



Overview | Oct 2020

WHAT

WHY

WHO

HOW



WHAT | INVESTMENT ETHOS

We invest in early-stage, high-growth companies that have the potential to improve lives, and change the world and their industries for the better.

We back founders with innovative solutions to challenges.

We believe profit and purpose are equally important.

We treat people with respect, operate with integrity, and only invest when we can add real value.

When we invest in a company, we ask ourselves 4 questions:

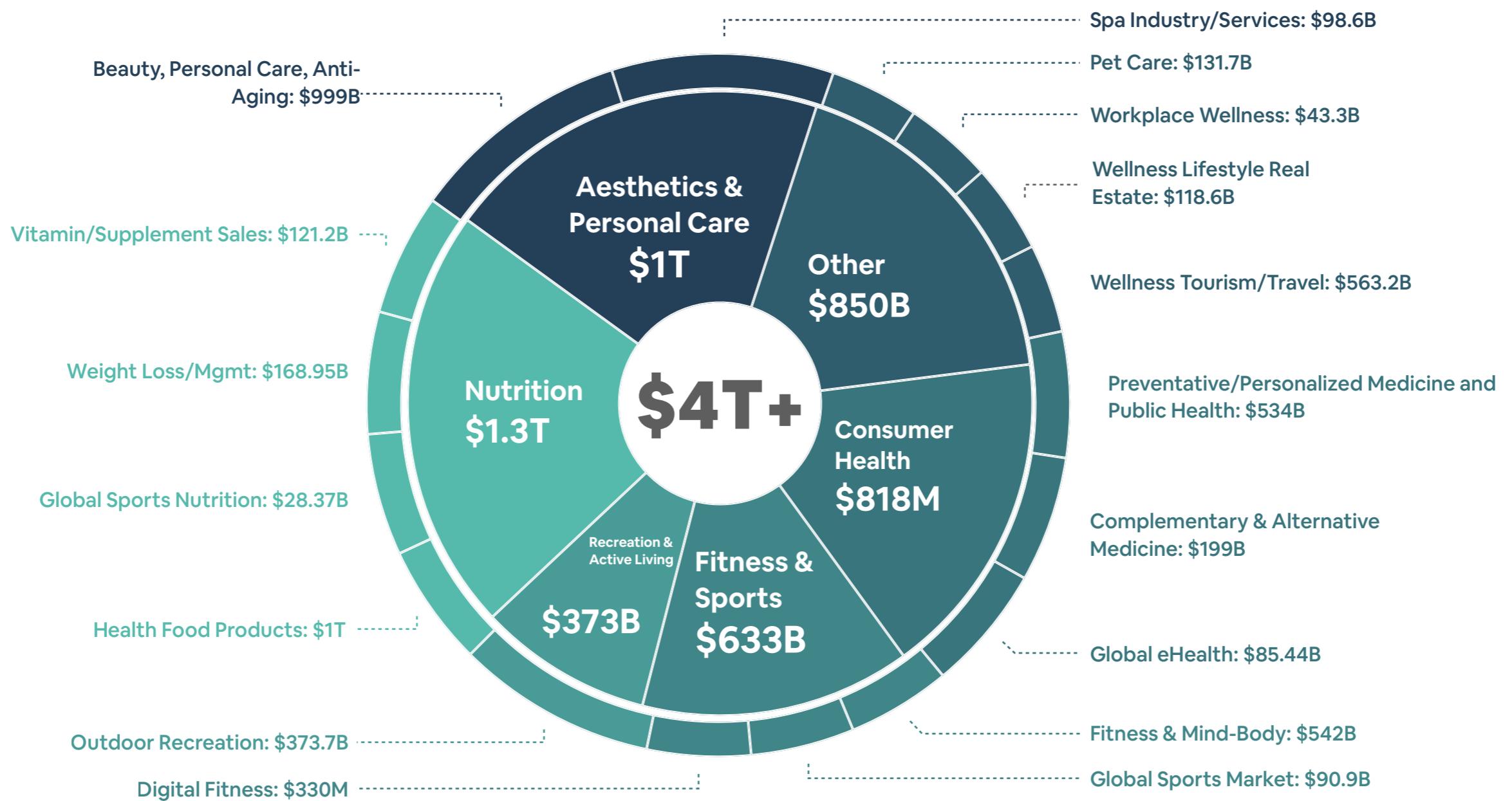
1. Do we believe in the company's purpose?
2. What impact will the business have on the world?
3. Do we believe in the people behind the company?
4. Can the business drive significant sustainable profit?

Crises create opportunity.

