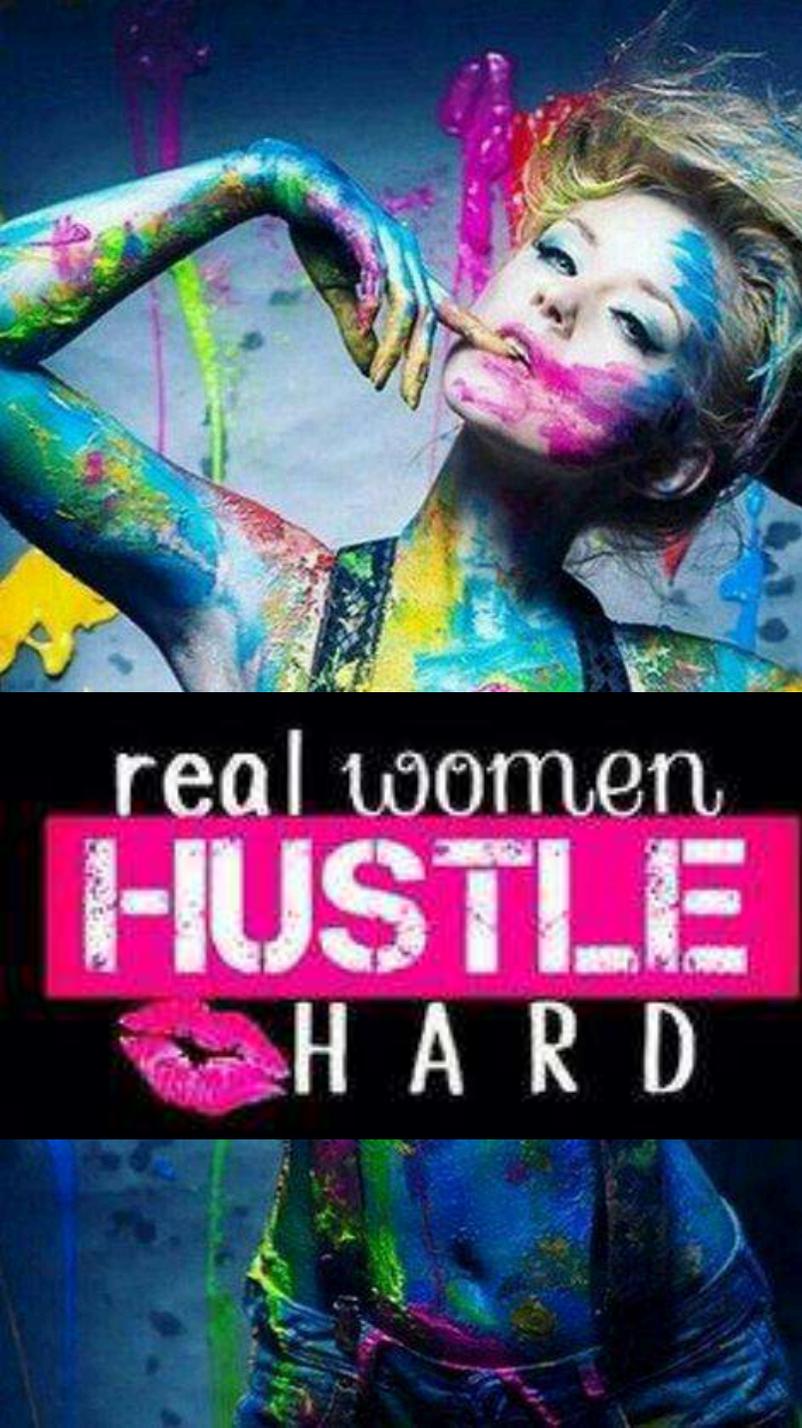
- Founder invested \$175K to date. Friends and family invested \$190K to date.
- \$75K will be used for raw ingredients, new flavor innovation and COGS optimization efforts to get to 50-60% margin.
- \$150K will be used for inventory gap as factoring companies need to see a few payment cycles from each retailers.

We lift ourselves, by lifting others

Let us **DEFI** the odds.

Did you know... that less than 2% of funding raised went to female founded startups?¹

- ✦ With every bag sold, DEFI Snacks will donate 1% of profit to a fund to be awarded to a woman owned business that defies the odds, just like us
- ✦ % of sales to be fine tuned as the profit margin with coman costs is finalized



Next Up: Cleanery



Mark Sorensen

Cleanery
super clean, super green

**Just add water.
Change the world.**



The future of clean.

Deep science. Smart manufacturing. Global impact.



Cleaning and personal care.

A half-trillion-dollar industry built on shipping water around the world in plastic bottles.

Incredible waste. That costs *everyone*.

- Oceans, landfills, and emissions
- Consumers
- Retailers
- Brands and manufacturers

Powerful cleaning and dish products. Beautiful hand soaps.

Delivered as a powder. Just add water.





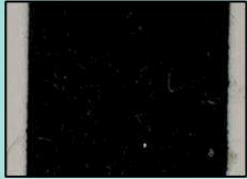
**Cleaners, disinfectants,
and dish products.**



Hand soaps and personal care.



Incredible products. For every home.



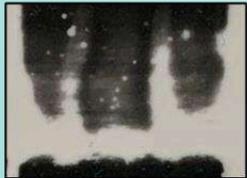
Oil and carbon baked to a tile



Dissolvable tablet cleaner



Eco-cleaner



Traditional cleaner



Cleanery
super clean, super green

**More effective,
More affordable,
Safe for my home,**

.... & better for our planet.

Enabled by smart manufacturing

Patented formulations... are only a start.

In-house manufacturing built on deep technology and real science.

Protects IP and competitive advantages.

Easily be replicated in-market close to customers



Feb 2021
50 refills/day

Oct 2022
500 refills/day

Now
20,000 refills/day

Modular upgrades
100,000 refills/day

In-market hubs
Unlimited scale

Modular design that can be replicated globally →

Delivering disruptive margins

More affordable than traditional products.

40-50%+ margins for retailers.

70-85% + gross profit margins.



A refill costs less
than a spray trigger



Retail first

National ranging in leading natural and conventional retailers

Disruptive margins

Bold shelf dispensers and incredible return on shelf space



Disruptive margins.
Incredible consumer loyalty.

88% repurchase intent in US.



Deliberate retail traction

Australia and New Zealand
case studies

Today

Demonstrating US success < 12 months

2025-2026

Rapid US growth



Deliberate retail traction

ANZ
case studies

Today
Demonstrating US success < 12 months

2025-2026
Rapid US growth

On shelf now in 2500+ stores including



**Largest US supermarket.

*2nd largest US supermarket



Deliberate retail traction

ANZ
case studies

Today
Demonstrating US success < 12 months

2025-2026
Rapid US growth

Ranging discussions underway



Exciting private label opportunities

Keep your bottles. Add refills.

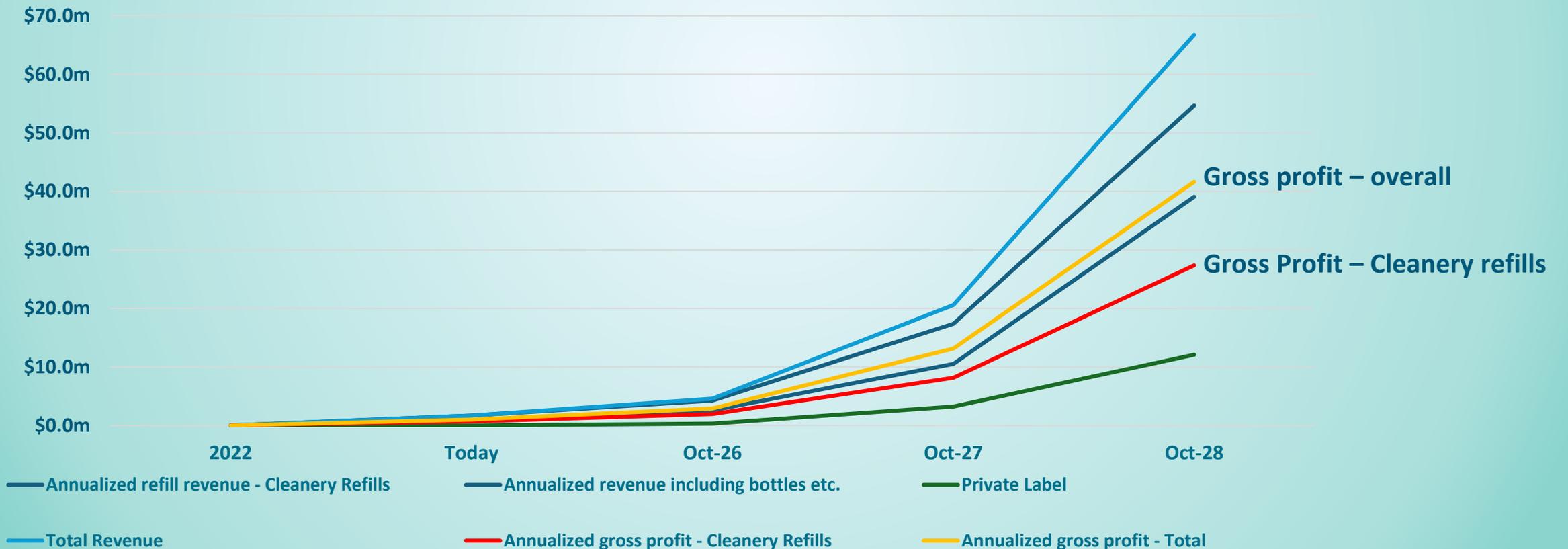
Better for customers.
Better for business.
Better for the planet.



Proven model model and opportunity

- Stores ↑ Expanding into a large market
- Price ↑ US sales price is twice that of ANZ
- SKUs ↑ Products per store - land and expand
- Velocity ↑ growing into high-volume retail

Annualized Revenue and Profit



An experienced team



Mark Sorensen

Co-Founder

Sales, Innovation, and R&D.

Ellie Brade

Co-founder

Storytelling, impact, and sustainability.

David Hassell

Head of Engineering and process

Deep tech legend. Ex LanzaTech and Avertana.

Raising \$3-5m via a SAFE

- \$20m cap
- 20% discount
- \$1.5m secured

Mark Sorensen

Co-founder and CEO

mark.sorensen@cleaneryonline.com

USA +1 (860) 315-372

NZ +64 21 444 603

www.cleaneryonline.com



Cleanery is the consumer
brand of
The Sustainable Care
Company.



