



INVEST IN TALLY KIDS

Nutritious plant-based milk and toddler formula for kids!

LEAD INVESTOR



Drew Rauch

I chose to invest in Tally Kids because of the vision and experience of Kyle and Jon. They've both had tremendous success in everything from creating and launching new products, growing start-ups, and managing products for conglomerates. They also brought on board Dr. Susan Fluegel, who brings a wealth of knowledge that's crucial to developing a successful product of this nature. The team has identified a niche that needs filled and created a product that can do that, and expand to the masses. After I researched Tally Kids and countless other milk alternatives, I became convinced that this product is far and away the best option for parents/kids with allergies, those who want to avoid dairy, or those who just want the best possible milk or milk-alternative. The team's methods and ingredients, as well as their business acumen, set them up for success. Finally, and probably most importantly for a kids' product, my kids loved the samples we were sent. My wife and I have also tried nearly every non-dairy milk on the market and also agree that this flavor and texture is great. A team that I believe in, has created a product that kids will love, and is the healthiest option for them. All things considered, investing in Tally Kids was an easy decision.

Invested \$10,000 this round & \$10,000 previously

Highlights

- 1 Market Opportunity: Expand \$3B Plant-Based Milk Market to the densest milk consumers: KIDS!
- 2 Team: A Nutritional Biochemist, CEO, and President who are experienced plant-based operators.
- 3 Sales Traction: First purchase orders totaling \$28,478 shipped early May 2023.
- 4 First Customers: Dozens of stores through UNFI and KeHE (food distributors)
- 5 Innovation: Launching Tally Organic Oatmilk Toddler Formula (powder) July 2023 with great margins.
- 6 Press: Featured in BevNet and Vegconomist. Search "Tally Kids BevNet" and "Tally Kids Vegconomist"
- 7 Awareness: 300+ following on e-mail list and @drink_tally on Instagram

Our Team



Kyle Watts CEO



12 Year Plant-Based Milk veteran. Worked for the largest plant-based milk companies and the smallest. Founded Tally Kids to capitalize on an identified market opportunity with chickpeas -> nutrition -> allergen-free -> kids.



Jon Gabayzadeh President

Master product formulator and experienced entrepreneur. Formulated and launched Simply Eggless, now in Trader Joe's and 4,000 other stores nationwide.



Susan Fluegel Nutritional & Regulatory Expert

PHD, Nutritional Biochemistry

Pitch

tally
KIDS

THE PLANT-BASED MILK FOR KIDS!

drinktally.com

[@drink_tally](https://www.instagram.com/drink_tally)

kyle@drinktally.com

tally
KIDS
Original
A Nutritious Plant-Based Milk for Kids
Developed for Early Childhood Nutrition!
0g Added Sugar
Big 9 Vitamins & Minerals
Powered by Chickpeas!

tally
KIDS
Chocolate
A Nutritious Plant-Based Milk for Kids
Developed for Early Childhood Nutrition!
0g Added Sugar
Big 9 Vitamins & Minerals
Powered by Chickpeas!

32 FL OZ (1017) 946 ML



The **Problem**



Plant-based milk is a **\$3bn** market serving adults...
 But kids prefer and need a milk alternative much more!

KIDS ARE BIG MILK DRINKERS



- Kids consume 1/3rd of all dairy milk
- Milk is their #1 beverage choice
- Multiple 8oz servings per day

KIDS NEED ALTERNATIVES



- Dairy allergy occurs during peak milk consumption years (1-3)
- 8% of kids have a food allergy (FA)
- 50% of kids with FA have been to ER

POOR CURRENT CHOICES



Almond and Oat Milk lack nutrition and cannot be served to children.

Sources: Plant Based Foods Association, Good Food Institute, American Academy of Pediatrics



THE SOLUTION

A Whole Milk Substitute for KIDS



Developed by a nutritional biochemist.

