



NOW, THAT'S

GENIUS™



INVESTOR DECK



WHOLE COCONUT SMOOTHIES



YES

- Coconut Water & Meat Smoothie-Like Texture
- Plant-Based
- Vegan
- Paleo

NO

- No Gums or Stabilizers
- No Sugar Added
- No Stevia/Monk-Fruit
- No Natural Flavors

PRODUCT BENEFITS

MCTS

PLANT
BASED

GOOD
FATS

POTASSIUM
ELECTROLYTES

MEAL
REPLACEMENT



4.3g
MCTS
PER BOTTLE

853mg
POTASSIUM
PER BOTTLE

4g
GOOD FATS
PER BOTTLE



ON TREND

COCONUT EXPLOSION

\$2.2B Market Cap (2016)
27% CAGR

DAIRY-FREE GROWTH

\$8.2B Market Cap (2016)
9% CAGR

MEAL REPLACEMENT BOOM

\$3B Market Cap (2017)
6% CAGR

COMPETITIVE ANALYSIS

Benefits					
100 % Organic	✓	✓		✓	✓
Potassium & Electrolytes	✓	✓			
Meal Replacement	✓		✓		✓
Good Fats & MCTs	✓			✓	✓
NO Gums/Emulsifiers	✓	✓			✓
NO Natural Flavoring	✓	✓		✓	✓
NO Sweeteners	✓	✓			
6 Ingredients or less	✓	✓			
Protein Infused			✓	✓	✓

