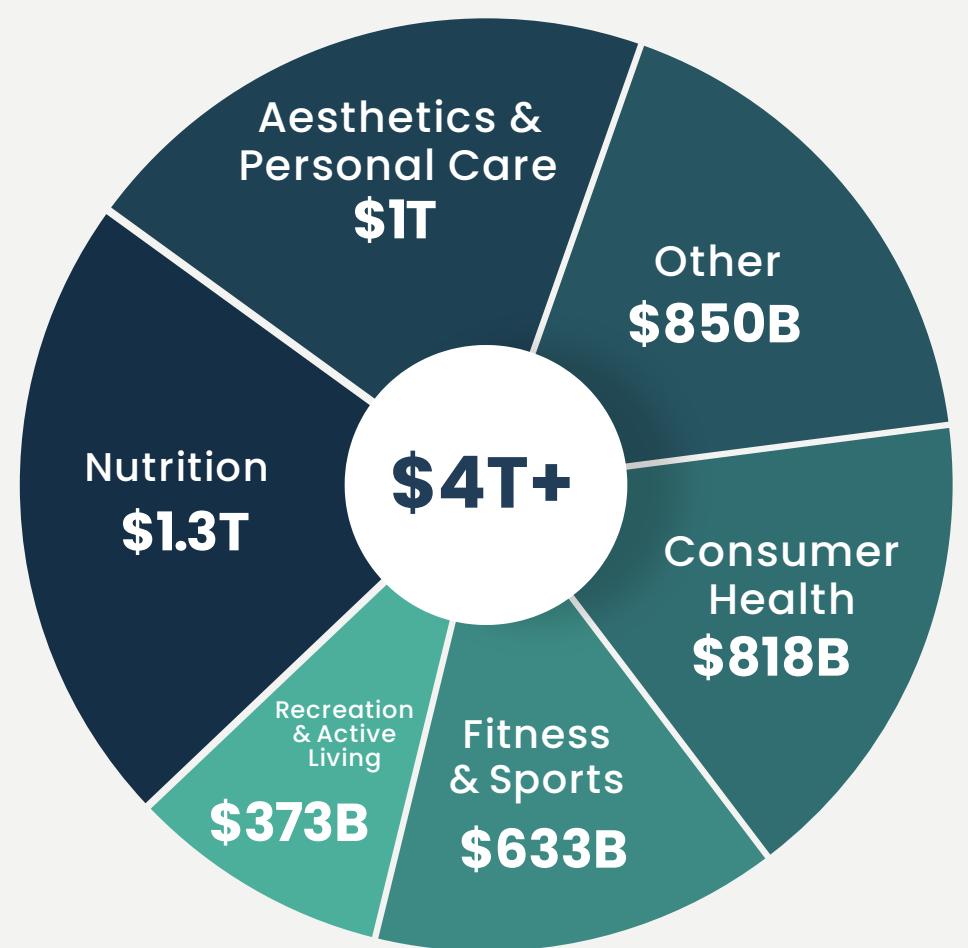


We invest in early-stage, high-growth companies that have the potential to improve lives, and change the world and their industries for the better.

- 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?



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.

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.

MARKET – OUR FOCUS

Consumer Products

- Health related
- Supplements
- Protein
- Plant-based
- Good for you
- Clean formulations
- Immunity products
- Subscription

- Quickly adapted to the new business paradigm accelerated/instigated by the COVID-19 pandemic
- On trend and/or directly relate to Stay-at-Home activities
- 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)