Zero sugar, 8g protein, Fiber, Omega-3, Choline, 21 vitamins and minerals, Big 9 Food Allergen Free



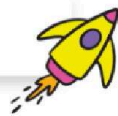
WHOLE MILK SUBSTITUTE
8g protein, 8g fat



FORTIFIED W/ ESSENTIAL NUTRIENTS
21 vitamins and minerals



Zero Sugar

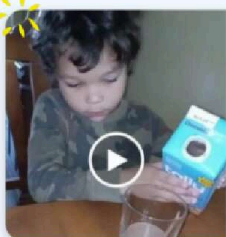


6 Pack



TESTIMONIALS

What Our First Customers Are Saying



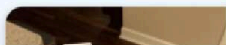
★★★★★
COURTNEY P.

Tally kids is one of the best plant-based kids milk out there! It's loaded with vitamins and minerals! Food allergy friendly which is a big thing for us and our food allergies (dairy, eggs, peanuts) plus my extremely picky 4 year old LOVES IT!

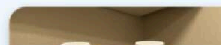


★★★★★
SCOTT

ally Kids original and chocolate are both fantastic flavors. They are a hit with my friend's children, both of whom have severe food allergies. However, Tally is not only for kids. The chocolate flavor is a staple in my fridge and quickly becoming my post-workout drink of choice.



★★★★★



★★★★★



TYLER S.

I've tried many plant based milks, and Tally is the real deal. Great texture and flavor. I actually prefer the original to the chocolate - which is rare for me and more a testament to the quality of Tally Original than a slight against the Chocolate (which is no slouch). It's an incredible dairy substitute for those who need it, and those who just want it. Certified crowd pleaser.

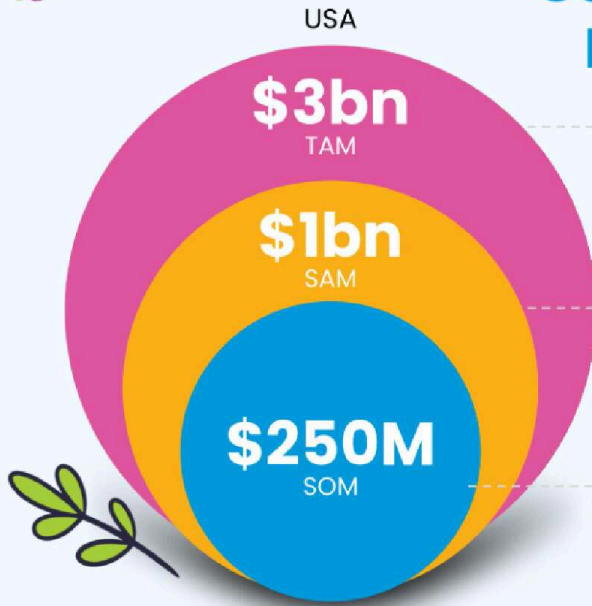


MALLORIE R.

Our little milk monster is now a tally KIDS convert from Ripple Kids. She loves the flavor so much more!!! Mama's heart is happy knowing she is getting 8 grams of protein and 21 essential vitamins and minerals with ZERO ADDED SUGAR!!! I didn't even know this was possible. Mom and Dad are also converts because once the kids go to bed, we enjoy eating their cereal with a healthy dose of tally KIDS in the bowl! LOVE THIS PRODUCT.



Category Expansion: Mothers and Kids



● **Plant-Based Milk (2022)**

Total Addressable Market

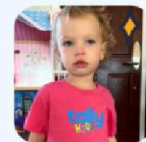
● **Kids @ 1/3 share**

(same as dairy milk)



● **Our Market Opportunity**

(25% of available market)



Sources: Plant Based Foods Association, Good Food Institute



WHY NOW



Ripple Kids retail performance is a leading indicator of PB expansion to kids

L52 WEEKS IRI	UNITS/STORE/WEEK	ANNUAL RETAIL SALES	YOY
TARGET	26	\$16M	+40.5%
Kroger	5.6	\$5M	+313%
Walmart+	10	\$13M	NEW
Publix	10	\$10M	+376%

IT'S 2023. GEN Z AND MILLENNIALS ARE AVOIDING DAIRY. PLANT-BASED MILK IS THE #1 DRIVER OF PLANT-BASED SALES.



