

Revolutionary Functional beverages - B2B & B2C - Wellness Beverage Station



Highlights

- 1 🏢 Former CEO of Nestlé India. Head of R&D centers at time of product development of Nespresso
- 2 💰 \$2.5M invested in building the company! 17 PATENTS directly serving your investment
- 3 🚀 6+ years DEVELOPMENT! | We're shaking up a \$65B+ market
- 4 👤 B2B current clients: Gyms, Beauty salons, Co-working, Restaurants, Lounges, Offices!
- 5 🧊 UNIQUE FEATURES: Self-Cleaning | Push-Button | Hot & Cold | Recyclable Pods
- 6 📍 Try it in LA, San Diego and SF! 62,000+ potential Business Clients locations identified in CA
- 7 💵 \$ 25x MOIC (Multiple on Invested Capital) goal when 7,000 B2B locations

Our Team



Nicolas Blatt Founder

Serial entrepreneur | \$1B+ revenues across ventures | Mechanical engineer

Having families & kids at home we realized that there was no easy ways to make great Smoothies quickly without spending time doing it! As Engineers, both founder built their own solution for their personal needs! Everyone wanted one in their own home or businesses when they saw and tasted the product => CUBO was born as a business!



Helio Waszyk Head of Scientific & Strategy Research

Former Chairman and CEO of Nestle India Ltd and SVP Nestle South East Asia | Head of Nestle R&D Centers at the time of business & product development acceleration for the iconic encapsulated Nespresso. Bsc Pharmacy & Msc Food Biochemistry



Grichka Frachisse CEO

Go-to-market specialist, food & technology pioneer, and senior finance leader | 10x startup advisor | MBA Management and Masters in Financial Markets



Denis Fonseca Co-Founder & Operations and Engineering Advisor

Electrical engineer, C-level executive and entrepreneur. Passionate about turning ideas into successful products and services



Olivier Rousselle Executive Chef

Award-winning restaurant and hospitality management leader. Executive Sous Chef at Great Eastern Dining Room, Head Chef for Luxe Hotels, and cook for members of Royal family (Prince Charles, Queen mother)



Brad Zions Strategy Advisor

Disruptive tech and hospitality innovator. BA (Harvard University). Early investor in a range of disruptive, fast-growing startups including Clutter, Parachute Home, Jukin Media, PocketWatch, VidMob, Harri, Embrace

Nutrition without a hassle? Meet CUBO Pods: EASY - HEALTHY - TASTY





Traditional juicers are a mess!!

20+ minutes! Between prep and cleanup, it can take 1/3 an hour to make a cup of juice (end to end)

WANT SOMETHING FASTER? Unfortunately, 'FAST JUICE' alternatives rely on unhealthy ingredients! Not CUBO Pods.

WHAT'S
INSIDE CUBO PODS
AND HOW DO THEY WORK?



- | Fruit purees
- | Fruit pureed at their ripeness peak
- | No food dyes
- | No preservatives
- | No added sugar

- Every POD is chip enabled
- No counterfeit POD
- Enables big data analysis on consumption preferences



Unique Features

Consumers Love



Variety of flavors



Hot & cold drinks



Recyclable pods

 **Free up space!**
(One machine that can replace coffee, smoothie, & sports drink makers)



CUBO Pods' Clients

Please check UPDATED list of locations in the "Update" section of our WeFunder page!

62,000+ potential Client locations identified in California!



FOR A FRESHER YOU



**Coworking
Spaces**



Spas



Airport Lounges



Hair Salons



Corporate Offices



Coffee Places



**Gyms and Sports
Centers**



Car dealerships

**COME TRY CUBO FOR YOURSELF AT
ONE OF OUR CLIENT LOCATIONS!**

📍 **ATMOSPHERE MAR VISTA**
12034 Venice Blvd., Los Angeles, CA

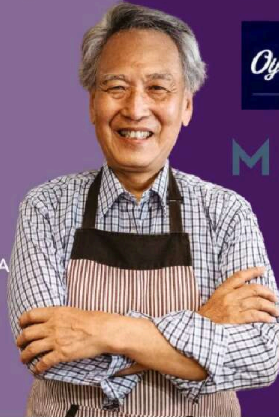
📍 **MAURO CAFE**
8112 Melrose Ave, Los Angeles, CA

