



BRE
ER

A VICE WITHOUT VENOM

BREATHEBRER.COM

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EXECUTIVE SUMMARY

FOR MANY, SMALL WHITE CLOUDS POKE THEIR HEAD AROUND EVERY CORNER OF LIFE. FROM THE FIRST PUFF, OFTEN INCENTIVIZED BY FRIENDS DURING FORMATIVE YEARS, TO CARRYING A DEVICE EVERYWHERE, VAPING BECOMES A PART OF YOU. IN TOW, ADVERSE HEALTH EFFECTS LINGER. THOSE WHO VAPE OPENLY ACKNOWLEDGE THEIR ATTACHMENT TO THE MOTION, THEIR APPRECIATION OF THE RITUAL, AND THE SUBCONSCIOUS NEED TO REACH FOR IT. CURRENT SOLUTIONS FAIL TO MEET THESE NEEDS.

A VICE WITHOUT VENOM: BR'ER IS A VAPE ALTERNATIVE FOR PEOPLE WHO WANT THE SAME EXPERIENCE OF VAPING WITHOUT THE CHEMICAL HOOK. BR'ER PRESERVES THIS EXPERIENCE THROUGH THE SIMILAR HAND-TO-MOUTH MOTION, BUZZ EFFECT, FLAVORS, AND SOCIAL BELONGING, ALL WHILE ELIMINATING NICOTINE, HEAVY METALS, AND COMBUSTION BYPRODUCTS. BR'ER IS NOT JUST ANOTHER WELLNESS PRODUCT. IT'S AN ENTIRELY NEW CATEGORY BETWEEN HARM REDUCTION AND LIFESTYLE.

WE'RE REMOVING THE VENOM FROM THE HABIT AND REPLACING IT WITH A BETTER BUZZ.

WE ARE INITIALLY TARGETING THE 150,000 ACTIVE NRT USERS IN COLORADO, SPECIFICALLY COLLEGE-AGED STUDENTS WHO ARE ACTIVELY TRYING TO QUIT NICOTINE. THE NRT MARKET IS VALUED AT OVER \$25 BILLION, GIVING US SCALABLE AND MASSIVE REVENUE POTENTIAL. AFTER DEVELOPMENT OF THE DEVICE, BR'ER WILL LAUNCH ITS WEBSITE AND MARKET TO CONSUMERS IN BOULDER AND FORT COLLINS. WE WILL START WITH B2C UNTIL WE REACH ROUGHLY \$100,000 IN SALES, THEN BEGIN PARTNERING WITH SMOKE SHOPS, CONVENIENCE STORES, AND GAS STATIONS IN COLORADO TO INCREASE SALES GROWTH. OUR BUSINESS MODEL HAS TWO REVENUE STREAMS: DEVICE SALES AND PLUG REFILLS. BY YEAR 5, WE PREDICT TOTAL REVENUES OF \$7,500,000.

WE DON'T JUST PREDICT, WE ACT. IN ADDITION TO OVER 20 CONSUMERS SIGNING UP FOR PRESALE, WE ALSO HAVE OUR FIRST RETAIL LETTER OF INTENT FROM THE FITTER, WHO HAS PROMISED TO SELL OUR PRODUCT WHEN WE ADVANCE TO RETAIL SALES.

BR'ER NEEDS A TOTAL OF \$710,000 IN FUNDING, INCLUDING A 15% BUFFER OF \$92,000 TO OPERATE SMOOTHLY UNTIL OUR PROJECTED BREAK-EVEN POINT OF 16 MONTHS. WITH \$150,000 ALREADY RAISED, OUR FINAL INVESTOR ASK IS \$560,000. THE MAJORITY OF THIS MONEY WILL GO TOWARD OPERATIONAL EXPENSES INCLUDING INVENTORY, MARKETING, AND TESTING. WITH THIS FUNDING AND INVESTOR EXPERTISE, BR'ER IS CONFIDENT THAT WE CAN SUCCEED THE NICOTINE REPLACEMENT MARKET, AS BR'ER WILL BE THE ONLY OPTION IN THE NRT MARKET THAT PROVIDES THE MOST IMPORTANT ASPECTS NEEDED TO QUIT: RITUAL, SOCIAL BELONGING, SAFETY, AND A BUZZ.

