

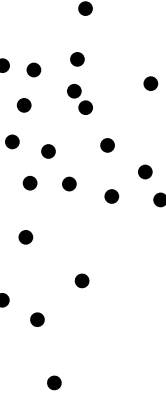
A woman with long brown hair, wearing a blue denim jacket over a white top, is holding a clear glass bottle filled with a dark liquid. She is drinking from the bottle through a clear plastic straw. The background is a dark blue, vertically-slatted surface. In the top left corner, there is a decorative pattern of white dots of varying sizes.

INVESTMENT OPPORTUNITY

PEP STRAW

Two decorative horizontal lines are positioned below the 'PEP STRAW' text. The first is a solid white bar with a jagged, brush-like right edge. The second is a white bar with a grid or dot pattern that tapers to the right.

Cristina Bergmann || Jimmy Kesters || Daniel Müller
Marcel Schoch || Clemens Seidel



TEAM



Marcel Schoch
CEO

Startup
Silicon Valley



Jimmy Kesters
COO

Six Sigma
Lean Production



Cristina Bergmann
CTO

PhD Chemistry
R&D



Daniel Müller
CSO

Engineering
Sales Network



Clemens Seidel
CFO

Controlling
M&A

PEP STRAW



MARKET OPPORTUNITY

\$33bn

dietary
supplement
industry in the US

CAGR '13-'17: **3.1%**
'17-'24: **9%**

76% of all Americans
take supplements on a
regular basis

Initial Target Market

\$500m
energy
supplements
in night clubs



PEP STRAW

PROBLEM

85% don't like the taste of energy drinks



"Want to consume less sugary drinks"

"Taking a pill is awkward"



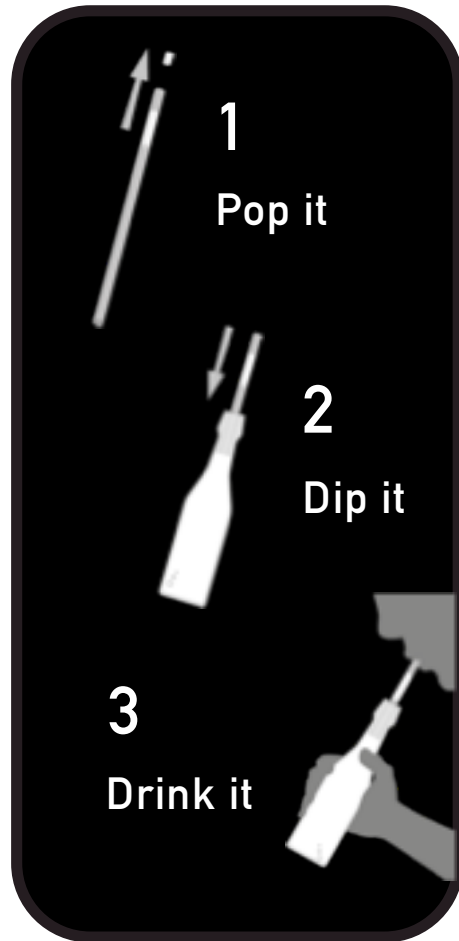
60% leave the club early because they are tired



"A Coke is not strong enough"

