



# DNA PRO-FIT

The Smart Solution for a Healthier Lifestyle



**The Global dietary supplements market has considerably grown in the last 10 years and it is expected to reach USD 220.3 billion in 2022.**

**Our brand is engineered to bring time specific formulas to an evolving market**

“

We know the body is a perfect machine that depends on timing. Releasing the right nutrients at the proper time will effectively keep the body functioning to help achieve the best results.

For that reason we created a  
**Day Night Aid for Professional Fitness**



# Company Overview

DNA PRO-FIT (short for Day Night Aid for Professional Fitness) will market and sell a carefully engineered line of nutritional supplements, designed to satisfy the requirements of those seeking to lose weight and optimize athletic performance.

Our mission is to become a leading brand of weight loss and fitness supplements. Our main goal is to attract and maintain customers and always exceed their expectations to build long term relationships and trust.

## *Organizational Objectives*

Continue to expand our product line through research and development while maintaining an expansive presence online and through events starting in the first years of operations, continuous reinvestment of after-tax cash flows into the company's inventory levels, as well as develop relationships with fitness centers, supplement stores, and mass merchandisers in the United States and throughout the globe.





# DNA Extreme Core

We have introduced to the market our first product called DNA Extreme Core, a day time weight loss supplement created with a unique blend of 15 potent ingredients to support fat loss, suppress appetite and increase energy.

## *How does DNA Extreme Core work?*

It increases fat oxidation in the muscles and cause a thermogenic effect, which raises calorie expenditure. Additionally, it allows you to stay focused on your diet and easily adhere to reduced calorie plans by suppressing your appetite.



# Product Roadmap

## Mixed Sports Nutrition

### Signature Day Protein

Formulated to effectively give your body an energy boost while providing your muscles with isolated protein to promote lean growth

### Signature Night Protein

Developed to provide an optimal solution for those seeking to increase muscle mass as well as for those trying to lose weight

### Day & Night Multi-Vitamin

Engineered to effectively provide the correct vitamins and minerals at the time your body needs it

### DNA DETOX

Aimed to help the body get rid of stored toxins as well as increasing the body's natural ability to absorb nutrients, mineral and vitamins

## Core Products

Our product line is designed to offer a healthy and efficient intake of vitamins, minerals, proteins, and amino acids to maximize results and help our customers achieve their fitness objectives.



## Night Time Fat Burner

Similar to DNA Extreme Core, the night time formula was engineered to help burn fat during the night time

## Carb/Fat Blocker

Created with natural ingredients to enhance our customers weight loss journey

## Weight Control Supplements

## High Performance Supplements

### Pre-Workout Formula

Carefully designed to help athletes perform the most effective workouts, while increasing power and reducing fatigue

### Post-Workout Formula

Aimed to help users promote muscle growth and recovery

### BCAA (Branched-Chain Amino Acids)

Enhanced with additional excipients to maximize absorption

### Amino Acid Complex

Created to provide an enriched alternative for fitness addicts to improve muscle stimulation and recovery

***In addition to DNA extreme Core, we are planning to introduce 2 other weight control formulas, 4 mixed sport nutrition products, and 4 high performance supplements to the market.***



# Market Analysis (USA)

Statistics indicate 76% of U.S. adults reported taking supplements and the majority of these users agree supplements are a smart choice for a healthy lifestyle.