OUR TEAM IS MADE UP OF FOUR FOUNDERS WITH BACKGROUNDS IN ENGINEERING, OPERATIONS, MARKETING, FINANCE, AND ENTREPRENEURSHIP. WE ALSO HAVE AN ADVISOR WELL VERSED IN THE SMOKING INDUSTRY AND HAS ADVANCED SKILLS IN BRAND BUILDING.

MEET BR'ER

A VICE WITHOUT VENOM:

BR'ER IS A VAPE ALTERNATIVE DESIGNED FOR PEOPLE WHO WANT THE SAME EXPERIENCE OF VAPING WITHOUT THE CHEMICAL HOOK.

BR'ER PRESERVES THIS EXPERIENCE THROUGH THE SIMILAR HAND-TO-MOUTH MOTION, BUZZ EFFECT, FUN FLAVORS, AND SOCIAL BELONGING, ALL WHILE ELIMINATING NICOTINE, HEAVY METALS, AND COMBUSTION BYPRODUCTS.

BR'ER IS NOT JUST ANOTHER WELLNESS SUBSTITUTE. IT'S AN ENTIRELY NEW CATEGORY BETWEEN HARM REDUCTION AND LIFESTYLE. WE'RE REMOVING THE VENOM FROM THE HABIT AND REPLACING IT WITH A BETTER BUZZ.



HOW IT WORKS

THINK OF IT LIKE A MAGIC STRAW:

BR'ER USES A POROUS PLUG. ONCE IT'S PLACED AND LOCKED IN, A MICRO-NEEDLE PUNCTURES THE PLUG WHEN THE USER INHALES, AIR PULLS THROUGH THE PLUG AND DELIVERS THE ACTIVE COMPOUNDS WITHOUT HEAT, VAPOR, OR COMBUSTION.

UNLIKE VAPING, ABSORPTION OCCURS THROUGH THE ORAL AND THROAT MUCOSAL LINING RATHER THAN THE LUNGS. THIS CREATES A FAMILIAR HIT WITH A SIGNIFICANTLY SAFER DELIVERY.

THE INITIAL PLUG FORMULA USES NATURALLY DERIVED INGREDIENTS LIKE GREEN TEA EXTRACT AND CAFFEINE TO DELIVER A SUBTLE, CONTROLLED BUZZ. NO NICOTINE, NO BATTERY, NO BS.

VALUE PROPOSITION

FOR YOUNG ADULTS ACTIVELY TRYING TO QUIT VAPING NICOTINE, BR'ER IS A HARM-REDUCTION DEVICE THAT PRESERVES THE RITUALS AND SOCIAL BELONGING OF VAPING WHILE REPLACING NICOTINE WITH SAFE INGREDIENTS—ALLOWING USERS TO QUIT WITHOUT LOSING THE ROUTINE, IDENTITY, OR COMMUNITY THAT MAKE VAPING HARD TO GIVE UP.