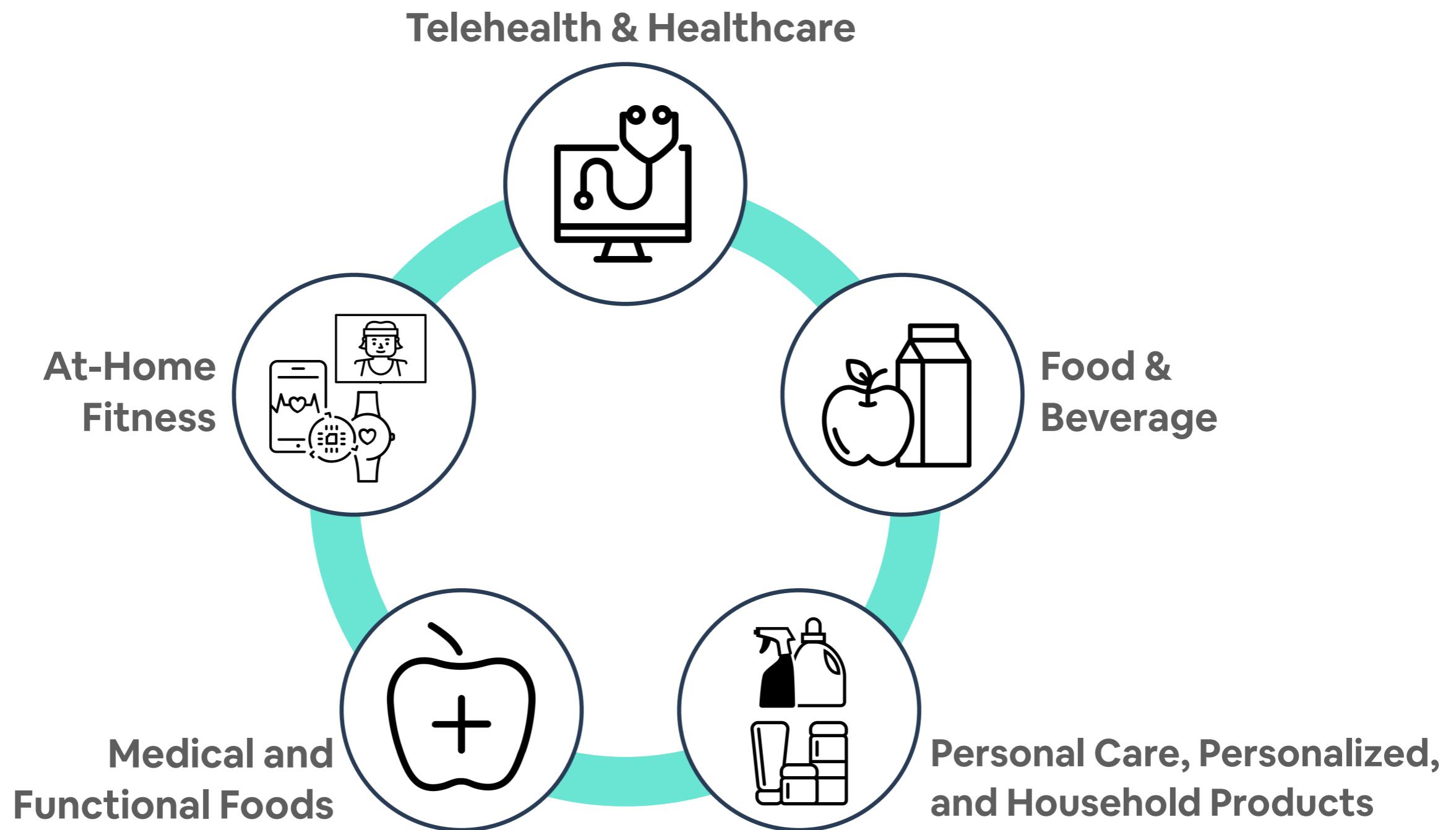
We believe the COVID-19 pandemic is changing consumer behavior in favor of key areas of KC's core competency in healthy living, health-tech, and healthcare businesses, resulting in significant and substantial investment opportunity.

WHAT | MARKET - LANDSCAPE

The healthy living industry is a more than \$4 trillion market with KC focused on areas where we believe the best investment opportunities exist.



