



100% natural
flavor and color



GMO FREE



SUGAR FREE



GLUTEN FREE

Stress Killer is a delicious, sugar-free, naturally-flavored chewable with a blend of 10 electrolytes, amino acids, and vitamins that helps you sleep better and then be less stressed the next day

INVESTOR MATERIALS

THE TWO MAJOR PROBLEMS BEING ADDRESSED

1. “8 in 10 Americans are afflicted by **stress**,” according to a December 2017 Gallup poll

2. **COVID-19** has intensified stress levels

3. “Between 50 and 70 million U.S. adults suffer from some form of **sleep disorder**, including insomnia, according to the American Sleep Association.” - *Reader's Digest*

4. Stress and sleep are intimately related

“Common causes of chronic insomnia include: Stress”



“Lack of sleep causes stress”



STRESS IN AMERICA™ 2020

Stress in the Time of COVID-19

VOLUME TWO


JUNE 2020

Almost 8 in 10 Americans (78%) say that the coronavirus pandemic is a significant source of stress.

More than 6 in 10 Americans (63%) agree that the thought of the U.S. reopening causes them stress.

PARENTS STRESS ABOUT THE LONG-TERM IMPACTS OF COVID-19 ON CHILDREN

Most parents (71%) say they are worried about the impact the coronavirus pandemic has had on their child's social development



STRESS KILLER HELPS SOLVE THESE PROBLEMS

Stress Killer SLEEP contains a carefully designed formula of **10 nutrients that are supported by clinical data:**



"**L-Theanine** is a safe and effective way to help treat anxiety."
- The Cleveland Clinic



"Nightly **melatonin, magnesium, and zinc** appears to improve the quality of sleep and the quality of life."
- University of Pavia, Human Nutrition Division

Stress Killer Sleep is the only product in the category with these 3 nutrients



"**Vitamin B3** has been shown to promote REM sleep. **Vitamin B6** helps the body to produce serotonin, which is known as the 'calming hormone'."

- Dr. Michael Breus, DoctorOz.com



"Passionflower contains an active ingredient called chrysin that has been demonstrated to bind to benzodiazepine receptors in the brain resulting in a general calming effect"
- James Lake, M.D., *Psychology Today*



"Research shows a link between low levels of **Vitamin D** and poor sleep quality... a study in *The Journal of Sleep Research* found **calcium** deficiency could disrupt the dream cycle of sleep."
- Reader's Digest



KEY BRAND DIFFERENTIATOR: BRAND NAME

Stress Killer states the value proposition more clearly than its competitors

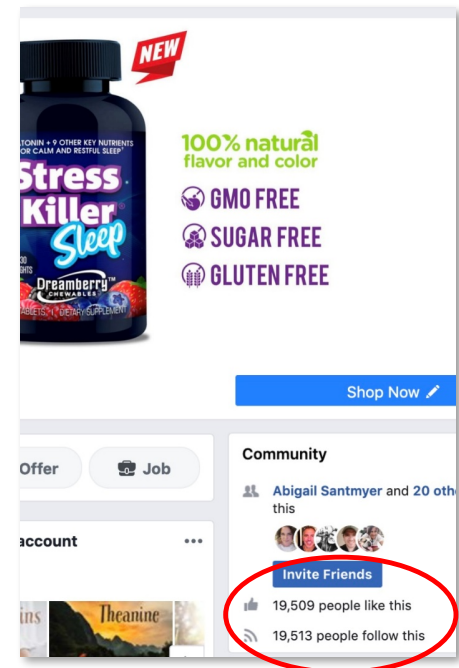


Consumers benefit from the clear messaging. They understand what our product is immediately. It states the exact problems it's solving right on the label.

