

A delicious, first-of-its kind gut healthy soda made from upcycled cacao fruit

[PITCH VIDEO](#) [INVESTOR PANEL](#)



drinkxoca.com Chicago IL

[Food](#) [Social Impact](#) [Eating and Drinking](#) [Sustainability](#) [Clean Tech](#)

Highlights

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- 1 Strong brand identity with mass appeal.
- 2 A \$3.3B, and growing, market segment.
- 3 Developed a proprietary method for the processing of cacao fruit.
- 4 Experienced team with significant knowledge across the entire value chain.
- 5 Successful proof of concept: Average 480% month-to-month growth online via Xoca website and Amazon.
- 6 Achieved an online store conversion rate of 6.5%, and an average returning customer rate of 36%.

Our Team

 **Jacob Lopata** CEO

Our Team

 **Jacob Lopata** CEO

An entrepreneur with 20 years of experience building and managing technology startups. A co-founder and the Chief Executive Officer of The Space Launch Corporation, a prime defense contractor. Earned his M.S. in Aeronautics & Astronautics from MIT.

We choose this idea as we wanted to develop and produce compelling, healthier soda alternatives while also helping to eliminate the significant amount food waste generated by the chocolate industry.

 **Carl Schweizer** Branding & Design Director

Advanced degrees in communications, graphic design, and branding. In 2013, co-founded To'ak Chocolate, the world's first sustainable luxury chocolate company. Has won several international design awards for To'ak's branding concept and design.

 **Jerry Toth** Sustainability Director

Earned a degree in economics from Cornell University. In 2007, he co-founded Third millennium Alliance, a nonprofit foundation which protects over 1,500 acres of rainforest in Ecuador. In 2013, he co-founded To'ak Chocolate.

 **Anny Lee** General Counsel

Anny received her JD from Benjamin N. Cardozo School of Law, and is an attorney specializing in IP and commercial transactions. Anny came to Xoca after working for a global, multi-billion dollar corporation as its senior legal counsel.

Pitch



A bright idea

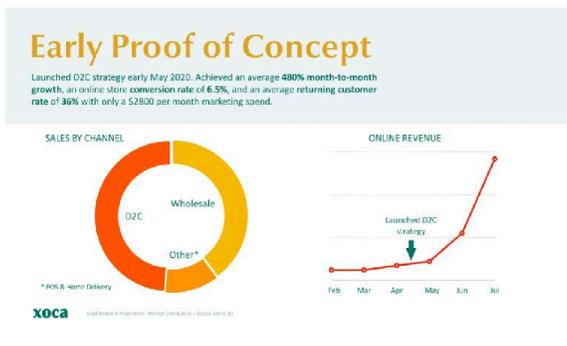
Gut Health

A first-of-its-kind Cacao Fruit based prebiotic soda, which supports a healthy gut and strong immune system.

Planet Health

By using upcycled cacao fruit, we support farmers in the country of Ecuador and eliminate food waste from local ecosystems.

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It was love at first sip!

In our first two months we received **25K video views**, **5K post views**, **600 reactions**, and **180 comments**. Our followers are 54% men and 44% women, primarily ages 25 to 44.

Xoca is a brand that people are connecting with and we are cultivating an engaged, excited community.

★★★★★ I love Xoca!
Karin S. | ThriftPost Review

I love Xoca! It is representing everything I can stand for. Sustainable, natural, fair, healthy and so much more.



Deliciously Different

Richard S. | *TrustPilot Review*
Deliciously Different! Not heavy, sweet, interesting balance of flavors, ginger is my favorite!



So good!

Rachel R. | *TrustPilot Review*
It is delicious. I could be your spokesperson and make lots of sales for you.

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The market

Fermented & Functional Beverages

Many consumers today are taking a hands-on approach to nutrition, using food as a medicine and expecting beverages to deliver functional benefits.

Key market segment growth:



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Segment trends

Immunity Boosting: A Growing Awareness of the Importance of Gut Health Leads to Increased Sales

Since March 30, 2020, there has been a 3150% increase in the sale of beverages promoting digestive health.