Just add
water.
Change the
World.

A large, realistic blue water drop is positioned behind the text "Just add water." and "Change the World.", serving as a visual metaphor for the brand's focus on water-based cleaning solutions.

Next Up: Bushbalm



David Gaylord



Bush Balm

The Bikini Line Skincare Experts



Bush Balm

PRO

Overview



Overview



BushBalm





How bad is the perception?



Waxing hurts...



Shaving's an annoying chore...



Hair removal creams are toxic...



Razor Burn and Ingrowns are expected...

Gillette through the ages:



1965:
1 blade



1971:
2 blades



1998:
3 blades



2010:
6 blades



2020:
12 blades

☰ FINANCIAL TIMES Do

Financial Times **US companies** [+ Add to myFT](#)

Unilever buys Dollar Shave Club for \$1bn

Deal will allow men's grooming start-up to build its international presence





Skin First Philosophy





Skin First
Philosophy



Led by Professionals
& Proprietary Technology

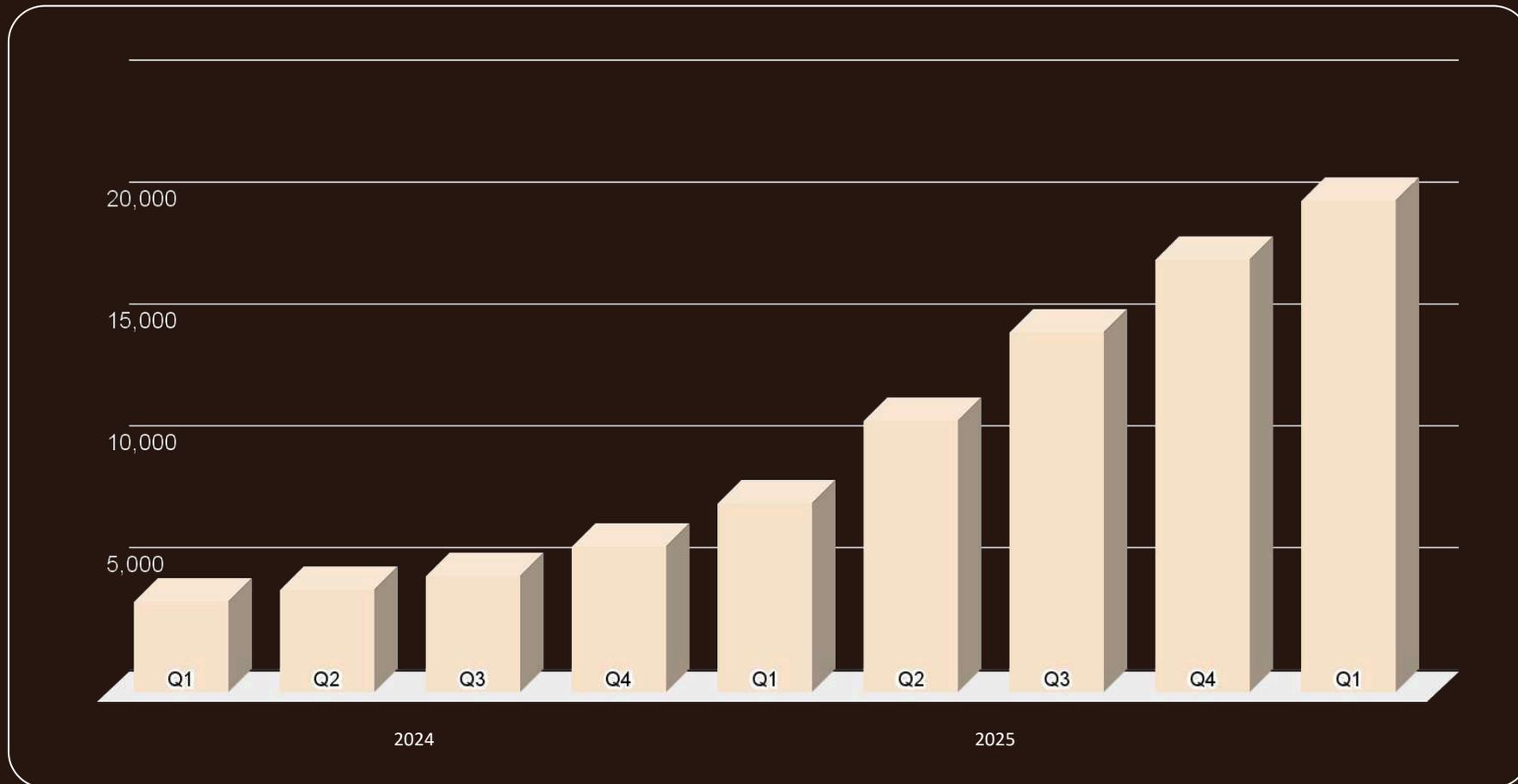


How's it going?

Waxing Salon Door Count – 20,000+

✘ No Distributors

✘ No Big Sales Team



STARBUCKS COFFEE



There are 10x more waxing salons in the USA than Starbucks.

Bushbalm

\$26M USD

Revenue

Bushbalm

\$26M USD

Revenue

70%

YOY Growth

Bushbalm

\$26M USD

Revenue

70%

YOY Growth

10%

EBITDA

Bushbalm

OUR GOAL

To reshape this category
with a skin first lens.

Interested?

We're closing our Series A shortly.



Next Up: Joyful Humans



Paul Frantellizzi

**"WE'RE ON A MISSION
TO OPTIMIZE HUMAN HEALTH BY
RESTORING THE MICROBIOTA-GUT-BRAIN-AXIS"**

**PAMELA PETERS
CO-FOUNDER**



Joyful
HUMANS.COM

INVESTOR DECK Q1 2026

THE JOYFUL PURPOSE

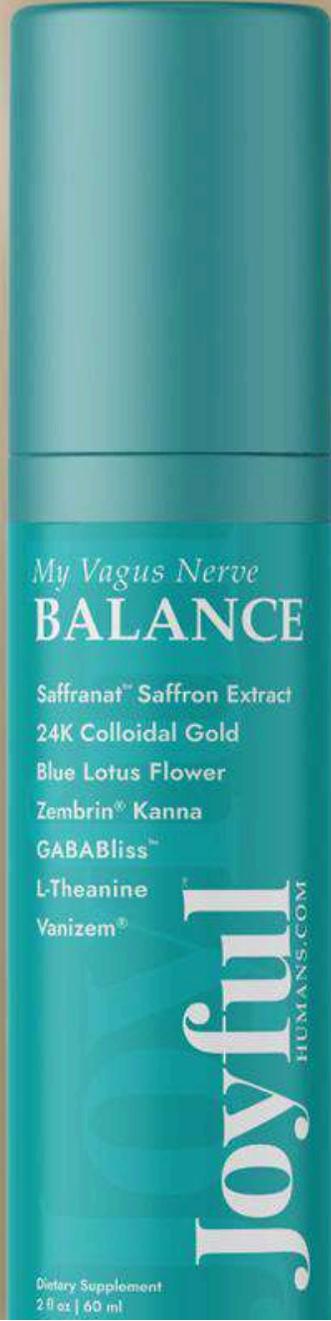
WHAT DRIVES OUR TEAM?



Born From Lived Experience, Our Brand Mission Is Deeply Personal.

Our Founders Have All Faced Metabolic Health Challenges That Were Transformed Into A Lifelong Purpose of Healing.





My Vagus Nerve
BALANCE

- Saffranat™ Saffron Extract
- 24K Colloidal Gold
- Blue Lotus Flower
- Zembrin® Kanna
- GABABliss™
- L-Theanine
- Vanizem®

Joyful
HUMANS.COM

Dietary Supplement
2 fl oz | 60 ml

**LIVE LIFE
JOYFULLY.**

TODAY'S PROBLEM

"WE ARE THE SICKEST COUNTRY IN THE WORLD" - RFK JR.
CURRENT WELLNESS TOOLS ARE NOT WORKING

93%

OF ALL AMERICANS
ARE METABOLICALLY
SICK

40%

OF ALL AMERICAN
CHILDREN HAVE
CHRONIC DISEASES

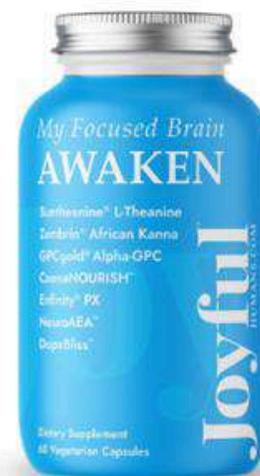
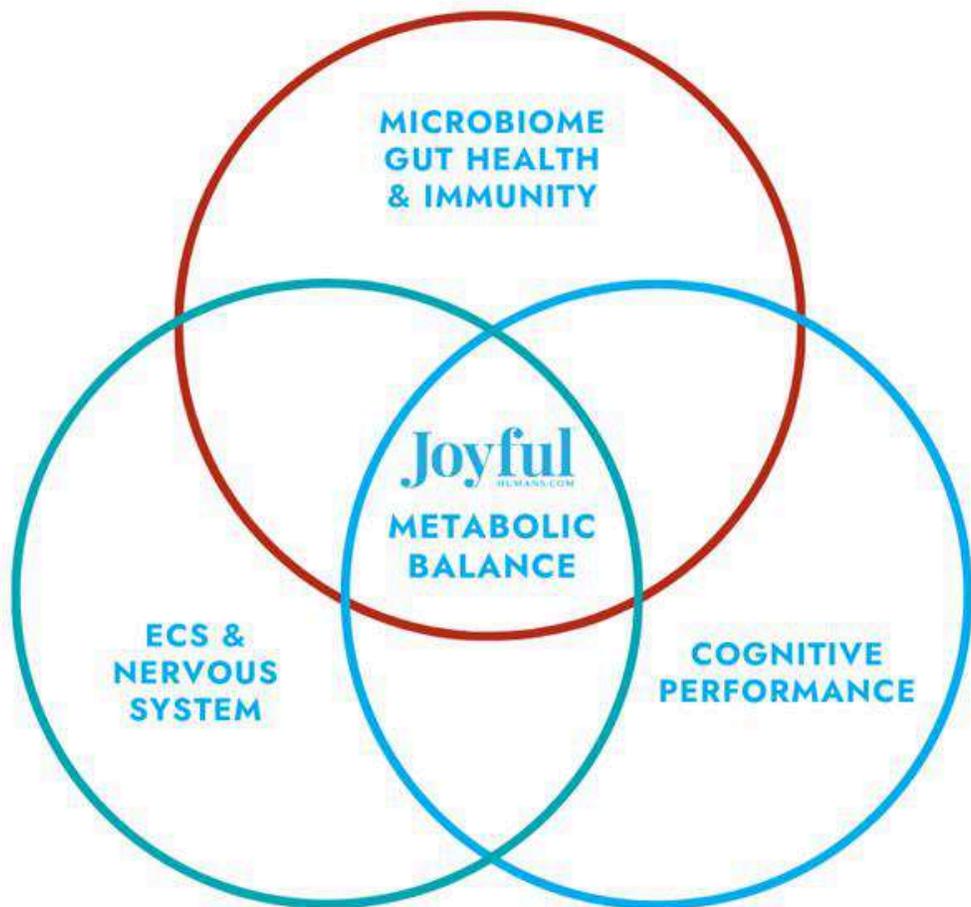
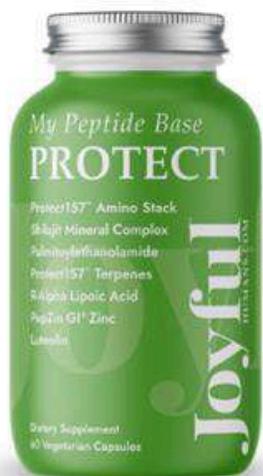
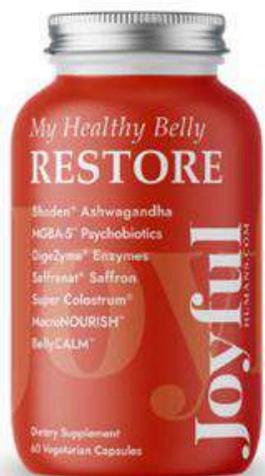
50%