COMPETITION



COMPETITION

The most nutritious plant-based milk on the planet.



FEATURES	tally KIDS	ripple	KIDDIWINKS	Silk
Whole Milk Substitute	✓	✓	✗	✓
Zero Sugar	✓	✗	✗	✗
All B-Vitamins	✓	✗	✗	✗
Omega-3 & Choline	✓	✓	✗	✗
Protein Source	Chickpea	Yellow Pea	Chickpea	Soy
Big 9 Allergen-Free	✓	✓	✓	✗



TRACTION

First purchase orders received from major food distributors



PO'S RECEIVED



SUBMITTED FOR REVIEW



E-COMMERCE



"I really like the kids-focused concept, these types of items do well at Target. Loved the taste, show me success in 2023 and touch base for January 2024 reset"

Target Buyer



COMPANY MILESTONES



Raised Pre-Seed

NOV 2022

Submitted New Items

- Key accounts
- Major distributors

FEB 2023

First Shipments

UNFI and KeHE

APR 2023

Scale Production

- Scaled production run
- 33,000 cases

JUL 2023

2H 2023

JAN 2023

MAR 2023

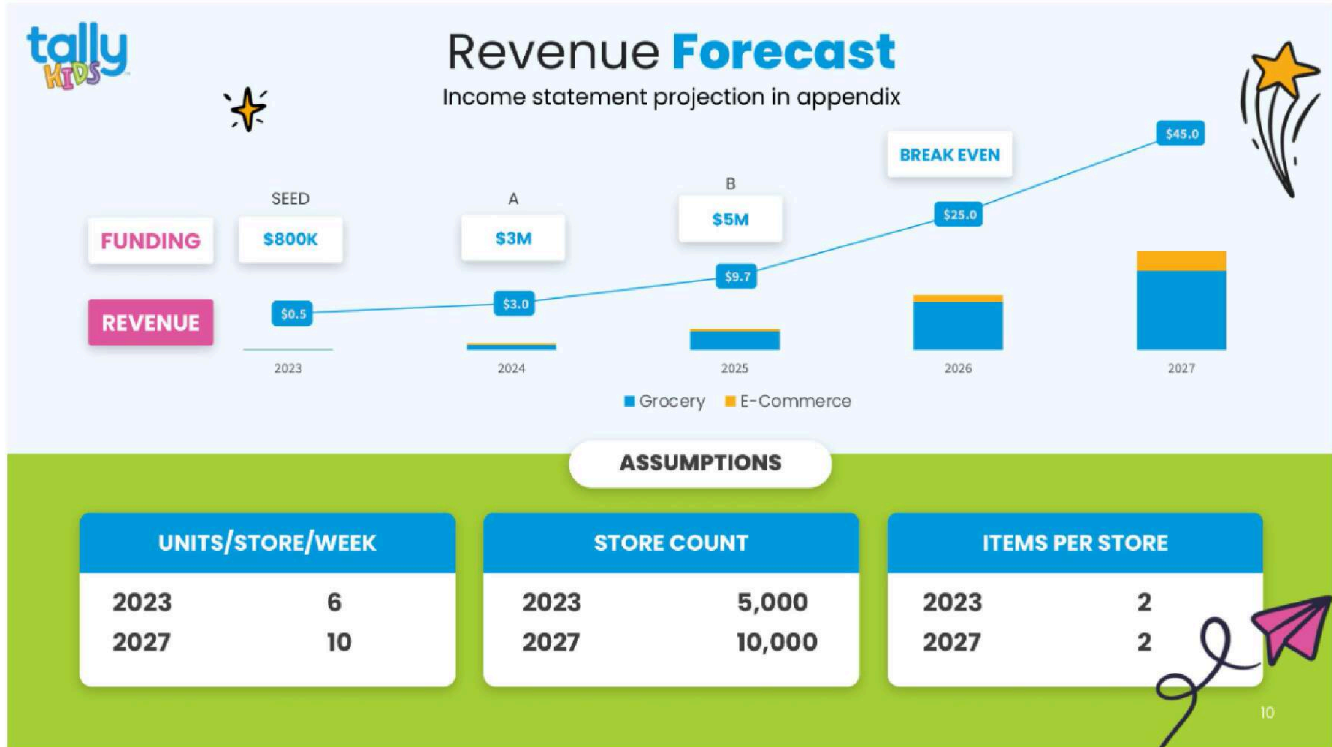
MAY 2023



- Successful 1st Production**
Produced 4,000 cases
- Won UNFI, KeHE**
 - Vitacost (UNFI)
 - Lassen's (KeHE)
- New @ KeHE Launch UNFI UpNext Launch**
500+ Stores
- Q4 2023**
Support UNFI and KeHE distribution

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Forward-looking projections cannot be guaranteed.



Forward-looking projections cannot be guaranteed.



THE ASK



WE ARE LOOKING FOR \$800K IN FUNDS

To support new distribution, new product launches, and digital marketing spend

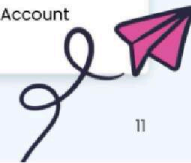
CAPITAL RAISE	USE OF FUNDS	NEXT STEPS
<p>SECURITY: SAFE</p> <p>AMOUNT: \$800,000</p> <p>COMPANY VALUATION \$8M</p>	<p>Production Run: \$300,000</p> <p>Marketing Funnel: \$300,000</p> <p>Ops. & Retailer Support \$200,000</p>	<ul style="list-style-type: none"> ✓ Raise Money ✓ Support New Distribution in UNFI & KeHE ✓ 2nd Production Run (July) ✓ Drive customer acquisition in digital marketing funnel ✓ In-person and in-store sampling &



NOTE CONVERSION:
SERIES A

marketing events

✓ Support Q1 2024 Chain Account Distribution

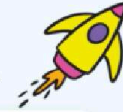