**190 Million**

Adults take  
supplements

**\$42 Billion**

Approximate  
Market

**70.7%**

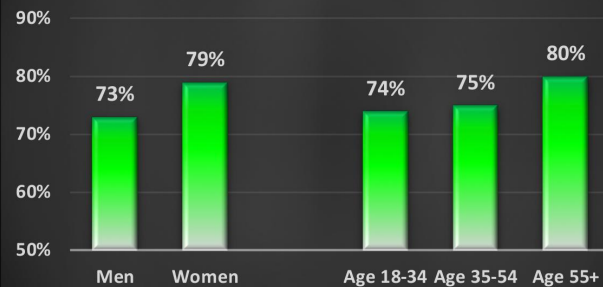
Overweight  
and Obesity

**87% Adults**

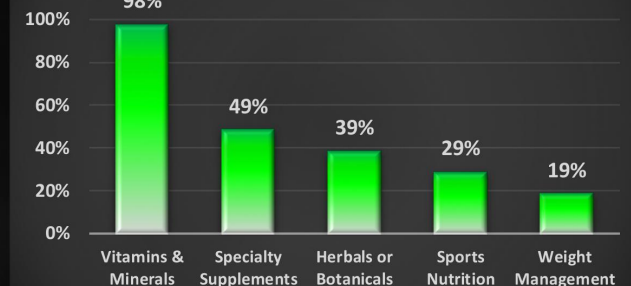
Trust dietary  
supplements



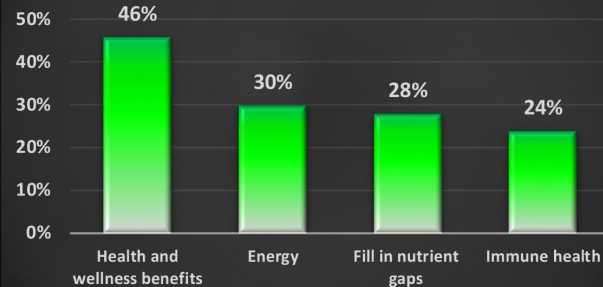
Who takes supplements?



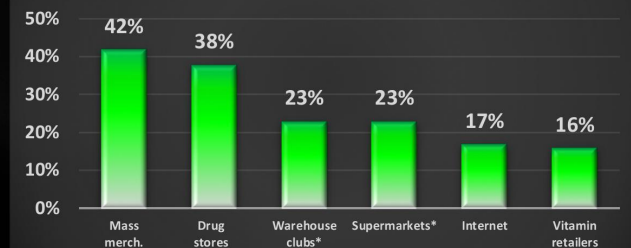
What are the users taking?



Why do they take supplements?



Where do they buy their supplements?

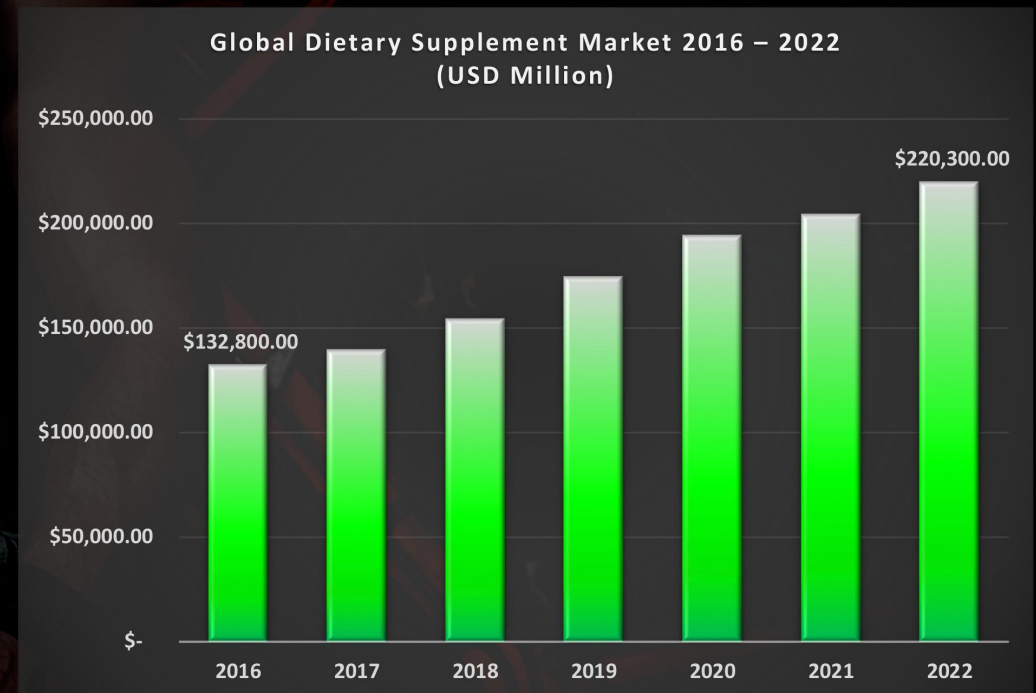


Source: Council for Responsible Nutrition



# Market Analysis (Global)

The Global dietary supplements market has grown over the last decade. In 2016 the global sports and weight management market accounted for \$28.37B and is expected to reach \$45.27B by 2022.