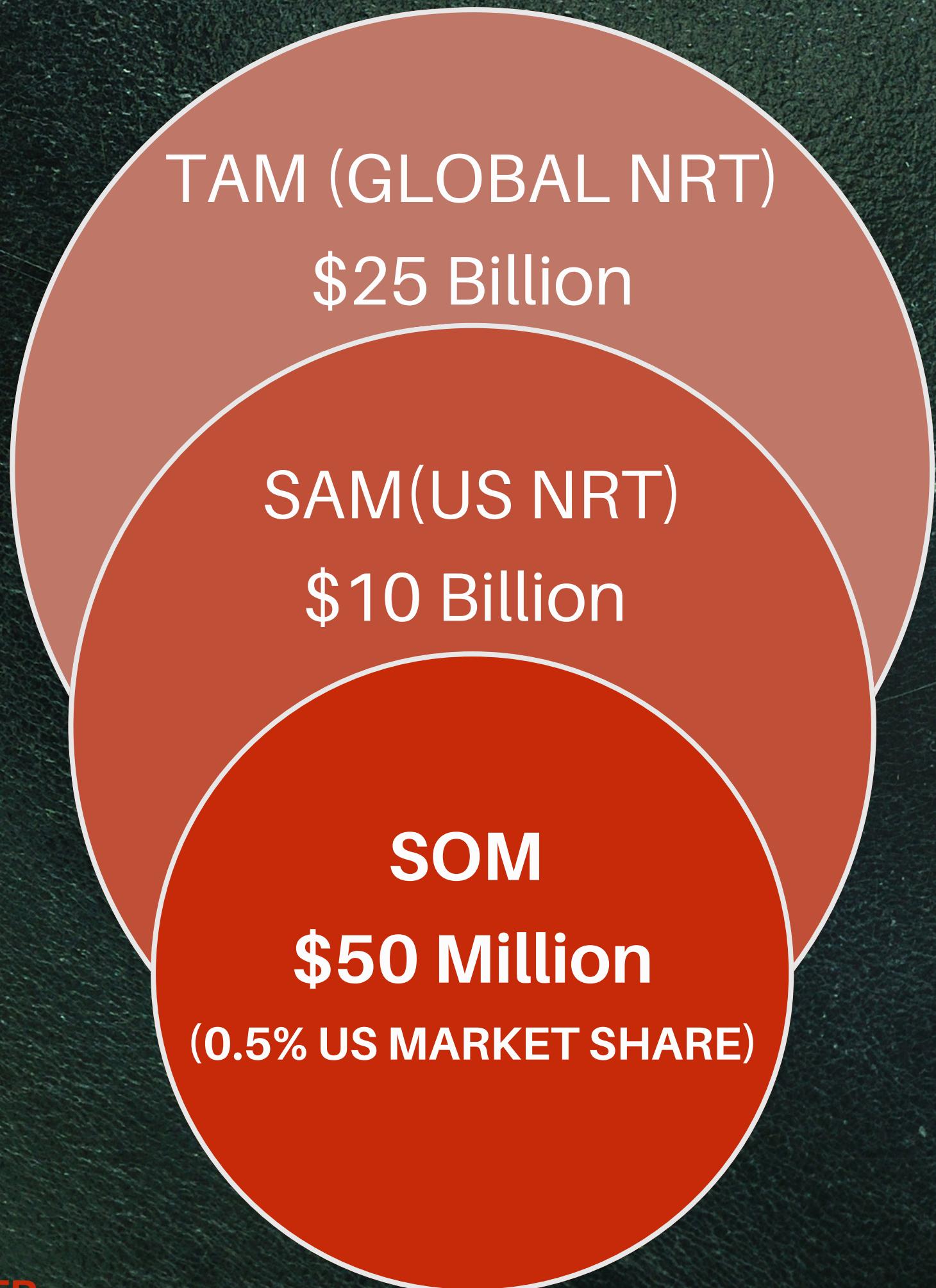
WE CONDUCTED OVER 250+ CONSUMER INTERVIEWS AND THIS IS WHAT PEOPLE SAID ABOUT VAPING:

"I'M ADDICTED TO THE MOTION VAPING"
"REACH FOR A VAPE WITHOUT THINKING"
"I WANT TO QUIT BUT EVERYONE HAS ONE"

A MAJORITY OF THESE INDIVIDUALS WERE ADDICTED TO NICOTINE YET NONE ONE MENTIONED IT AS A BARRIER TO QUITTING. VAPING ISN'T JUST CHEMICAL ADDICTION. IT'S ALSO A BEHAVIORAL AND SOCIAL ADDICTION.



MARKET OPPORTUNITY



THE GLOBAL NICOTINE REPLACEMENT THERAPY AND SMOKING CESSATION MARKET IS VALUED AT APPROXIMATELY \$25 BILLION, WITH THE U.S. ACCOUNTING FOR NEARLY \$10 BILLION IN SPENDING. WITHIN OUR IMMEDIATE LAUNCH REGION, COLORADO REPORTS AN ESTIMATED 150,000 ACTIVE NRT USERS, REPRESENTING A CONCENTRATED AND HIGHLY MOTIVATED FIRST-ADOPTER BASE. WITH JUST 0.5% OF THE U.S. MARKET, WE CAPTURE ROUGHLY \$50 MILLION IN OPPORTUNITY. CURRENT SOLUTIONS PRIMARILY TREAT NICOTINE CHEMICALLY RATHER THAN ADDRESSING BEHAVIOR, RITUAL, HABIT, AND SOCIAL IDENTITY. BR'ER ENTERS THIS SPACE AND ADDRESSES ALL OF THESE ASPECTS, MAKING SUCCESS IN THE MARKET MORE LIKELY.