PEP STRAW

PEP STRAW



Patented consumption method



Plastic free straw



Healthy recipe

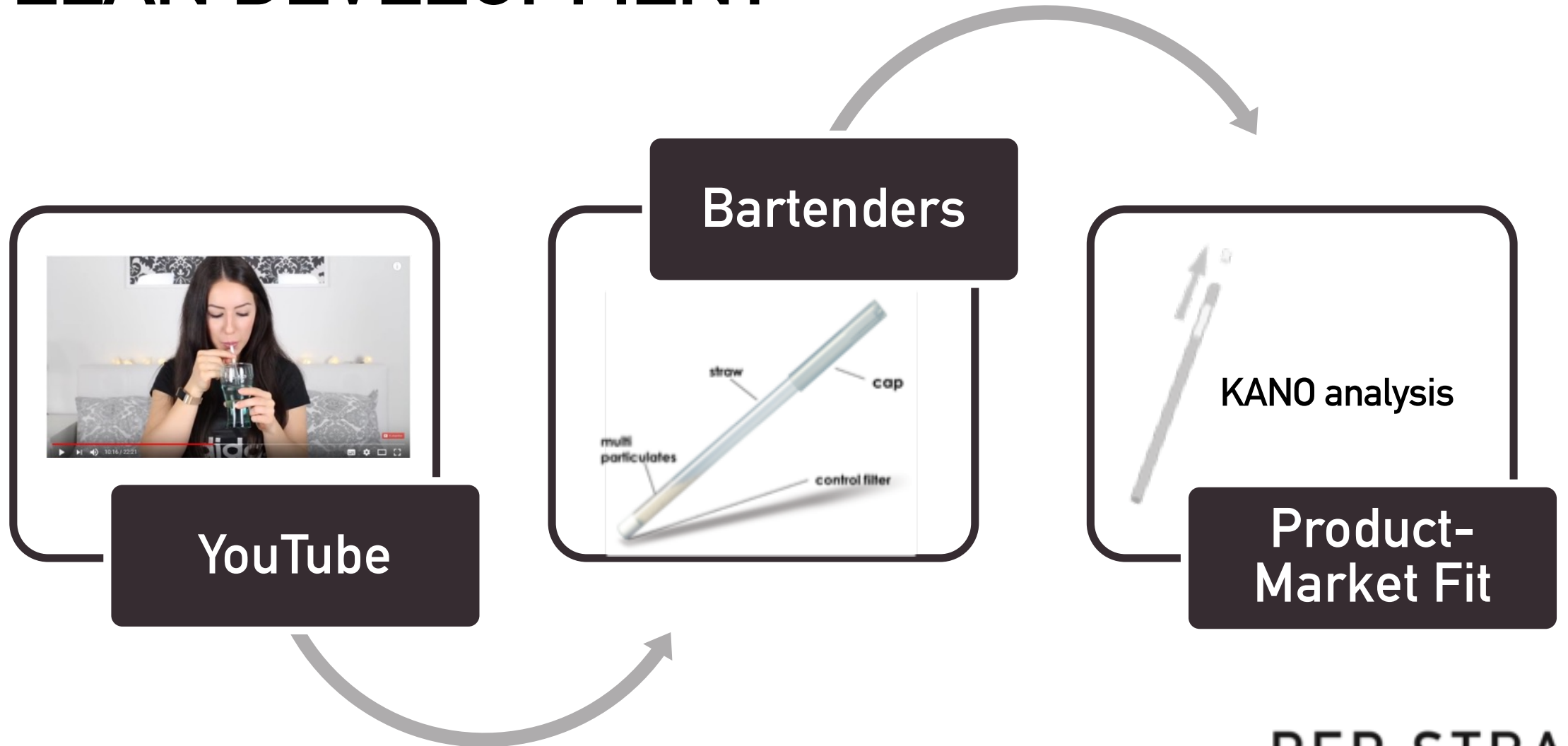


Combinable with any drink



PEP STRAW

LEAN DEVELOPMENT



PEP STRAW

INTELLECTUAL PROPERTY