As a result, the "Stress Killer" name creates a visceral *I need this* response



The Stress Killer facebook page has 19,000 followers



KEY BRAND DIFFERENTIATOR: BRAND NAME

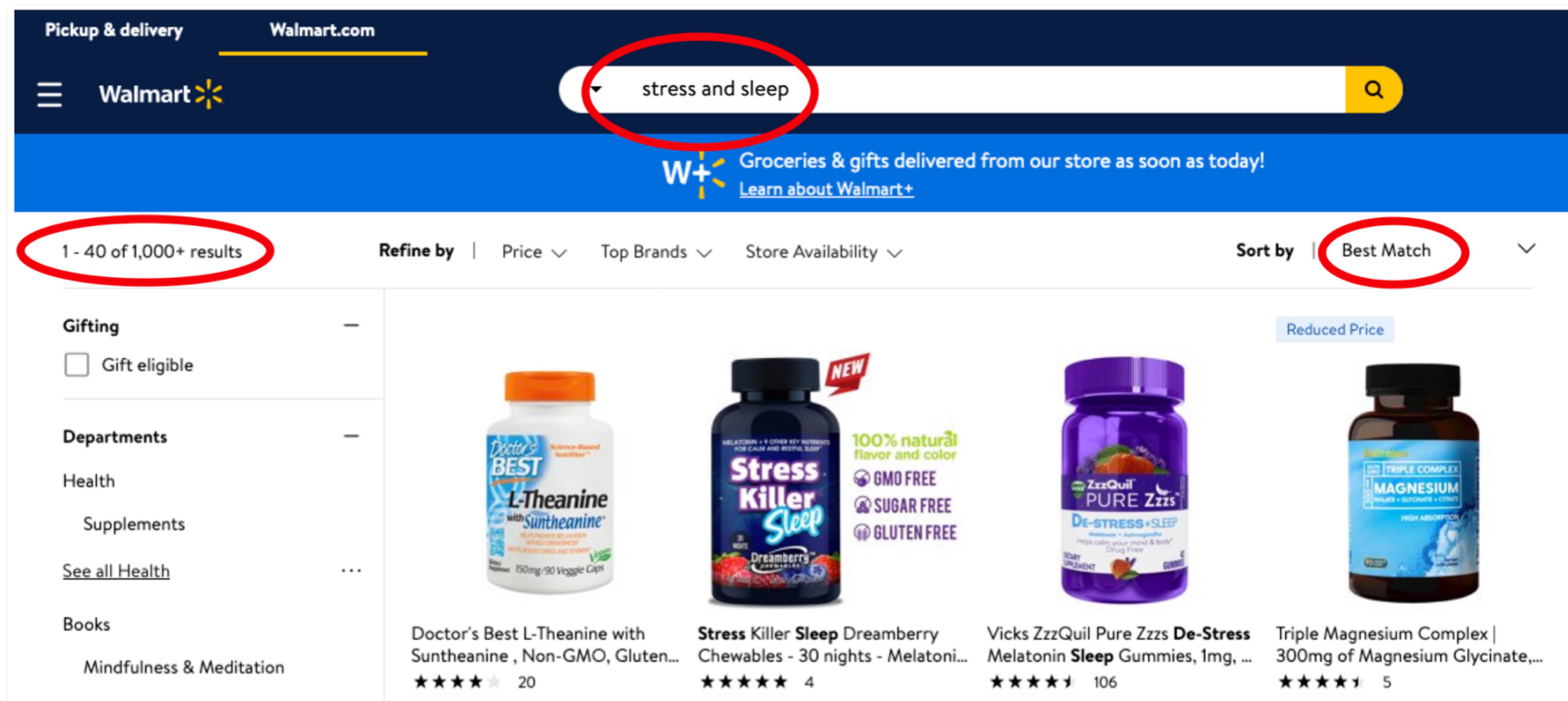
Initial proof of concept

We're currently doing a Stress Killer Sleep pilot on **Walmart.com**.

It's now **the #2 result when you search *stress and sleep***.

This was achieved with no marketing, based purely on the strength of the brand name.