Source<sup>1</sup>: Nutrition Business Journal  
Source<sup>2</sup>: Zion Research Analysis 2017





# What makes us unique

The company's competitive edge is defined by an extraordinary customer service, results-driven supplements, strategic pricing, and superior quality.

## Strategic Pricing

We are committed to design products and price them effectively to reach both segments: cost-conscious consumers, as well as those seeking "luxury" products.



Statistics show that 55% of customers would pay more for a superior experience. Additionally, customer are four times more likely to purchase from a competitor after a service related event

## Outstanding Customer Service



## Quality Brand

We only put our name on products that meet high standards and advance the company's name.



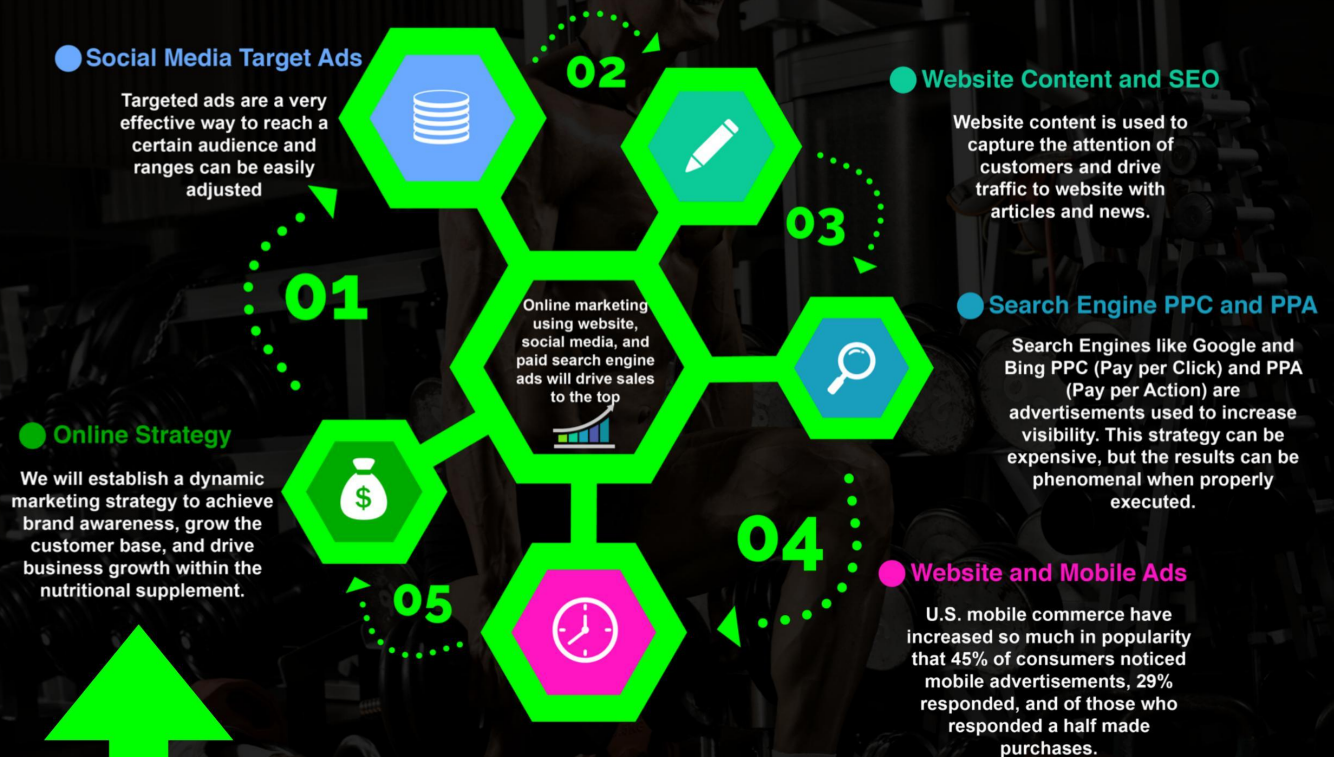
Our product line is finely engineered to be easily geared towards both highly athletic and those looking to lose weight. In addition, the market appreciates the "all in one bottle" to replace the need for countless separate supplements.