📍 **CREME DE LA CREPE**
7561 Center Ave #37, Huntington Beach, CA

📍 **THE OYSTER GOURMET**
317 S Broadway, Los Angeles, CA



**MAURO
CAFE**



CUBO



Watch later



Share



NEXT, R START

Watch on YouTube

OUR TEAM

**TEAM
HIGHLIGHTS**

OUR EXPERIENCE

SAMSUNG

R&D and strategy lead by head of
Nestle, India



Nicolas Blatt
Founder

\$1B revenues in past ventures



Denis Fonseca

Co-Founder & Operations and Engineering Advisor

C-level executive & entrepreneur



Grichka Frachisse
CEO

Go-to-market specialist, MBA

FOUNDER BUILT
\$1B 
Revenue



WE'VE ASSEMBLED A TOP LEADERSHIP TEAM



Olivier Rousselle
Executive Chef

Distinguished Culinary Career, including creating award winning products, serving as executive at Luxe Hotels, and cooking for members of royal family (Prince Charles, Queen Mother)



Helio Waszyk
Scientific & strategy advisor

Former Chairman & CEO, Nestle India & Senior Vice President - Operations in Nestle Southeast Asia. Head of Nestle R&D centers at the time of business & product development acceleration of the iconic encapsulated Nespresso. Bsc Pharmacy & Msc Food Biochemistry.

Brad Zions



Brad Zions
Advisor

Early investor in a range of disruptive, fast-growing startups including Clutter, Parachute Home, Jukin Media, Pocketwatch, Vidmob, Harri, Embrace

CUBO'S GO-TO-MARKET STRATEGY



Forward-looking projections are not guaranteed.

The US food service industry is expected to reach \$898bn in sales in 2022.

How Our Business To Business Model Works

Why Businesses Love CUBO!

Small locations economics:
10 pods/day at **75% Gross Margin**
i.e. an **extra \$26k Profit**

\$33K REVENUE

The Model

CUBO Machine
Locations are loaned a machine free of charge

Minimum Order
200 pods / month

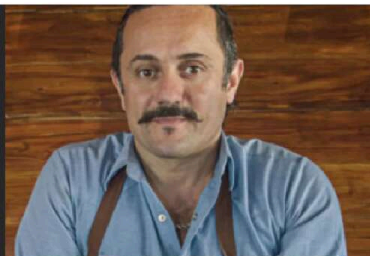
Retail Price
Suggested retail price for drinks between \$10 to \$12

Forward-looking projections are not guaranteed.

Running at capacity for 7 hours per day, a single CUBO machine generates approximately \$557,500 / year for a business. However, even under our conservative assumption of 20 minutes of use per day, a small shop can still generate approximately \$33k of extra revenue (\$25k/profit) per year.

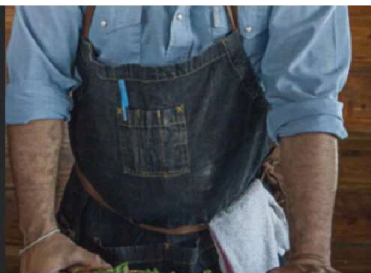
CUSTOMER'S PERSPECTIVE:

"Cubo is effortless. NO skills, NO maintenance [resulting in lower operational costs], and recipes aligned with our



customer base. Everything in 1
POD"

Tropez Aubour | Atmosphere Mar Vista,
Santa Monica



CUBO'S Unmatched Benefits to Business Locations:

- Additional revenue
- NO skills, NO maintenance = NO additional labor costs
- Adaptable recipes for any niche market
- Restaurant quality drinks prepared in under 2 minutes



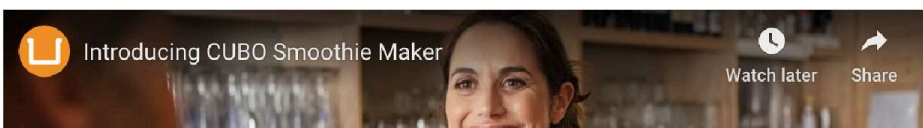
\$8,970 = CUBO's single business location revenue

We believe \$8,970 is a conservative estimate. At our lowest calculation, we assume 10 daily sales per location starting at \$2.99 wholesale price per pod.