Screenshot February 2021





THE ONLY SUGAR FREE OPTION

“Sugar reduces sleep quality”
- Michael Breus, Ph.D., *Psychology Today*



Zero
Sugar



105g
Sugar



115g
Sugar



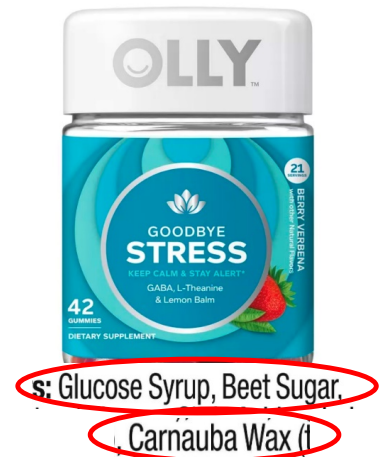
50g
Sugar



63g
Sugar

ADVANTAGE: Stress Killer Sleep gives consumers MORE NUTRIENTS and HIGHER QUALITY for BETTER VALUE

Their first listed ingredient is sugar



Cost per serving
Based on Walmart.com prices

\$.50

\$.64

\$.59

\$.59

Number of
nutrients

10

6

6

3

Sugar free

Yes

No

No

No

Zero Trans fat

Yes

No

No

Zero artificial colors

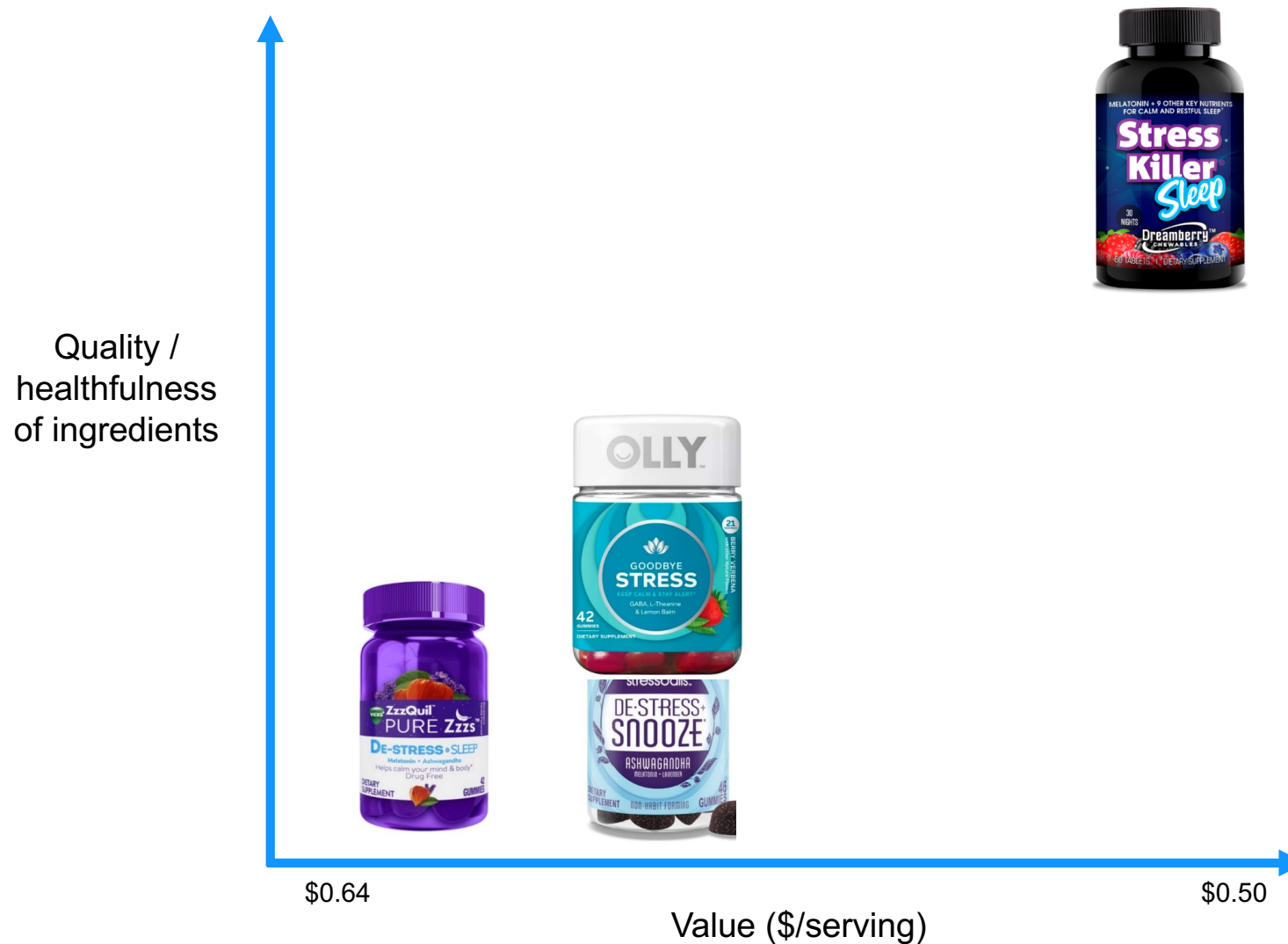
Yes

No

No

Has carnuba wax

ADVANTAGE: Stress Killer Sleep gives consumers MORE NUTRIENTS and HIGHER QUALITY for BETTER VALUE



NEAREST COMPETITIVE COMPARABLE: OLLY

Founded in **2014** after Eric Ryan exited from Method which was acquired by SC Johnson.



October 13, **2017** - “To date, [Olly] has raised \$11.5 million from a handful of investors.”



2018 - “During the first year, you broke even. Then in 2017, I understand you were on track [to] doing 80 million in sales, and then 2018 the reported figure was over 100 million sales”