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Let's Expand PB Milk to KIDS!

Expanding \$3bn plant-based milk category to kids. The first zero-sugar whole milk substitute.



TEAM



KYLE WATTS

Plant-based CPG veteran



JON GABAYZADEH

Founder, Simply Brand Foods



DR. SUSAN FLUEGEL

Ph.D. Nutritional Biochemistry

SIGNIFICANT TRACTION



Onboarded <60 days with UNFI and KeHE Submitted to all major grocery chains

BIG MARKET



Plant-Based Milk \$2.8bn +8.5% growth YoY 75% growth vs. 2018

VALUABLE PARTNERSHIP



2 largest natural food distributors accepted tally KIDS in first 30 days.

RAISING \$800,000



To support Go-To-Market efforts and commercialize new products

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tally KIDS™



KYLE WATTS

CEO

We believe TALLY WILL BE THE PLANT-BASED BRAND FOR KIDS

THANK YOU



drinktally.com



@drink_tally



kyle@drinktally.com



NUTRITIOUS, ZERO SUGAR



PLANT-BASED MILK FOR KIDS



Whole Milk Substitute

8g Protein and 8g Fat



Zero Sugar



21 Added Vitamins & Minerals

All B-Vitamins



Happy Tummies

Soluble Fiber



Brain Development

440mg Omega-3 + 60mg Choline



Big 9 Food Allergen Free

Dairy, Nut, Soy and Gluten-Free



Vegan



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FINANCIALS



Our income statement projection



	2023	2024	2025	2026	2027
REVENUE	\$500,000	\$3,000,000	\$10,000,000	\$25,000,000	\$45,000,000
COST OF GOODS SOLD	\$400,000	\$2,400,000	\$8,000,000	\$20,000,000	\$3,600,000
GROSS PROFIT	\$100,000	\$600,000	\$2,000,000	\$5,000,000	\$9,000,000
EXPENSES					
OPERATIONS	\$300,000	\$600,000	\$1,400,000	\$1,600,000	\$2,700,000
MARKETING	\$300,000	\$400,000	\$700,000	\$1,300,000	\$2,700,000
TOTAL EXPENSES	\$600,000	\$1,000,000	\$2,100,000	\$2,900,000	\$5,400,000
EARNING BEFORE TAXES	(\$500,000)	(\$400,000)	(\$100,000)	\$2,100,000	\$3,600,000
TAXES	\$25,600	\$153,600	\$512,000	\$1,280,000	\$2,304,000
NET PROFIT	(\$525,600)	(\$553,600)	(\$612,000)	\$820,000	\$1,296,000

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Forward-looking projections cannot be guaranteed.



