

Caffeine & Support for a New Generation of Veterans



aerialresupplycoffee.com Charlottesville VA      

Highlights

- 1 On track for 5x projected revenue growth in 2023
- 2 ARC founder spent 20 yrs in logistics for the biggest industry in the world (US Military)
- 3 Poised well to capitalize on a 3-tiered distribution model: DTC, B2G, "in-store" veteran experience
- 4 Already a \$90 lifetime customer value, with early brand recognition
- 5 Our subscription model has increased 56% YoY
- 6 B2B launches with Kroger & VT Athletics this summer
- 7 Nationally-recognized, veteran-owned non-profit Support partner secured: 22Zero.org
- 8 Soon ARC becomes THE modern veteran support system: coffee shop, gym, coworking, shooting range, etc

Our Team



Michael Klemmer
Founder & CEO

Building a Veteran-Owned Coffee Company. Army Veteran. Father. Entrepreneur.



Will Johnson Director of Sales



Mack Johnson Social Media Marketing



Mara Klemmer Graphic Designer

Built the entire line of flavored coffee products, graphics, and marketing

Pitch



Who Is Speaking To This New Generation of Veterans?

- Legacy Veteran Support Systems Are Not Supporting Everyone
 - 10% eligible veterans who actually joined the VFW
 - 67 average age of an American Legion member
- Current Veteran-Owned CPG Brands Are Divisive & Polarizing
 - 82% 5-quarter stock depreciation value of the leading veteran-owned coffee brand
 - 5% difference in political party identification among veterans

Aerial Resupply Coffee
Caffeine & Support
for a New Generation of Veterans

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|---|---|
| <p>Stay Caffeinated</p> <p>Great Coffee</p> <ul style="list-style-type: none"> - Everyday roasts, 2x-caffeinated, ground, whole bean & K-cup. <p>Without The Bull****</p> <ul style="list-style-type: none"> - We don't play the politics game. <p>Supporting every veteran & unsung hero.</p> | <p>Support Forward</p> <p>Virtual Community</p> <ul style="list-style-type: none"> - Veteran-run support orgs. for healing, rebuilding & thriving in civilian life. <p>Gathering Spaces</p> <ul style="list-style-type: none"> - Modern day veteran support system: coffee shop, gym, co-working space, shooting range, etc. |
|---|---|

"We support first responders, active military, their families, veterans, and the unsung heroes who work behind the scenes supporting all of us. First with coffee, but forward-looking to a supportive community and modern day gathering spaces." ~ Mike Klemmer



Spectre

Spectre is our darkest espresso roast -- because it's best when black. Just like the guys & gals that fly the AC130, which only operates at night, I wanted to pay homage to those who that keep the world running while the rest of us sleep.

Fair Trade / South America, Africa, Indonesia
Dark Roast

M.O.A.B.



Mother of All Brews, named for the Mother of All Bombs. The actual weapon, MOAB, is the largest non-nuclear ever dropped in combat. Like this HUGE weapon, MOAB is a powerhouse double caffeinated coffee.

100% Robusta Bean, Medium Roast
Double Caffeinated.



Fire Watch

Oh, Fire Watch... being woken up at 2am so you can sit awake & watch over everyone to ensure their safety, just to wake up the next person at 3 am... then try to go back to sleep for 90 mins before everyone is woken up for the day ahead. What better name for a coffee, than a nod to the need to stay awake!

100% Colombian Supremo
Medium

15W40

Military coffee often looks & acts like motor oil. We want our coffee to be as strong as possible. Hence, 15W40. Catered mostly to mechanics & a nod to those that work on machinery, this roast really is about the people who work to keep the gears of society going.

100% Colombian Supremo
Dark roast

Aerial Resupply

"I absolutely love this new Aerial Resupply Coffee. It has a great taste without being too bold. I'm a new fan of ARC, that's for sure."

Gordon Sumner

"I am a fan of coffee that has a punch. 15W40, like you would expect with a name like that, delivered. Enough of a bite to the taste to let you know you are drinking the real deal. As the name implies, this will keep all the body parts moving throughout the day."

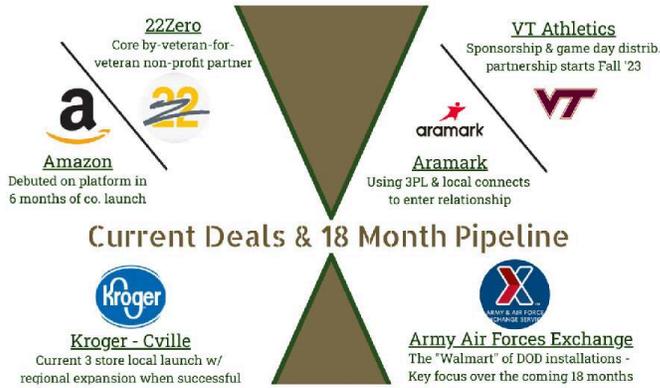
Don McKeefery

TESTIMONIALS

"When I opened the bag I thought wow, this is the best smelling coffee I've ever smelled, so nutty. Loved the smell & it made an incredibly smooth & silky pot of coffee. ARC bumped other brands off my list, I'm a customer for good now!"