MARKET – TARGET SEGMENTS



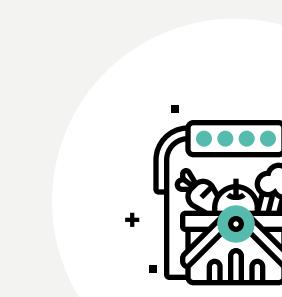
Telehealth & Healthcare



Food & Beverage



Personal Care



Medical and Functional Foods



At-Home Fitness

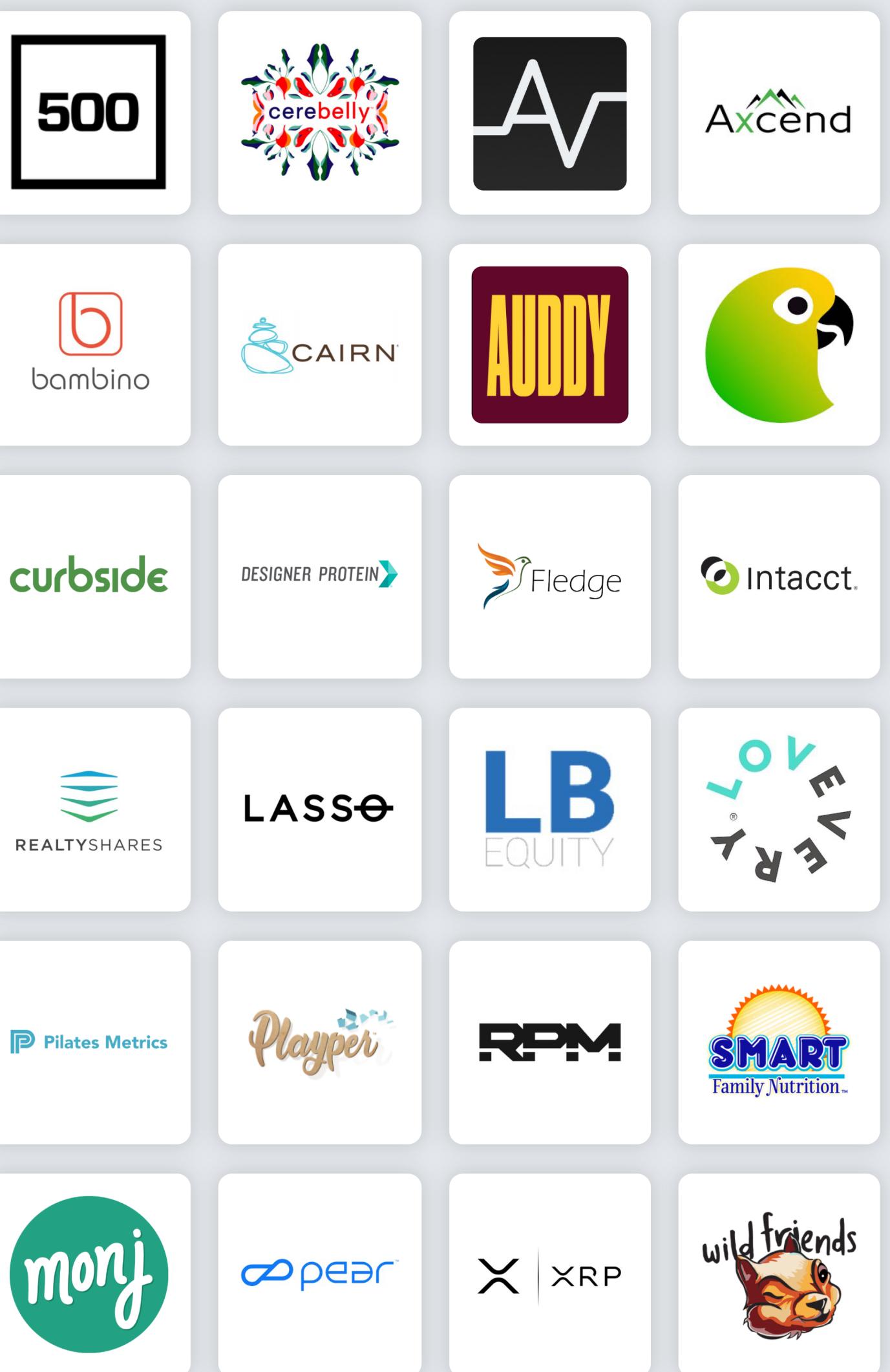
MARKET - TRENDS

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.
- **Online Fitness** is winning over customers with live coaching.
- **Telehealth** adoption is quickly accelerating within healthcare.
- Experts say that the inevitable transition to e-commerce was pulled forward by **at least 5 years**.
- Brands with strong DTC approaches have seen **92% growth in sales** compared to the same period last year.
- 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**