OPERATIONAL PLAN

for Seed funds



MILESTONE	FUNDS	SPECIFIC	MEASURABLE	ACHIEVABLE	RELEVANT	TIMEBOUND
Scaled Production	\$400,000	26,666 cs @ at Steuben Foods	\$558,000 Rev.	Expires Sep '24	Inventory	Sep '24
Online Customer Funnel	\$100,000	Google, Meta, Amazon, Games	ROAS, CAC	CAC below \$5	New Customers	Monthly review

Company Operations	\$30,000	Warehousing, Shipping, etc.	Set fee schedules	Exact	Necessary	Monthly review
Consultant and Creatives	\$70,000	Creative, Regulatory, IT	Job-based pay		Save \$	Monthly Review
Retailer Support	\$125,000	Slotting, Promotions, Sampling	Revenue / Fixed \$	Key Accounts	Win Key Accounts	Monthly Review
Other/Padding	\$75,000					



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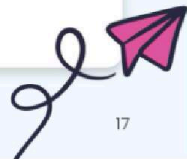


FUNDING ROADMAP

Where and when we are going



	FRIENDS & FAMILY	WE ARE HERE SEED	SERIES A	SERIES B
Distribution	First Production	<ul style="list-style-type: none"> • Second Production Run • 500 – 2,000 stores • \$1M – \$10M 	<ul style="list-style-type: none"> • Credit facility for inventory • 2,000 – 5,000 stores • \$10M – \$20M 	<ul style="list-style-type: none"> • 5,000 – 10,000 stores • Profitable + Positive Cash Flow • \$20-50M+
Marketing	<ul style="list-style-type: none"> • DTC Site • Amazon FBA • Sample Retailers • Submit items for resets 	<ul style="list-style-type: none"> • Digital Ad Funnel • Public Relations • Social Media & UGC • P2P + store sampling 	<ul style="list-style-type: none"> • Turbo Funnel Ad Spend • Fuel Innovation Items • Expand team 	Scale Awareness



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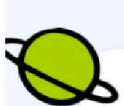
Forward-looking projections cannot be guaranteed.



OUR TEAM



CPG veterans with proven track records and extensive network nutritional biochemist & regulatory expert



KYLE WATTS

CEO

- 12 Years CPG Veteran
- Food industry experience with large and small plant-based companies



JON GABAYZADEH

PRESIDENT

- Zero to one with Simply Brand Foods
- Experienced start-up operator



DR. SUSAN FLUEGEL, PH.D

NUTRITIONAL BIOCHEMIST

- FDA Regulatory Expert
- Nutritional Expert





PRESS



BEVNET.

Children Are The Future...Of Plant-Based Milks

[Read More](#)



vegconomist

- the vegan business magazine -

The Future of Plant-Based Milk is Serving Kids a True Milk Substitute

[Read More](#)



