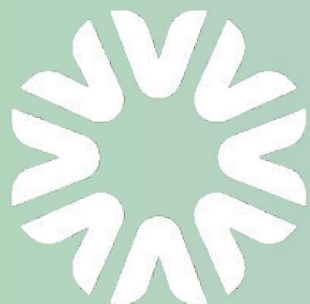




JIVATI

LIVE UP LIFE





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Investment Highlights

Total Addressable Market

\$1.8T

- Hard Seltzer
- Sparkling Water
- Alkaline Water

Capital Raise & ROI 22x (5 yrs)

\$1.5M

- Product Development **\$75K**
- Inventory: **\$400K**
- Team Payroll: **\$255K**
- General & Admin: **\$75K**
- Sales & Marketing: **\$600K**
- Brand and tasting campaigns: **\$95K**

Secret Sauce

\$96B

market¹ with functional ingredients:

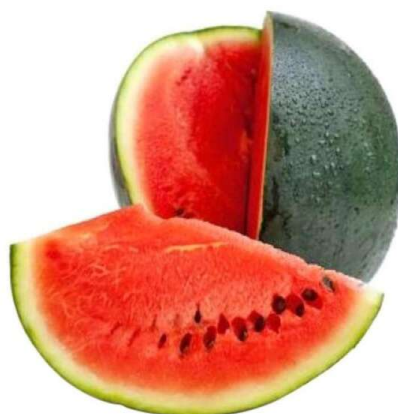
- Botanicals
- Adaptogens
- Terpenes
- Flavonoids



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Strong IP

Jivati Trademarked
Formulas Trade Secret
Unique Story



¹ PRNewswire





Mission

To inspire every person to enjoy a happy life every day.



Problem



The health costs of obesity due to sugary beverages in the United States are about **\$147B annually**



The continued consumption of sugary beverages is **not sustainable**



Beverage companies are **circulating same products** with different packaging.



Most beverages today are associated with **significant weight gain and obesity**



Integrating convenience in purchase of functional beverages is not easy



A child's risk of becoming **overweight increases by 60%** with each additional sugary beverage consumed daily

Why Now?



4 in 10 US and UK consumers have increased their consumption of healthy foods (including healthy drinks)



7 in 10 want to know and understand the ingredient list



Gen Z (40% of consumers) needs a new and healthier brand to relate to

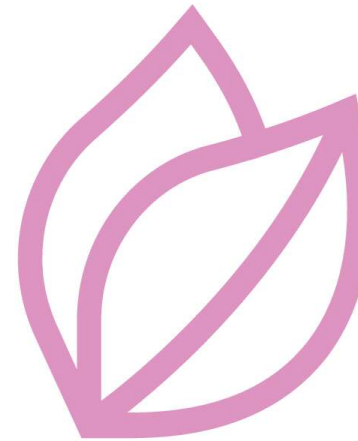


“Lighter Enjoyment” category of beverages (consumers favoring lightness in alcohol content, sweetness, flavor, texture and portion size) have drastically increased their market penetration



