

INVEST IN IBA PLANT-POWERED ENERGY DRINK

## It's Only Natural!



drinkiba.com Miami, FL [Twitter](#) [LinkedIn](#) [Facebook](#) [Instagram](#)

## Highlights

- 1 iba was chosen from over 1000 brands for KeHE natural distributors prestigious Elevate program
- 2 We won the May 2024 Render Capital Competition in Louisville - 12 brands selected/200+ applicants
- 3 We are proudly authentic, female-founded and female-led

## Featured Investors



Render Capital  
Notable Investor

Follow

Invested \$100,000 ⓘ

We invest in startups that are solving problems with innovative solutions, attacking a large market with global applications, and have a founding team and advisors with deep experience.  
[render.capital](http://render.capital)

### Triet Nguyen, Principal

"iba presents a great product with a strong point of difference, featuring excellent branding and high-quality offerings. While differentiation in a crowded market is still in its early stages, leveraging organic outreach via influencers could elevate the brand above the noise in local markets. The strategy is sound and well-suited for a competitive space, and I am excited to witness its growth. As someone who hasn't consumed energy drinks or coffee in the past three years, I was impressed by iba's appeal; I found myself drinking it frequently and noticed that our office was choosing iba over coffee. Additionally, after introducing another investor to iba for samples, he repeatedly called me asking how he could get more, especially when they were sold out at one point. This level of demand speaks volumes about the product's potential."



William Ko [in](#)  
Syndicate Lead

Follow

Invested \$50,000 ⓘ

CEO at Johnson Hardwood and Angel Investor

"I was thrilled to be approached early by the founding team of iba Plant Powered Energy Drink, both as an investor and in an advisory role. While the energy drink market is undeniably crowded, the unique opportunities the founders identified in the white space are becoming more apparent each day. This new and innovative energy drink offers a functional, healthy, and better-for-you alternative to traditional beverages on the market. They distinguish themselves by utilizing plant-based ingredients to deliver a clean, natural source of energy, which is increasing in demand each day. Unlike other energy drinks that rely on artificial additives and excessive sugar content, iba provides a refreshing and revitalizing drink that promotes overall well-being without compromising on taste or quality. Investing in iba Plant Powered Energy Drink means supporting a brand that aligns with current consumer trends and addresses the growing demand for healthier beverage options. Beyond the market potential, I have personal confidence in the founders, who possess real-

world experience in leading successful companies, managing P&L, and scaling for growth. I highly recommend that individual investors explore the opportunity to invest in iba Plant Powered Energy Drink. It is an exciting venture with a unique value proposition poised to disrupt the energy drink market."

## Our Team



**Flavia Baggio Greenwood** Founder/Chief Executive Officer

I graduated from the prestigious Fundacao Getulio Vargas (FGV) school in Brazil and was also an exchange student at Bocconi University in Italy. I speak four languages.



**Jodie Doyle** Founder/Chief Sales & Marketing Officer

I serve as President of US operations for one of the largest Brazilian wood manufacturers. I also serve as the lead sales and marketing advisor for the iba Plant-powered Energy team, along with assisting with strategic planning

## Introducing iba Energy Drink....The Energy of Brazil





how iba stacks up



### how iba stacks up



Forward looking projections are not guaranteed



**Direct to Consumer Controlled Approach**

A phased approach that will aim to build direct relationships, support trial, and provide convenience.

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**Phase 1** Introduce digital commerce sign-up experience to capture interest and build community (soft launch). Launch direct e-commerce sales and fulfillment on emeritusa.com (support total initiatives - swing & sell up 30% portfolio)

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**Phase 2** Expand retail expansion leveraging 3rd party delivery platform (Amazon, GoPuff, Instacart) with native promotion campaign

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**Phase 3** Expand 3rd party delivery platform partnerships, distribution, accelerate online promotions and promote loyalty and customer-building initiatives. These aim to extend the consumer journey across digital touch points. This awareness drives advocacy.

**iba Leadership**

**Flavia Baggio Greenwood**  
**Founder/CEO**

A native of Brazil and formerly served as the US General Manager for a Brazilian hardwood flooring business, helping to successfully establish their presence in the US market.

She is a graduate of the prestigious Fundação Getúlio Vargas (FGV) school in Brazil and attended for 6 months at Boston University in Italy during her degree. She resides in Miami, Florida, speaks four languages and enjoys like, surfing, traveling and spending time with family.

**Jodie Doyle**  
**Founder/Strategic Advisor**

As currently serves as the President of the Board of iba USA, she has considerable experience in both the development and management of remote teams as well as serving her company with both sales, client and marketing functions. Flavia and Jodie have met and developed great relationships while working together in the flooring industry since 2019.

Jodie and her wife Kelly have three children. They are both proud graduates of the University of Dayton (OH) and they currently reside in Louisville, Kentucky.

Attributed, Gartner and The Research Company



Forward looking projections are not guaranteed

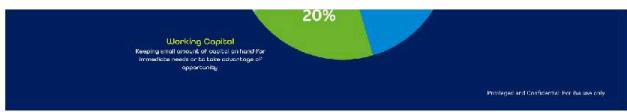
**Desired Funding/Use of Proceeds**

Category	Percentage
Sales & Marketing	45%
People/Team Build	20%
Product Development	15%

**People/Team Build**  
Provides fiscal and sales and marketing, until our product is developed, to help us grow in many sales, marketing and operational areas.

**Sales & Marketing**  
Sales and marketing will be the major achievement in first 3-5 years to help community and brand awareness.

In addition to utilizing sales revenue, portion of sales used for high-priority product, marketing and high-priority startup.



## Downloads