PRODUCT PIPELINE



NOW



Shelf-Stable 32oz

FUTURE



Shelf-Stable 8oz

FUTURE



Refrigerated 52oz

FUTURE



Toddler Formula

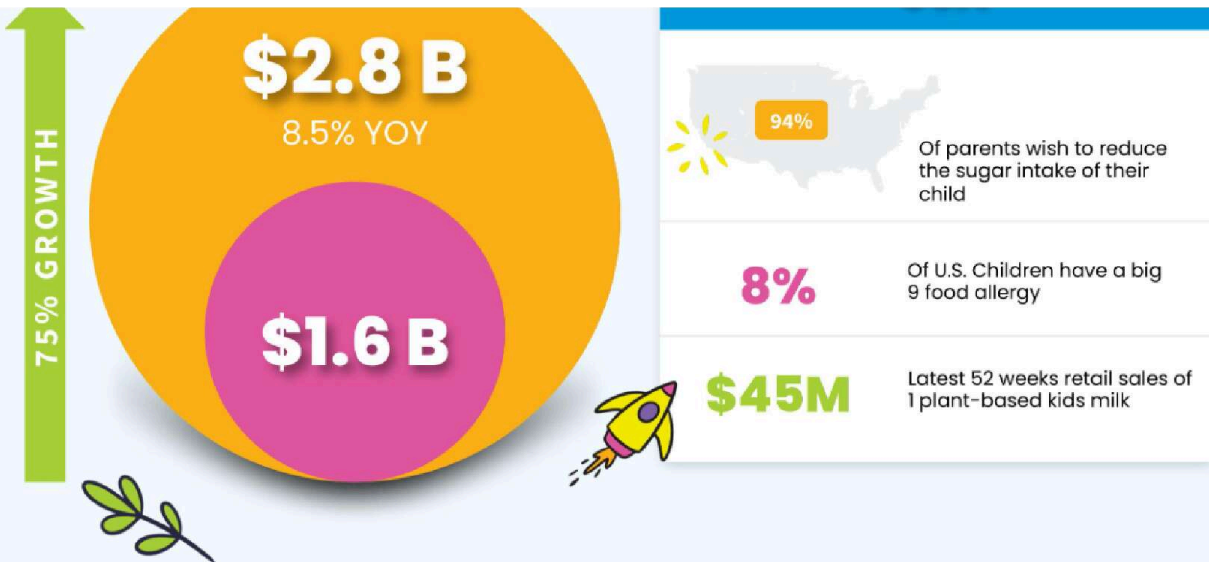


THE MARKET



PLANT-BASED MILK MARKET

USA



COMPETITION

Chickpea is the perfect, tasty protein for a KIDS milk alternative

Silk
Soy Milk

7% share
declining
Big 9 Allergen (soy)

ripple

Yellow Pea Milk

<5% share
massive growth from kids item
taste challenged

Our Competitive Advantages

- ✓ Superior taste, chickpea is popular
- ✓ Superior nutrition
- ✓ Zero sugar
- ✓ Kids focused power-brand
- ✓ Dr. Susan Marie Fluegel credibility

Plant-Based Milk

THE ORIGINAL
OATLY!

22% share
growing rapidly
cannot serve to a child

Oat Milk



55% share
declining
cannot serve to a child
Almond Milk



EXIT STRATEGY

Multiple exit opportunities can result in a high ROI

IPO CONSIDERATION

Move Fast And Build A Loyal Cohort Of Gen Z And Millennial Mothers With Our Innovative Formula And Cash-flow + Business



IPO CONSIDERATION

Forward-looking projections cannot be guaranteed.

tally
MFGS

CUSTOMER ACQUISITION

Defined, focused user acquisition strategy

MILLENNIAL + GEN Z NEW MOMS

- VEGAN OR VEGETARIAN MOTHERS**
- MOTHERS OF CHILDREN HAVING ALLERGIES (MOCHA)**
- NUTRITIONAL AND HEALTH FOCUSED MOTHERS**

OUR FOCUSED APPROACH

- Organic, Social Media, Word of Mouth, PR
- Partnerships with Allergy Organizations
- Instagram, Facebook, Google, Candy Crush
- Pediatricians and Nutritionists

tally
MFGS

GO-TO-MARKET

2 Routes

90%

- SHIP TO DISTRIBUTORS**
UNFI, KeHE
- GROCERY STORES**
500+ independents, then expand to key accounts
- EXPAND DISTRIBUTION**
with high-velocity success stories

10%

- WEBSITE AND AMAZON**
pick/pack/ship
- PURCHASE**
free shipping
- SUBSCRIBE & SAVE**
develop loyal customers