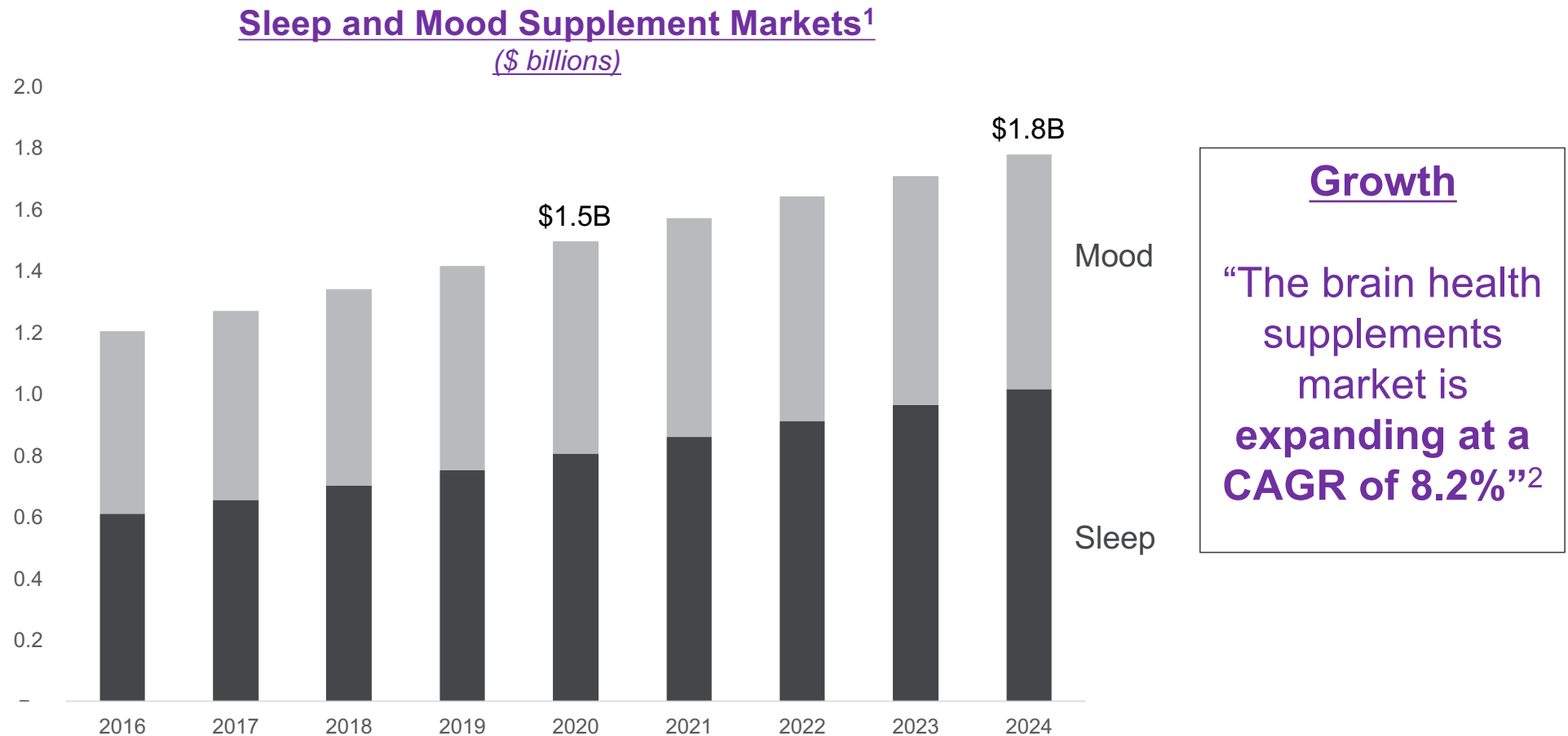
Interview with
Alejandro Cremades

April 18, **2019** – “Unilever announced today that it has signed an agreement to acquire OLLY Nutrition, a premium U.S.-based wellbeing business in the vitamins, minerals, and supplements (VMS) category”



TARGET MARKET

Stress and sleep supplements are multi-billion dollar markets, growing quickly



¹ “Sleep supplement sales reached \$609 million in 2016, up 7.1% vs. 2015, and are projected to top \$808 million by 2020, according to Nutrition Business Journal (NBJ).” – *Nutraceuticals World*

“In 2016, sales of mood supplements reached \$594 million, up 3.2% vs. 2015 and are projected to reach \$691 million by 2020, per NBJ.” – *Nutraceuticals World*

² Grandview Research

TARGET MARKET

Providing a DUAL-FUNCTION PRODUCT to meet rising CONSUMER DEMAND

With Stress Killer SLEEP, consumers can buy a single product that addresses **two of their major concerns.**

Retailers recognize the growth of sleep and stress and they're adding sleep+stress specific shelf space.

The new Walgreens shelf

Menu

Nutraceuticals World

MAGAZINE NEWS EXCLUSIVES NUTRACEUTICALS MA

TRENDSense

Getting Ahead of the Curve: Cognitive Fitness

By Dr. A. Elizabeth Sloan & Dr. Catherine Adams Hutt, Sloan Trends, Inc.

• 12.04.19

Globally, mental well-being is the #1 attribute defining consumers' perception of being healthy... according to [Euromonitor's 2019 Top Consumer Trends Impacting Health & Nutrition](#). Half of global consumers are looking for new solutions to prevent stress/anxiety issues, 48% sleeping problems, and 42% memory issues.



COMMERCIAL GO-TO-MARKET

The launch of Stress Killer

We launched Stress Killer in 2018 as a powdered drink mix (in stick packs) at GNC. We quickly

1. became the #1 featured stress product on GNC.com
2. gained 19,000 Facebook followers
3. became a finalist for the Supply Side CPG Editor's Choice Award
4. achieved GNC's target for turns per store

We personally met 400+ GNC managers. From them, we learned that:

A) they loved the product but there was pushback on the stickpack packaging

B) sleep is a huge category, related to stress, with many customers seeking a solution for both

So we **pivoted** and created **Stress Killer Sleep DreamBerry™** chewables.



