



BRE

A VICE WITHOUT
VENOM

BREATHEBRER.COM



VAPING
BECOMES A
PART OF YOU

BR'ER

MEET BR'ER, A VICE WITHOUT VENOM

"ADDICTED TO THE MOTION"

"REACH FOR IT WITHOUT THINKING"

"WANT TO QUIT BUT EVERYONE HAS IT"



BR'ER

HOW IT WORKS



- POROUS PLUG
- NATURAL INGREDIENTS
- ABSORBED SAFELY



\$50 MILLION MARKET

Why hasn't this been done?

COMPETITIVE LANDSCAPE

	SAFER	EFFECT	RITUAL	SOCIAL USE
BR'ER	✓	✓	✓	✓
FÜM	✓	✗	✓	✗
ZYN	✗	✓	✗	✓
RIPPLE	✗	✗	✓	✗

MARKETING PLAN

OUR CUSTOMER

YOUNG ADULTS ACTIVELY TRYING TO QUIT

POSITIONING

FIT SEAMLESSLY INTO IDENTITY

GO TO MARKET

WEBSITE B2C, ROLLOUT TO B2B RETAIL



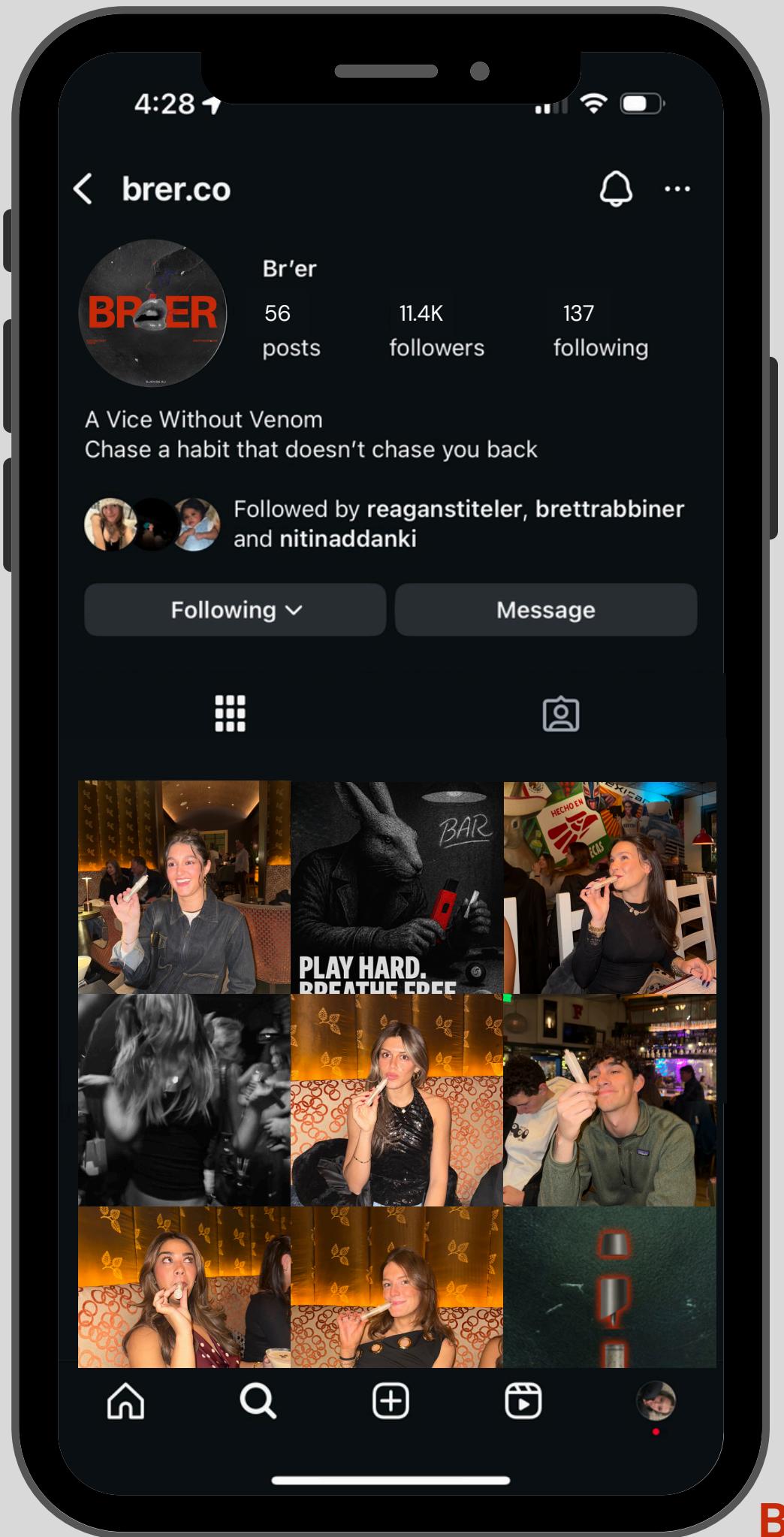
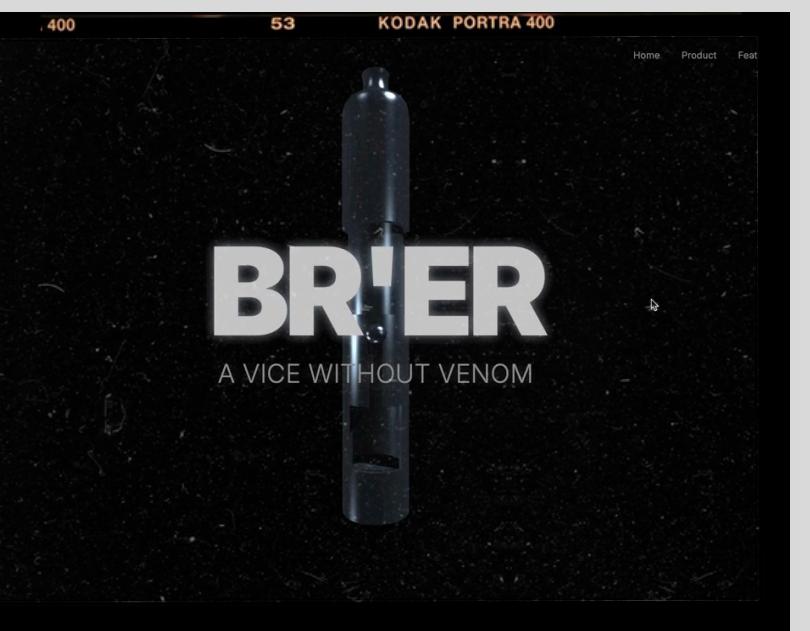
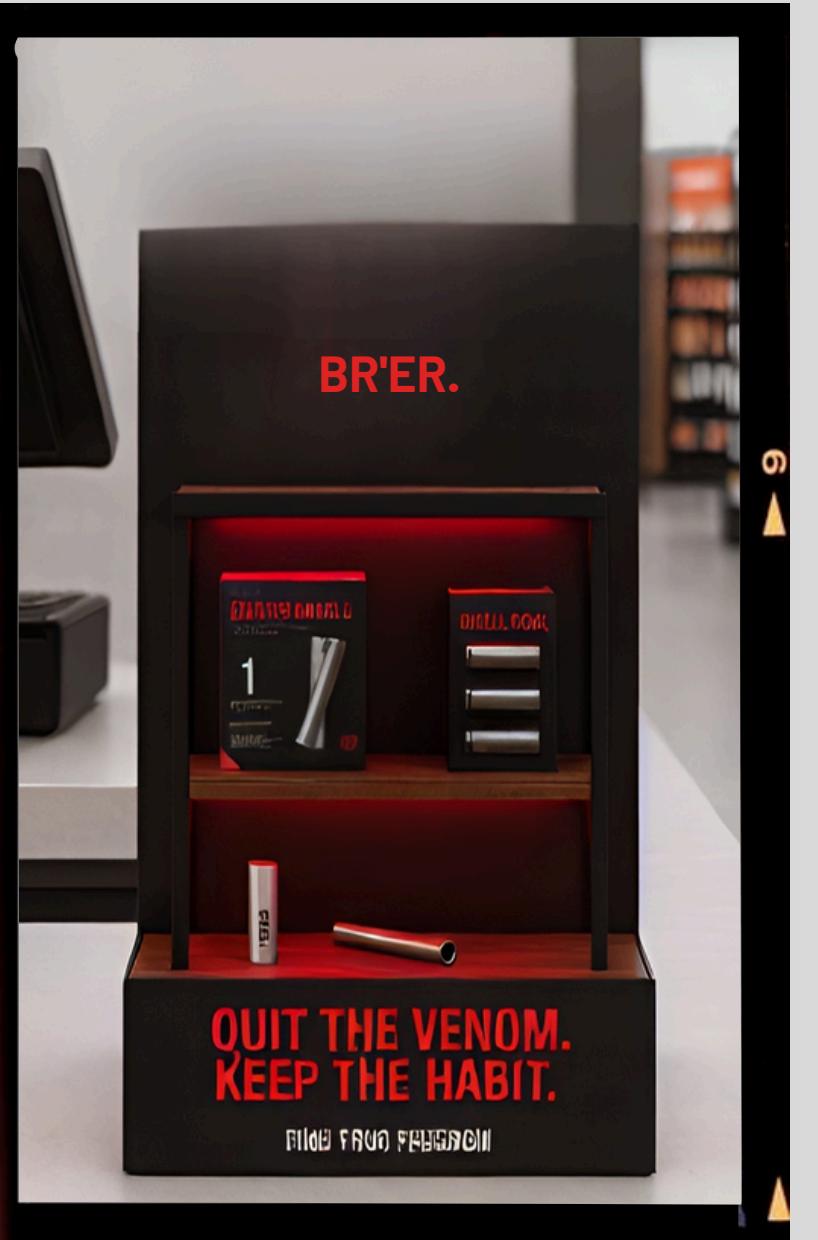
WHAT WOULD
THAT LOOK LIKE?