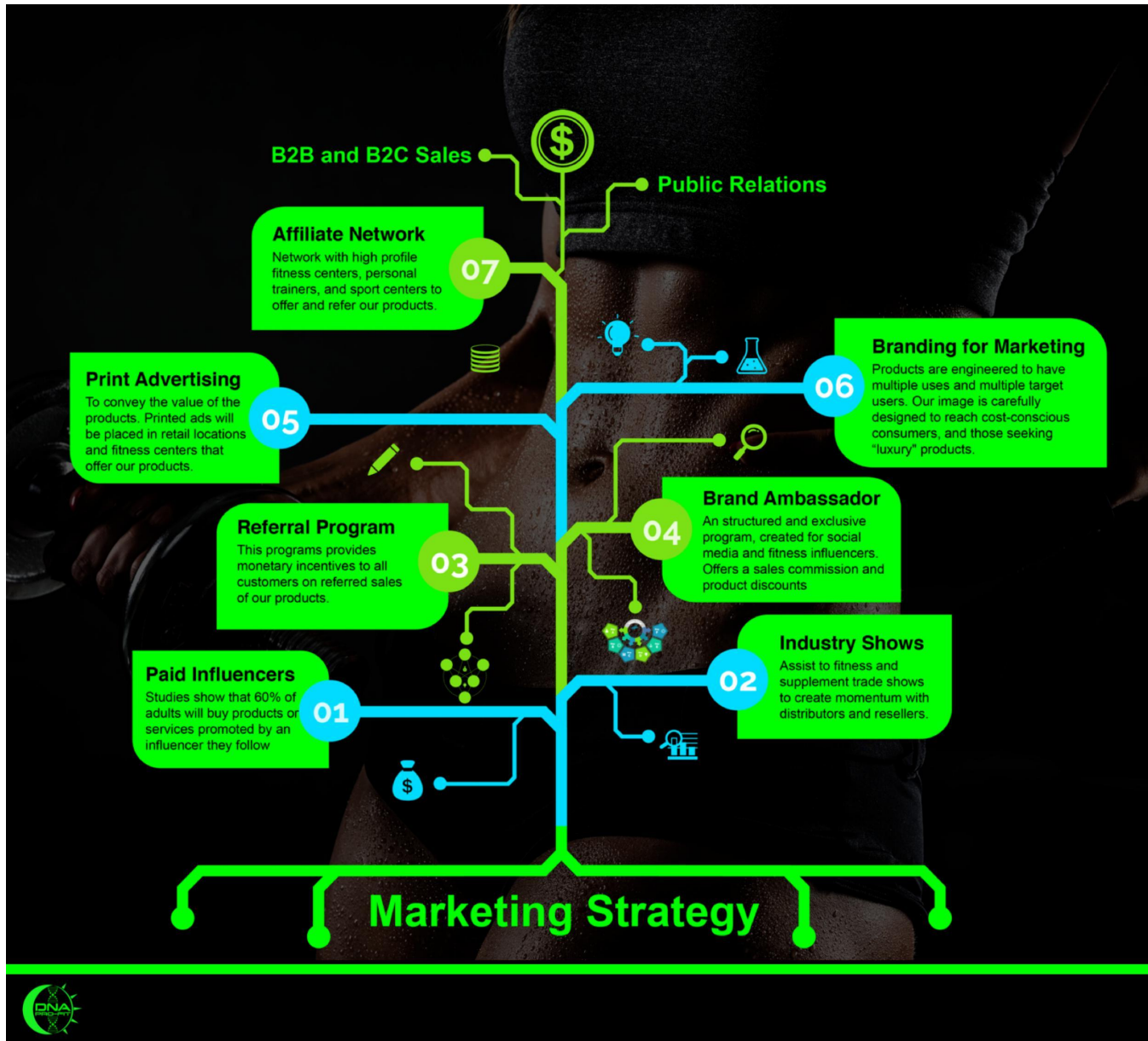
## Results-Driven Supplements



# Marketing Strategy

We will launch a very innovative and dynamic online based marketing strategy combined with conventional programs to achieve brand awareness, grow the customer base, and drive business growth within the nutritional supplement.