The pivot




COMMERCIAL GO-TO-MARKET

Next steps

FUND-RAISING

- Stress Killer has already achieved traction with no marketing spend
- We are raising money so that we can do marketing spend
- **We are seeking a convertible note for \$500,000 of seed investment (\$4M valuation, 20% discount)**
- Primary uses of the investment:
 - Manufacture product
 - Create marketing programs to grow sales online and at select brick and mortar pilot programs

12-MONTH GO-TO-MARKET CHANNELS

1. Online
 - Direct to Consumer - StressKiller.com
 - **Walmart**  **com** online pilot
2. Brick-and-Mortar Retail Pilots

COMMERCIAL GO-TO-MARKET

12 month milestones



DTC Channel

DTC Channel
buildout and
launch

Collect data to evaluate
target demographic and
consumer shopping behavior

Demonstrate attractive
LTV:CAC and scale

Walmart.com Pilot

Launch marketing to
maintain consistent top-5
ranking in 'stress+sleep'
search

Maintain consistent top-2
ranking in 'stress+sleep'
search

Retail Channel

Continue
Walmart, CVS
negotiations

Pilot signed with a leading
Drug/Mass/Grocery retailer
for 10-200 stores

Financing

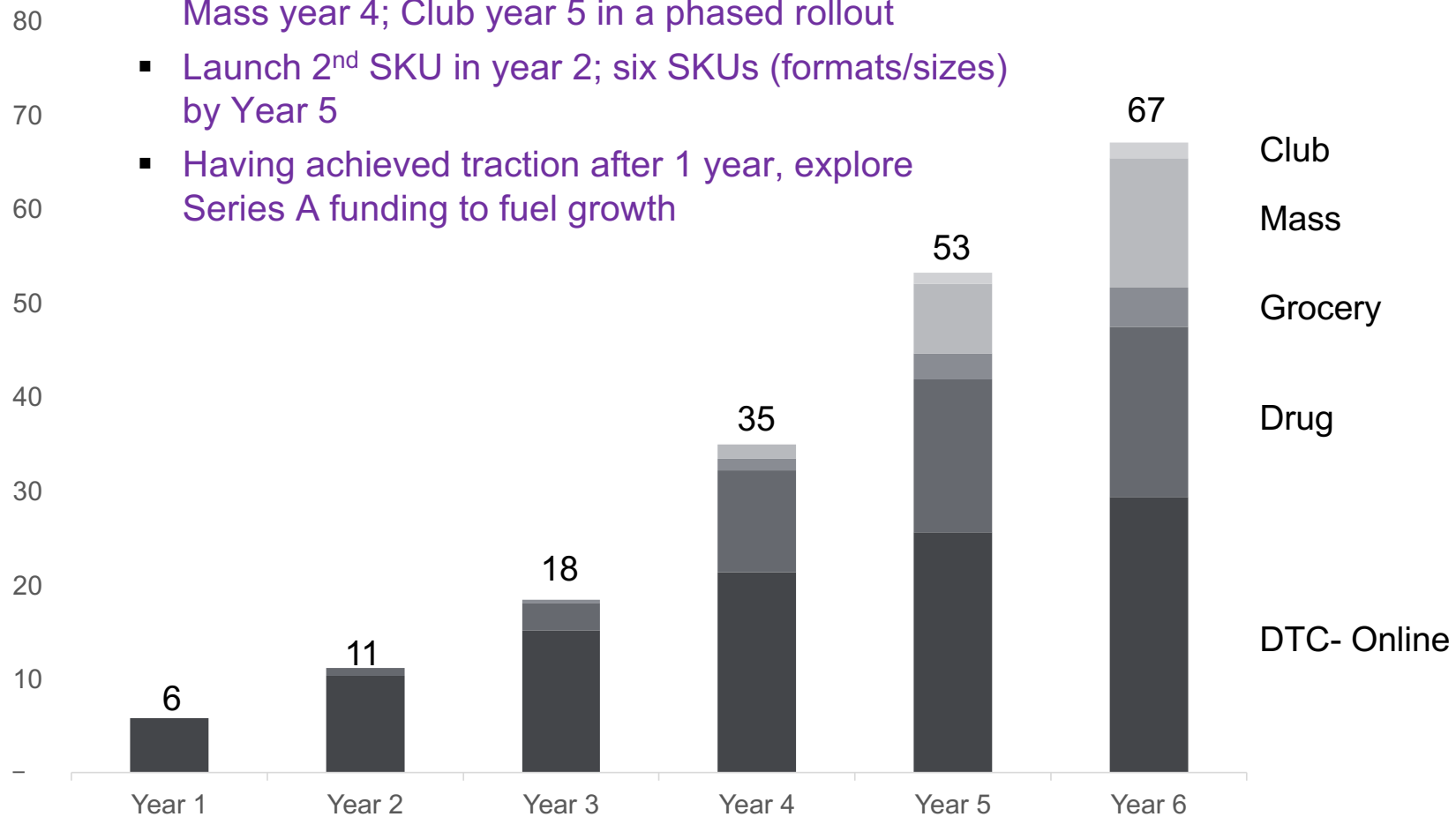
Potential Series A round
to scale growth