BR'ER

WE'VE GOT CUSTOMERS

- OVER 20 SIGNED UP
- DEVELOPING WEBSITE
- FIRST RETAILER





BR'ER

TIMELINE

YEAR 1 YEAR 2 YEAR 3 YEAR 4 YEAR 5 →

MVP
LAUNCH

TESTING

FINAL
LAUNCH

NATION
WIDE
PUSH

FULL
CONCENTRATION

FINANCIAL PROJECTIONS

Year 5 Revenue

\$7.5 Million

GPM

70%

Break Even Point

16 months

Burn Rate

Net: \$13,000

CAC

\$14.00

Life Time Value

\$1,500

INVESTOR ASK

Operational Costs: \$505,500

Personel Costs: \$112,500

Buffer Costs: \$92,000

Total Costs: \$710,000

Personal Investment: \$150,000

Our Ask: \$560,000

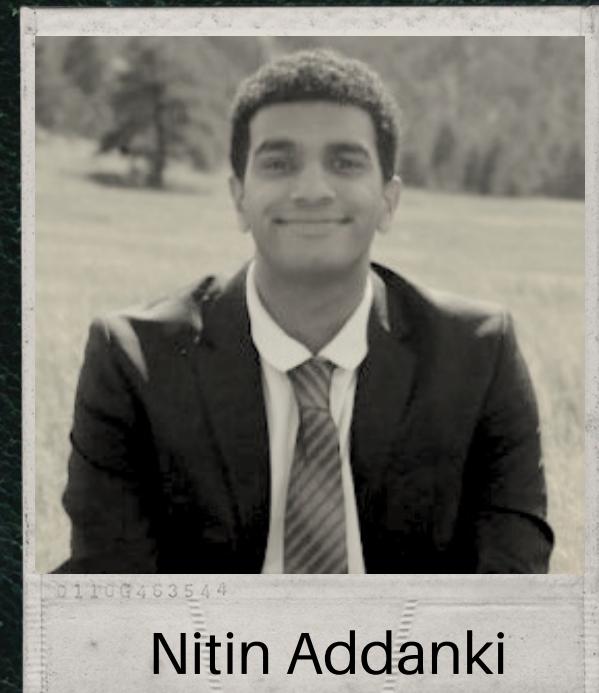