OF AMERICANS ARE
DIABETIC OR PRE-DIABETIC
W/ HYPERTENSION

"WE NEED TO START TALKING ABOUT OUR MICROBIOME"
MARTY MAKARY - FDA COMMISSIONER 2026

THE JOYFUL SOLUTION

HEALING THE MGBA FOR OPTIMIZED HUMAN HEALTH



WATCH OUR
PRODUCT VIDEO



PHASE II 2026/27

GUT | ANXIETY | SLEEP | HORMONES | PROTEINS | ECS
LONGEVITY | IMMUNITY | BRAIN NOOTROPICS | MULTIVITAMINS



CLINICALLY PROVEN MICRODOSE SUPPLEMENTS & FUNCTIONAL FOODS COMBINED WITH LIFESTYLE EDUCATION & TRAINING.

*ONTRACKA[®] TRIALS Q3 2026



WHY NOW?

WE ARE CURRENTLY IN A METABOLIC HEALTH CRISIS THAT TRACES BACK TO A SINGLE UPSTREAM FAILURE - THE MGBA

MAHA

THE WELLNESS
MOVEMENT HAS GAINED
NATIONAL ATTENTION

PATIENTS

MOVING AWAY FROM
PHARMA & DEMANDING
MORE "ROOT-CAUSE"
SOLUTIONS

TECH

HAS CONSUMERS MORE
ENGAGED WITH THEIR
HEALTH OUTCOMES

THE JOYFUL HUMANS™ BRAND STANDS ALONE IN THIS
EMERGING MGBA WELLNESS CATEGORY



OPPORTUNITY

~60% OF ALL U.S. ADULTS TAKE DIETARY SUPPLEMENTS

\$5B

GUT HEALTH
6.7% CAGR

\$2B

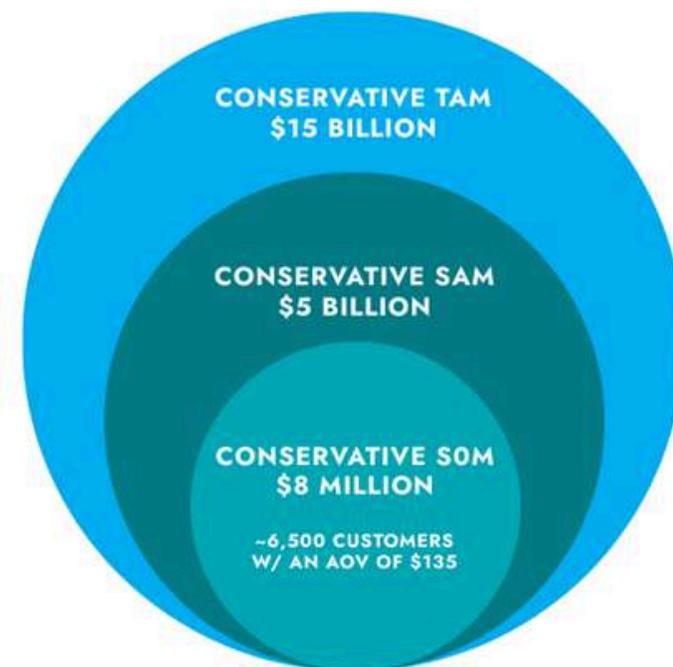
PROBIOTIC SUPPLEMENTS
5.6% CAGR

\$11B

BRAIN HEALTH
11.5% CAGR

\$6B

STRESS, SLEEP &
MOOD COMBINED



WIDESPREAD CHRONIC ILLNESS +
A SHIFT TOWARD ROOT-CAUSE SOLUTIONS =
SUBSTANTIAL MARKET OPPORTUNITY

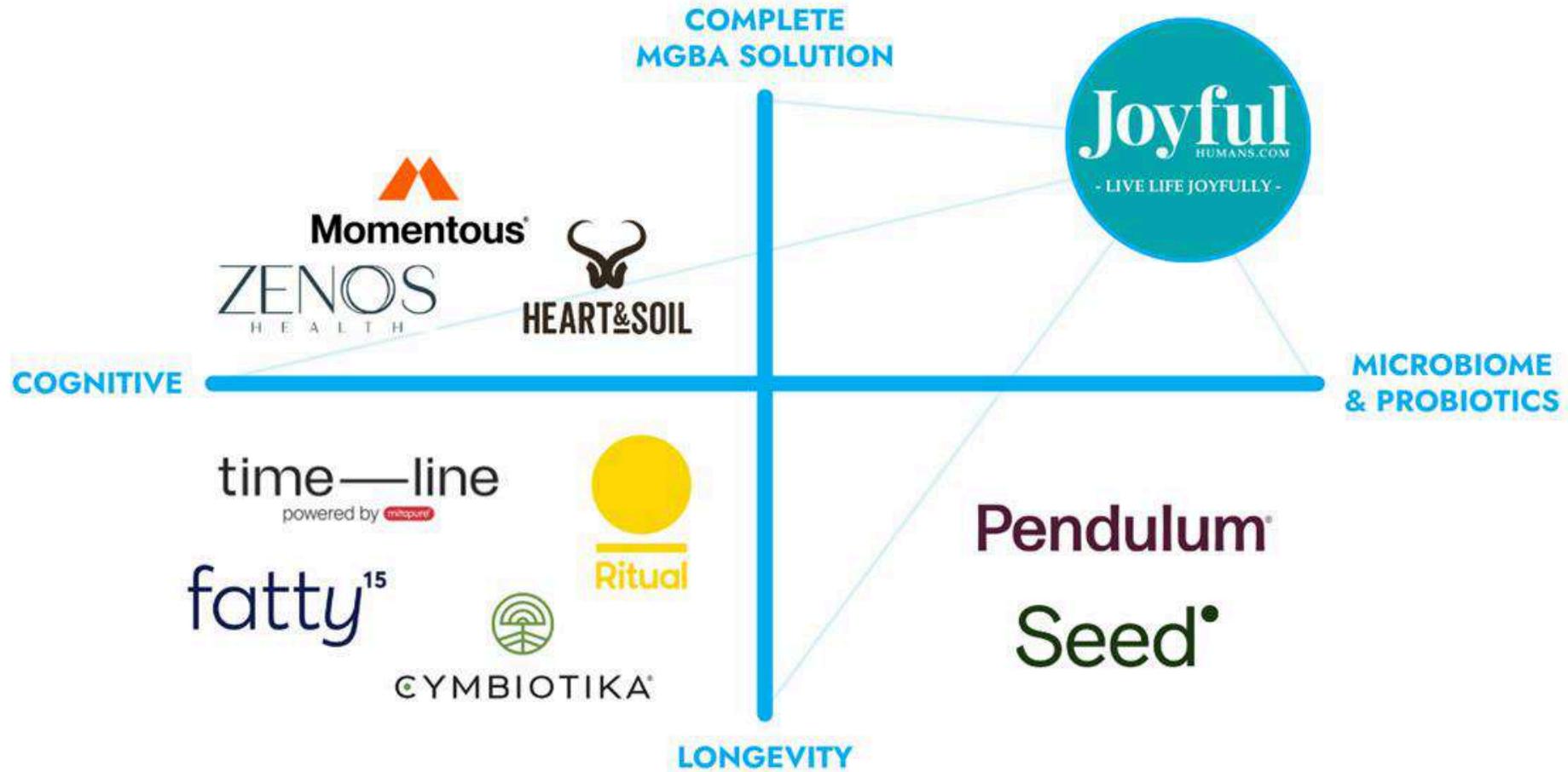
Data References:

Grand View Research, McKinsey & Co., Global
Wellness Institute, CDC, Research & Markets



MARKET COMPETITION

THE U.S. MARKET DESERVES A COMPLETE MGBA SOLUTION



LIVE LIFE
JOYFULLY.