WHAT I MARKET - TARGET SEGMENTS





WHAT I MARKET - OUR FOCUS

We are
focused on
companies
that:

- Quickly adapted to the new business paradigm accelerated/instigated by the COVID-19 pandemic
- Are on trend and/or directly relate to Stay-at-Home activities
- Are experiencing exceptional growth rates in today's climate
- Can be delivered to your door: lightweight, easy-to-ship, long shelf life
- Effectively capture DTC business (including strong own site sales and/or mastery of Amazon)
- Make **at-home fitness and telehealth** more viable as long-term solutions
- Have high gross margins (40%+)
- Have a high LTV-CAC ratio (<4 and profitable on first order)

FOCUS

Consumer products

- Health related
- Supplements
- Protein
- Plant-based
- Good for you
- Clean formulations
- Immunity products
- Products that get used over and over so subscription sales model can drive long term customer value



WHAT | MARKET - TRENDS

Businesses were either already well-positioned to thrive in this new paradigm or are being forced to evolve, be creative, and find new ways to reach customers, provide services, and generate revenue.

Direct-to-Consumer players are capturing massive market share.

Experts say that the inevitable transition to e-commerce was pulled forward by **at least 5 years**.

Online fitness is winning over customers with live coaching.

Brands with strong DTC approaches have seen **92% growth in sales** compared to the same period last year.

Telehealth adoption is quickly accelerating within healthcare.

Comparing the first 10 weeks of the year to the 6 weeks since Stay-at-Home, revenue growth rates increased:

- **9x in athleisure**
- **4x in personal care**
- **3x in kitchenware and food**

 WHY | WHY NOW?

**“It was the best of times,
it was the worst of times.”**

Charles Dickens

**“Every event has
two handles.”**

Epictetus

Though our eyes are wide open to the challenges (the worst) of the times we’re in, we also try to see the other handle (the best).

The handle of our focus is on the new paradigms accelerated or instigated by the pandemic.

Since this only happens once every few centuries and we happen to be here, we want to invite you to join us in participating in a few investment opportunities on the good end of the stick.

We are a father-son team with a combined 30+ years of investment experience.



Webb Knudsen

Managing Partner

- 10 years Sales/BD, 6 years angel investing/4 years of private equity investing
- Past experience: Lucasfilm, CAA, startup founder, 3x head of sales
- Education: BA: Pepperdine University (Sociology & Speech Communication)



Brent Knudsen

Managing Partner

- Over 25 years of investment banking and private equity experience
- Past experience: Bain & Company, Costco, North Castle Partners
- Education: BS/BA: University Of Utah / BYU; JD: Georgetown / Harvard Law

PCG brings over 100 years experience of advising, investing in, and operating leading businesses in healthy living, healthcare, and social responsibility.

- Over 3 funds and related SPV's, PCG has committed over \$400M.
- PCG has invested in 29 companies with 7 current active portfolio companies.
- As of January 2020, PCG has realized a 21.2% IRR with an expectation of over 2x fully realized MOIC.



Proud to be a



Broker Dealer



SEC registered funds



Donor advised fund (501(c)(3))





WHO | PCG INVESTMENTS

2006

1	DESIGNER PROTEIN	06
2	SURFTECH	06
3	SAMBAZON	06
4	WORLDHEALTH	06
5	CrossSport	06
6	PROMAX® PROTEIN BARS	06
7	MONA•VIE	06
8	PLANET ORGANIC	06

2006 - 2008

9	ANYTIME FITNESS	06
10	NUMI ORGANIC TEA	06
11	gaia® HERBS	06
12	Mrs. Green's NATURAL MARKET	08
13	PLANET ORGANIC	08
14	SANGSTER'S®	08
15	Trophic™ CANADA	08
16	HEALTHY'S NUTRITION	08

2009 - 2020

17	GiftWorks Doing Good. Better.	09
18	drybar	12
19	RAGNAR RELAY SERIES®	12
20	ANYTIME FITNESS	12
21	THE ALASKA CLUB	12
22	RUDY'S	12
23	gopicnic® ready-to-eat meals	12
24	SAMBAZON	12
25	HEALTHY LIVING NETWORK At Your Service	12
26	CALIFIA FARMS®	19





WHO | KC INVESTMENTS

2007 - 2017

1A	500 startups	07
2	 Intacct.	08
3	 itrim	11
4	 LB EQUITY	14
5	 CAIRN™	5/17
6A	 LOVEVERY®	6/17
7	 CONURE MUSIC	7/17
7A	 cerebelly™	12/17

2018

8	 SMART Family Nutrition	1/18
9	 REALTYSHARES	3/18
10	 Fledge	3/18
11A	 wild friends	3/18
12	 XRP	4/18
6B	 LOVEVERY®	5/18
13	 A	11/18
7B	 cerebelly™	12/18