COMMERCIAL GO-TO-MARKET

5-year targets

Key Milestones/Assumptions

- Launch drug channel in year 2; Grocery year 3; Mass year 4; Club year 5 in a phased rollout
- Launch 2nd SKU in year 2; six SKUs (formats/sizes) by Year 5
- Having achieved traction after 1 year, explore Series A funding to fuel growth



Note: see information about forward-looking statements on p. 23

BUSINESS MODEL

Unit economics and production capabilities

MARGINS / UNIT ECONOMICS

COGS: \$4.50 per bottle

DTC unit fulfillment: \$6

Initial DTC retail price: \$19.99

Wholesale price for brick and mortar pilots: \$10

SRP: \$17.99 (retailer margin = 44%)

ABILITY TO SCALE

We make Stress Killer chewables at the same co-packer that makes many of Walmart's private label vitamins.



THE TEAM

Stress Killer has a seasoned team of committed entrepreneurs



Christian D'Andrea

- Graduate of Harvard and Oxford
- Co-founded Soldier Fuel energy bars, which are used by militaries worldwide, including the IDF.
- Director/producer/creator of cable TV series (incl. Weather Channel's biggest hit series *Hurricane Hunters*)
- Author (*TOUCHING THE DRAGON*, Knopf and Vintage, 2019)

Mark D'Andrea

- Harvard graduate
- Co-founded Soldier Fuel
- Created boutique management consulting firm focused on increasing efficiency and reducing costs.

Aleco Bravo

- JD/MBA from Georgetown.
- Executive producer on *Hurricane Hunters*.



Nidhi Chadda

- Generalist growth investor and board advisor
- Founder/CEO of Enzo Advisors
- Mentor at tech accelerators (ERA, XRC Labs etc.)
- 20+ yrs experience as an i-banker, consultant and investor
- Harvard MBA, BS (Economics) Wharton School

Clyde Tuggle

- Chief Public Affairs and Communications Officer for The Coca-Cola Company (2008 to 2017)
- Co-founder of Pine Island Capital Partners
- Yale graduate

APPENDIX

OUR BACKSTORY

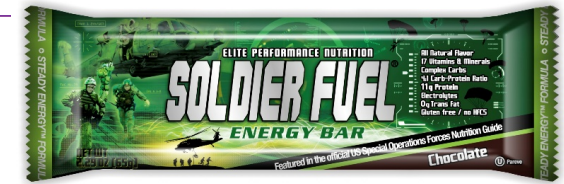
How we got involved in solving problems using nutrition

We're a team of brothers on a mission to help solve people's real-world problems using nutrition and the highest-quality ingredients.