Peace Of Mind
TRANQUIL

KSM-66® Ashwagandha
Saffranat® Saffron
24K Colloidal Gold
Blue Lotus Flower
Passion Flower
GABABliss™
LTheanine

Superfood
Chocolate®

Joyful
HUMANS.COM

Dietary Supplement
1.3oz. (36g) | 75% Cacao

Building My Future
FORTIFY

Super Colostrum®
CB Coconut MCT
MacroNOURISH™
Psychobiotics
BellyCALM™
DigeZyme®
DopaTRU™

Superfood
Chocolate®

Joyful
HUMANS.COM

Dietary Supplement
1.3oz. (36g) | 75% Cacao

My Longevity Path
REVIVAL

CB MCT w/ Carban60
CocooNoj® Extract
TeleNOURISH™
Fisetin Extract
Astaxanthin
Urolithin A
ElevATP™

Superfood
Chocolate®

Joyful
HUMANS.COM

Dietary Supplement
1.3oz. (36g) | 75% Cacao



WOMEN
OWNED™

BUSINESS STRATEGY

“JOYFUL IS A HIGH-MARGIN (70+% GM), EDUCATION-DRIVEN DTC ECOSYSTEM, MAXIMIZING CUSTOMER LTV”

FOCUS

ON OUR DIFFERENTIATED
MGBA VALUE
PROPOSITION

ENGAGE

E-BOOKS, EMAILS,
BUNDLES, SUBSCRIPTIONS,
BOLT-ONS, ETC

DEPLOY

VIA OUR SHOPIFY SITE,
MOBILE APP, EVENTS,
PAID ADS, AI



PR/Email/CRO/Social



GSO/AI, SEO & Google Ads



Co-Manufacturing



MOBILE JOY

BUILDING THE JOYFUL ENGAGEMENT ENGINE V1.0

- Extends The Brand From "Product" To "Practice".
- Reduces CAC Pressure Through Retention & LTV Expansion.
- Creates Defensible Data & MGBA Community Moat Competitors Cannot Replicate.



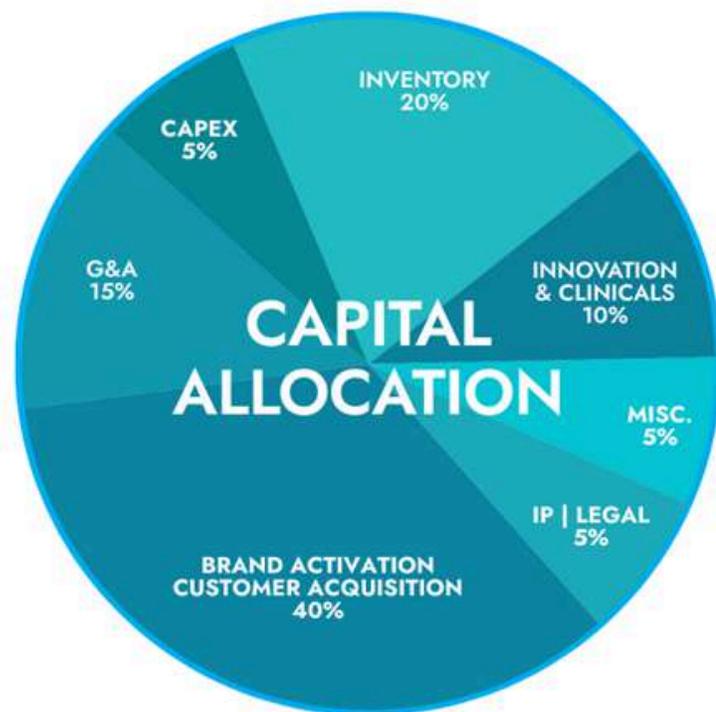
MIND & BODY SUPPORT | WELLNESS TRACKER | TRAINING
OFFERS | EVENTS | TEAL™ MEMBERSHIP | STORE | SUBSCRIPTIONS



CAPITAL PLAN

CURRENT BUSINESS STATISTICS

- \$750K Pre-Seed Round | \$3.75MM
- Pre-Revenue (Soft Launched 2026)
- Founder Funded To Date: \$150K
- Headcount - 3 Founders
- Gross Margin: 70%+
- Expected AOV: \$135
- Blended CAC Target: \$55
- Blended LTV: \$381
- LTV/CAC 7:1 Target



Expected Revenue

2026: \$400K

@ 450 Customers

2027: \$2MM

@ 1,250 Customers

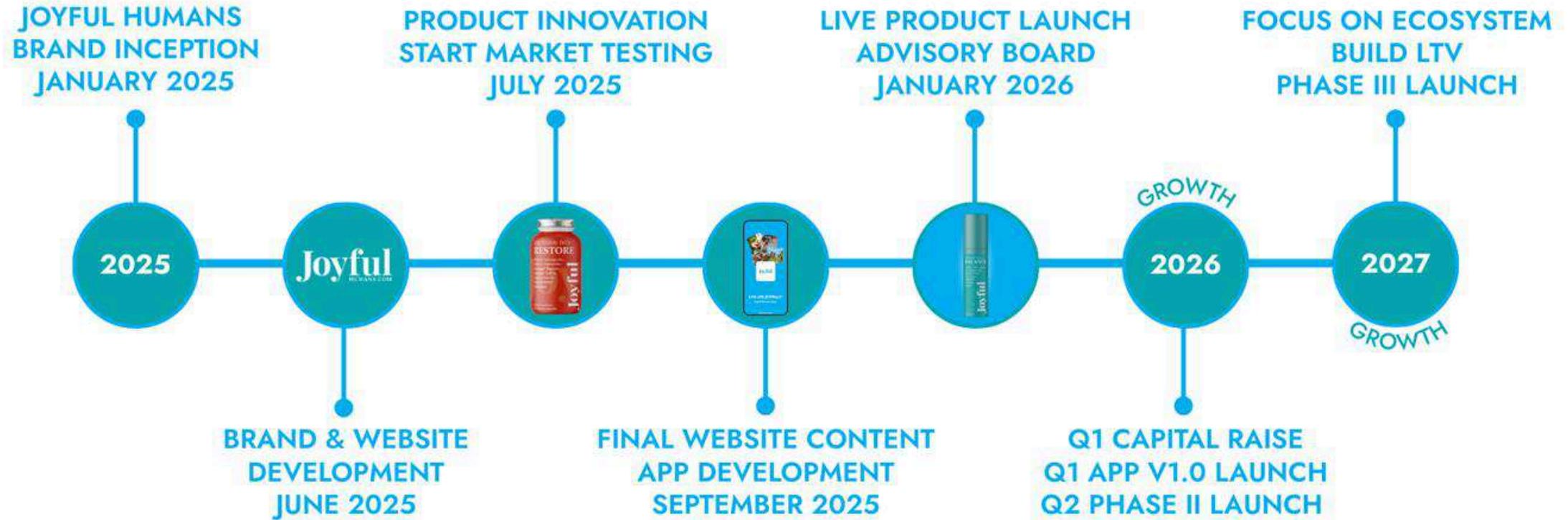
2028: \$3.5MM

@ 1,800 Customers

BLENDED 24-MONTH LTV IS CONSERVATIVELY MODELED AT ~\$381 - RETAINED SUBSCRIPTION CUSTOMERS CAN EASILY GENERATE \$800 - \$1,600+ IN LTV



BRAND TIMELINE



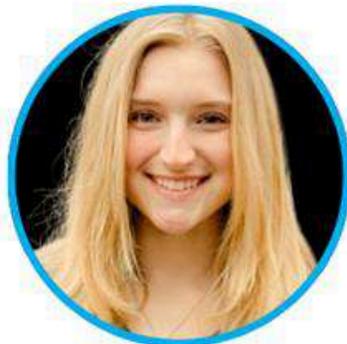
SELF-FUNDED & BOOTSTRAPPED FROM INCEPTION.
WE HYPER-FOCUSED ON PRODUCT & BRAND DEVELOPMENT
WITH 8 MONTHS OF DIRECT CONSUMER FEEDBACK



JOYFUL TEAM



PAMELA PETERS



ZOE SCHOLL



PAUL FRANTELLIZZI

JOYFUL ADVISORS



ELAN SUDBERG



JANE PHELPS



REM FOX



ERIK NELSON



SCOTT ALLEN



HAUNS PETER



BRYAN BUTLER



INDUSTRY EXPERIENCE

WE ARE FUNCTIONAL-FOOD CPG PIONEERS

20+ YEARS

CPG INNOVATION & GMP MANUFACTURING:
GARDEN OF LIFE, ONNIT, DR. MERCOLA,
MELALEUCA, USANA, LABRADA, LIFE EXTENSION,
WALMART, IHERB, LABRADA NUTRITION, ETC.

AWARDS

NUTRACON® & SSW® EDITORS CHOICE
AWARDS FOR OUR GROUNDBREAKING
FUNCTIONAL FOOD PRODUCTS.



Paul Frantellizzi
Chief Innovation Officer



#BEJOYFUL

LET'S GO HEAL THE WORLD TOGETHER



LIVE LIFE JOYFULLY.

Paul Frantellizzi

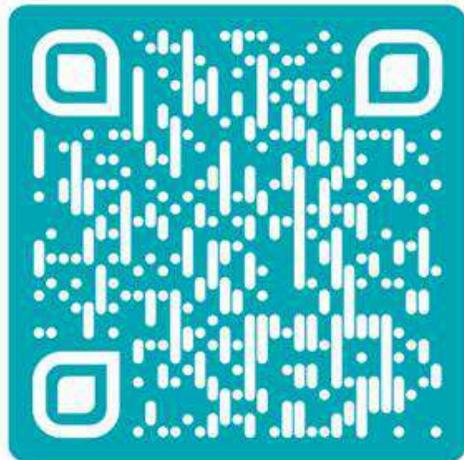
Co-Founder

Joyful Humans LLC

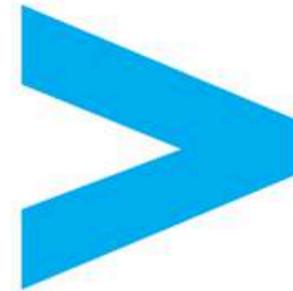
Paul@JoyfulHumans.com

www.JoyfulHumans.com

208.914.1015 | 800.732.0472



**ADDITIONAL
SLIDES**



JOYFUL TRIALS

CLINICAL TRIALS Q3 2026 (ANXIETY & SLEEP)

ONTRACKA®

Specialists in Virtual Clinical Trials,
Digital Health & Real-World Data
Studies

Industry-Leading Retention Rate of Over 85%, Globally Trusted by
Academic, Government, and Biotech/Pharma Leaders.

~\$36K



A DECENTRALIZED, RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED PILOT STUDY
OF OUR BALANCE™ TINCTURE ON STRESS AND SLEEP OUTCOMES IN ADULTS WITH
ELEVATED PERCEIVED STRESS - CFR-PART 11 COMPLIANT.