PORTFOLIO INVESTMENTS

KC/LLC's portfolio includes some of the best known and respected consumer brands



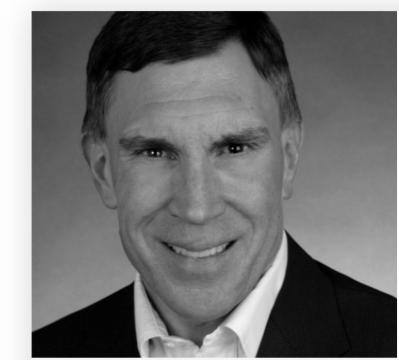
KC/LLC'S SENIOR TEAM



Webb Knudsen

Founder / 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

Co-founder / 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



Kathryn Knudsen

Advisor

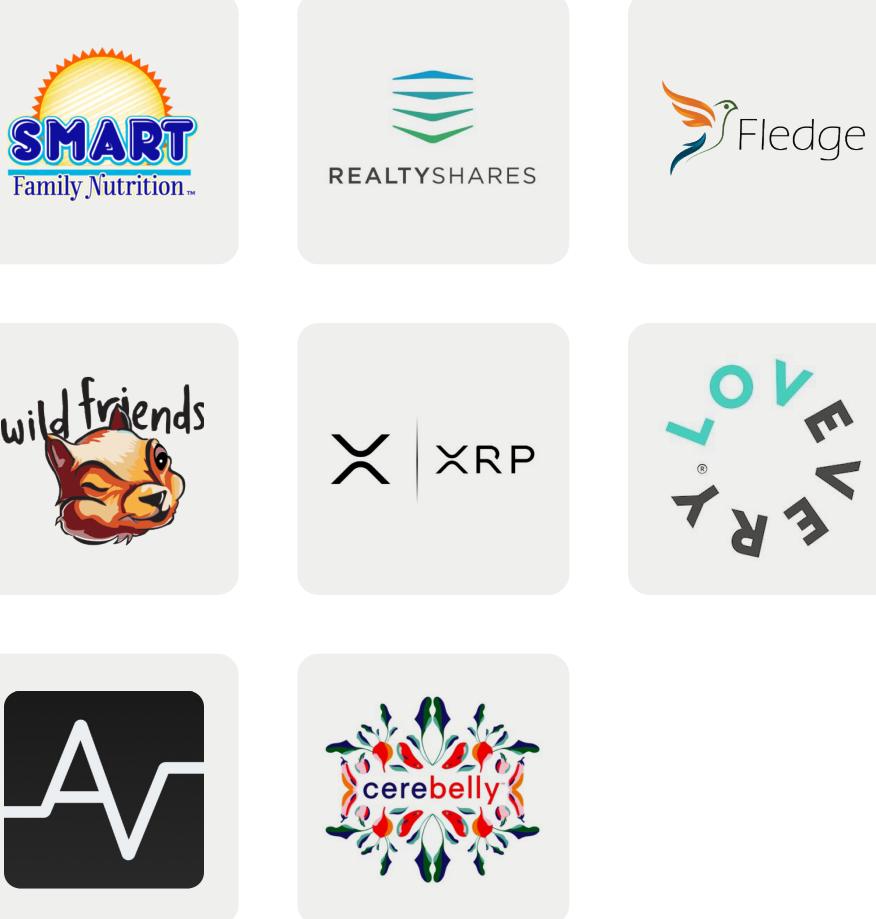
- Licensed marriage and family therapist (LMFT) with a private practice in Los Gatos
- Serves on the board of directors of Almaden Valley Counseling Services
- Education: BA: University Of Utah /MA: Counseling Psychology

Office : 2 N Santa Cruz, Suite 201 Los Gatos, CA 95030

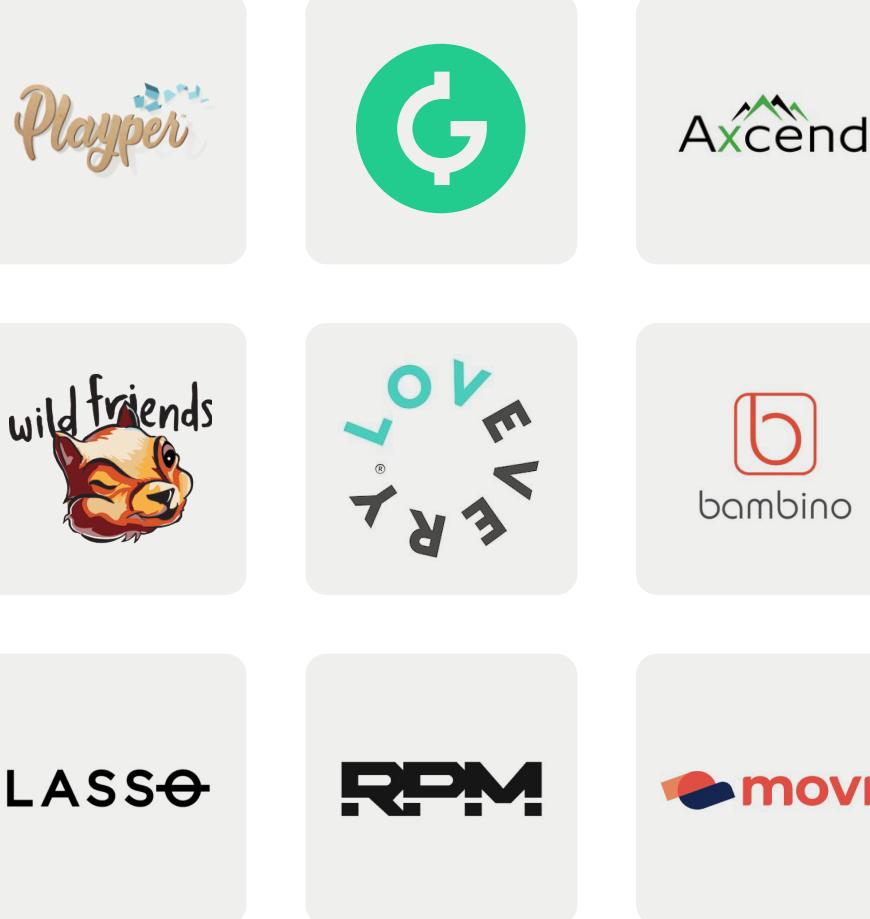
2007 – 2017



2018



2019 – 2020



WHY NOW?

- 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.

— KC + PCG

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

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

Webb Knudsen

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(408) 483-5566