Small cafes (independent) often serve 300 drinks per day. Our assumption is that CUBO sales will comprise at least 10 drinks (3%) of total orders.

Why we believe CUBO will be a success:

- **Highly attractive product.** \$2.5M invested in building the company. 17 patents. 6+ years perfecting every aspect of the user experience, including extensive market research to produce delicious tasting drinks. There's a reason our customers call us 'game changing.'
- **We have the contacts.** Our team is comprised of industry veterans with connections to the food and service industry.
- **Competitive offer.** We loan CUBO machines to businesses for free and only charge a fee for pods, resulting in an attractive and low-risk offer for businesses to test our product with their customers. Essentially, locations will add a smoothie bar to their business with no extra work or effort.
- **Restaurants will make up to 80% gross margin.** CUBO can be justified by our business customers based on competitive metrics.





In addition, phase II of CUBO's go-to-market strategy is to enter a \$65B+ consumer market.

The juice & smoothie market is massive. Winning just 1% represents an approximate \$650M+.

CUBO'S CONSUMER PLAN

CUBO'S Consumer Business

The Model

- Households in US**
58M households with income **75k or higher**
- Single- Cup System**
42% have a single-cup system

Subscription Model

Starts at 20 CUBO pods/month between **\$2.99 & \$3.99/pod**

\$65B worth Consumer Market

Our strategic plan -

CUBO will leverage the funds and exposure from our B2B sales to expand our consumer business. Our product's stands out as one of the most technologically advanced and beautifully designed kitchen appliances that we believe is a 'no brainer' purchase for discerning customers.

DOZENS OF FLAVORS ALREADY CREATED

Message from our lead investor, Brad Zions, Founder and General Partner at Pitbull Ventures



Why are we using Wefunder?

We want to have the most diverse investor base possible, and we believe equity crowdfunding is the most inclusive platform available.

We want to be transparent about our company and financing strategy, and we want our customers to be investors!

Earn Perks When You Invest

TIER 1 \$500+ Early access to flavors.	TIER 4 \$5,000+ Tier 3 + Get invited to CUBO's yearly party
TIER 2 \$1,000+ Tier 1 + Free "CUBO Founders" tumbler (to be shipped with machine when available B2C in your area)	TIER 5 \$10,000+ Tier 4 + Have a say on our new recipes, join us for a tasting in Los Angeles
TIER 3 \$2,000+ Tier 2 + Option to purchase "Founder's Edition" CUBO machine (when available B2C in your area)	TIER 6 \$20,000+ Tier 5 + Personal phone call update from CEO when important milestones are hit (1k B2B Venues or 10k B2C customers)

A white CUBO machine with a digital screen displaying 'CUBO' and 'What are we making today?'. A green plant is in the bottom left corner.



Disclaimer

The offering materials may contain forward-looking statements and information relating to, among other things, CUBO Beverages Inc. (hereby referred to as CUBO), its business plan and strategy, and its industry. These forward-looking statements are based on the beliefs of, assumptions made by, and information currently available to CUBO management. when used in the offering materials, the words “estimate,” “project,” “believe,” “anticipate,” “intend,” “expect” , “could”, “might”, “will” and similar expressions are intended to identify forward-looking statements. These statements reflect management’s current views with respect to

statements. These statements reflect management's current views with respect to future events and are subject to risks and uncertainties that could cause CUBO actual results to differ materially from those contained in the forward-looking statements. Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. CUBO does not undertake any obligation to revise or update these forward-looking statements to reflect events or circumstances after such date or to reflect the occurrence of unanticipated events.