Melissa Gandy



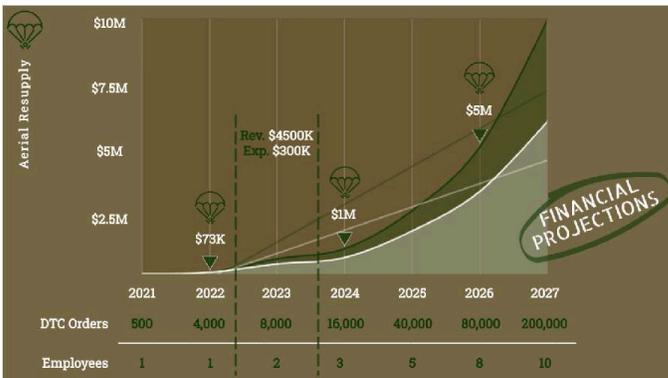


Mike Klemmer
 Founder, Veteran, Father

Mike & Nikki Klemmer are the founders of Aerial Resupply Coffee. For 20 years as a logistics officer in the U.S. Army, my career was to provide people with beans, bullets, and beds. I was a part of the unsung heroes supporting the courageous front line. After years of post-service, logistics work for public-private companies, I've gone all in on my passion of providing premium roasted coffee & community support to veterans and all of the unsung heroes behind the scenes, that keep our society running.

Logistics & distribution are key in this business, and having spent 20 years doing just that with the biggest industry in the world (the US military), and another couple of decades working logistics in civilian life, I feel confident in our ability to expand ARC to distribution points across the USA.

A Logistics & Distribution Leader



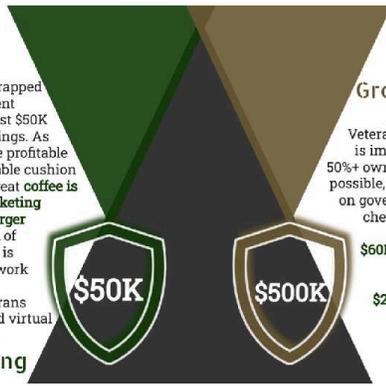
Forward-looking projections are not guaranteed.



Aerial Resupply

We have bootstrapped ARC to it's current position with just \$50K in personal savings. As of Q2-'23, we are profitable with a comfortable cushion in the bank. But great coffee is really just the marketing machine for the larger community vision of Aerial Resupply. It is time to begin our work supporting a new generation of veterans with hands-on and virtual support.

Bootstrapping

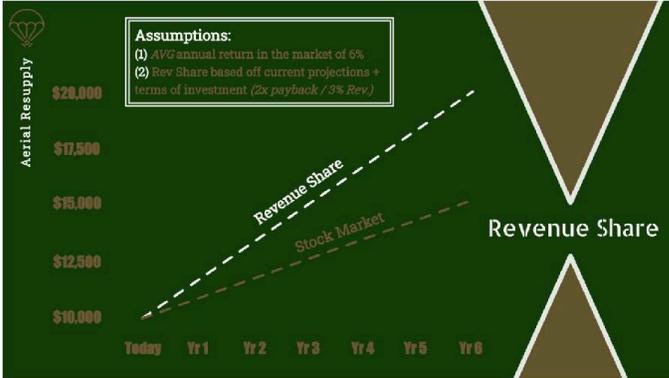


Bringing in Growth Partners

As a Service Disabled Veteran Owned Business, it is important that we keep 50%+ ownership for as long as possible, in order to capitalize on government contracts & cheaper funding options.

\$60K - Growth Marketing
\$140K - 2x Salaries
\$100K - CAPEX
\$200K - Operating Cash

\$500K current raise



Forward-looking statements are not guaranteed.



Aerial Resupply

Turning \$500K Into \$1 Billion

| CURRENT | NEXT 6 | NEXT 18 | SERIES A | LIQUIDITY |
|----------------------|---|---|---|-----------------------------------|
| Solopreneur | ☆ COO, Sales & Marketing (B2B) | --- | CFO, VP of B2G, CPO, CMO | 60%+ Veteran-led Team |
| 1x Roasting Facility | 2nd Roasting & Dist. Facility | --- | ☆ First 3 Veteran Support Locations | 50+ Support Locations |
| DTC | Key B2C Non-Profit Partners / Local Grocery | Corp. Food Service / Government Contracts | National B2B Expansion / "In-Store" Experiences | Black Rifle-level Brand Awareness |

Forward-looking statements are not guaranteed.



Downloads

[Aerial Resupply Revenue Share Projections.pdf](#)