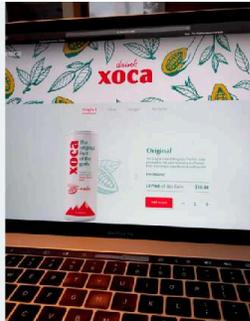


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Business model

E-commerce Focused Direct to Consumer (D2C)

- PHASE 1 (12 months)**
- D2C via custom e-commerce site and Xoca contracted third party fulfillment
 - D2C via Amazon Prime store and fulfillment by Amazon
 - D2C via home delivery services in key metro areas
 - B2B via direct distribution from Xoca contracted third party fulfillment center
- PHASE 2**
- B2B via regional distribution networks



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Benefits of direct selling

It's About More Than Just Sales

- Easier to carve out a niche and avoid competing for eyeballs on the shelf
- Rich marketing tools - don't need to rely on packaging to educate the customer
- Exert more control by keeping sales channels in-house
- Analytics - understand what people are doing vs what they say they will do
- Consumer data - know our customers and form direct, lasting relationships
- Cost effectively put products in front of enormous numbers of potential customers
- Increased margins - cut out the middle man



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fruit of the gods.
 From the fruit of the gods, we've created our Cacao Fruit Soda.

nada

11.6 oz (330 ml)

Our goal at Xoca is to shake up a soft drink market, crowded with unoriginal and uninspiring products. We are developing a brand identity that is synonymous with great taste and significant benefit, both functional and ecological. We intend to appeal to the part of the market that desires guilt-free enjoyment, authenticity, and natural goodness.

Cacao Fruit Soda contains everything needed to support a healthy gut, with no added sugar or preservatives.

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original

With just two ingredients, our original epitomizes the idea of a simply superior soda.



mint

A refreshing and zesty soda that is the true embodiment of cool.



ginger

Bold and energizing, a zesty soda with a bit of a wild side.



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What's inside?



Plant Based



Gluten Free



GMO Free



No Added Sugar

Prebiotics: the key to a healthy gut

Our naturally fermented, prebiotic sodas have been crafted with upcycled Ecuadorian cacao fruit juice and sparkling water to provide amazing taste with real benefits.

With 2g of fiber per serving and organic acids, Xoca provides support for a healthy gut and strong immune system.

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Let's compare

	100% Cacao Fruit Soda	LifeAid Immunity	Poppi	O'Jays	Warm Kombucha
Retail Price	\$3.99	\$2.49	\$2.99	\$2.99	\$2.99
Our Health	✓	✓	✓	✓	✓
Immunity Boosting	✓	✓	✓	✓	✓
8 Vitamins	✓	✓	✓	✓	✓
Added Sugar	No	Yes	Yes	Yes	Yes
Sustainable	✓	✓	✓	✓	✓



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Marketing

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Targeting the online conscious consumer

- "Wellness Consumer" who cares about ingredients and the Nutritional Facts Panel
- Values authenticity and transparency
- 25-40 year olds that desire a healthy, natural alternative to traditional soft drinks
- Affluent consumers who desire refreshment and functional benefit
- Consumers who care about the environment
- Millennials who prefer to purchase online

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Digital marketing objectives

- Drive quality organic traffic
 - Social media campaigns
 - Search engine optimization
- Drive quality paid traffic
 - Facebook and Amazon ad campaigns
- Convert visitors to buyers
 - Optimized landing pages
- Drive repeat purchases
 - Subscriptions
 - Automated email campaigns

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Digital marketing partner - website

Webistry has significant experience building and managing pay per click ad campaigns and conversion rate optimization (CRO) techniques.

Working with an agency who has a strong track record of success will improve the probability of a good return on ad spend.

WEBISTRY

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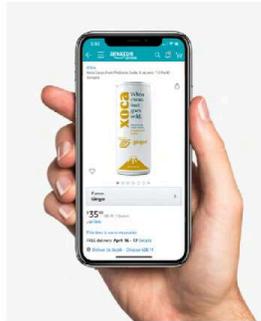
Digital marketing partner - Amazon

To maximize ad performance, Logical will employ various strategies to build, manage, and optimize Xoca's AMS Account.