FINANCIALS

Joyful Humans™ Summary Financials

Income Statement Summary	2026 E	2027 E	2028 E
Sales			
Gross Revenue	\$406,956	\$2,075,756	\$3,430,725
Total COGS	\$98,066	\$475,209	\$746,164
Total Marketing/ Trade Spend	\$145,422	\$638,213	\$1,055,205
Gross Profit	\$163,469	\$962,334	\$1,629,355
Total Operating Expenses	\$517,670	\$1,099,190	\$1,727,357
Gross Margin	75.9%	77.1%	78.3%
EBITDA	-\$218,953	\$449,463	\$871,436
Net %	-53.8%	21.7%	25.4%
Cash Flow Summary			
Operating Activities			
Total Cash From Operating Activities	-\$218,953	\$449,463	\$871,436
Financing Activities	\$750,000	\$0	\$0
Capital Investing Activities (CapEx)	-\$71,500	-\$40,000	-\$70,000
Change in Accounts Receivable	\$97,153	\$122,576	\$108,956
Change in Accounts Payable	\$69,914	\$39,003	\$51,184
Total Founder Contribution	\$150,000	\$0	\$0
Change in Inventory Asset	\$130,166	-\$36,003	\$21,709
Net Cash	\$452,143	\$814,037	\$1,535,992
Balance Sheet Summary			
Assets/ Liabilities			
Total Assets	\$708,354	\$1,196,820	\$2,119,440
Inventory Carried (~90 Days)	\$130,166	\$51,555	\$73,264
Total Liabilities	\$69,914	\$108,917	\$160,101
Total Shareholders Equity	\$781,047	\$1,230,510	\$2,101,946
Total Liabilities & Shareholders Equity	\$850,961	\$1,339,427	\$2,262,047



MY HEALTHY BELLY RESTORE™

OUR ADVANCED, ALL-IN-ONE MICRODOSE GUT HEALTH STACK IS DESIGNED TO REPAIR, CALM, & REBALANCE THE MICROBIOTA-GUT-BRAIN AXIS (MGBA).

MGBA-5™ Psychobiotics

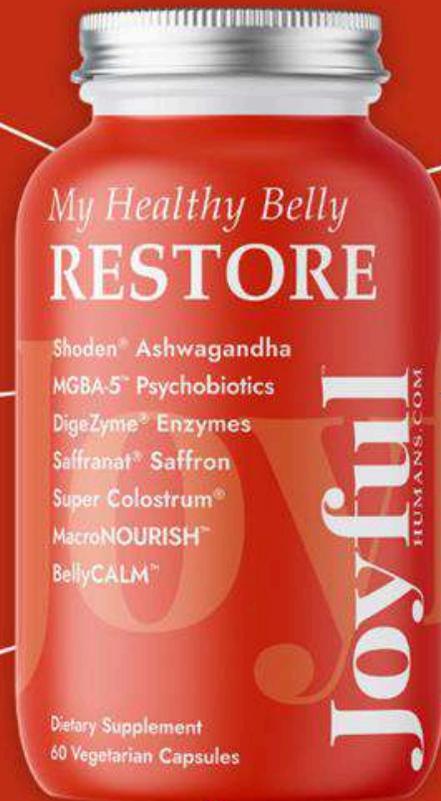
MGBA-5™ Psychobiotic stack supports microbiota-gut-brain-axis health, enhancing mood, resilience, digestion, cognition, and stress response with five clinically studied strains.

Saffranat®

Saffranat® is a patented saffron extract clinically shown to support mood, reduce stress, enhance emotional balance, and promote restful sleep naturally and gently.

Super Colostrum®

Super Colostrum® by Maolac® is a biofunctional bovine colostrum inspired by human breast milk, rich in immune-supporting proteins, promoting gut health, resilience, and recovery.



BellyCALM™

BellyCALM™ is a soothing herbal blend featuring marshmallow root, slippery elm, peppermint, and chamomile to calm the gut, ease bloating, and support digestive comfort.

Shoden®

Shoden® Ashwagandha reduces stress, supports cortisol balance, enhances energy, boosts libido, improves strength, and promotes overall mental and physical resilience.

DigeZyme®

DigeZyme® is a multi-enzyme complex containing amylase, protease, lipase, cellulase, and lactase—designed to improve digestion, nutrient absorption, and overall microbiome & gut health.

MacroNOURISH™

MacroNOURISH™ is a fermented superfood blend rich in prebiotic fibers, beta-glucans, enzymes, and phytonutrients that support gut health, digestion, and microbiome diversity.



MY PEPTIDE BASE PROTECT™

A NEXT-GENERATION, PEPTIDE-FREE “BODY PROTECTION COMPOUND” DESIGNED TO SUPPORT GUT LINING, TISSUE REPAIR & CALM INFLAMMATION USING A CLINICALLY INSPIRED STACK OF AMINO ACIDS, TERPENES, PEA & PEPZIN GI®.

PROTECT157™

PROTECT157™ Amino Stack is a clinically inspired stack of regenerative amino acids and bioactives that mimic BPC-157 benefits—supporting gut lining repair, mucosal integrity, vagus nerve tone, and neuroinflammation.

PEA

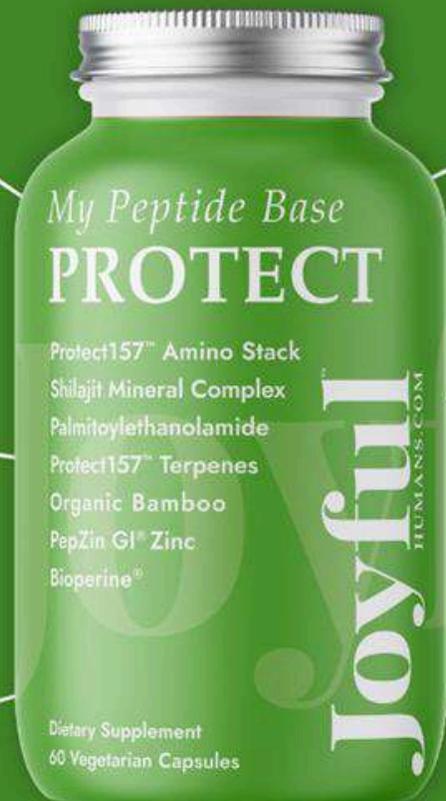
Palmitoylethanolamide (PEA) is a naturally occurring lipid that supports the endocannabinoid system, reduces inflammation, relieves pain, and promotes nerve health and calm.

PepZin GI® Zinc

PepZin GI® is a clinically studied complex of zinc and L-carnosine that supports gut lining repair, mucosal integrity, and gastric comfort.

Bioperine®

Bioperine® enhances nutrient absorption, boosts bioavailability of key actives, supports digestion, and amplifies the overall effectiveness of PROTECT™



Shilajit

Shilajit supports mitochondrial energy, enhances nutrient absorption, promotes cellular repair, reduces inflammation, and strengthens gut-brain resilience in PROTECT™

Organic Bamboo

Bamboo Extract w/ 70+% Silica supports gut health by providing prebiotic fiber, enhancing digestion, reducing inflammation, feeding beneficial bacteria, improving cell function, and promoting overall gut lining integrity and resilience.

Terpenes

Terpenes in PROTECT™ enhance absorption, reduce inflammation, support vagus tone, and synergize with cannabinoids to optimize gut-brain healing.



MY VAGUS NERVE BALANCE™

OUR LIQUID SUBLINGUAL TINCTURE AND POWERFUL GABA AGONIST IS FORMULATED TO SUPPORT YOUR NERVOUS SYSTEM, REDUCE ANXIETY, PROMOTE RESTORATIVE SLEEP & CREATE VAGAL TONE.

Suntheanine®

L-Theanine is a calming amino acid found in green tea that promotes relaxation without drowsiness, enhances focus, reduces stress, and supports alpha brainwave activity.

24K Colloidal Gold

Known as a “neuro-harmonic” element, 24k gold may promote smoother brainwave patterns and heightened awareness without overstimulation.

Passion Flower

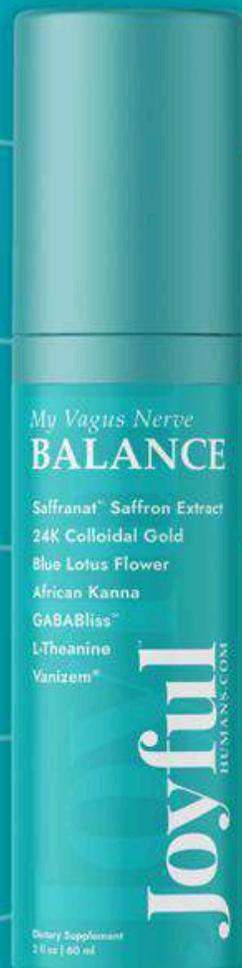
Passion flower (*Passiflora incarnata*) is a calming botanical traditionally used to reduce anxiety, promote restful sleep, ease nervous tension, and support mood balance.

Vanizem®

Vanizem® is a proprietary extract standardized to 10% vanilloids, supporting mood, relaxation, and gentle endocannabinoid system activation for calm focus.

Zembrin® African Kanna

African Kanna (*Sceletium tortuosum*) naturally elevates mood, reduces anxiety, enhances focus, and promotes calm clarity by modulating serotonin and balancing the microbiota-gut-brain axis.



Saffranat® Saffron

Saffron Crocus Sativus (Stamen) extract clinically shown to support mood, reduce stress, enhance emotional balance, and promote restful sleep naturally and gently.

GABABliss™

GABABliss™ is a powerful and synergistic blend of GABA-enhancing botanicals and mushroom extracts that promote calm, reduce anxiety, support deep sleep, and elevate mood naturally.

Holy Basil

Holy Basil (*Ocimum sanctum*), also known as Tulsi, is an adaptogen that reduces stress, balances cortisol, and promotes emotional resilience and clarity.

New Zealand Manuka Honey

New Zealand Activated Manuka Honey supports gut healing, immunity, and oral health with potent MGO antibacterial compounds—calming inflammation and nurturing the microbiota-gut-brain axis naturally.

BALANCE™ Terpene Stack

The BALANCE Terpene Stack harmonizes mood and body by activating the endocannabinoid system - Limonene, Linalool, Myrcene, and Beta-Caryophyllene restore calm, focus, and emotional resilience.



MY FOCUSED BRAIN AWAKEN™

OUR AWAKEN™ MICRODOSE BRAIN STACK ENHANCES FOCUS, MENTAL CLARITY, BDNF, MEMORY & COGNITIVE FUNCTION WITH PATENTED BOTANICALS AND NOOTROPICS.