# Marketing Strategy

As part of our marketing strategy, our efforts will be heavily focused on referral marketing programs and industry conventions/trade shows.



# Sales Strategy

The company's strategy is based on capturing a percentage of the growing nutritional supplement market segment through online sales throughout the U.S. as well as internationally. In addition, work our way into retail stores, fitness centers, and mass merchandizers





## Funding Fees

## Operational Expenses

Warehousing  
Utilities  
Recurrent Fees and Memberships  
Shipping Supplies  
Office Supplies

## Accounting and Legal Fees

## Inventory

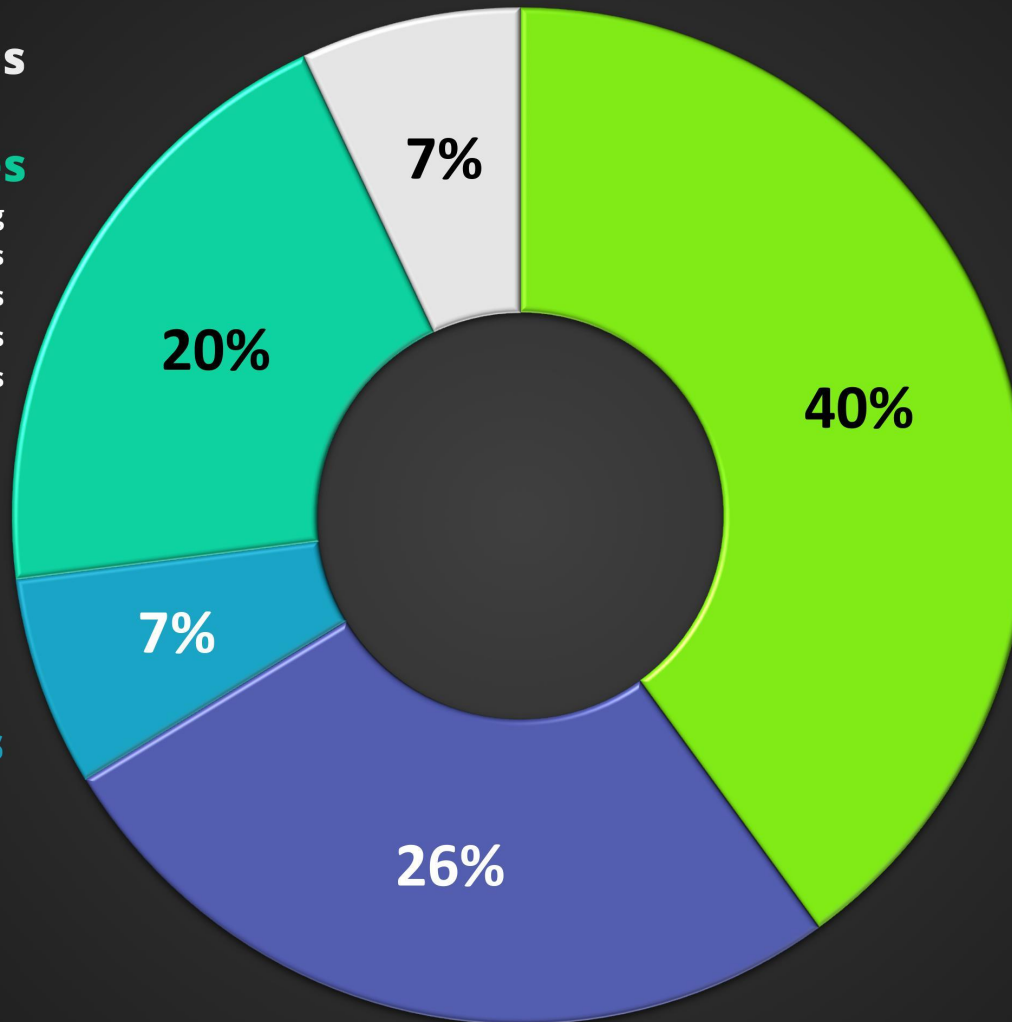
Signature Day Protein  
Branched-Chain Amino Acids (BCAA)