COMPETITIVE LANDSCAPE

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

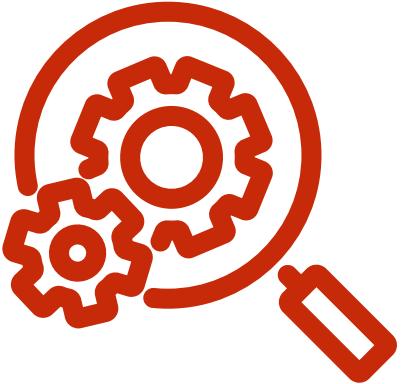
MARKETING STRATEGY

OUR MARKETING STRATEGY FOCUSES ON BRAND FIRST, PRODUCT SECOND. USING GUERRILLA TACTICS, WE WILL POSITION BR'ER AS GRITTY, IRREVERENT, AND CULTURALLY RELEVANT, AVOIDING THE HEALTH BASED, PHARMACEUTICAL LANGUAGE TYPICAL OF QUIT AIDS. INSPIRED BY THE LIQUID DEATH PLAYBOOK, OUR APPROACH PRIORITIZES COMMUNITY-GENERATED CONTENT, MEME-DRIVEN STORYTELLING, AND DROP-STYLE RELEASES OVER POLISHED "QUIT" MESSAGING. SOCIAL MEDIA WILL BE OUR PRIMARY ENGINE, AMPLIFIED THROUGH TARGETED INFLUENCER COLLABORATIONS, CAMPUS PLACEMENTS, AND SUBTLE REAL-WORLD INTEGRATIONS ACROSS BARS, CONCERTS, AND HOUSE PARTIES.

OUR PHILOSOPHY IS SIMPLE: KILLING CUSTOMERS DOESN'T PAY, SAVING THEM DOES.



OPERATIONS PLAN



OUTSOURCING

MANUFACTURING OUR PRODUCT WILL BE OUT OF HOUSE ALLOWING FOR HIGH PROFIT MARGINS. PARTNERSHIP WITH THIRD-PARTY PRODUCERS TO ENSURE HIGH QUALITY AND FLEXIBILITY WITHOUT HEAVY CAPITAL INVESTMENT.



SALES CHANNELS

B2C(ONLINE): PRIMARY CHANNEL FOR SCALABILITY AND REACHING REPEAT CUSTOMERS.
B2B(RETAIL): PLACEMENT IN CONVENIENCE STORES, GAS STATIONS, AND SMOKE SHOPS TO INCREASE VISIBILITY AND CREDIBILITY.



LEAN STRUCTURE

FOUNDING TEAM MANAGES PRODUCT DESIGN, BRANDING, MARKETING, AND LOGISTICS. AND SHIPPING & DISTRIBUTION EARLY ON. FULFILLMENT HANDLED IN-OFFICE FOR CONTROL AND CUSTOMER SATISFACTION.

FORMULA

INITIALLY

THE INGREDIENTS FOR OUR MVP ARE SIMPLE. USING GREEN TEA EXTRACT, CAFFIENE AND L-THEANÍNE, STUDIED INGREDIENTS THAT PROVIDE NATURAL ENERGY AND COGNITIVE STIMULATION. OUR MVP WILL ALSO CONTAIN MENTHOL AND OTHER FRUITY FLAVORS AND ACT AS ADDITIONAL LAYER IN REPLICATING THE RITUAL.

NEXT ADD IN

OUR NEXT STEP IS TO CREATE PSEUDO SMOKE. THE WHITE FLOATING CLOUDS ARE AN INTRINSIC COMPONENT OF THE USER EXPERIENCE. OUR FUNDS WILL FIRST BE USED TO DEVELOP THIS PSEUDO SMOKE, MOST LIKELY IN THE FORM OF A POWDER CREATING ILLUSIONS WITH NO HARMFUL EFFECT FOR THE USERS.

R & D

FUTURE DEVELOPMENT IS SIMPLE: INCORPORATE SAFE, NATURAL INGREDIENTS WHICH EXPAND OUR ABILITY TO BOTH STIMULATE, AS WELL AS TO ASSIST IN THE QUITTING PROCESS. CONTINUING THE DEVELOPMENT OF OUR POROUS PLUGS, WE PLAN TO EXPLORE 5-HTP, B-VITAMINS, AND POD-PACKS.

