

It's Only Natural!




drinkiba.com Miami, FL



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

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

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

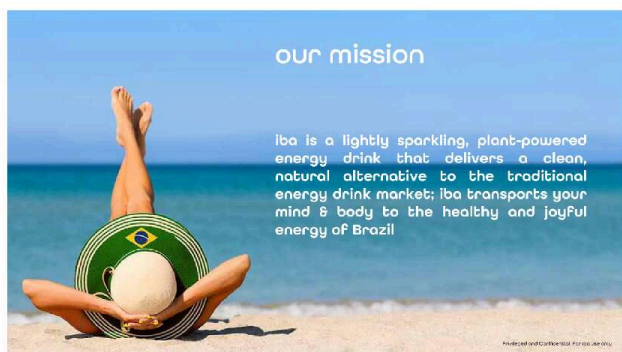
I graduated from the prestigious Fundacao Getulio Vargas (FGV) school in Brazil and was also an exchange student at Bocconi University in Italy. I speak four languages.



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



Simple ingredients. Great formula.
No artificial flavors or sweeteners.
Zero sugar.

150mg Plant-Based Caffeine
 Botanicallly Infused
 High Potency Vitamin C

Naturally Sweetened
 NON-GMO Project
 Vegan

BRAZILIAN SUPERBLEND

ZERO SUGAR

WOMEN OUTLINED

how we're different

Zero sugar. Less ingredients. More Functionality. Tastes great.

Acerola Cherry
One of the world's best sources of Vitamin C

IMMUNITY BOOST

Copaiba
Comes from inside the tree

IMMUNITY BOOST

**ENERGY * OF BRAZIL
superblend**

Proprietary blend of natural + functional superfood ingredients native to Brazil.

* Iba has partnered with leading US academics and experts to determine the optimal blend of ingredients from natural, plant-based sources. These ingredients are sourced from all the best ingredients in Brazil, including acerola, guarana, and green coffee. Iba's blend is the only one that is both plant-based and contains the highest concentration of natural ingredients.

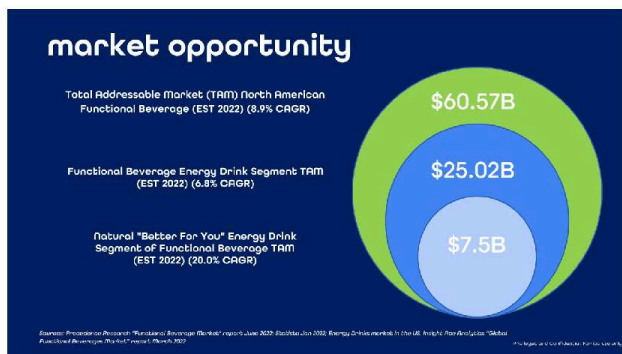
Guarana
Helps to improve mental clarity + focus

MENTAL ACUTY

Green Coffee
Healthy + natural source of caffeine

ENERGY

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target audience: conscious hustler

Ages 25-45
Gender Neutral (female skew)
Urban Living
College Educated
FT or Self-employed

Key Consumption Trends

- Skews towards healthien, lower sugar drinks
- Invests towards plant-based & products that are better for the planet
- Demands for more functionality - immunity, cognitive support, and added vitamins

Daughters & mothers of careers, families, & professionals
 Believes in sometimes being + preventative health
 Professional, well educated, & discerning shoppers

Trend followers driven by new innovation
 Big believers in anything plant-based
 Time-strapped, overworked workers

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Functional "Better for You" Energy

NATURAL

LESS FUNCTION

MORE FUNCTION

ARTIFICIAL

WHITE SPACE

IBI

ZOLA

EVOLV

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how iba stacks up





how iba stacks up



Forward looking projections are not guaranteed

marketing support

- Quarterly Promotions
- Regular In-Store Demos & Sampling
- Tracker Coupons & Shelf Talkers
- Strong Brand Merchandising Team
- Social Media / Influencers / Brand Ambassadors
- Community Events
- College Field Marketing + Ambassadors
- Email Marketing, SEO, Geo-targeted ads to drive to retail

Proprietary and Confidential Performance

marketing execution

Brand Collateral

Community Events

Social Media & Influencers

Partnerships are Confidential Performance

Direct to Consumer Controlled Approach

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

- Phase 1**
Introduce digital commerce sign up experience to capture interest and build community (SOP: US/CHN). Launch direct eCommerce sales and Fulfillment on embecta.com (support trial initiatives - swap + eat up 3PL partner)
- Phase 2**
Support retail expansion leveraging 3rd party delivery platforms (Amazon, Go Puff, Gorilla) with native promotion campaign.
- Phase 3**
Expand 3rd party delivery platform partnerships, distribution, accelerate online promotions and promote loyalty and subscription initiatives. These aim to optimize the consumer journey across digital touch points from awareness to in-ho advocacy.



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iba Leadership



Flavia Baggio Greenwood
Founder/CEO

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

She is a graduate of the prestigious Universidade Virginia (UV) school in Brazil and obtained her Master's degree in Business Administration in Italy during her degree. She resides in Miami, Florida, speaks four languages and enjoys traveling, surfing, traveling and spending time with family.



Jodie Doyle
Founder/Strategic Advisor

He currently serves as the President of Incubators USA. He has considerable experience in both the deployment and management of remote sales teams as well as serving his company with both supply chain and marketing functions. Flavia and Jodie have met and developed great relationships while working together in the food and beverage industry since 2019.

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

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strategic advisor



Vanessa Deu
Founder
Health-Ride Kombucha

Business co-founded Health-Ride in 2018 alongside her best friends and husband/founder team, Justin and Dakota Trout. She recently exited their business after a successful sale of the business to first beverage group and has agreed to join the Energy Drink's co-founder Flavia Baggio and Jodie Doyle in a strategic advisory role. During her time at Health-Ride, they raised almost \$6 million to create the largest kombucha beverage brand. Her main role at Health-Ride was on the sales and marketing side, where she served as Chief Sales Officer. They grew the company from an LA Farmer's Market staple to a brand now available in 30,000 stores including Whole Foods, Target and Trader Joe's.

Originally from Los Angeles, Deu received her BS in Biochemistry from UC San Diego and an MBA from the University of Southern California. She currently gives back to the community and serves as a USF Mutual Member, advises several young CPG companies, and is an active member of the Female Founder Collective, Entrepreneur's Organization (EO) and RAIN Business Association (RBB).



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Financial projections

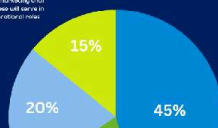


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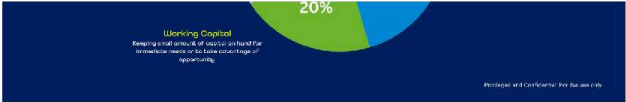
Desired Funding/Use of Proceeds

People/Team Build
Plan additional personnel sales and marketing, trial and use and company employees. These will come in various roles, marketing and support roles.

Inventory
In addition to initial sales revenue, portion of raise used for initial inventory, marketing and try-offer testing.



Sales & Marketing
Sales and marketing spend will be focused on building a trial and go-to-market strategy and build community and brand awareness.



Downloads

 [iba Investor Deck - July 2024.pdf](#)