MEET THE TEAM



Brett Rabiner

CEO/CTO



Nitin Addanki

CSO



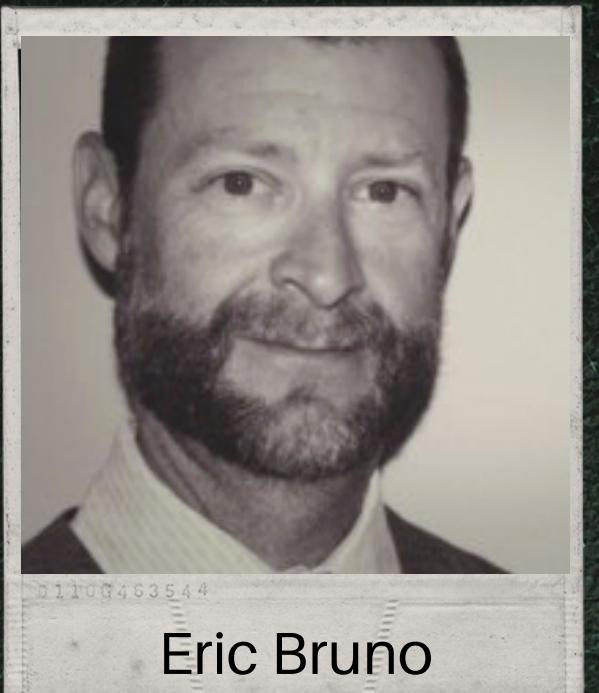
Kiara Blacher

CMO



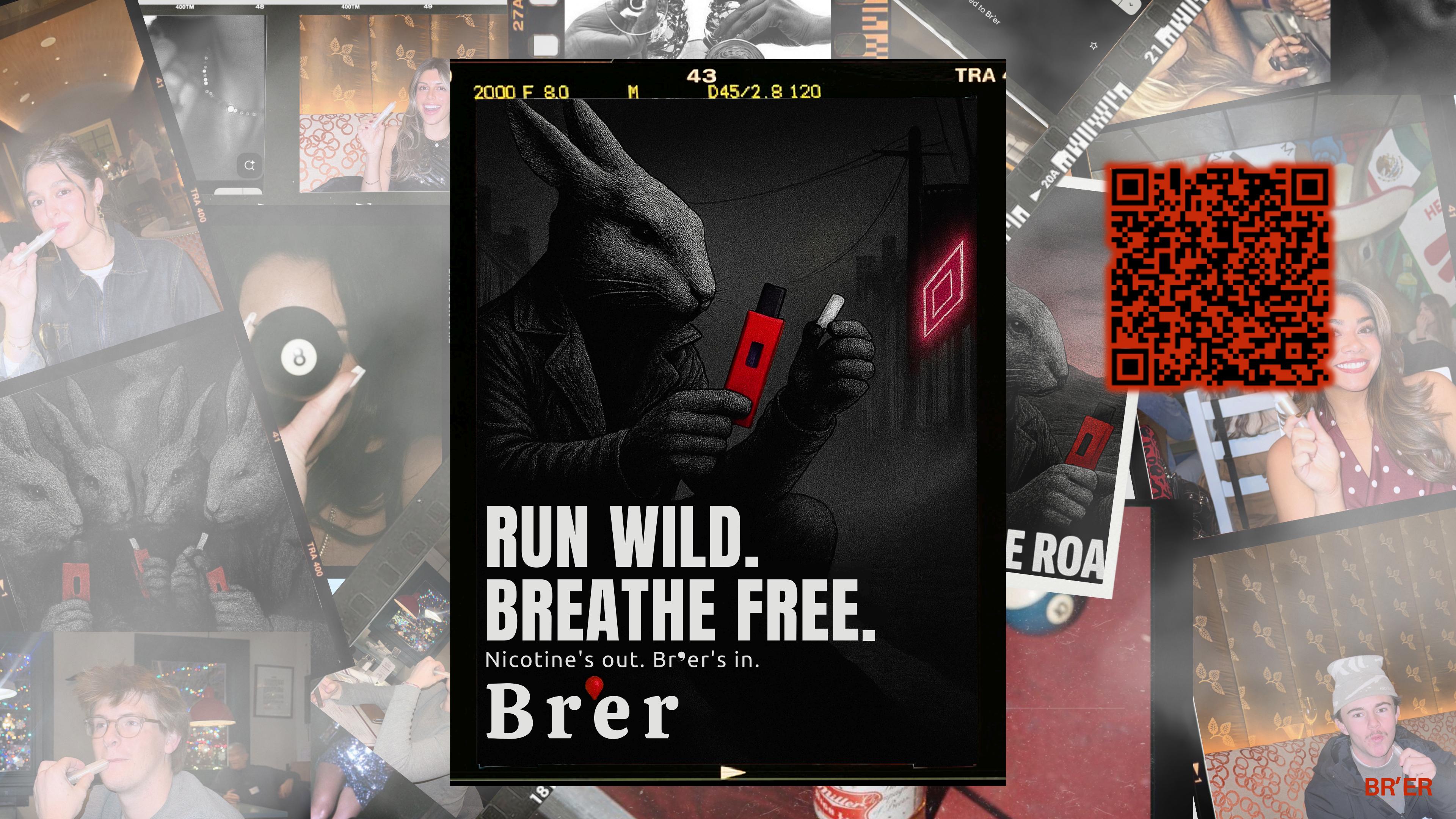
Reagan Stiteler

CFO



Eric Bruno

Advisor

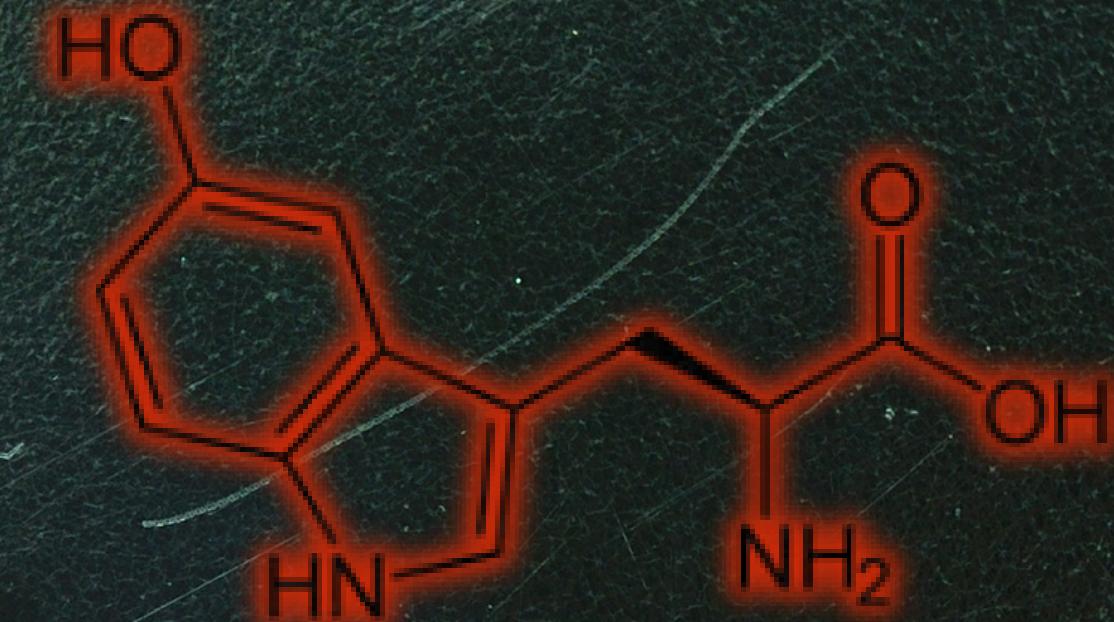


**RUN WILD.
BREATHE FREE.**

Nicotine's out. Br'er's in.

Br'er

POTENTIAL INGREDIENT: 5HTP



- 5-HTP (5-Hydroxytryptophan) is a naturally occurring compound derived from the seeds of the African plant *Griffonia simplicifolia*.
- It is a direct precursor to serotonin, meaning the body converts 5-HTP straight into serotonin, the neurotransmitter linked to mood, calm, and emotional balance.
- By increasing serotonin levels, 5-HTP can help support feelings of relaxation and well-being, which are often what people seek from nicotine.
- While nicotine acts on nicotinic acetylcholine receptors, both nicotine and 5-HTP influence brain pathways involved in stress regulation and reward, creating a calming effect.
- Because it supports mood without nicotine, 5-HTP is often explored as a natural alternative for managing cravings and emotional dependence during nicotine reduction or cessation.

