



INVEST IN **GLO HEALTH FOODS**

Resetting THE BAR for healthy!

shop.coachgabbi.com

Austin, TX

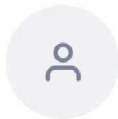


Highlights

- 1 All-star team across every CPG industry category incl. the experts behind Magic Spoon/Stars & Honey.
- 2 Created by Gabbi Tuft, Licensed Sports Nutritionist, w/over 80M monthly views on TikTok & Instagram.
- 3 Highly targeted whitespace to target massive success; 1st-protein; 2nd-BARS; then, 3 more disruptors

- 4 Vested influencer network driving GLO's marketing funnel--100M+ combined followers
- 5 Clean formula: no artificials, seed oils, or GMOs—glyphosate-free & sweetened w/ allulose.
- 6 Bars contain myoinositol— tastes great, helps stop carbs turning to fat, while curbing hunger!

Featured Investors



Five Two Five Ventures 

Follow

Invested \$10,000 

Five Two Five invests globally in technology startups that use data, AI, and machine learning to support the movement of people, goods, and money. Our mission is to remove the biases of proximity within the startup ecosystem through increasing global access to capital, coaching, and community.

Jason Scott, Founding Partner, 525 Ventures

"I'm thrilled to be investing in GLO, founded by the powerhouse duo Gabbi Tuft and Rick Bassman, whose founder-market fit is nothing short of extraordinary. These two live and breathe health and wellness, and they've launched a product perfectly aligned with this pivotal moment when consumers are more intentional than ever about what fuels their bodies. With the combined expertise across health, CPG and distribution across the GLO team -- plus a waitlist of customers already glowing with anticipation - - GLO is perfectly poised to ride this upcoming inflection point within performance nutrition. I couldn't be more excited to watch this rocket ship take off—just hoping I can still get my hands on the product once the universe discovers how amazing it is.



Jason Scott
Syndicate Lead

Follow

Invested \$10,000 

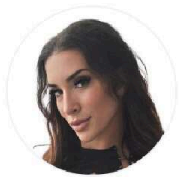
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Other investors include [Ben Stokes](#)

Our Team



Gabbi Tuft Chairmain

Viral social media influencer with over 80M views monthly on TikTok & Instagram, Founder of GLO, Former WWE Superstar, Licensed Sports Nutritionist, Bachelors of Science Degree.



Rick Bassman CEO

Emmy Award-winning producer, Former Walt Disney executive and William Morris agent, Founder/CEO of leading pro wrestling and MMA brands sold respectively to WWE and K-1

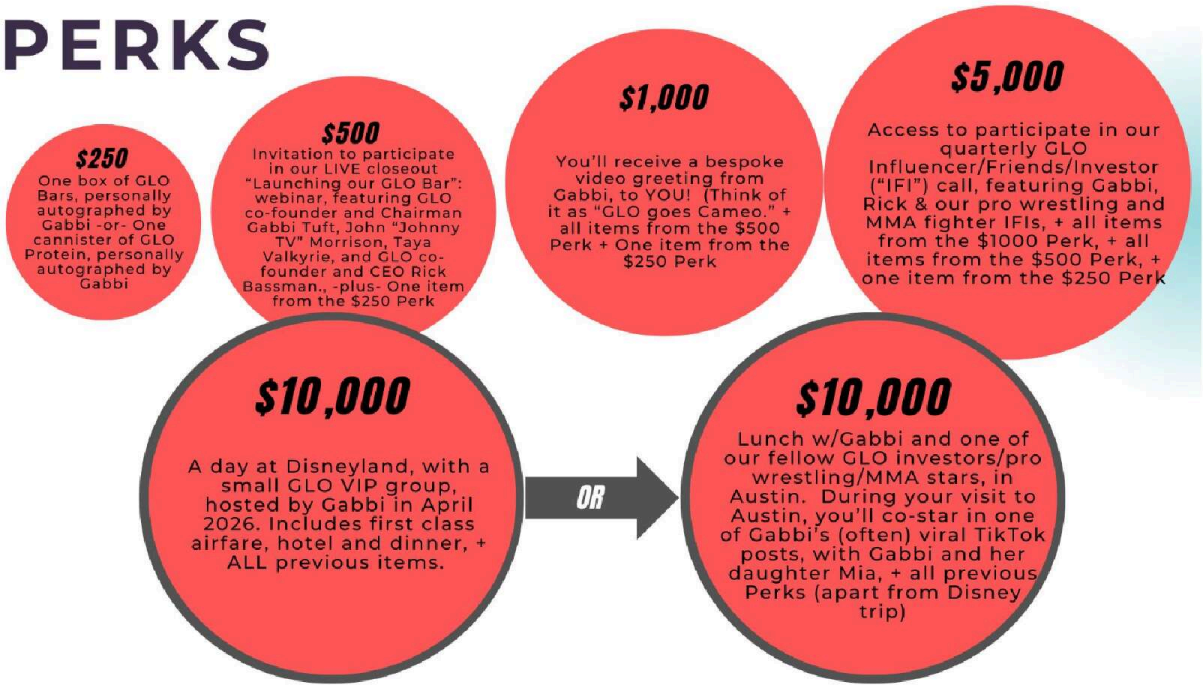
Resetting THE BAR for healthy!