Cognizin®

Cognizin® is a bioavailable citicoline supporting acetylcholine production, membrane phospholipids, focus, attention, mental energy, and cognitive performance under stress resilience.

Zynamite®

Zynamite® is a patented mango leaf polyphenol extract enhancing cognitive performance, reaction speed, mental energy, and stress resilience without stimulatory crash.

NeuroAEA™

NeuroAEA™ anandamide stack boosts mood, promotes relaxation, and supports cognitive function by enhancing endocannabinoid activity and balancing neurotransmitter levels.

DopaBliss™

DopaBliss™ enhances mood and cognitive function with Organic PEA, L-Phenylalanine, Mucuna Pruriens, and Rhodiola Rosea for dopamine support and mental clarity.

Zembrin®

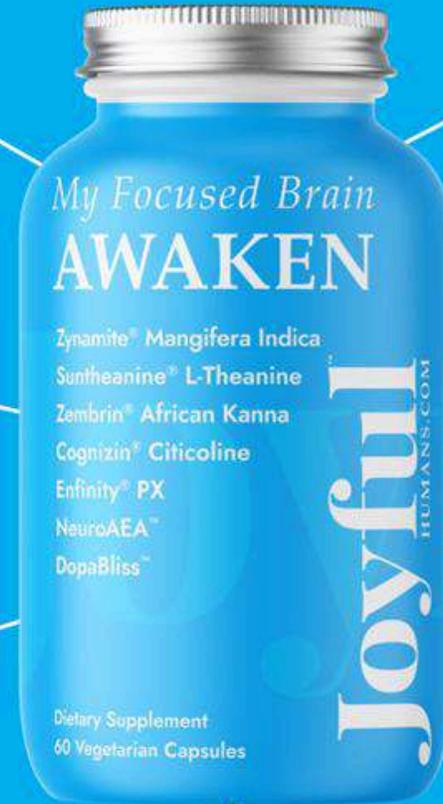
Zembrin® African Kanna (Sceletium tortuosum) uplifts mood, reduces anxiety, enhances focus, and promotes calm alertness by modulating serotonin and PDE-4 pathways

Suntheanine®

Suntheanine® promotes calm focus, reduces stress, enhances alpha brain waves, improves sleep quality, supports mood balance, and fosters relaxed alertness without sedation or cognitive impairment.

Enfinity®

Enfinity® (paraxanthine) caffeine metabolite with benefits like smoother energy, improved focus, and mental clarity without the jitters, crashes,



MY ANTIBODY POWERHOUSE COLOSTRUM™

OUR ADVANCED COLOSTRUM STACK COMBINES 40% IGG GRASS-FED COLOSTRUM, PSYCHOBIOPTICS, PATENTED BETA GLUCANS, MILK PROTEINS, AND TREMELLA MUSHROOMS FOR GUT-IMMUNE RESILIENCE.

MGBA-5™ Psychobiotics

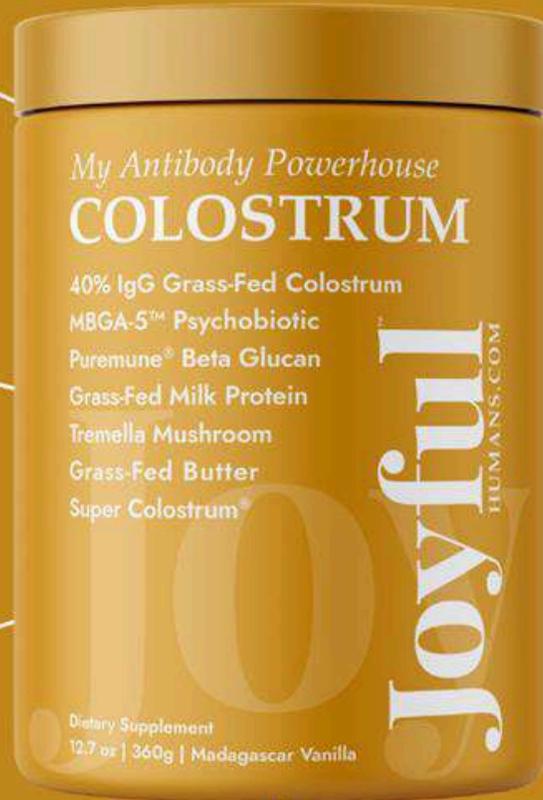
MGBA-5™ Psychobiotic stack supports microbiota-gut-brain-axis health, enhancing mood, resilience, digestion, cognition, and stress response with five clinically studied strains.

PureMune®

Clinically studied yeast beta-glucan supporting innate immune readiness, respiratory resilience, healthy inflammatory balance, and sustained training recovery performance.

Super Colostrum®

Super Colostrum® by Maolac® is a biofunctional bovine colostrum inspired by human breast milk, rich in immune-supporting proteins, promoting gut health, resilience, and recovery.



40% IgG FD Colostrum

Freeze-dried, grass-fed colostrum standardized to 40% IgG, delivering concentrated immunoglobulins to reinforce gut integrity, immune readiness, and recovery capacity.

Tremella Mushrooms

Tremella polysaccharides function as fermentable fibers, supporting beneficial microbiota growth, short-chain fatty acid production, and gut barrier integrity.

Grass-Fed Butter

Grass-fed butter providing bioavailable fat-soluble vitamins, butyrate precursors, Pentadecanoic Acid (C15:0) and stable saturated fats to support cellular energy and microbiome nourishment.

Grass-Fed Milk Protein

Nutrient-dense, grass-fed milk protein delivering bioactive peptides, essential amino acids, and natural growth factors to support recovery and gut integrity.



MY MITOCHONDRIAL VITALITY™

OUR VITALITY™ STACK SUPPORTS NAD+ RENEWAL, CELLULAR ENERGY PRODUCTION, MUSCLE PERFORMANCE, ANTIOXIDANT DEFENSE, AND METABOLIC RESILIENCE.

Pürest® Creatine

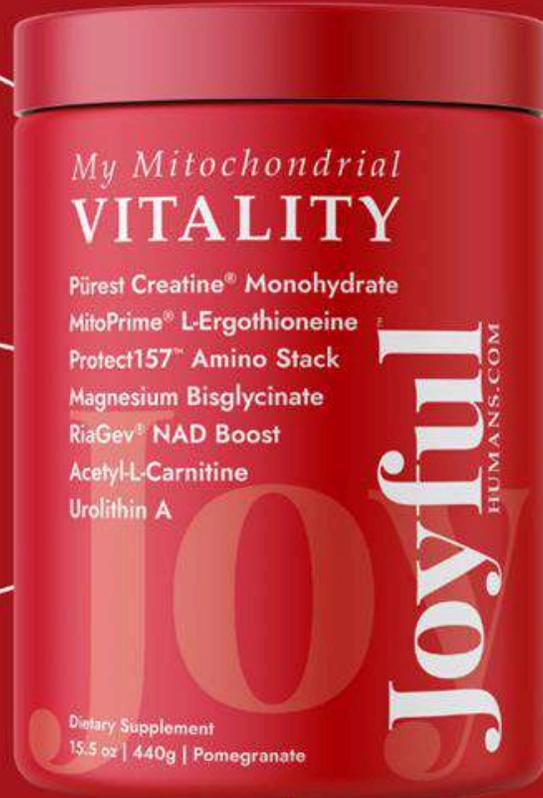
Ultra-pure creatine monohydrate supporting cellular ATP production, muscular strength, cognitive performance, and high-output metabolic resilience.

MitoPrime®

MitoPrime® L-ergothioneine supports mitochondrial protection, cellular antioxidant defense, cognitive clarity, and healthy aging through targeted redox resilience.

PROTECT157™

PROTECT157™ Amino Stack is a clinically inspired stack of regenerative amino acids and bioactives that mimic BPC-157 benefits—supporting gut lining repair, mucosal integrity, vagus nerve tone, and neuroinflammation.



RiaGev®

A proprietary formula designed to increase NAD+, ATP, and glutathione levels for cellular health, primarily composed of Bioenergy Ribose (D-Ribose) and Niacinamide (Vitamin B3)

ALCAR

Acetyl-L-carnitine is an amino acid derivative that transports fatty acids into mitochondria to produce cellular energy (ATP) and acts as a potent antioxidant.

Urolithin A

Urolithin A supports mitophagy activation, mitochondrial efficiency, muscle endurance, and cellular energy renewal for healthy aging performance.

Magnesium

Highly bioavailable magnesium bisglycinate supporting neuromuscular relaxation, stress response balance, sleep quality, and metabolic enzyme function.





**YOU
DESERVE
BETTER
SLEEP**

JOYFULHUMANS.COM

Next Up: ESW Beauty



Elina Wang



esw beauty

Juicy Formulas. Targeted Actives. Dream Results.



About ESW Beauty



Our Founder, Elina Sofia Wang

I started ESW Beauty after struggling with stomach ulcers as a teen - eating and drinking healthy foods inspired ESW's Raw Juice masks, our very first line.

Since 2019, this has grown to over 20 SKUs and \$11.4M in revenue, all from a dream and a \$25K bank loan.

My mission is to make skincare joyful, accessible, clean and sensorial, empowering the next generation of Dreamers to shine from within. Each product is created with clean, gentle formulations powered by clinical actives and is always non-toxic, cruelty-free, and fully vegan.

Meet our Thero SKUs

01



DEEP DETOX
RAW JUICE MASK

02



THE PINK DREAM
RAW JUICE MASK

03



GUAVA MANGO
SMOOTHIE LIP TREATMENT

Now in 19K retail doors



**juicy formulas,
targeted actives,
dream results**

Clean, vegan,
& cruelty-free

Drink-inspired
juicy skincare

Proven formulas
with clinical
actives

Sensorial,
playful
skincare

Made in Korea,
powered by
K-Beauty
innovation

**WOMEN
OWNED**

AAPI &
BIPOC
FOUNDED

WHY ESW BEAUTY?