Our company was born in 2004 when we came across an energy bar being used by our Armed Forces in the field. It was full of unhealthy trans-fat and tasted like cardboard. Military feeding officials said that it had to be this way to have 3 years of shelf life. We became the Army's Cooperative R&D partner and fixed the problem within a year: no trans fat, great taste, high performance, and 3 years of shelf life. Now our **Soldier Fuel energy bar** is the premier energy bar used by U.S. Special Operations Forces and militaries around the world.

Our military R&D partner lab was studying nutrients that reduce stress in warfighters. We had unusual access to the data, and we were surprised at the measurable impact certain nutrients had on stress. This sparked our journey: we decided to build on that science by studying troves of clinical data and identifying the 10 best stress-fighting nutrients and then putting them in Stress Killer.

Amazon's Choice for "emergency food bars"



"Soldier Fuel energy bars, an all-natural, zero trans-fat performance bar featured in the official U.S. Special Operations Forces Nutrition Guide, **tasted 1,000 times better than I expected.**"

- Bob Drury, **Men'sHealth**



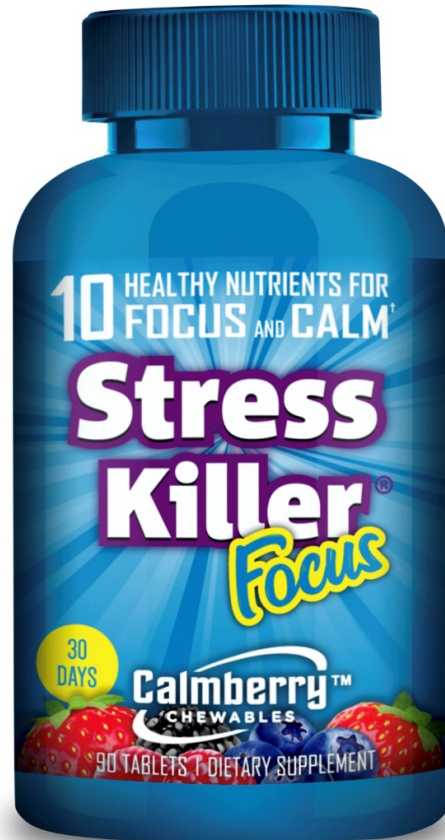
Recent CPG acquisitions/strategic investments have had exit multiples of 4-8x revenue

- We deem a 4-8x revenue multiple to be reasonable given recent CPG acquisitions (see table below)
- The most likely path to liquidity involves a sale to a large CPG company or a private equity group
- The company will also consider dividend plans on hitting certain revenue/profitability targets

Acquisitions/strategic investments	Date	Valuation	Revenues	Revenue Multiple
Kellogg acquired RXBar	10/17	\$600M	~\$100-120M	5-6x
Mars invested in Kind, maker of Kind bars	11/17	\$3-4B	\$670M	4.5-6x
Conagra acquired Boomchickapop popcorn's parent company Angie's Artisan Treats	9/17	\$250M	~\$30M	8x
Hershey acquired Amplify, maker of SkinnyPop popcorn and Tyrrell's potato chips	12/17	\$1.6B	~\$380M	4.2x
General Mills acquired Blue Buffalo, a natural pet food brand	2/18	\$8B	\$1.3B	6x

THE PRODUCTS – A second SKU is ready

1. The initial product is Stress Killer SLEEP



2. Stress Killer FOCUS is next.

The chewable tablets have been successfully prototyped.

The Walmart buyers we've met said:

- They'd prefer the two Stress Killer products for a brick and mortar launch
- We "are in the exact right space... these three categories are growing, stress, sleep, and cognitive function."

THE PRODUCTS – BRAND EXTENSIONS

As we grow, the brand will have the potential to expand into adjacent supplement markets (e.g., CBD) and eventually into convenience packaging (beverages) and a 360-degree wellness brand focused on killing stress from all angles.



Forward-looking statements

- Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, investment being discussed hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.
- These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.
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