If funding exceeds \$75k

Signature Night Protein (\$75k-\$125k)  
Amino Acid Complex Plus (\$125k-\$175k)  
Night Time Fat Burner (\$175k-\$225k)

## Marketing

Social Media Target Ads  
Social Media Influencer Fees  
Print Advertising



**Use of proceeds at \$75K**

## Funding Fees

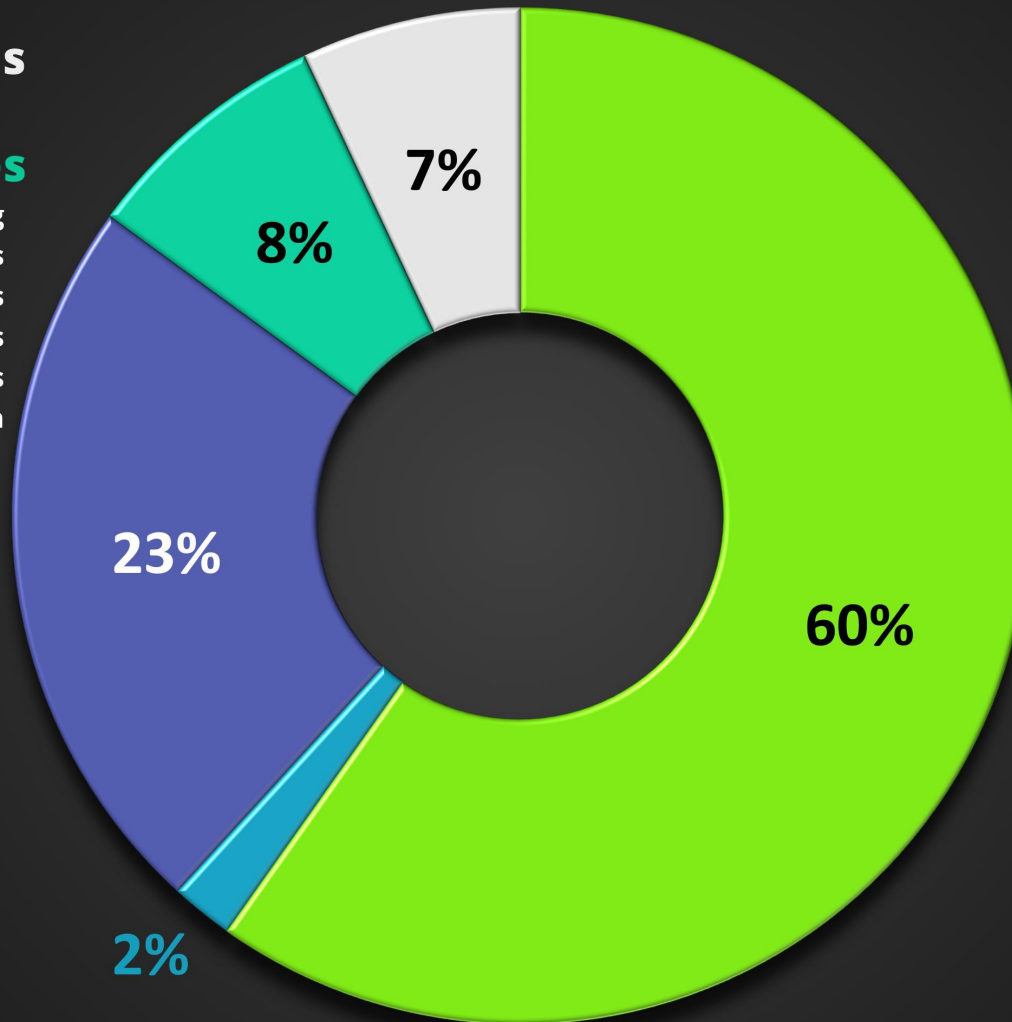
## Operational Expenses

Warehousing  
Utilities  
Recurrent Fees and Memberships  
Shipping Supplies  
Office Supplies  
Content Creation