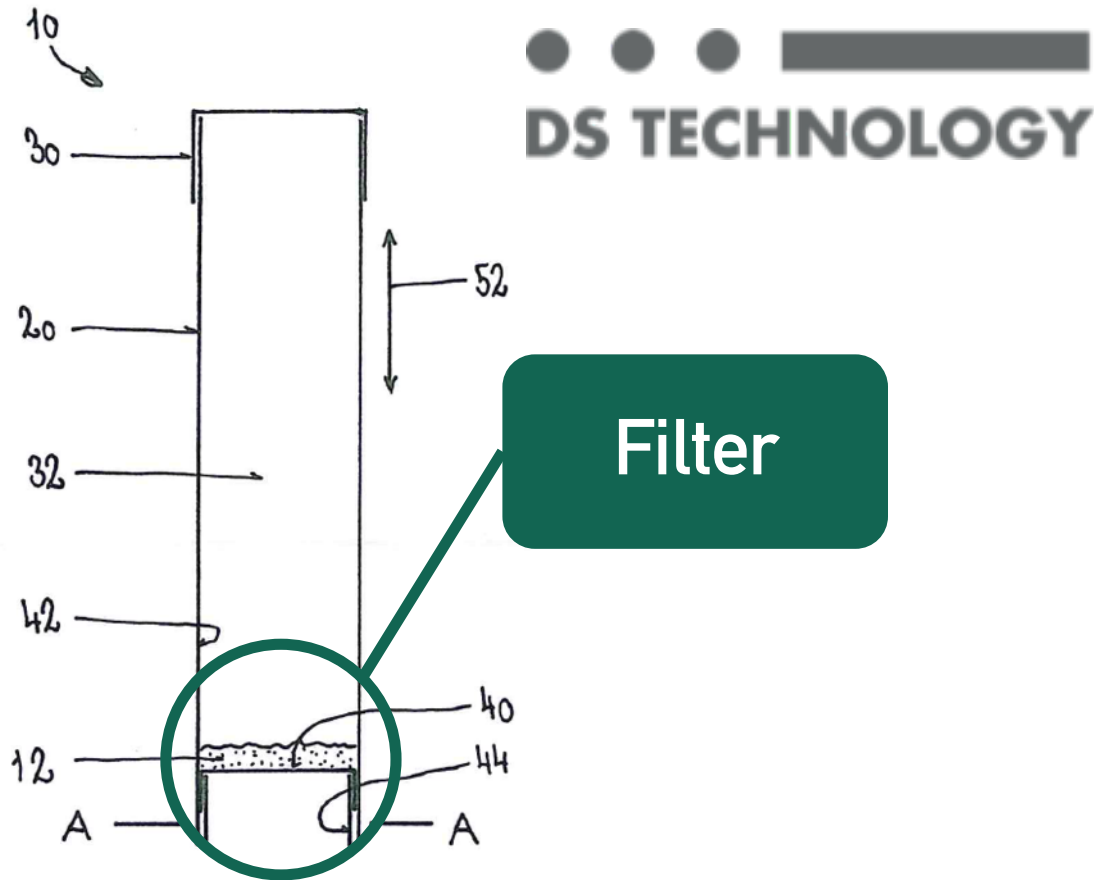


FIG. 1



Patented filter solution



Technology partner



License agreement

PEP STRAW

VALUE PROPOSITION



Julia

- || Feel energized
- || Healthy alternative

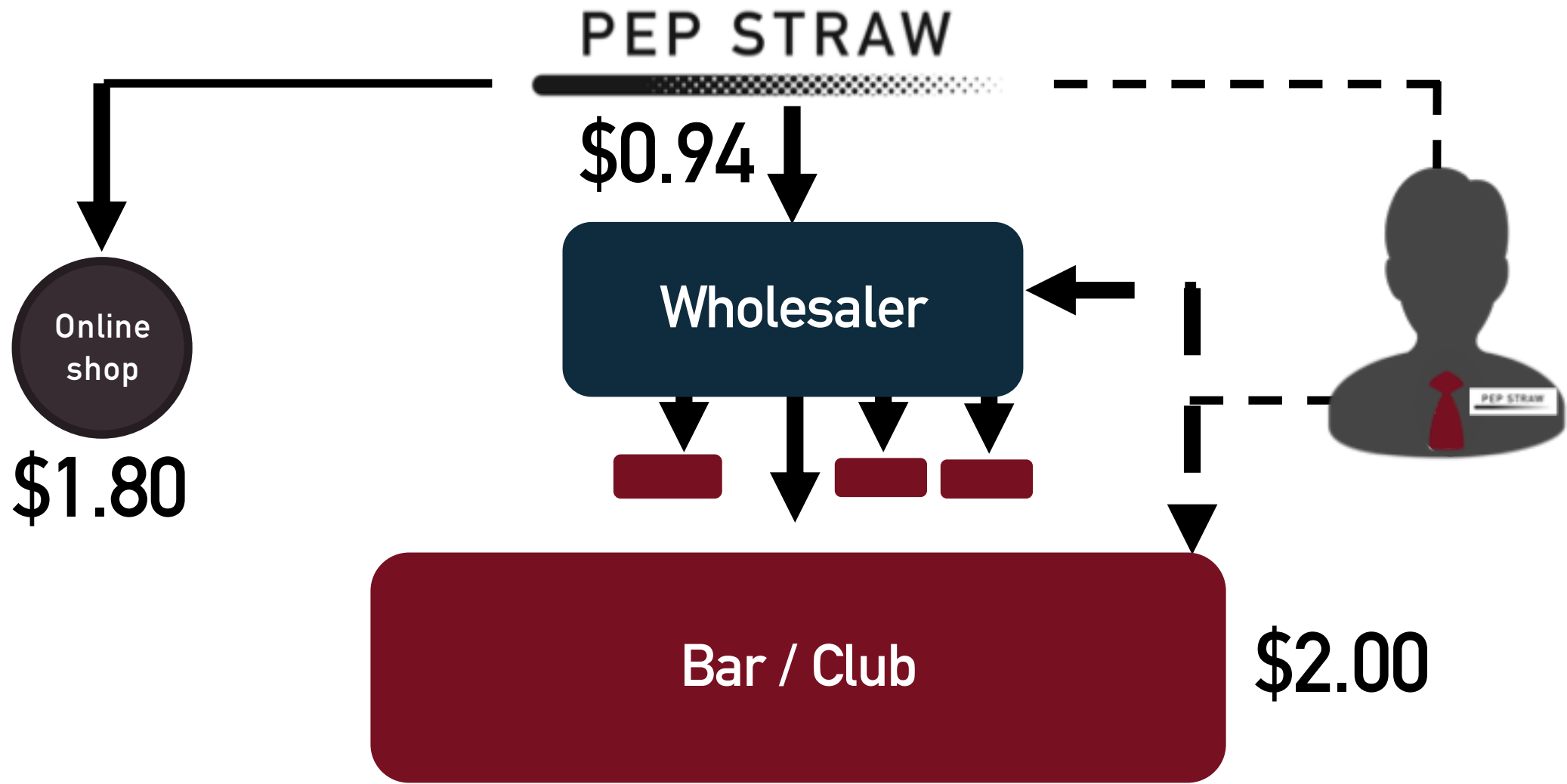
Joe