HYDRATION



NUTRITION FOCUS



FLAVOR FOCUS



MEAL REPLACEMENT

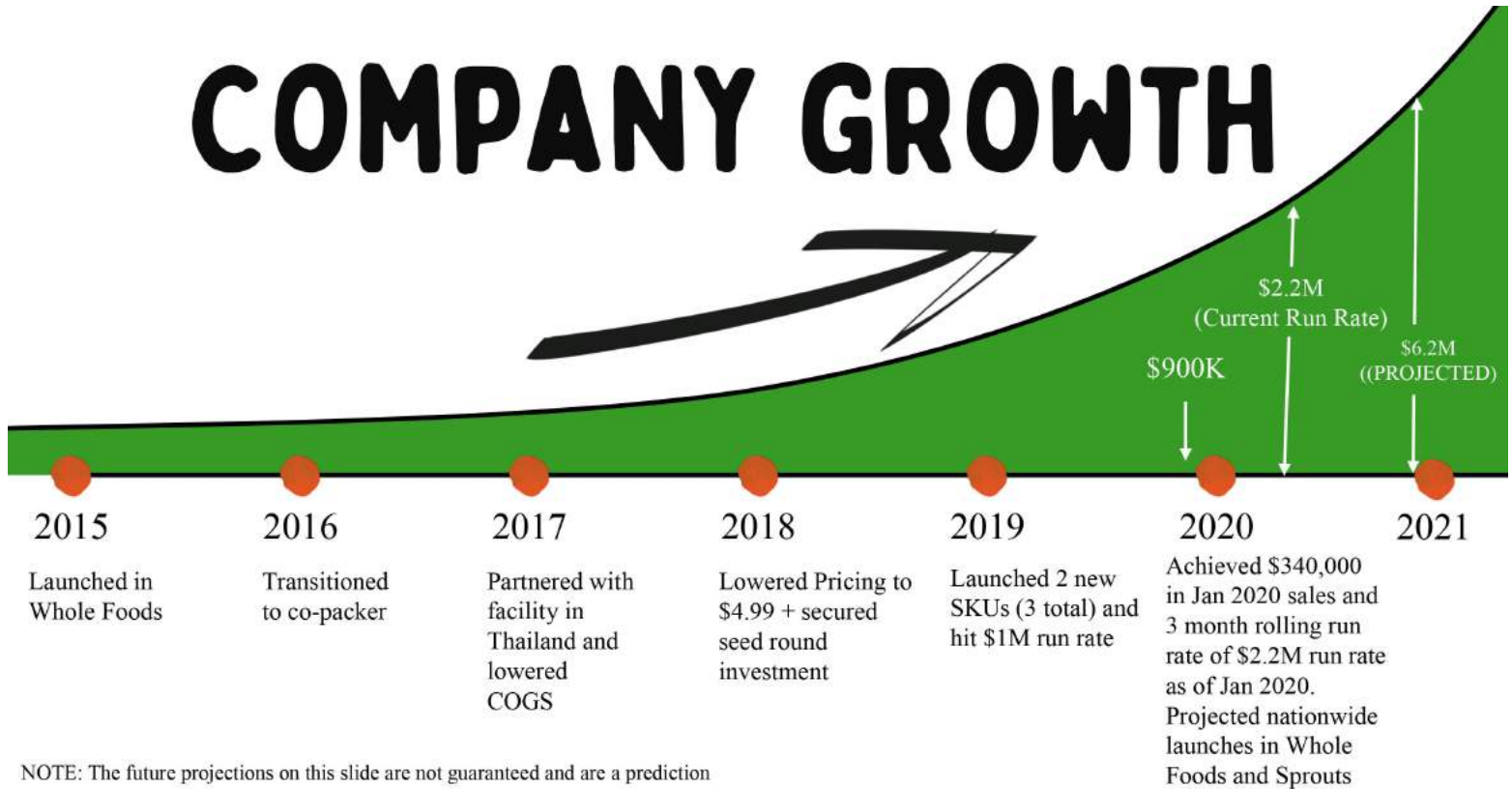
VALUE PROPOSITION



\$7.99

\$3.99-\$4.99

COMPANY GROWTH



NOTE: The future projections on this slide are not guaranteed and are a prediction

UPCOMING ACCOUNTS



QUARTERLY REVENUE



2020 GROWTH PLANS



LAUNCH: AUGUST 2019
MONTHLY REV: \$11,000
* OF STORES: 400



LAUNCH: MARCH 2019
MONTHLY REV: \$12,260
* OF STORES: 160



CONFIRMED: MARCH 2020
MONTHLY REV: \$18,000
* OF STORES: 89
NORTHEAST AND MIDWEST



CONFIRMED: MAY-JUNE 2020
MONTHLY REV: \$60,000
* OF STORES: 10 STORES
(TEST STORES IN LA REGION)