Clean, vegan, effective



1

- ESW reinvents the skincare experience with clean ingredients, beverage-inspired themes, and elevated rituals
- 68% of consumers now actively seek out skin care products made with clean ingredients
- Products are effective, clean, affordable and fun

Scaled retail growth



2

- Explosive growth from 2024 to 2025 (\$4.3M to \$11.4M) while improving margins
- Growth plans leverage the scale of the current business, with strong EBITDA margin expansion expected
- Grew from \$25K bank loan to \$11.4M revenues, 19K+ doors across US and Canada

Community of Dreamers



3

- Strong, loyal base of Dreamers that form our community - generally Gen Z to Millennial women who are wellness driven, discovering new brands through social media routines, hauls and creator recommendations
- Engaged through retail, in-person and social media channels

Our Product Differentiation



Solution Oriented Formulas

Effective formulas made to deeply hydrate.



Gentle yet Clinically Effective

Gentle, effective active ingredients that are friendly to different skin types.

K-Beauty

K-Beauty Inspired

K-Beauty inspired products, made in South Korea.



Material Innovation

Biocellulose masks.
Compostable face masks.
Vegan hydrogel materials.



New Product with Unique Applications

New product categories like acne pens, under eye serum pens, and toners.

Formulated with targeted actives such as: Peptides, tea tree, niacinamide, bakuchiol, hyaluronic acid, ginseng PDRN, electrolytes, green tea, witch hazel, squalane, cica, hypochlorous acid, and other natural fruit extracts.



Our Product Assortment



Coming 2026



full-sized skincare launching

ESW's Evolution



Elina and ESW Beauty launched the first line, our Raw Juice Face Masks.



Started by Elina, inspired by her own life journey into wellness



Launch of new product line - eye patches



Launch of smoothie lip treatments



Added 3 new shades of Lip Treatments



First licensing deal with Liquid Death



Other full-sized skincare launching

FEB 2019

NOV 2019

AUG 2023

SEPT 2024

FEB 2025

AUG 2025

MAR 2026

FEB 2026

JUL 2021

FEB 2024

JUN 2025

SEPT 2025

JAN 2026

2026

Entered Whole Foods Market with Raw Juice line



\$1.9M
2023 Gross Sales



Launched face masks at Target

\$4.3M
2024 Gross Sales

Launched in Sprouts stores



\$11.4M
2025 Gross Sales

Launched in CVS



\$23.6M
2026E Gross Sales

Launched in Canada



Target exclusive LTs

Facial mist launch

Milestones

Product Launch

New Retailer Launch

Meet Our 2026 Skincare

Full-size skincare launch will drive **brand loyalty and longevity** through repeat purchases and integration into the full consumer skincare routine

March 2026
Infused Water
Facial Mists
(MSRP \$13.99)



Lychee Breeze & Coconut Dreams
Infused water facial mists that refresh and hydrate for a sensorial experience

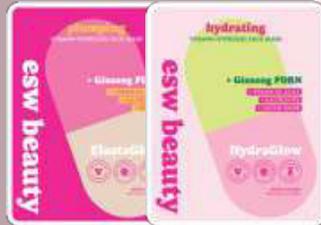


May 2026
Serum
(MSRP \$22.99)

Papaya Milk Gentle Hydration Serum
Gentle hydration glow serum powered by blend of calming and hydrating actives, suitable for sensitive skin

Our clinically effective formulas infused with clean, vegan active ingredients

July 2026
PDRN Hydrogel Masks
(MSRP \$5.99)



ElastaGlow & HydraGlow
Plumping and hydrating hydrogel masks infused with ginseng PDRN, electrolytes, and peptides

August 2026
Moisturizer
(MSRP \$21.99)



Peach Nectar Sorbet Moisturizer
Hydrating & balancing moisturizer with peach extract and alaska glacier water

September 2026
Eye Cream
(MSRP \$21.99)

Iced Matcha Latte Depuffing Under Eye Pen
Depuffing under eye pen with green tea, oat milk, and postbiotic blend



October 2026
Hydrogel Eye Patches
(MSRP \$4.99)



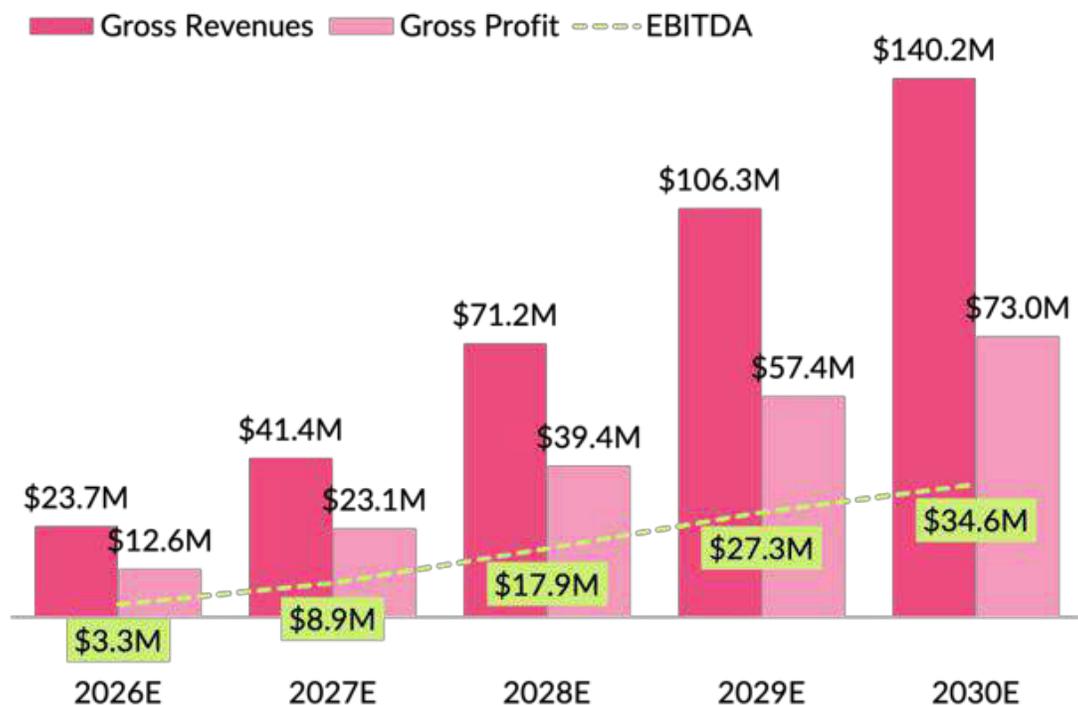
Sweet Fish, Sourmelon, & Peach Rings
Hydrogel eye patches that deliver juicy moisture and revitalization to the under-eye area.

Our products blend healthy beverage-inspired branding and affordable quality that our Dreamers love!

Leveraging SmartSweets' customer base and branding for fun, eye-catching and sensorial eye patch collaboration

Our Future Growth Plans

ESW Beauty aims to exit to a strategic by 2032 through key business growth, product development and community / branding levers that take the business to the next level



Short Term

Expand into Canada; drive marketplace growth with focus on TikTok Shop and DTC.

Launch full-size skincare and a SmartSweets licensing collaboration.

Execute rebrand, grow social, and deliver impactful Coachella activation.

Medium Term

Scale revenue to \$70M+; launch in LATAM and Ulta.

Expand skincare line and introduce edible beauty snacks.

Partner with mega creators and host exclusive Dreamer Retreats.

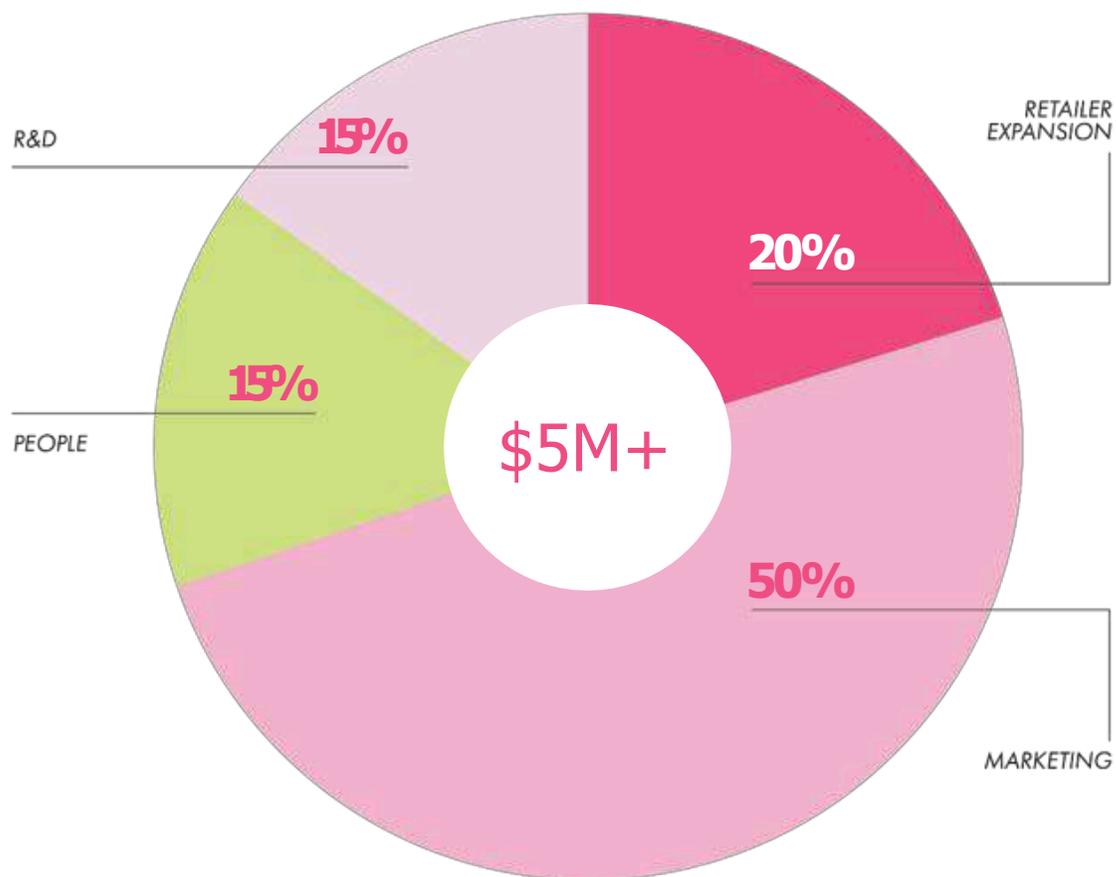
Long Term

Sustain growth across NA, LATAM, and EMEA with 30% DTC mix.

Expand skincare with innovative launches.

Establish ESW as a leading lifestyle brand.