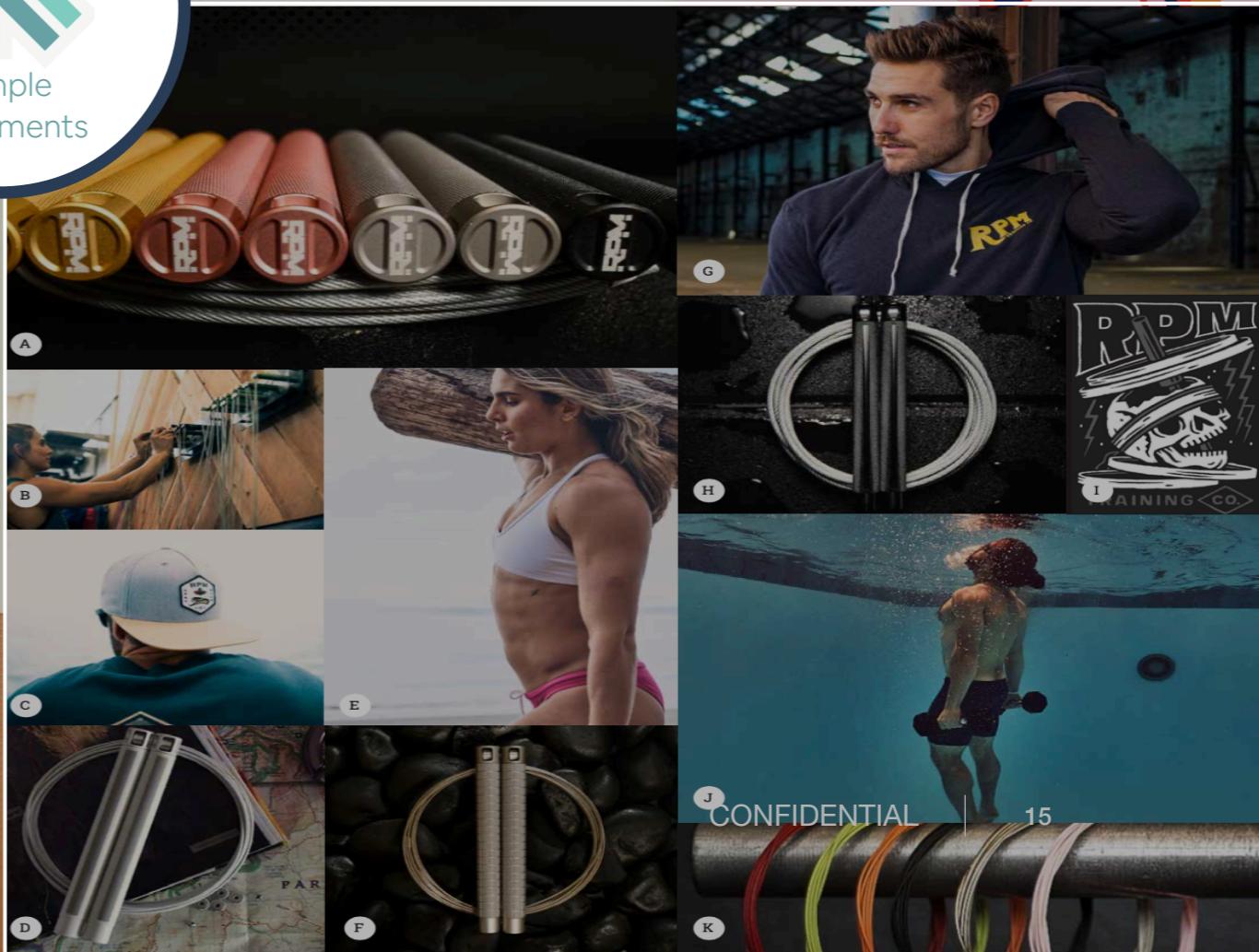
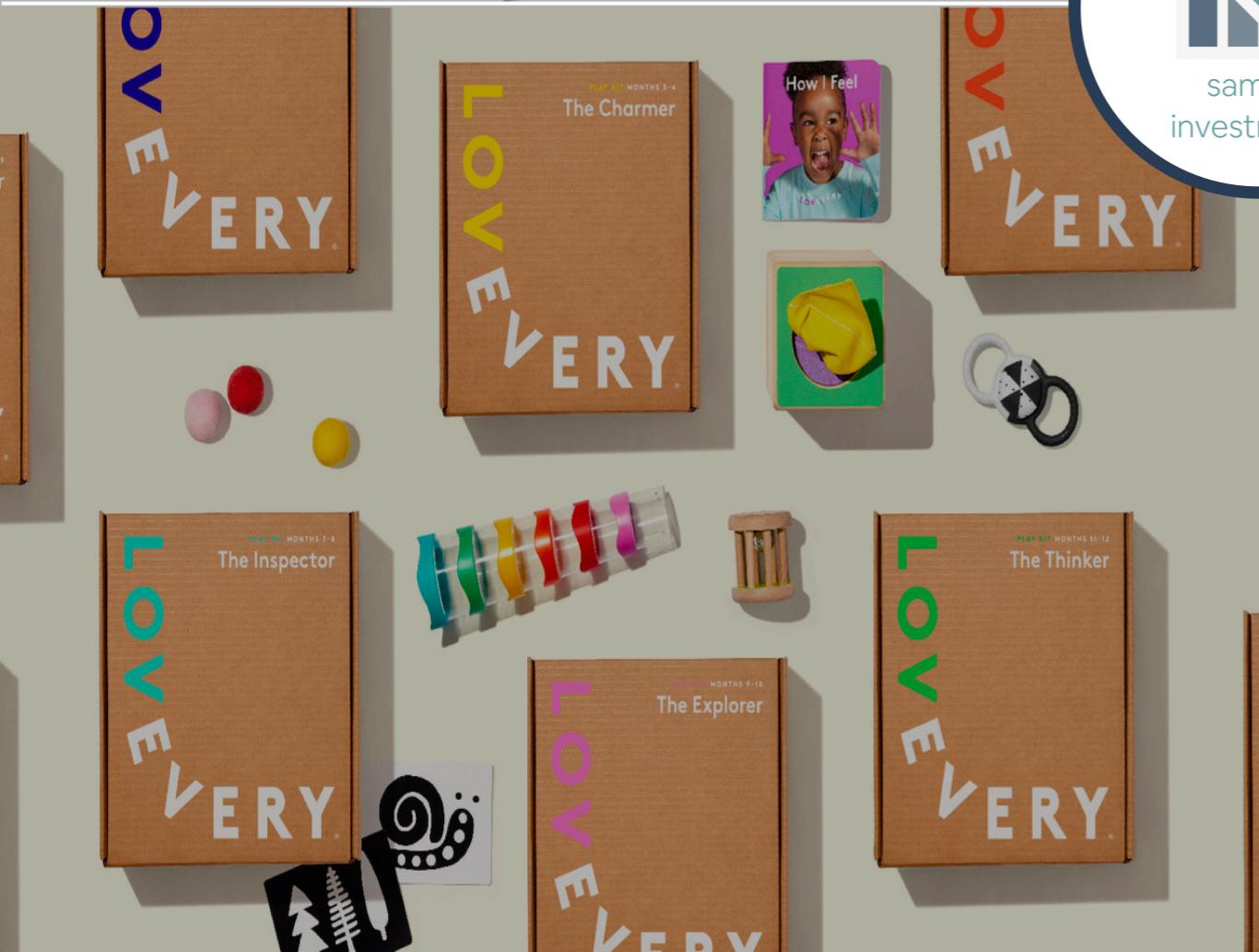
2019 - 2020