Research linking excessive caloric and sugar intake

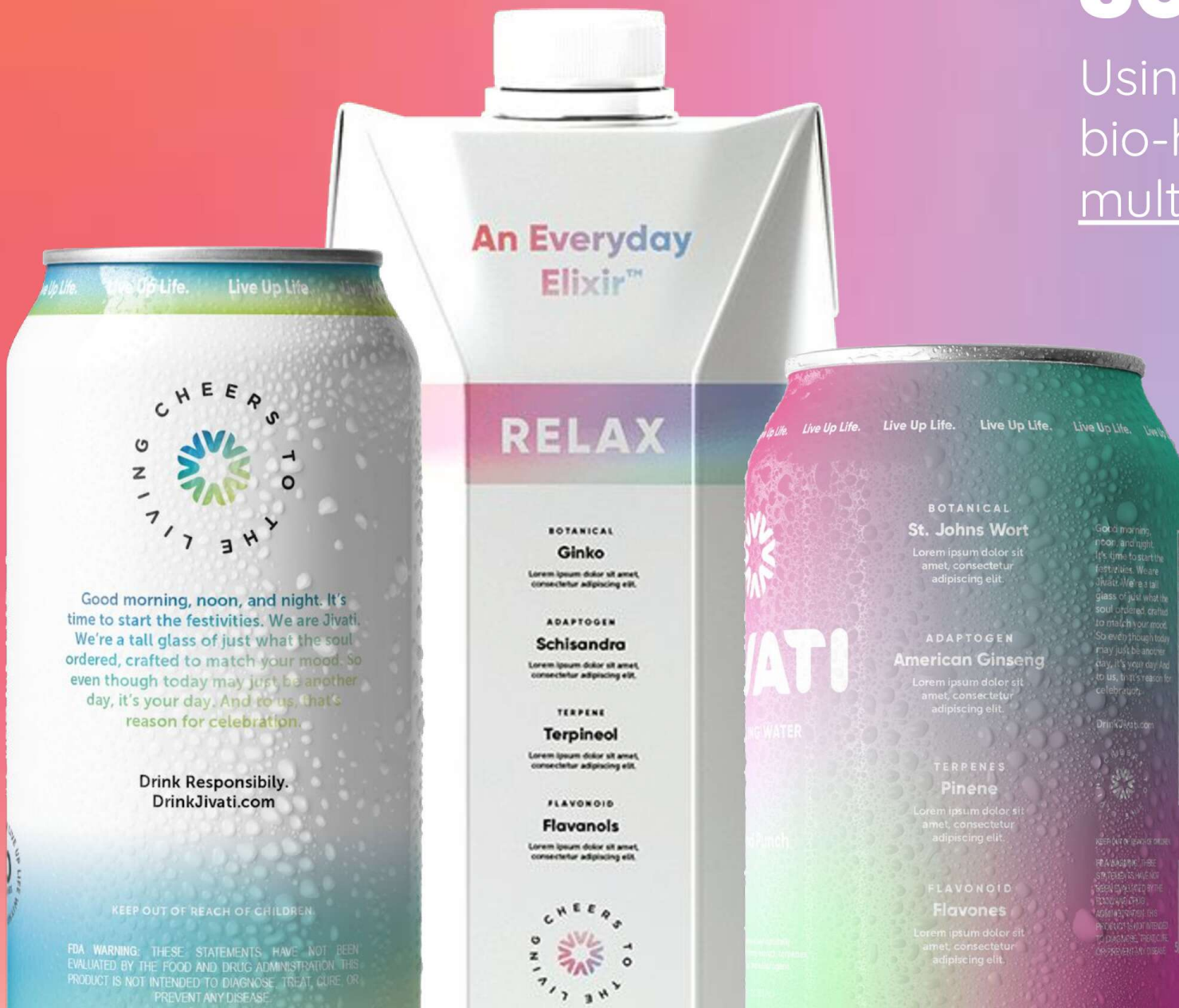
with health problems including obesity, diabetes and heart disease have caused consumers to take health and wellness into their own hands



While the total beverage dollars grew by **only 1%**, **beverage products that are free from GMOs or only contain one to five ingredients** saw higher growth than the total category (up 6.3% and 3.5% respectively)

Solution

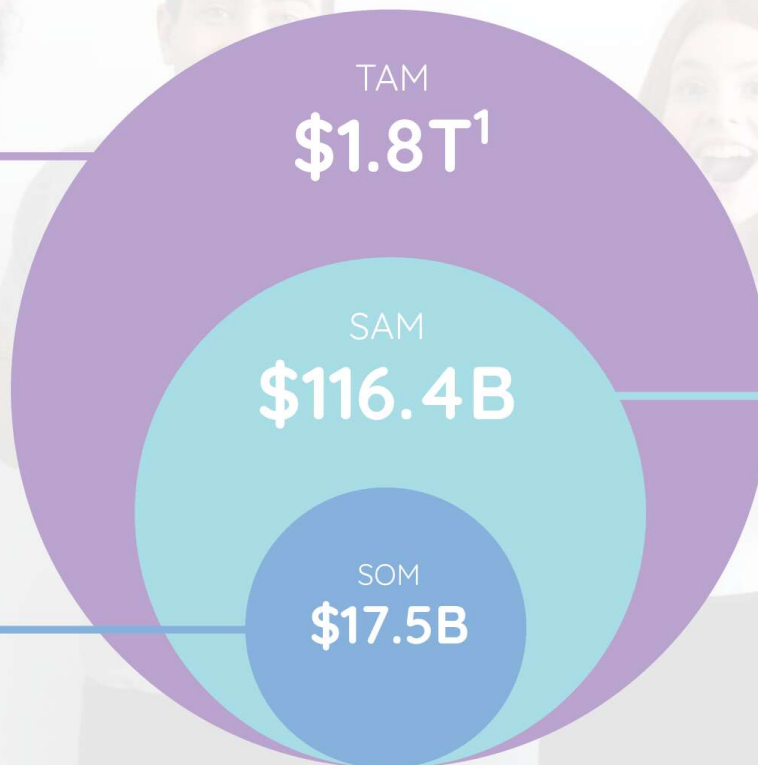
Using FoodScience, we are
bio-hacking plants to create holistic
multi-functional beverages.