FINANCIAL PROJECTIONS

Break Even Point

16 months

CAC

\$14.00

Burn Rate

Net: \$13,000

Gross Profit Margin

70%

Life Time Value

\$1,500

COST STRUCTURE

Device

Cost: \$6

Price: \$25

Profit: \$19

Plug

Cost: \$2

Price: \$12

Profit: \$10

\$7.5 Million in Revenue by

Year 5

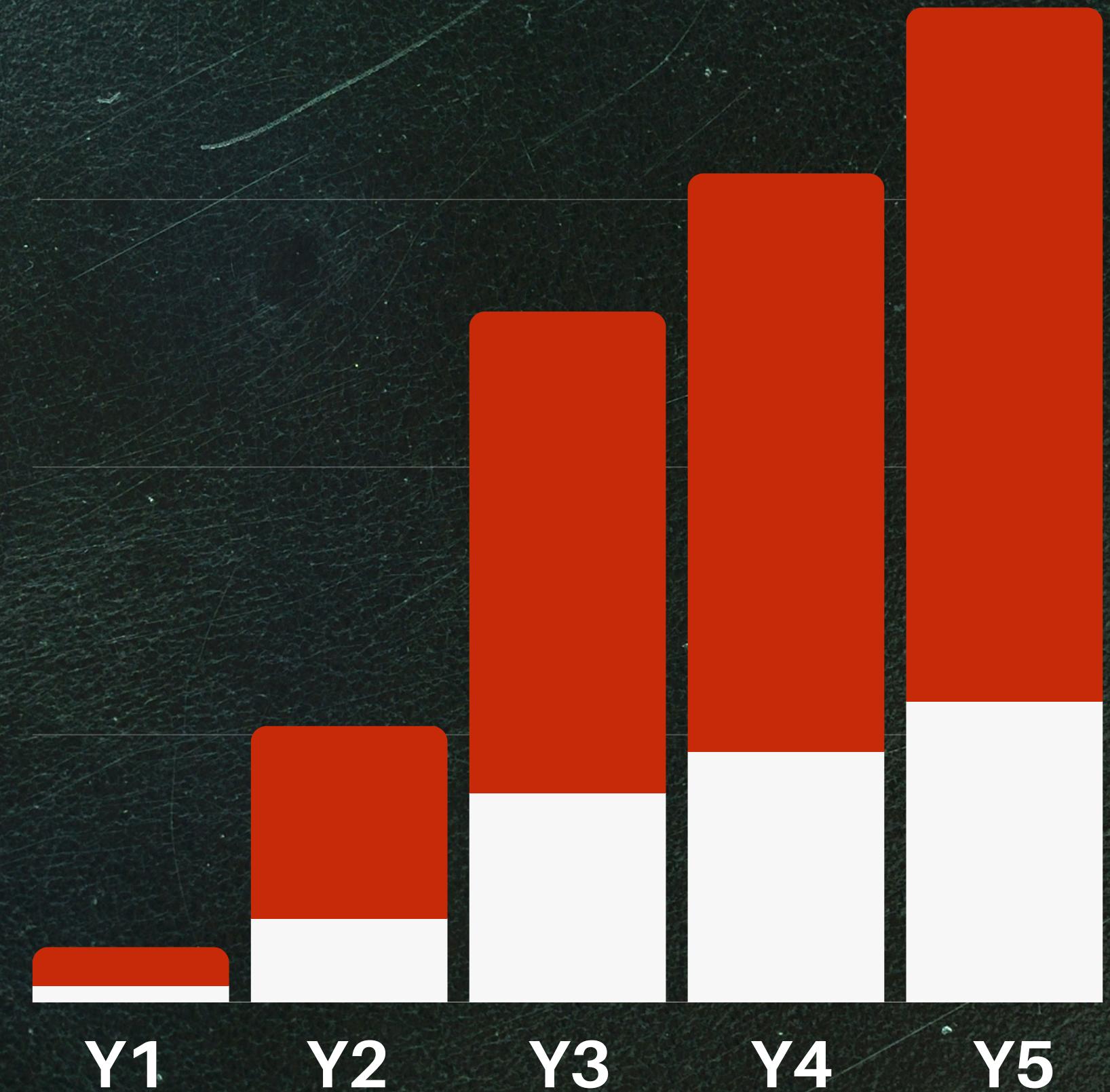
Device
Bundles

Cartridge
Refills

REVENUE PLAN

● DEVICE REVENUE

● CARTRIDGE REVENUE



FINANCIAL ASSUMPTIONS

REVENUE DRIVERS

- PROJECTIONS BASED OFF DUAL CHANNELS AND STREAMS: ONLINE AND IN PERSON RETAIL SALES AS WELL AS DEVICES AND PODS
- WE ACCOUNT FOR 160 DEVICE TRANSACTIONS PER WEEK/8,408 TRANSACTIONS FOR YEAR ONE
 - BASED ON ECOMMERCE AVERAGES AND OBSERVATIONS OF WALK-INS OF SMOKE SHOPS IN COLLEGE TOWNS.
 - CONVERSION RATE:BASED ON NRT ECOMMERCE AVERAGES 2.5% AND 10% IN PERSON SALES.
 - POD TRANSACTION VOLUMES ASSUME THAT 20% OF DEVICE PURCHASERS BECOME REPEAT POD CUSTOMERS, WITH EACH BUYING TWICE PER MONTH.
- WE ARE ACCOUNTING FOR LOWER SALES WITHIN THE FIRST FEW MONTHS THEN RAMPING UP BY THE END OF YEAR ONE.
- GROWTH RATES FOR 5 YEARS ARE BASED ON COMPETITORS AVERAGES DURING THEIR FIRST 5 YEARS. (FUM, RIPPLE, JUUL)

COST OF GOODS