14	 Playper	1/19
15	 Good Money	2/19
16	 Axcend®	5/19
11B	 wild friends	7/19
6C	 LOVEVERY®	7/19
17	 bambino	9/19
18	 curbside	11/19
19	 LASSO	5/20
20	 Pilates Metrics	8/20
21	 RPM	TBD



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brain and body.
Your baby's best life starts now.



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KC builds on PCG's successful history of advising, investing in, and operating the most popular consumer brands in the healthy living and nutrition industry over the past two decades.

TOGETHER:

- We have completed nearly 60 investment transactions.
- We understand the healthy living and natural products space — where it has been and where it is going.
- We are able to help navigate the nuances of health & wellness, supplements, and natural product regulations.
- We understand the integration issues and discipline required for labeling, sourcing, manufacturing and transparency.

HOW | PROCESS & EXECUTION



PROCESS

- Is this in our core area of competency?
 - Can we make a difference?
 - Who is co-investing?
 - 90%+ passing of evaluation questions (see appendix)
-



EXECUTION

DEALFLOW:

- Referrals from: Private Equity, Investment Banking, VC, and Angel Investors + Accelerators, Family Offices, and Founders
- Events (as speaker/as attendee)
- Inbound from Email/LinkedIn
- Rigorous research on the market

WHAT WE OFFER:

- Advisory and support at:
 - Strategy: value proposition, business model, sales, marketing
 - Org structure optimization
 - Financial discipline coaching
 - Operations expertise
 - Robust Network

Thank you!

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