## Marketing

Social Media Target Ads  
Social Media Influencer Fees  
Print Advertising  
Industry Trade Shows and Conventions

## Accounting and Legal Fees



## Inventory

Signature Day Protein  
Signature Night Protein  
Day & Night Multi Vitamin  
Branched-Chain Amino Acids (BCAA)  
Amino Acid Complex Plus  
Night Time Fat Burner

If funding exceeds \$300k

Pre-Workout Formula (\$325k-\$375k)  
Post-Workout Formula (\$375k-\$425k)  
Carb/Fat Blocker (\$425k-\$475k)  
Detox Formula (\$475-\$525k)

# Use of proceeds at \$300K

## Operational Expenses

- Warehousing
- Utilities
- Recurrent Fees and Memberships
- Shipping Supplies
- Office Supplies
- Content Creation

## Marketing

- Social Media Target Ads
- Social Media Influencer Fees
- Print Advertising
- Industry Trade Shows and Conventions
- Search Engine Paid Ads (PPC, PPV, PPA)
- Website and Mobile Ads

## Accounting and Legal Fees

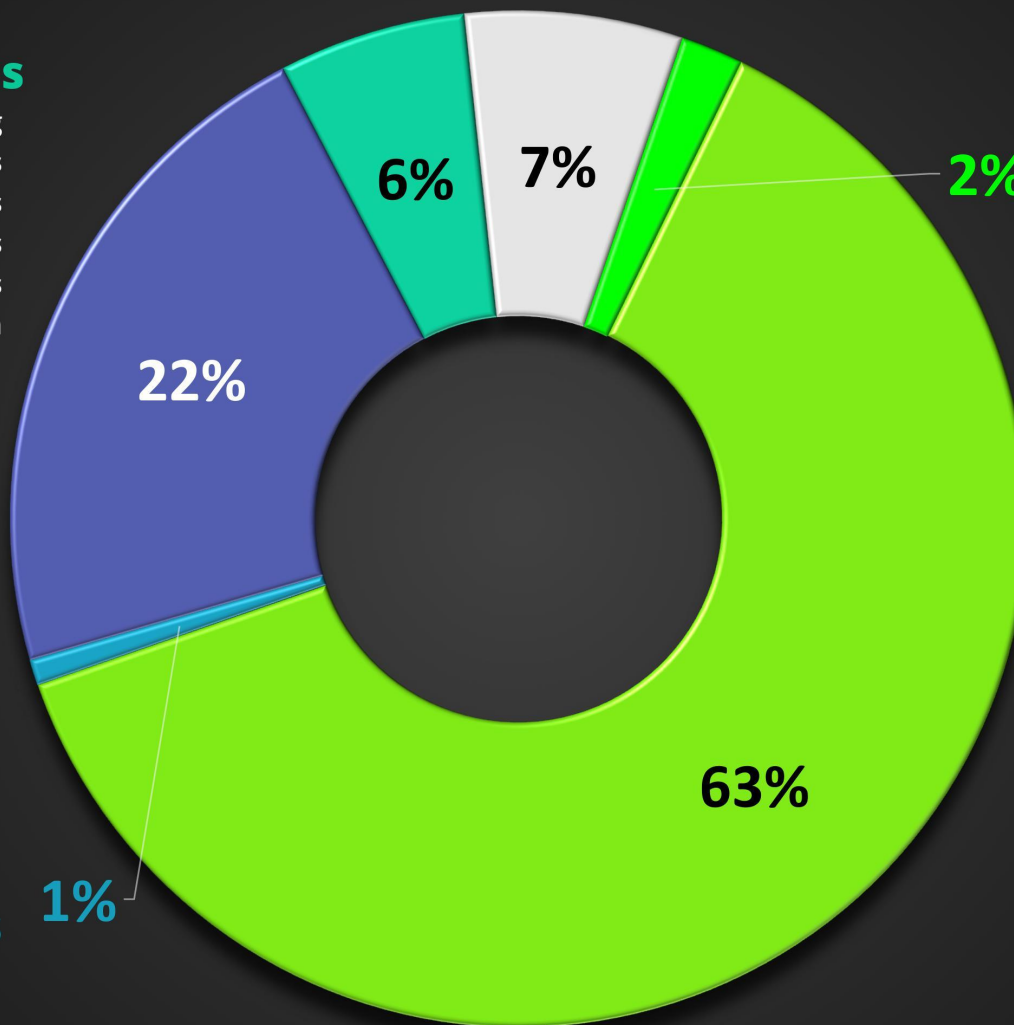
## Funding Fees

### 2% New Mobile App

New mobile app will be available for IOS and Android devices to create an additional stream of revenue