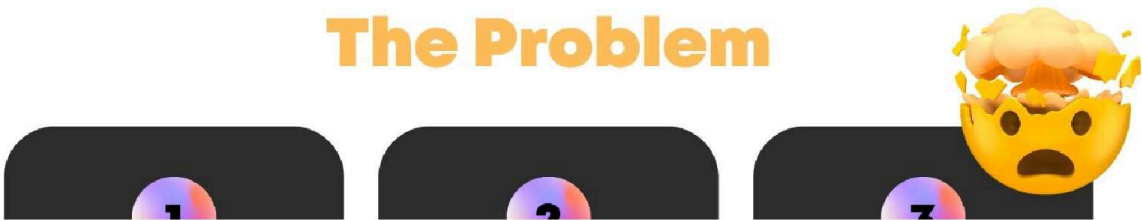
Full portrait view video [here!](#)

PERKS



Just over two years ago I did my first food product review on social media, exposing the shockingly toxic ingredients in a popular protein bar - and the video went viral.

The Problem

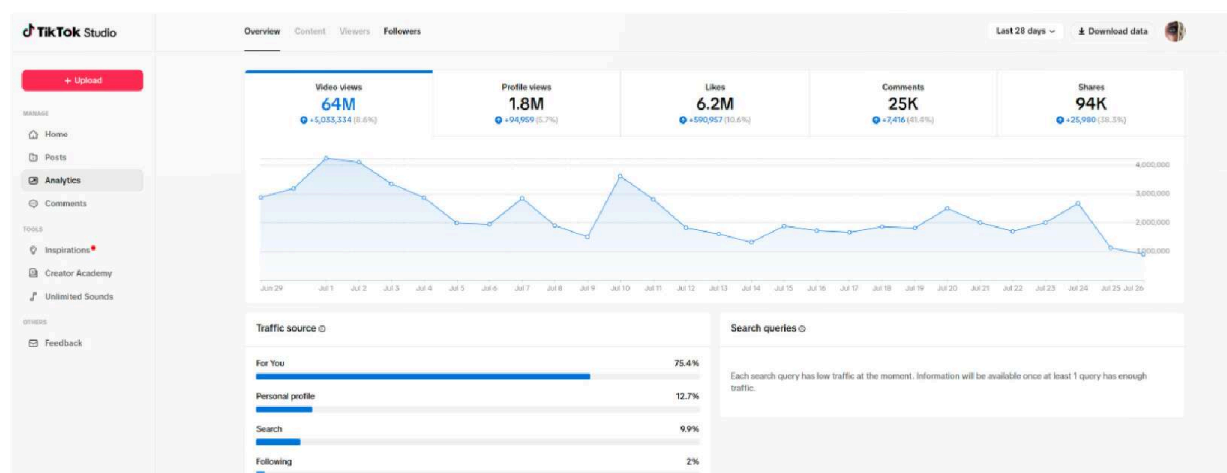




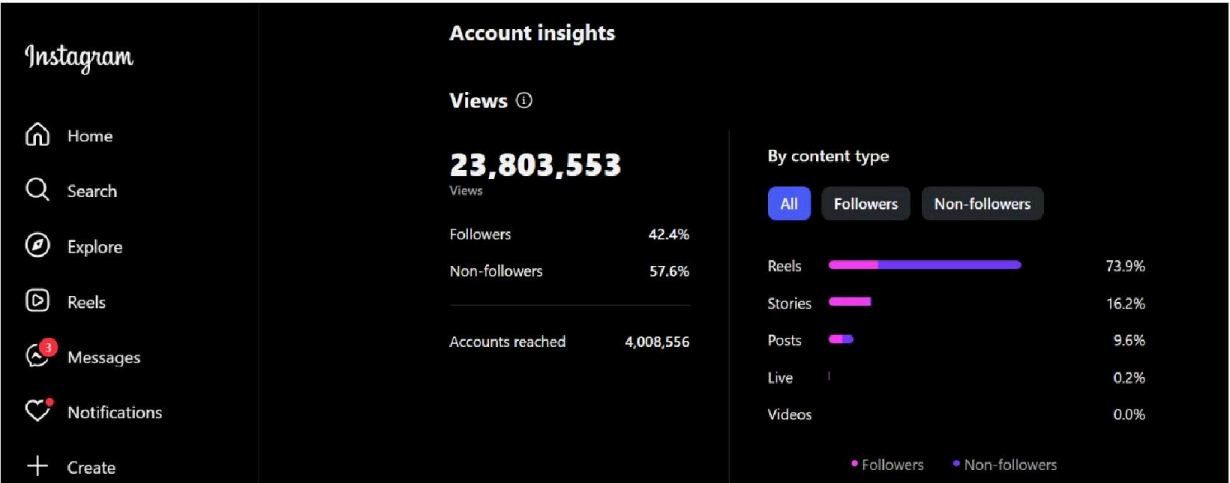
Since then, and as a Licensed Sports Nutritionist, I've been consistently reviewing food products for my fans and followers, garnering approximately 80M views every month between TikTok and Instagram alone.



Gabbi's TikTok Views



Gabbi's Instagram Views:



Thousands of my followers began saying, "Gabbi, if you just make a product, we'll buy it. We trust you." That was the moment GLO was born. We had the brand, we just needed to create a product that met my standards.

The solution:



GLO

GUIDED LIFESTYLE OPTIMIZATION

Enough of the lies
People want truth
They want transparency
And that's what GLO will give them

1st to use this ingredient combo

GLO uses a specific supplement combo to reduce blood sugar spikes in doses backed by multiple published medical studies.

TRUE low carb foods

The FDA doesn't use net carbs, so why should we?

GLO focuses on TOTAL carbs with low carb-friendly foods.

5 TRUE disruptors

Highly targeted whitespace with truly unique ingredients

TRUE transparency

NO additives
NO synthetics
NO B.S.

We're preparing for our first major public launch, with our GLO Bar! The GLO Bar will be our first bar to use an ingredient called myoinositol. It helps to regulate blood sugar, which helps prevent the carbs and sugars you eat from being turned into body fat!

GLO Bars

The FIRST protein bar to ever be fortified with pure Myo-Inositol & Allulose

Myo-Inositol (Vitamin B8) has been proven to be as effective as Metformin in reducing blood sugar, insulin resistance, and fasted insulin levels.



We're also using a natural sweetener called Allulose, which causes the body to naturally secrete GLP-1. This reduces hunger cravings and can actually lead to body fat loss!

Once I knew what I wanted in the bar, the next step was to create the dream team. I recruited a team of industry experts that include the formulators behind Magic Spoon, Kind Bar, and Stars & Honey; along with a former senior Disney executive; and one of the food & beverage industry's top VP of sales.