Milestones

Where and when we are going



First Production

First Purchase Orders from distributors

Gain Traction

Ad spend, grow e-commerce and distributor accounts

JAN 2022

MAR 2022

APRIL 2022

MAY 2023

Q3 2023

Q1 2024

First Customers

First Shipments

First Chain Account

BUSINESS MODEL

We have four main revenue sources

Direct to Consumer (Dry)
Drinktally.Com



Distributor Shipments (RFG)
Deliver to independent stores



Amazon FBA (Dry)
amazon.com



Direct to Retailer (RFG)
key accounts such as Target



tally
KIDS

OUR PARTNERSHIPS

There are a multiple strong partnerships opportunities

PRESENT

FUTURE





Customer Segments

Based on monthly subscription plans

DIRECT TO CONSUMER

1. drinktally.com
2. amazon.com
3. Thrive Market
4. Faire

Q1 2023

DISTRIBUTORS

1. UNFI
2. KeHE
3. Local Distributors

2H 2023

KEY ACCOUNTS

1. Target
2. Sprouts
3. Wegmans
4. Whole Foods
5. HEB
6. Publix
7. Etc.

Q1 2024

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GROCERY DOOR BUILD

Year	Doors
2017	1,599
2018	1,702
2019	1,852
2020	2,063
2021	2,213
2022	2,363
2023	2,763
2024	3,163
2025	3,563
2026	3,963
2027	10,383


10,300 DOORS

- 10,300 Doors
- x 2 items
- x \$125 / S / 4 Wk
- \$2.6M per quad week
- x 13 quad weeks/yr

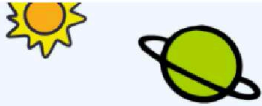
\$33M PER YEAR

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Forward-looking projections cannot be guaranteed.

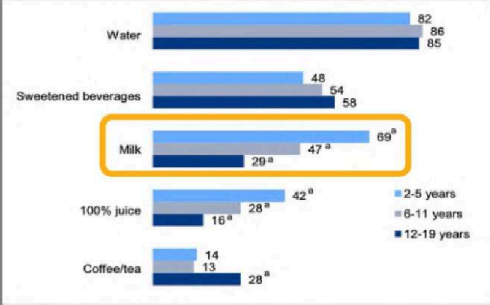


Research



Young Kids (Age 2-5) Drink Milk! It's Their #1 Choice Behind Water!

Figure 1. Percentage of children who consumed beverages*, 2017-2018




Beverage	2-5 years	6-11 years	12-19 years
Water	82	86	85
Sweetened beverages	48	54	58
Milk	89 ^a	47 ^a	29 ^a
100% juice	42 ^a	28 ^a	16 ^a
Coffee/tea	14	13	28 ^a

* Beverage groups are defined on page 6.
^a Significantly different than the other two age groups (p<0.01)
 SOURCE: WWEIA, NHANES 2017-2018, day 1, individuals 2-19 years

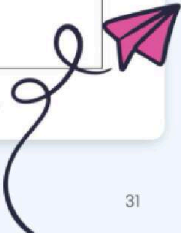
Adults Don't Drink Milk! Milk Is 5th For Adults Behind Alcohol!

Figure 1. Percentage of adults who consumed beverages*, 2017-2018



Beverage	Males	Females
Water	84	87
Coffee/tea	68 ^a	75
Sweetened beverages	44	40
Alcoholic beverages	27 ^a	20
Milk	17	15
100% juice	14	12
Diet beverages	11	10

* Beverage groups are defined on page 7
^a Significantly different from females (p<0.01)
 SOURCE: WWEIA, NHANES 2017-2018, day 1, individuals 20+ years



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MARKETING ACTIVATIONS



TABLE STAKES!

Execute with Excellence to gain 5-Star reviews and UGC.



Targeted Search +
User Generated Content



INNOVATIVE!

100,000 at-home mothers review products monthly.



Word of Mouth
Moms will share like wildfire

FREE!

Candy Crush is played by 30 Million women every week.



Focused advertising in mobile games played by mothers.

Tempo Platforms is the in-game mobile advertising platform.



FREE!

Connecting with Allergen Community is Free.



FOUNDERS AND FRIENDS EP. 3

Jon and Kyle host a podcast titled "Founders and Friends" to build credibility and a Founder Brand.

+ Jon and Kyle personally network with Allergy Awareness Organizations and Social Media Allergy Groups

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