Addressable Market

Global beverage market
which includes alcoholic
and non-alcoholic
beverages (CAGR: 3.1%)

Assuming
15% obtainable
market



Bottled Water: \$113B
(CAGR: 7.4%)²
Hard Seltzer: \$4.4B
(CAGR: 16.2%)³

¹Research and Markets

²Grandview Research

³Grandview Research

Competitive Landscape

	Healthy	New	Key Differences	Packaging	Price
 JIVATI	●	●	Brand Lifestyle Diverse Products Multi-Functional Ingredients	12	\$25
ELEMENTS	●	◐	Product Specific Single - Functional Ingredient	12	\$42
 VIZZY HARD SELTZER	◐	◐	Product Specific Not Holistic Not Functional	12	\$17
<i>flow</i>	●	◐	Product Specific Not Functional	6/12/24	\$19/\$23/\$30
 AURA BORA	●	◐	Product Specific Not Functional	12	\$30

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Products (initial)

01

Sparkling Water

A good times tonic made with a blend of natural essences to keep your mind at ease and your body moving on to your next adventure for the day



02

HARD SELTZER

A refreshing blend infused with alcohol and holistic vibes to ensure you are perfectly balanced to party hard and not be partied out



03

ALKALINE WATER

An everyday elixir amplified with specific essences to create a focused effect so you maximize every moment and own every day



01



02



03



Benefits & Ingredients

Benefits

Create valuable products by adding **holistic ingredients** that enhances one's overall well being:



Feeling of happiness



Enhances mental performance & focus



Boosts immunity



Increases energy



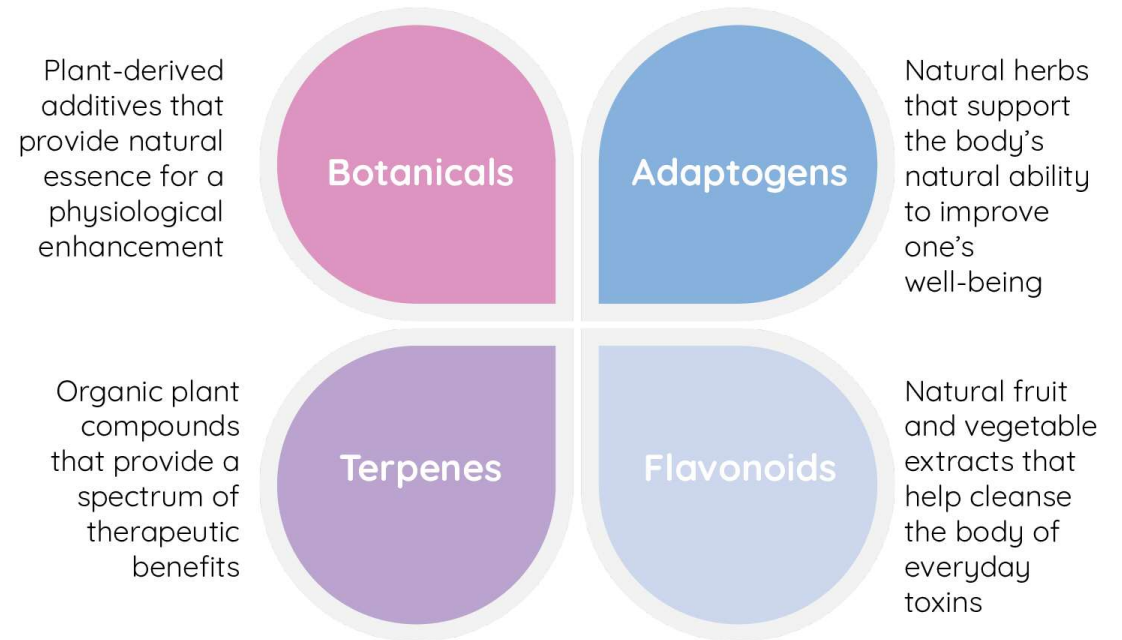
Mood Stabilizer



Relieves pain

Ingredients

Our unique formula will naturally release multiple functional effects (Dopamine, Serotonin, Oxytocin, Endorphin)