Gabbi Tuft

CHAIRMAN

Former WWE Superstar, Viral Influencer, Licensed Sports Nutritionist

Our Team



Rick Bassman

CEO

Serial entrepreneur, former Disney executive, WWE acquisition

Our Team



Josh Soloway

ATTORNEY

Serial entrepreneur, attorney, and investment banker with decades of experience



Mark Haas

CEO, THE HELMSMAN GROUP

Formulation: Magic Spoon, Olivia-O's, Kind Bar, Kellogs, and more.



Matt Talbot

CFO

Serial technology entrepreneur: PepsiCO, Under Armour, Danon, Justin's Nut Butter, & more.



Mae Butterfield

VP SALES

Proven expert in building and managing branded business at virtually all major national retail accounts.

Major brands that have been formulated by our expert team

1 Production

Final Formulation & Bar Production:
The Helmsman group

Formulated:
Magic Spoon: \$85M Series B
Stars and Honey: \$25M in revenue Y1

GLO Launch:
60k bars
3 flavors



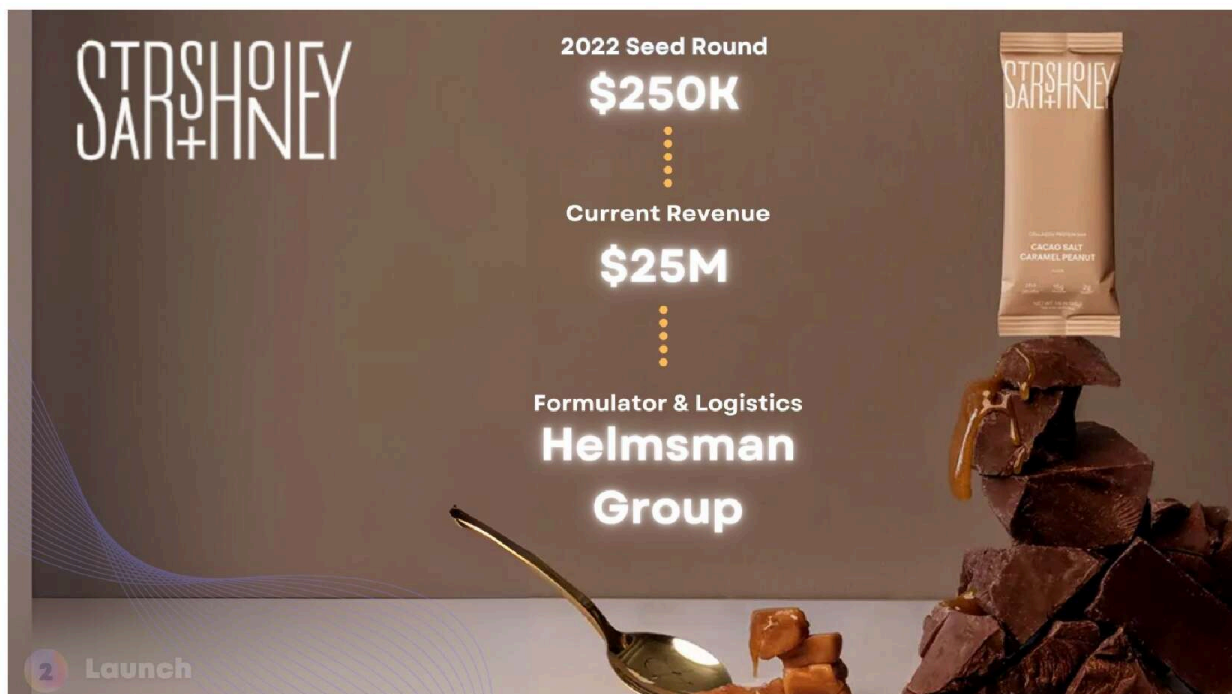