WE'VE GOT CUSTOMERS

WE CURRENTLY HAVE A WAITLIST OF 20+ CUSTOMERS WHO HAVE SIGNED UP TO PREORDER BR'ER. ADDITIONALLY, WE HAVE A LETTER OF INTENT FROM THE MANAGER AT THE FITTER—AN ESTABLISHED SMOKE SHOP IN BOULDER—CONFIRMING THAT HE IS EAGER TO STOCK BR'ER UPON RETAIL READINESS. THESE EARLY ADOPTERS PROVIDE IMMEDIATE TRACTION IN OUR LAUNCH MARKET, ESTABLISH OUR RETAIL PRESENCE, AND CREATE A PATH FOR EXPANSION IN YEAR 2.



TIMELINE



POTENTIAL RISKS

MARKET RISKS

- MARKET SIZE UNCERTAINTY: HARD TO ACCURATELY PREDICT DEMAND AMONG COLLEGE STUDNETS AND NRT INDUSTRY.
 - OUR MARKET SIZES AND GROWTH MODELS ARE ESTIMATED OFF COMPETITORS AND CONSERVATIVE TO ACCOUNT FOR THIS.
- PRICE SENSITIVITY: STUDENTS CAN BE COST CONCIOUS.
 - TESTING AND COMPETITORS PRICING INDICATES WE ARE PRICED ACCURATELY WITHIN THE MARKET.
- HIGH COMPEITION IN INDUSTRY.
 - BR'ERS BRANDING AND FUNCTIONALITY WILL DIFFERENTIATE OURSELVES ON THE MARKET.

FINANCIAL & MACRO RISKS

- EXCHANGE & INTEREST RATES: INTERNATIONAL SOURCING FOR MANUFACTURING COULD POSE A RISK WITH PRICE FLUCTUATION.
 - OUR HIGH MARGINS HELP TO MITIGATE THESE RATES.
- REGULATORY RISKS: NRTS & VAPES NEED FDA APPROVALS AND FACE REGULATIONS.
 - BR'ER IS FULLY COMBUSTION AND NICOTINE FREE, ALLOWING US TO BYPASS THESE RISKS ENTIRELY.
- ENVIROMENTAL/HEALTH DISTRUPTIONS: PANDEMICS OR ENVIROMENTAL CRISIS COULD SLOW/HALT PRODUCTION OR CONSUMER PURCHASING HABIT.
 - BR'ER'S WEBSITE WILL ALLOW US TO CONTINUE SALES IN CASE OF REDUCED IN RETAIL TRAFFIC.

COST STRUCTURE

Device

Cost: \$6

Price: \$25

Revenue: \$19

Plug

Cost: \$2

Price: \$12

Revenue: \$10

Justification

- COSTS

- Lean manufacturing structure: out of house to save costs.
- Non-combustion and no batteries. This saves costs heavily and allows us to produce it at a fraction of the cost of competitors.

- PRICE

- Price validation based off competitors price points.
- 250+ interviews/conjoint analysis.

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 INDUSTRY AVERAGES OF 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 FIVE YEARS. (FUM, RIPPLE, JUUL)

COST OF GOODS:

- LOW COSTS ARE BASED ON OUT OF HOUSE MANUFACTURING/PACKAGING PRICING
- NO COMBUSTION AND BATTERIES GIVE 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
- AVERAGE OF 20% OF REV SPENT ON MARKETING