- || Revenue from straw
- || Additional spending

PEP STRAW

SALES STRATEGY



MARKETING

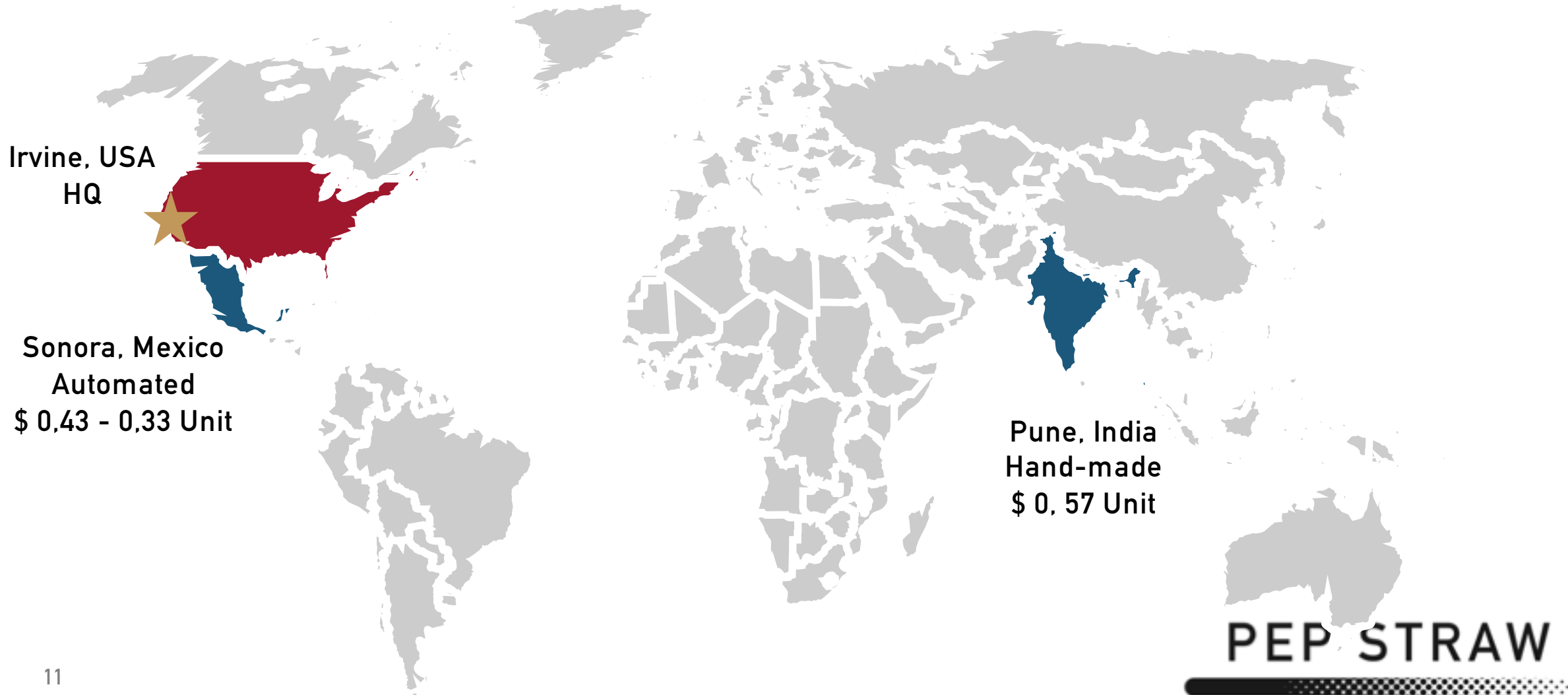
**Brand
Ambassador**
Communicate
Values

**Event
Sponsoring**
Brand
Awareness

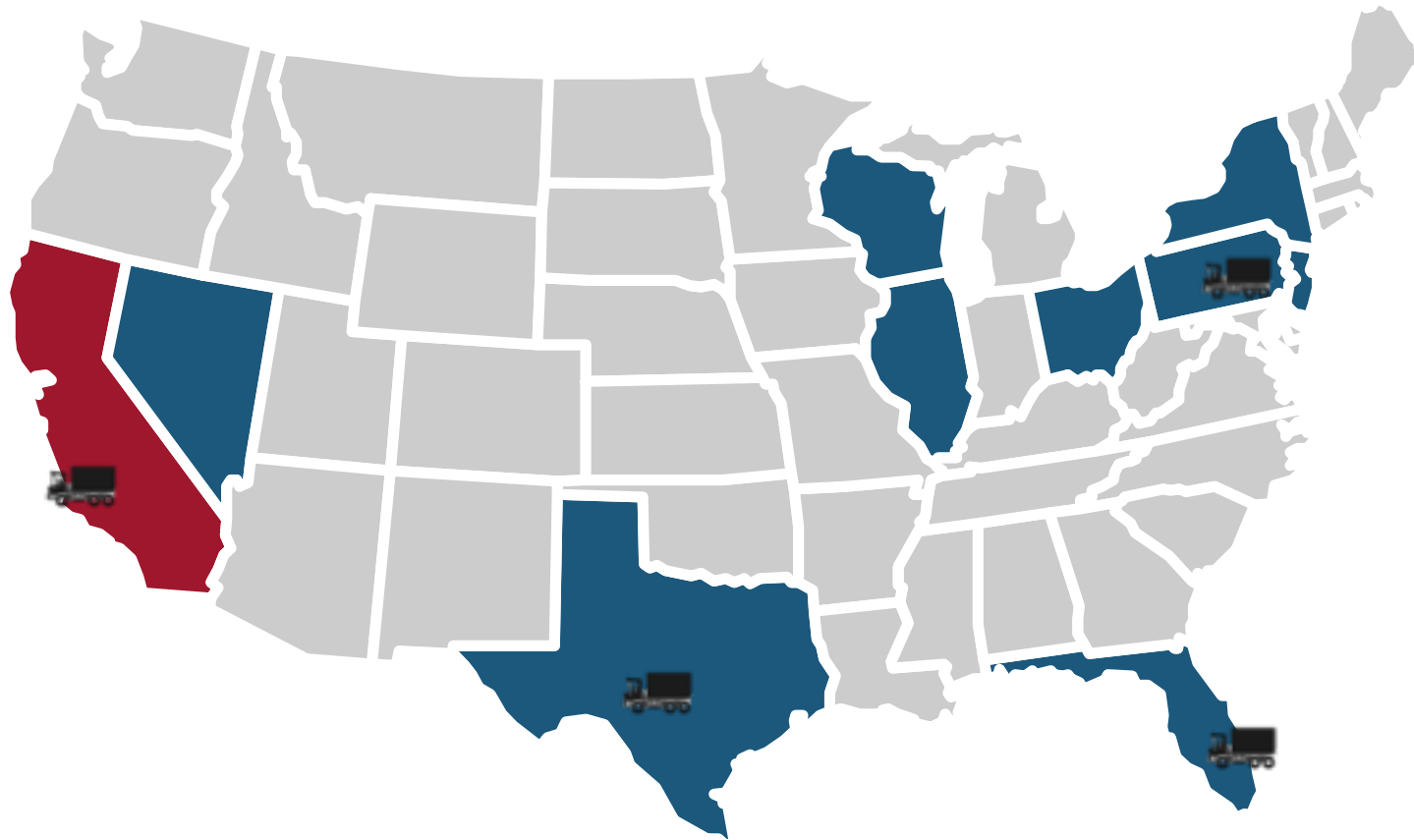