CONFIRMED: MAY 2020
MONTHLY REV: \$13,600
* OF STORES: 70



CONFIRMED: SEPT 2020
MONTHLY REV: \$22,500
* OF STORES: 240



CONFIRMED: JAN 2020
MONTHLY REV: \$6,500
* OF STORES: 50



CONFIRMED: APRIL 2020
MONTHLY REV: \$10,300
* OF STORES: 80

SECURED GROWTH BY Q2

489
ADDED STORES

\$101,900
ADDITIONAL
MONTHLY
REVENUE

ONLINE SALES
INCREASE

\$90K-\$100K
ADDITIONAL
MONTHLY
REVENUE



\$320,000
PER MONTH

\$3.8M ANNUAL
RUN RATE

DISTRIBUTION PROJECTIONS

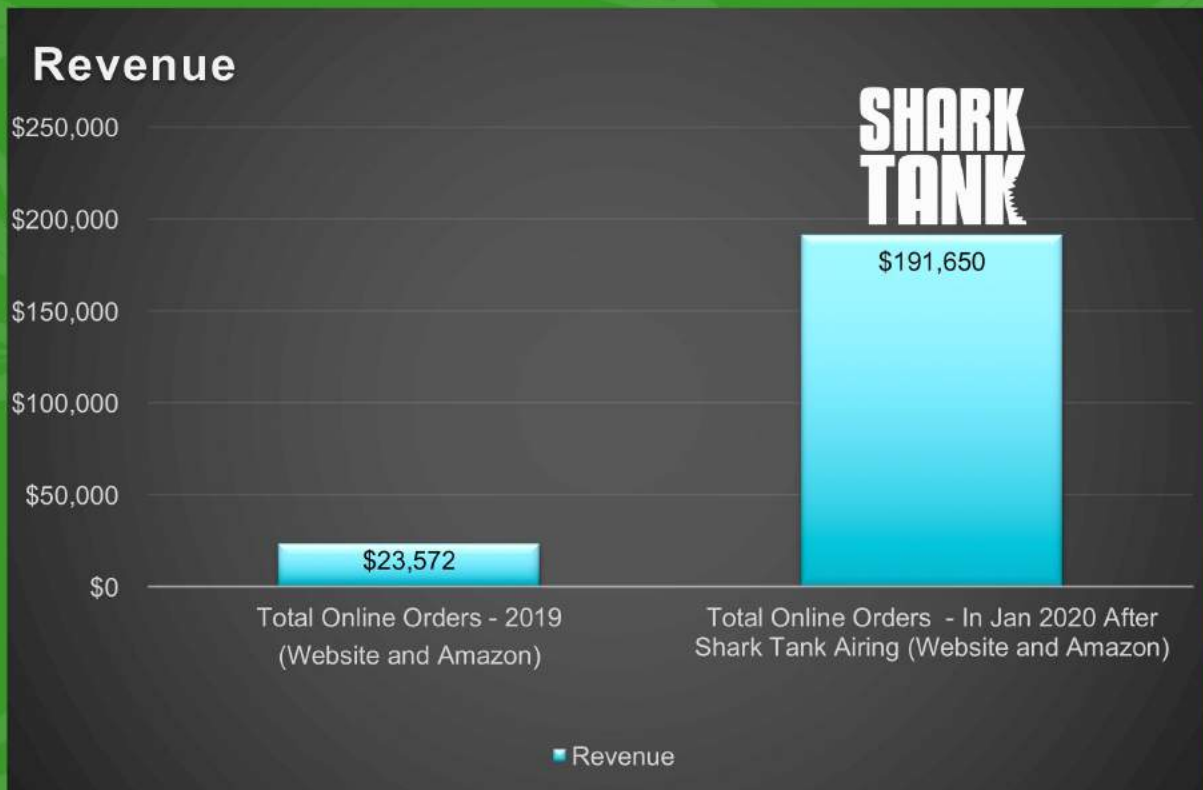


January 2020 CURRENT DISTRIBUTION 3 SKUs	April-June 2020 PROJECTED DISTRIBUTION 3 SKUs	Sept 2020 PROJECTED DISTRIBUTION 3 SKUs
1,100 DOORS 11.36 UNITS/WEEK/STORE AVERAGE	1,650 DOORS 13.2 UNITS/WEEK/STORE AVERAGE	2,682 DOORS 15.5 UNITS/WEEK/SKU/STORE AVERAGE
\$26.88 Total Per Store/Week (\$2.80 per unit blended price)	\$36.96 Total Per Store/Week (\$2.80 per unit blended price)	\$41.85 Total Per Store/Week (\$2.70 per unit blended price)





THE SHARK TANK EFFECT



EXIT STRATEGY



FLAVORED
WATERS & JUICE

HEALTHY TEAS
AND SODAS

COCONUT WATERS, ENERGY &
COLD PRESSED JUICES

FUNCTIONAL
BEVERAGES

ZERO WASTE MISSION: UP-CYCLING COCONUT HUSKS

AFTER EXTRACTING THE
COCONUT WATER AND
COCONUT MEAT, WE 'UPCYCLE'
THE HUSK WHICH CONVERTS
INTO ALTERNATIVE ENERGY





ALEX BAYER – CEO

Previous:
Director of Marketing, VirginRaw Foods, LLC
Account Executive, Total Corporate Solutions



RAMON CANEK – VP, OPERATIONS

Previous:
Chief Product Officer, Health-Ade Kombucha
Chief Operating Officer, GT's Kombucha



GAVIN LINDE – NAT'L SALES DIRECTOR

Previous:
VP of Sales, Ax-water and Vuka Energy
Director of Strategic Sales, DRVN Partners



SIMONE BARRETT – NORTHEAST SALES MANAGER

Previous:
Sales & Merchandising Manager, Boost Sales
Territory Manager, Dora's Naturals

ADVISORS



TOM MALENGO

Previous SVP, KeyCorp
Co-Founder, Litchfield Fund



SUSAN BRYENTON

Co-Founder, Litchfield Fund



BRUCE NIERENBERG

Board Member, Glaceau



PATRICK STACY

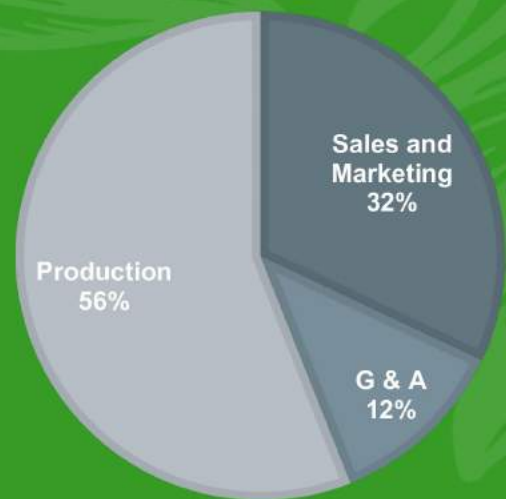
CFO, Rockenwagner Bakery

RAISING \$2.5 million

SERIES A RAISE

ESTIMATED CLOSE: JULY/AUGUST 2020

USE OF FUNDS



RAISE GOALS

Est 2020 Revenue: \$6.2MM

Growth: 2,300 Stores

Velocity: 3 Cs/Store/Week

Price Reduction: \$3.99

GENiUS™



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