STARSHONEY

2022 Seed Round
\$250K

Current Revenue
\$25M

Formulator & Logistics
Helmsman Group

2 Launch

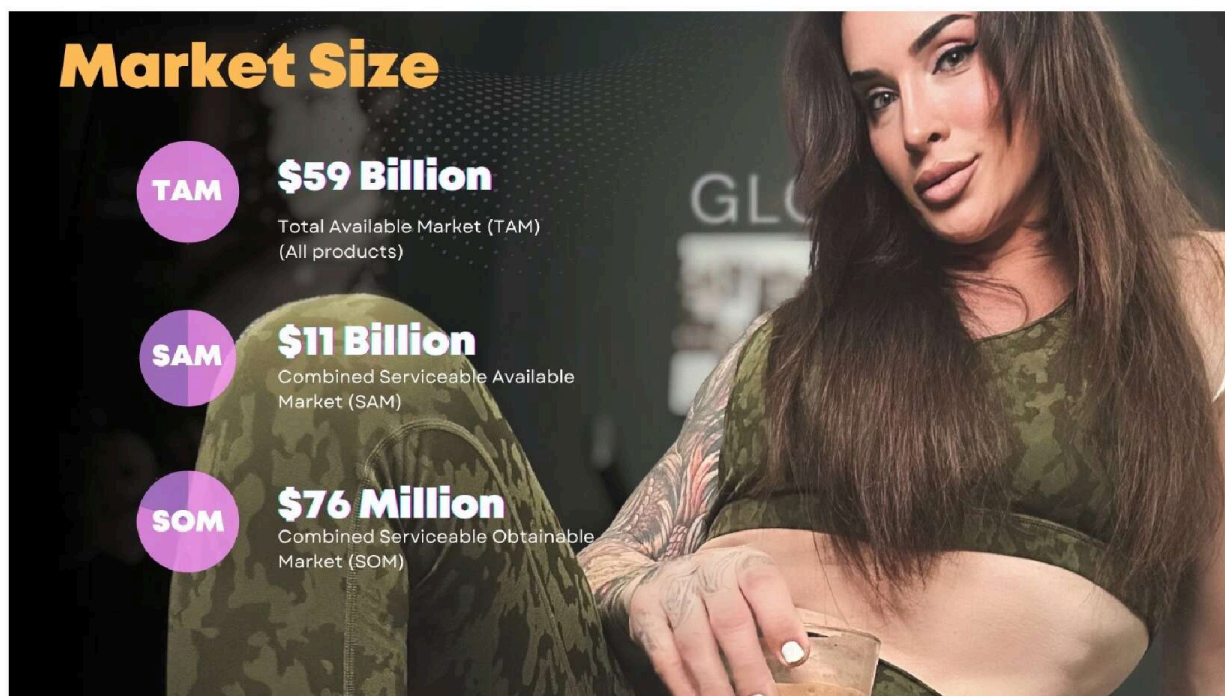


Next, the GLO team then found "the whitespace." This is the niche spot in the protein bar industry where we believe ***NO ONE ELSE*** currently has a protein bar.

Targeted White Space



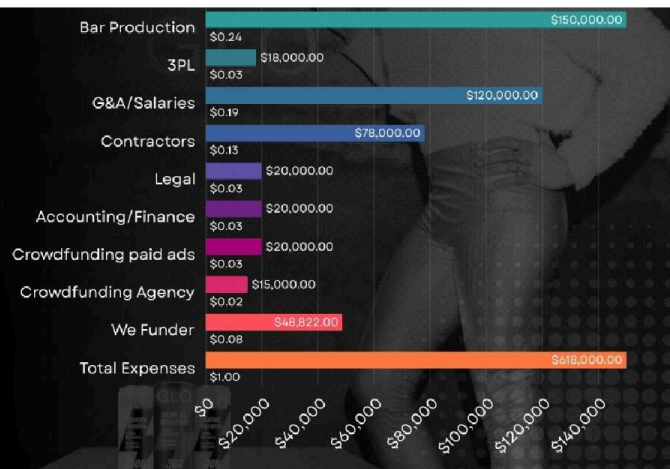
The incredible part, is that this niche protein bar industry has a massive market space with a SOM of \$76M...and this is specifically in the "healthier-for-you" space!



Our goal is to raise \$618,000 and bring the world 60,000 GLO Bars!



Pre-money valuation \$5M



We believe GLO is poised to be THE BIGGEST disruptor in the food industry, starting with the GLO BAR!

All we need is someone like you to believe in us.

Together, we can redefine the standard for the food us and our children will eat.

Live long and eat well!

-Gabbi Tuft

Co-Founder and Chairman