B2B Activities
Networking





PEP STRAW

OPERATION & DISTRIBUTION

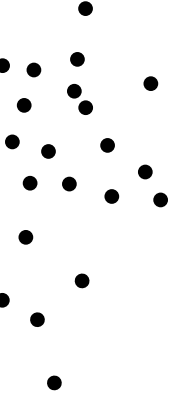


OPERATION & DISTRIBUTION

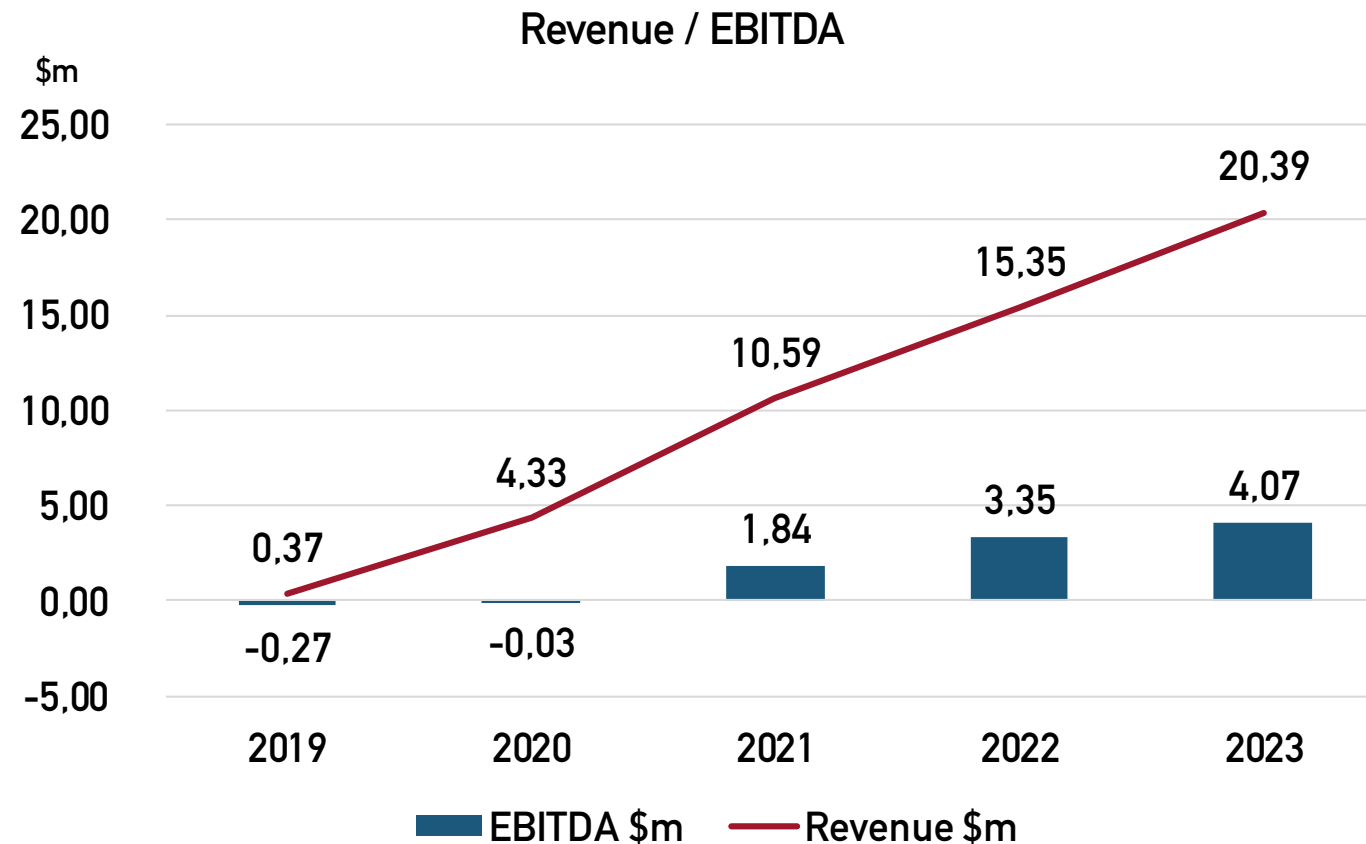


-  California
-  Tier 2 (high density)
-  Tier 3 (nationwide)