Logical will identify keywords and applicable ad formats in order to manage the paid search of Xoca's Amazon marketing program.

logical

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Building online awareness

We are working in partnership with like-minded individuals with a strong social media following to build awareness about Xoca and drive trial and sales online.



Karri Schweizer
Yoga teacher and multi-sport instructor



Sara Hunt
Fitness influencer and coach, founder of Strong Like Sara

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Building real-world awareness

We are working to build brand awareness and generate excitement for Xoca in the real world through sponsorships and promotions with different sports communities.



Competition Skateboarding



Professional Volleyball

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Building a lifestyle

A key aspect of our consumer marketing plan is to work in partnership with like-minded brands and individuals to build a strong community around Xoca focused on health, wellness, and sports.



Xoca Wellness



Xoca Health



Xoca Sports



Go to market plan

E-commerce driven by aggressive digital marketing

- DTC with free shipping via drinkxoca.com and Amazon Prime
- 2 day wholesale direct via FedEx
- Deliver to customers anywhere in the continental US

★ Current Xoca fulfillment center
★ Future Xoca fulfillment centers

Direct to consumer

We have developed a full e-commerce platform with national (lower 48) fulfillment provided by FedEx. Xoca is also available via Amazon Prime.

We currently offer for sale through our website and Amazon 12-pack cases of all flavors as well as a 6-pack sample case.

Single Case	\$35.88
Sample Case	\$17.99
Shipping	Free

amazonPrime

Wholesale direct

By shipping direct to our retail customers via FedEx from our fulfillment center we can maximize our margins and avoid traditional distributors.

MSRP	\$2.99
WHOLESALE PRICE	\$2.00
GROSS MARGIN*	50%

*3 case minimum order

Post-Pandemic Retail Accounts

- ALEXIS TEMPLETON STUDIO (Waltham, MA)
- BEAR FOODS NATURAL MARKET (Shelton, WI)
- BERKELEY BOWL MARKETPLACE (Berkeley, CA)
- BETH'S CHOCOLATE (Troyton, MA)
- CACAO CHEMISTRY
- CAPURU'S MARKET HOLLADAY (Holladay, UT)
- CAPURU'S MARKET ON 15TH (Portland, ME)
- CHERRY 'TUP (Seymour, CT)
- CHOCOLISSETTY CHOCOLATE (Acorn, France, MA)
- CHOCOLATE WITH JOSEPH (Salem, NY, BC)
- CHOCOLIBRO CHOCOLATE

- 17 Colorado Springs, CO
- 18 CANNON BEACH CHOCOLATE CAFE Cannon Beach, OR
- 19 CAPUTO'S MARKET DOWNTOWN Louisville, KY
- 20 Riverside City, CA
- 21 CODDIN Washington, DC
- 22 DOM'S KITCHEN & MARKET Chicago, IL

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Post-Pandemic Retail Accounts

- 23 DURANGO NATURAL FOODS CO-OP Durango, CO
- 24 FEAT DE CHOC Atlanta, GA
- 25 GORILLAS Chicago, IL
- 26 GOURMET BOUTIQUE Boston, MA
- 27 GREAT LAKES CHOCOLATE Troy, MI
- 28 CHRISTOPHER'S CULINAIRE Durang, CO
- 29 LAUGHING GULL CHOCOLATES Rochester, NY
- 30 MEEL Nashville, TN
- 31 MONSIEUR MARCEL MARKET Los Angeles, CA
- 32 ONYX CHOCOLATES Toronto, ON
- 33 PINK ELEPHANT COFFEE ROASTERS St. Louis, MO
- 34 PRIMO BOTANICA NYC, NY
- 35 PRODUCED PRODUCE PROVISIONS Aspen, CO
- 36 RAINBOW GROCERY San Francisco, CA
- 37 RIO DE CIAS Charleston, SC

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Post-Pandemic Retail Accounts