Our Ask - \$5M+ Series A



Retailer Expansion

- + Support demand, merchandising, fixtures, and in-store training to ensure strong sell-through
- + Fund trade marketing and promotional programs to drive awareness and trial

Marketing

- + Scale influencer partnerships, content creation, and paid media to expand reach
- + Activate community events and experiential programs to build loyalty and advocacy

R&D

- + Expand product pipeline with innovative formulations and line extensions
- + Invest in packaging, testing, and claims support to strengthen brand credibility

People

- + Build out key hires across marketing, sales, and operations to support growth



Thank You!

Contact

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www.eswbeauty.com

Next Up: Both Burger



Andrew Arentowicz

BOTH Burger

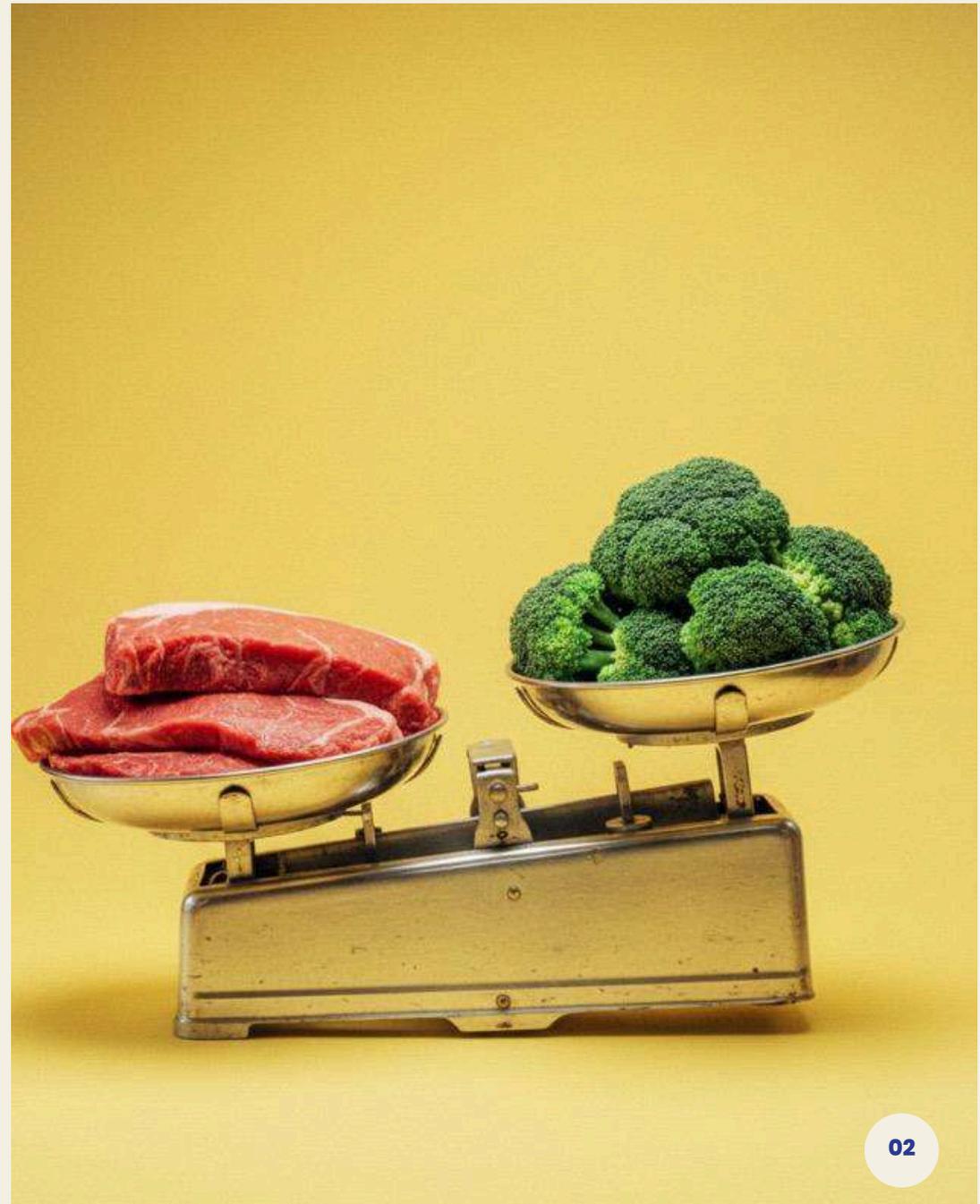
by
50/50 Foods

**“It’s the Best of
BOTH Worlds!”**

**Presented by:
Andrew Arentowicz, CEO 50/50 Foods**



Why Does Impossible (and Beyond) Exist?

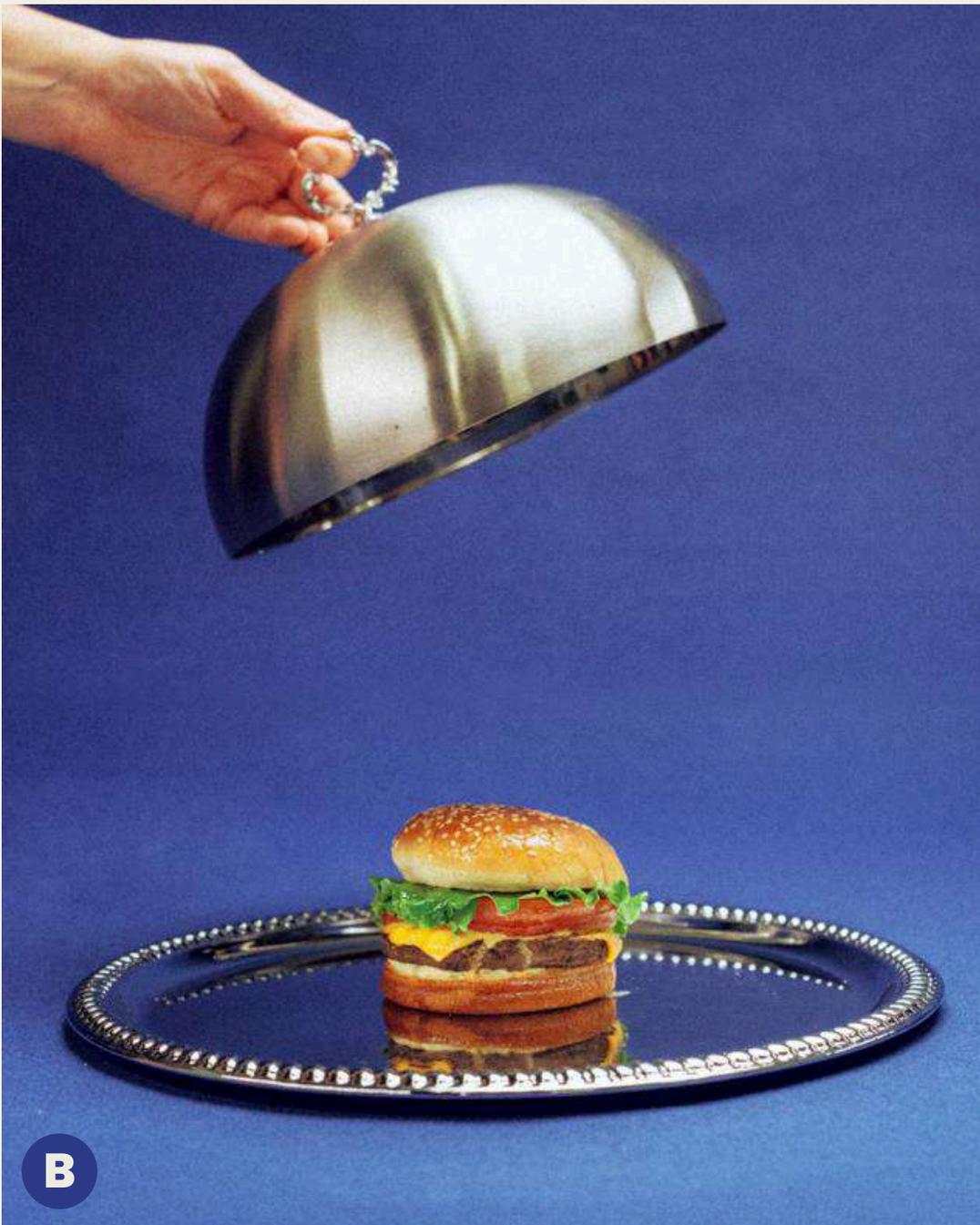


A close-up photograph of a woven basket filled with fresh vegetables. In the center is a large head of white cauliflower. Surrounding it are several bright orange carrots, some with their green tops still attached. There are also several red cherry tomatoes and various green leafy herbs, including what appears to be basil and dill. The basket is made of light-colored, textured material, possibly straw or wicker. The lighting is natural, highlighting the textures and colors of the produce.

What happened?

The market identified
the **right problem**
but it picked
the **wrong solution.**

Consumers asked for **LESS** meat,
not **MORE** processed plant.



Welcome to What's Possible!

Real Meat + Real Veggies = Really Delicious

BOTH Burgers Check Every Box

Taste ✓

Price ✓

Health ✓

Ingredients ✓

Sustainability ✓

B





The Market for Stealth Health is Massive

\$40B ground beef market x **65%**
of Americans = **\$26B** opportunity

Pop quiz: What percentage of parents
want their kids to eat **less**
vegetables?

(answer: 0%)

The Most Important Metric of All

At scale, a pound of veggies costs less (~70%) than a pound of beef → **better margins** (even with lower prices at checkout)



No “alt-meat premium”



The Elephant in the Room is Beef!

~**14%** of global GHG emissions

~**55%** of freshwater usage in Colorado basin

~**60%** of global arable land use

Beef ≈ **3% of calories** in the U.S.

**The
Solution
Exists**



**Now
Let's
Serve It!**
(Hall E, Booth 5470)

Thank you. Let's meat!

BOTH

ANDREW ARENTOWICZ
CEO
DREW@5050FOODS.COM

B



The logo features a large '45' in a dark red color, with the word 'YEARS' in a smaller, dark red font positioned between the two digits. To the right of the '45' is the word 'Natural' in a dark grey font, followed by 'Products' in a larger, bold, dark grey font. Below 'Natural Products' is the text 'EXPO WEST' in a dark red font, with a registered trademark symbol (®) to its right. A small, colorful sunburst icon is located above the 'Natural' text.

45 YEARS **Natural**
Products
EXPO WEST®



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