-  Wholesale distributors

PEP STRAW



FINANCIAL SUMMARY



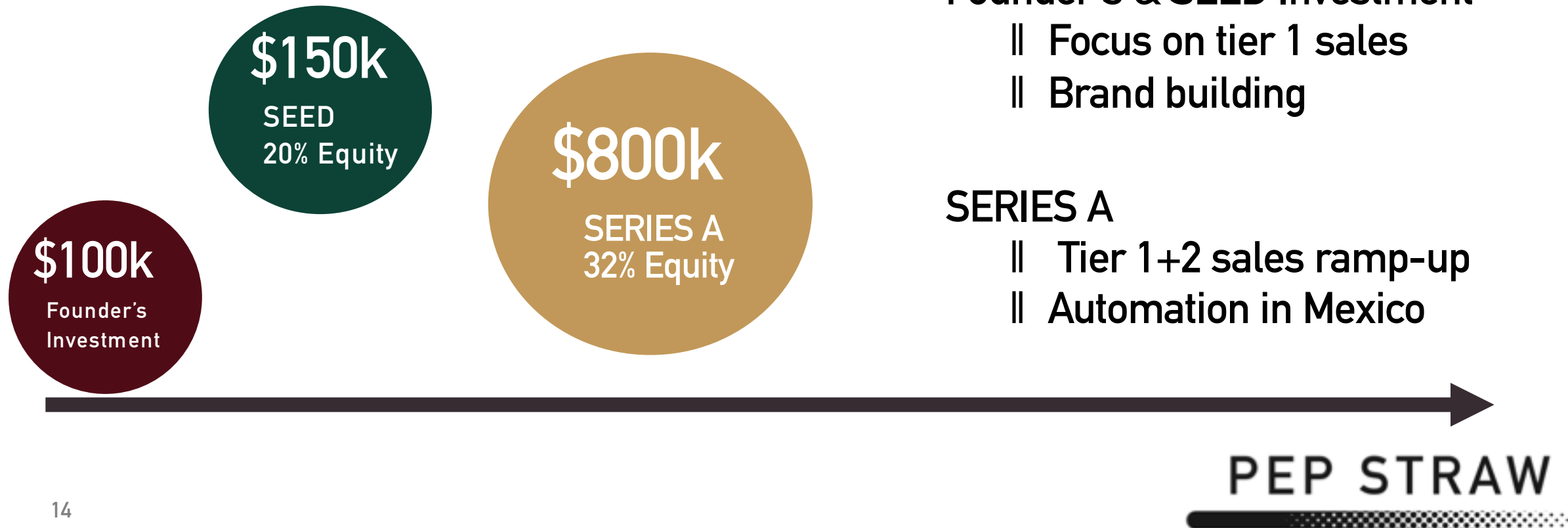
- || Break-even August 2020
- || Revenue projection 20.39 \$m
- || EBITDA 4.07 \$m

- || 12 % Net Margin

PEP STRAW



INVESTMENT OPPORTUNITY



EXIT STRATEGY 2023

|| Strategic Acquirer




|| EV 30.58 \$m

|| 1.5x LTM Revenue

27.9x
101% IRR
SEED

12.9x
89% IRR
SERIES A

PEP STRAW



Ready to market
Prototype

IP
secured

outstanding
**Management
Team**

#PEPYOURPORTFOLIO

PEP STRAW