- LOW COSTS ARE BASED ON OUT OF HOUSE MANUFACTURING/PACKAGING PRICING
- NON COMBUSTION AND ZERO HEATING GIVES US LOW COSTS
- OUR GPM AVERAGES OUT AT 78% BETWEEN POD AND DEVICE SALES WHICH IS ABOVE THE INDUSTRY AVERAGE OF 50%
 - THIS IS JUSTIFIED WITH OUR LOW COSTS FROM NONCOMBUSTION AND NO HEATING MECHANISM NEEDED.

OTHER KEY ASSUMPTIONS

- MODEST SALARIES FOR 4 EMPLOYEES
 - WE ACCOUNTED HIRING PART TIME EMPLOYEES DURING YEAR 3 TO ACCOUNT FOR GROWTH
- RETAIL SPACING COSTS BASED ON AVERAGES WITHIN CO. 12% OF YEARLY REVENUE WILL GO TOWARDS RETAIL SHELVING
- 20% OF REVENUE TOWARDS MARKETING CAMPAIGN: BASED ON INDUSTRY AVERAGES AND IN HOUSE ADVERTISING

FUNDING SPECIFICS

Operational Costs: \$505,500

Personel Costs: \$112,500

Buffer Costs: \$92,000

Total Costs: \$710,000

Personal Investment: \$150,000

Our Ask: \$560,000

Uses

Salaries: \$112,500

COGS: \$177,000

Legal: \$12,500

Retail Space: \$111,500

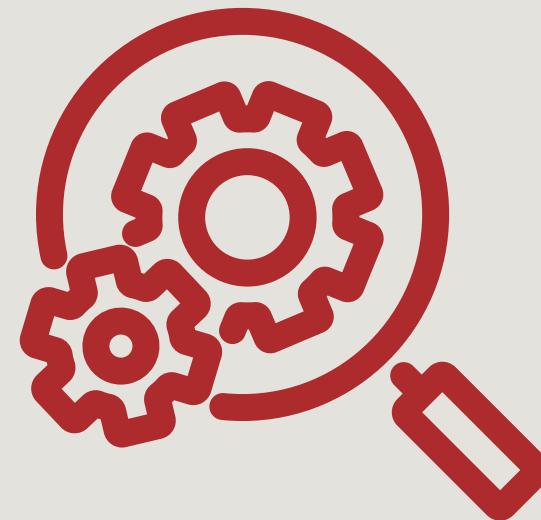
R&D: \$105,000

Marketing: \$93,000

Tech: \$6,500

Buffer: \$92,000

OPERATIONS



Outsourced Manufacturing

- Lower Costs
- Lower Capital



Dual Revenue Channels

- E-Commerce
- Retail Spaces



Easily Scalable

- Cash Flexibility
- Rapid Growth