- 38 THE ETOBE - HIGHLAND Salt Lake City, UT
- 39 THE XOCOLATE BAR Berkeley, CA
- 40 TIME MARKET Tucson, AZ
- 41 TURTLE BAY SMOOTHIE Quakoma, WA
- 42 WATCHTOWER COFFEE & COMICS Salt Lake City, UT
- 43 WORLD FOODS Portland, OR
- 44 YAMARA CHOCOLATE Washington, WA
- 45 YELLOW BIRD CHOCOLATE SHOP Atlanta, GA
- 46 NITVAL CHOCOLATE Nelson, UT
- 47 RECORDS MARKET HALL Oakland, CA
- 48 SOUL LIFT CACAO Portland, OR
- 49 STEAMPUNK COFFEE ROASTERS Hatcher, MO
- 50 THE BREEZE WINE BAR Louisville, KY
- 51 THE CURB SAUMUS Minneapolis, MN
- 52 THE PRESERVATION FOODS CHOCOLATE PROJECT Victoria, BC

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Financial Projections

\$5.3M in total sales within 4 years

	2020/21	2022	2023	2024	2025
Total Sales	\$40,967	\$284,272	\$531,000	\$1,010,240	\$5,333,048
Total Cost of Goods Sold	\$14,123	\$98,223	\$183,244	\$360,058	\$2,449,879
Gross Profit	\$26,844	\$186,049	\$347,756	\$650,182	\$2,883,169
Gross Profit Margin	47%	47%	49%	52%	54%
Operating Expense	\$19,544	\$248,300	\$340,000	\$480,000	\$180,000
EBITDA	(\$7,700)	(\$62,251)	\$7,756	\$170,182	\$2,703,169

	2020/21	2022	2023	2024	2025
EBITDA Exit Multiple	1.5x	1.5x	1.5x	1.5x	1.5x
NPV	\$1,343,000				
Terminal Value	\$11,812,000				

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Forward-looking projections cannot be guaranteed.



The founders



Jacob Lopata
Jacob is a highly driven entrepreneur with 20 years of experience building and managing technology startups. Over the past 10 years, Jacob has provided strategic guidance for early stage companies in a wide range of industries. Jacob was a cofounder and the Chief Executive Officer of The Space Launch Corporation, a prime government defense and space contractor. Jacob earned his M.S. in Aeronautics & Astronautics from MIT.



Jerry Toth
After earning his degree in economics from Cornell University, Jerry worked briefly on Wall Street as an investment banking analyst before relocating to South America. In 2007, he co-founded Third Millennium Alliance, a nonprofit foundation which protects over 1,200 acres of rainforest in Ecuador. In 2013, he co-founded Toak Chocolate and introduced the world to ultra-luxury dark chocolate.



Carl Schweizer
Carl is an Austrian native and long-time Ecuadorian resident with advanced degrees in communications, graphic design and branding. In 2013 he co-founded Toak Chocolate, the world's first sustainable luxury chocolate company which also preserves the rare heirloom cacao variety of cacao. Carl is the primary creative force behind Toak's branding concept and design, for which he won several international design awards.

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Leaders



James Le Compte
James is the CEO at Toak Chocolate. He is originally from Australia and now lives in Ecuador where Toak operates and produces chocolate from a rare heirloom variety of cacao. Prior to joining Toak, James co-founded a publicly listed technology firm in Australia and held leadership and consulting roles in finance and international development within the Asia Pacific region.

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The directors



Brad Schulman

Brad began his entrepreneurial career in the specialty tea and coffee industry when he and a partner acquired Chicago-based specialty beverage distributor Chicagoland Beverage Company and transformed it into the largest Mid-west distributor of specialty coffee's and teas. The company helped pioneer premium coffee and tea brands such as Lazzara, Peet's & Intelligentsia coffees, and Mighty Leaf teas.



Anny Lee

Anny received her Juris Doctorate from Benjamin N. Cardozo School of Law, and is an attorney specializing in intellectual property and commercial transactions. Anny comes from a family with deep roots in food and beverage, with her family-owned company being a significant player in the industry for nearly a century. After working for a global, multi-billion dollar corporation as its senior legal counsel, Anny returned to her roots to help Xoca realize its vision of becoming the world's first sustainable beverage company.

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Jacob Lopata
jake@xocaworld.com
+1 312 252 9770