Business Model

Pricing

COGs $\leq$.85 per sku/\$10 per 12 pack

B2C Pricing per 12 pack: \$20 - \$35

Gross Margins: 50% -71%

B2B Pricing per 12 pack: \$14 - \$17

Gross Margins: 30% -41%



Scalability

Increase competitiveness, efficiency, reputation and quality.

Diversify Product Portfolio

Enter popular markets **with high demand products** (sparkling water, hard seltzer, alkaline water).

Enter into ancillary products in 3 - 4 years

Go to Market Strategy

Strategic Partnerships



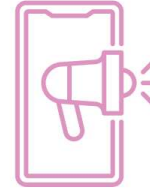
Local Partners

- **Forge relationships** with wellness studios, yoga studios and other local gyms to carry product
- **Organize promotional events** to raise brand awareness
- **Independent Sales Reps** in major cities and popular college towns

National Retailers/Distributors

- **Establish a robust retail and distribution channel** by partnering with nationwide establishments (grocery stores, liquor stores etc.)
- Sell products through **central online distributor hubs** such as RangeMe, Hubba and Mr. Checkout

Digital Marketing



Social Media

- **Further create** a presence on Facebook, Instagram, Pinterest, Twitter, and TikTok
- **Manage** the above accounts and post frequent blogs/articles showcasing the benefits of the product
- **Identify and recruit** a major social influencer to serve as a spokesperson for the product

Paid Search & SEO

- **Identify** highest converting “keywords” that local renters are searching for on Google
- **Engage** in daily paid search such as Google Adwords, display advertising activities and retargeting
- **Optimize** website for SEO with proper keyword density and backlinks to increase organic Google Ranking

Modern Channels



E-Commerce

- **Jivati.com** Frontend model to sell products directly to consumers.
- Backend model to be **subscription based** for small businesses
- **Other sites** such as Amazon and Jet

Conferences/PR

- Frequently attend **Trade shows**
- **Attend** wellness and health related conferences
- **Sponsor** networking events
- **Retain a PR firm** to create media hype

Consumer Profile

Sparkling Water

<70 years
Health conscious
Enjoys little carbonation
Non- Alcoholic
Does not like soda or juices



Hard Seltzer

21 - 40 years
Health conscious
Prefers no hangovers
Favors Alcoholic Beverages
Likes to party