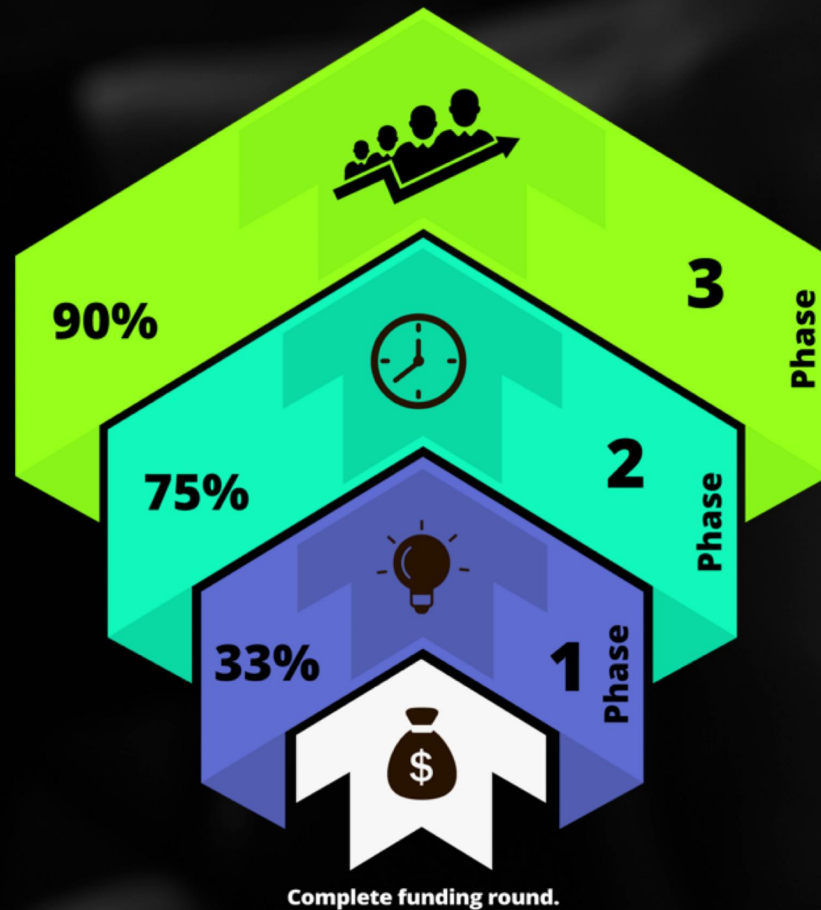
## Inventory

- Signature Day Protein
- Signature Night Protein
- Day & Night Multi Vitamin
- Detox Formula
- Branched-Chain Amino Acids (BCAA)
- Amino Acid Complex Plus
- Pre-Workout Formula
- Post-Workout Formula
- Night Time Fat Burner
- Carb/Fat Blocker



**Use of proceeds at \$600K**

# Growth Strategy



## Phase 3

- Evaluate the need to become our own manufacturer based on volumes and ROI.
- Increase and maintain market share by offering new incentives to clients.



## Phase 2

- Expand throughout the Atlantic Coast.
- Secure contracts with medium players in primary target market.
- Start approaching mass merchandisers, national retailers, and chain health food store.
- Continue to offer all products to foreign markets.



## Phase 1

- Complete funding round.
- Close contract with local cGMP Laboratory.
- Purchase initial inventory (new products)
- Trigger marketing strategy.
- Increase online sales.
- Local stores, fitness centers,







**Any questions?**

[Info@dnapro-fit.com](mailto:Info@dnapro-fit.com)

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