

# How We Make Money

We make money in a few different ways. Pricing: We price according to the market and competitors as well as adjust for our costs. We have been competitive. Ambassador: Our ambassador program has been the main driving force. Recruiting others and giving them a percentage of each sale has been integral in expanding the word about our product. Paid ads: We have recently adjusted our approach to this. In partnership with our business advisors we are retooling our advertising campaign and going to be doing a mix that does involve paid online ads on sites like LinkEd in. Social Media: We have a large following on social media and we continue to grow it with our social media team. With an investment we wish to expand our social media team.

## Market

Already we have sold to all ages and people of varied backgrounds and internationally. Although that is still a small part of our operation. The supplement market in 2020 had over \$140 Billion in revenue. This market is expected to grow by 8.6% compounded annually. Within this market are athletes, gym goers, casual fitness enthusiasts, and regular people who just want to get healthier. There is a large problem in the world today, especially in the U.S. where obesity and unhealthy choices run wild. We want to empower those people (which can be anyone) to become stronger both mentally and physically.

## Competitors

Redcon One: A large supplement company who primarily makes protein from Whey sources and animal byproducts. They are different in that we use only egg white protein and are over 90% pure (compared to their similar products at 84% pure). We also boast organic and all natural ingredients with an easy to read label with only four ingredients. Jay Robb Egg White Protein: Another egg white protein brand. They are higher priced than us and we believe that is due to the fact that they use a lot of ingredients in their product and they use non natural and non organic ingredients.

## **About the owners**

Nate Korpusik is a combat veteran, entrepreneur, elite powerlifter, and an extremely passionate individual when it comes to fitness or mental health. Nate's role in this organization is co-owner. He is a good fit because of the passion he has for this industry. Nate has spent time working in the supplement industry and learned a lot about what companies are doing right and wrong. Match that with his 10 years in the medical field (EMT in Boston, MA) and he is a great fit with this organization. Nate brings with him the kind of patience and ambition that comes only from a background like his. With many certifications ranging from personal training to powerlifting coach, he also brings years of knowledge about fitness to the organization.

Kathryn Mabe brings a range of skills to the group. She attended UFC for Entrepreneurial Management and has continued to gather skills in the fitness and business industries. She has tackled all the major issues that come with building a startup.

## **Why you should invest**

Long story short, the people in the company are what an investor would be investing in. I truly believe that a real investment is only going to help a strong team with proper delegation. With hiring people to work in their specific fields, we feel the company will be poised for major growth. Passion and persistence are rare in people nowadays. With many people saying "someday I will do this". In my opinion, someday means never.

So the people are where the investment will be spent along with portions going to marketing and inventory and business development. But each of those require the right people to drive them.

# Financial History

Total cash on hand: \$3000

Total revenue to date: \$15000

Total founder(s) contribution: \$28000

Total outside investors contribution: \$0

Total existing debt amount: \$0