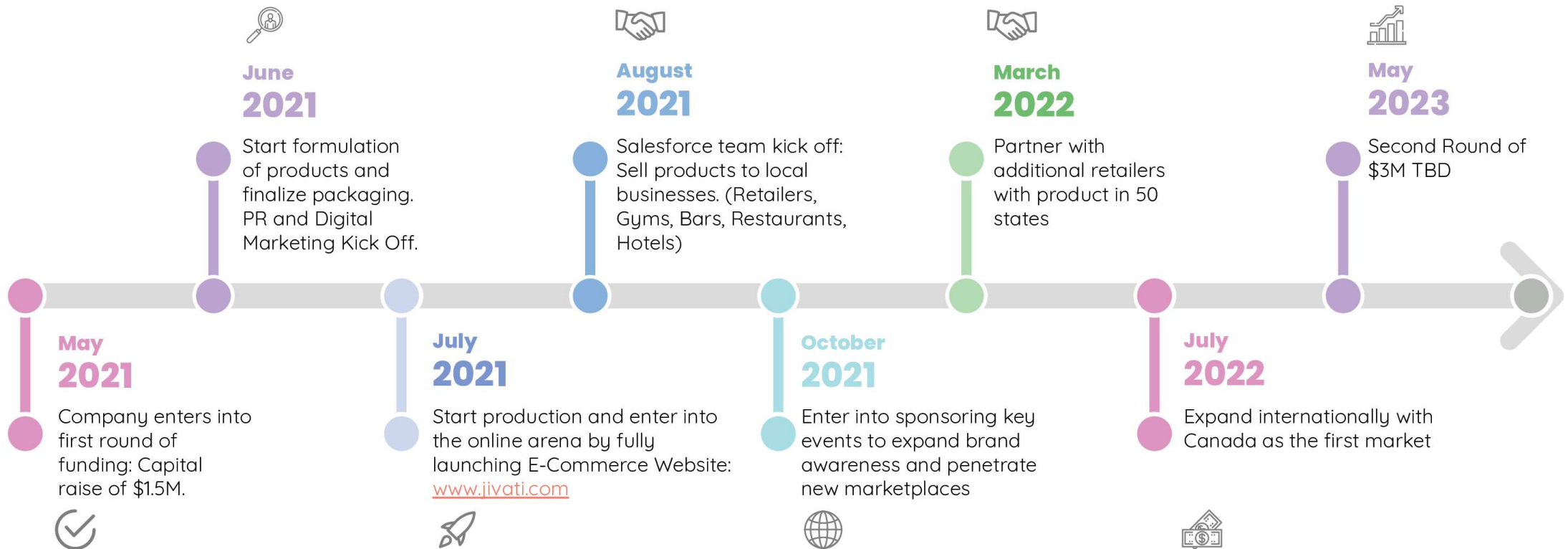


Alkaline Water

18 - 60 years
Health conscious
Athletic or Spa enthusiast
Does not like carbonation
Does not like sport or energy drinks



Milestones



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Sources & Uses

Capital Raised To Date

\$55K

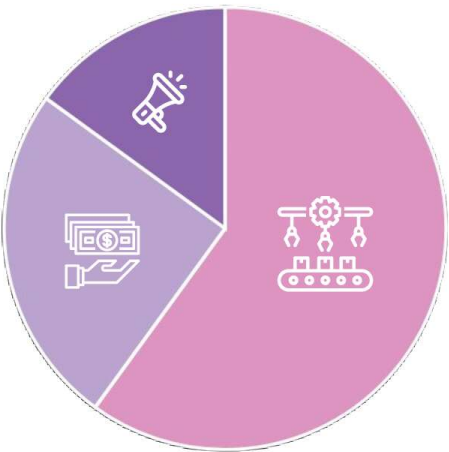
from founder

Capital Raise

\$1.5M

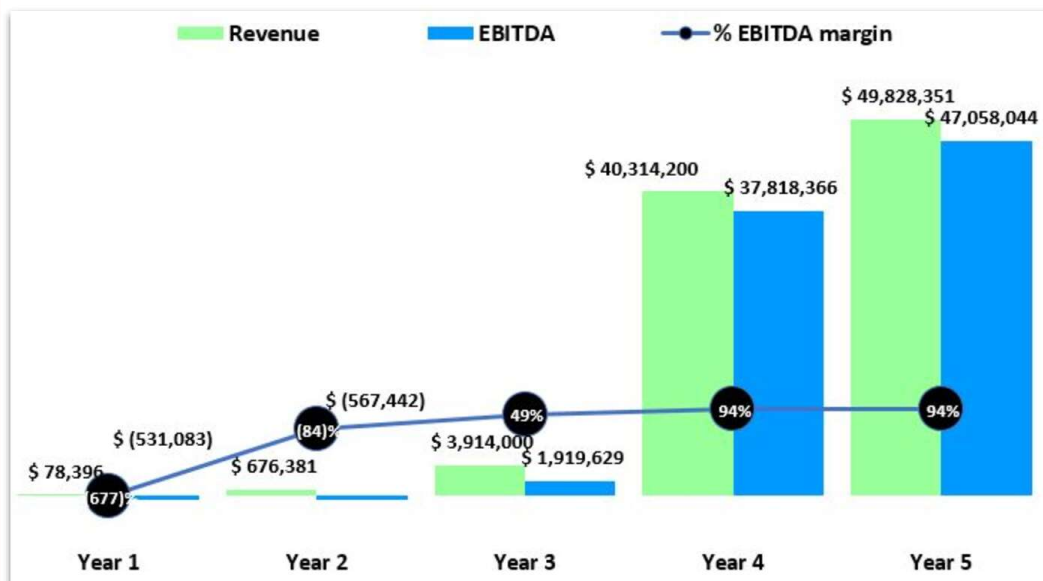
\$4M Pre-money Valuation (20% Discount/SAFE Notes)

Use of Funds Breakdown



- Product Development **\$75K**
- Inventory: **\$400K**
- Team Payroll: **\$255K**
- General & Admin: **\$75K**
- Sales & Marketing: **\$600K**
- Brand and tasting campaigns: **\$95K**

Financial Projections 5 years



Summary of Financial Statements					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue:					
Total revenue	\$ 78,396	\$ 676,381	\$ 3,914,000	\$ 40,314,200	\$ 49,828,351
% YoY growth		763%	479%	930%	24%
Cost of revenue	\$ (40,213)	\$ (309,592)	\$ (2,003,439)	\$ (20,197,414)	\$ (24,422,626)
Gross profit	\$ 38,183	\$ 366,789	\$ 1,910,561	\$ 20,116,786	\$ 25,405,726
% margin	48.7%	54.2%	48.8%	49.9%	51.0%
Total Units Sold	4,345	34,888	188,189	2,346,940	2,900,818
Operating expense:					
G&A	\$ (95,550)	\$ (434,763)	\$ (1,026,258)	\$ (1,430,910)	\$ (1,598,891)
Marketing	\$ (288,930)	\$ (809,060)	\$ (968,112)	\$ (1,064,923)	\$ (1,171,416)
Development	\$ (225,000)	\$ -	\$ -	\$ -	\$ -
Total operating expense	\$ (609,479)	\$ (1,243,823)	\$ (1,994,371)	\$ (2,495,834)	\$ (2,770,307)
EBITDA	\$ (531,083)	\$ (567,442)	\$ 1,919,629	\$ 37,818,366	\$ 47,058,044
% EBITDA margin	(677)%	(84)%	49%	94%	94%
Net interest expense	\$ -	\$ -	\$ -	\$ -	\$ -
Pre-tax income	\$ (531,083)	\$ (567,442)	\$ 1,919,629	\$ 37,818,366	\$ 47,058,044
Income tax	204,294	340,384	438,122	(4,249,907)	(5,607,458)
Net income	\$ (326,789)	\$ (227,058)	\$ 2,357,751	\$ 33,568,460	\$ 41,450,586
% net margin	(417)%	(34)%	60%	83%	83%
Cash burn	\$ (815,093)	\$ (796,497)	\$ (1,765,478)	\$ -	\$ -
Customer LTV	\$ 1,111	\$ 1,200	\$ 1,500	\$ 2,000	\$ 2,308

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Team



DevRaj Patel

President & CEO

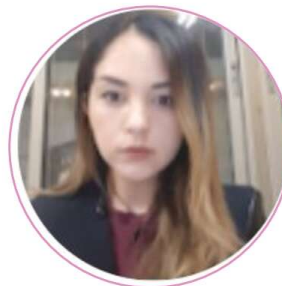
DevRaj's professional journey has led him to create a business that enhances the enjoyment on life through mindfulness and wellness. He has worked with world class talent that developed him into a visionary thinker, innovative entrepreneur, and a strong leader. Surrounding himself with a positive work force has given him the confidence to upend the beverage industry, Jivati is ushering in a new philosophy and approach to beverages.



Caroline Callaway

PR & Digital Marketing

Caroline has helped organizations appear on the front cover of magazines, on national morning and evening news programs, in newspaper business features and on renowned news sites. Caroline's work has resulted in high-profile media placements in outlets such as BuzzFeed, Forbes, New York Times, Wall Street Journal, Good Morning America, E! News and ABC World News, to name just a few.



Lama Najib

Fractional CFO

Experienced in finance, accounting, operations executive, investment, business development, and general management roles. She's a certified public accountant, internal auditor, and fraud examiner. She has a strong accounting and corporate finance background in private equity/venture capital focused primarily on early stage and mid-size organizations.



Ken Tenace

Sales & Distribution

A results-driven and well-rounded sales and distribution leader with 25+ years experience in increasing revenue streams, making challenging markets profitable, leveraging client relationships for new business opportunities and building strong sales teams. Expert in sales strategies, new product launches, pricing, all phases of distribution, on-site brand building events and marketing to enhance traditional sales efforts.



Thank you!

For more information, please
contact DevRaj at dp@jivati.co