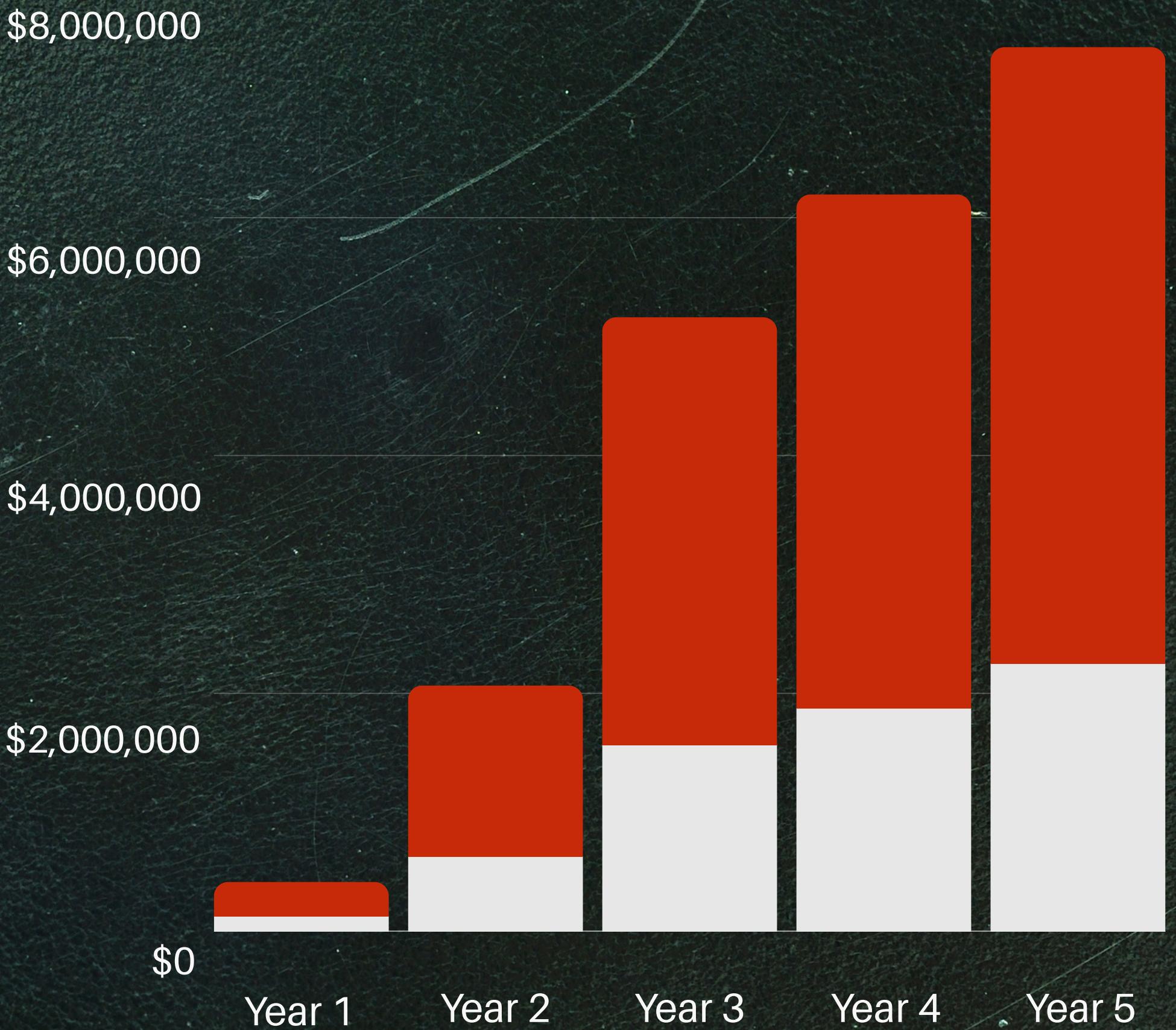
REVENUE MODEL

\$7.5 Million in Revenue by

Year 5

Device
Bundles

Cartridge
Refills



FINANCIAL METRICS

BREAK EVEN POINT *16 MONTHS*

LOW CAC-TO-LTV RATIO, HIGH MARGINS, AND PREDICABLE REPEAT POD SALES SUPPORT THIS.

CAC \$14.00

SUPPORTED BY GUERRILLA AND IN HOUSE SOCIAL MEDIA MARKETING CAMPAIGNS, THAT LOWER COSTS.

BURN RATE NET: \$13,000

A LEAN, LOW-OVERHEAD MODEL FOCUSED ON ESSENTIAL SPENDING KEEPS OUR BURN RATE LOW.

GROSS PROFIT MARGIN 70%

LOW PRODUCTION COSTS AND STRONG PRICING POWER GIVE US A HIGH GPM AS WE KEEP SCALING.

LIFE TIME VALUE \$1,500

INDUSTRY RETENTION RATES FOR THE POD SYSTEM DRIVES REPEAT PURCHASES AND BOOSTS LTV.

FUNDING

Operational Costs: \$505,500

Personel Costs: \$112,500

Buffer Costs: \$92,000

Total Costs: \$710,000

Personal Investment: \$150,000

Our Ask: \$560,000

Salaries: \$112,500

COGS: \$177,000

Legal: \$12,500

Retail Space: \$111,500

R&D: \$105,000

Marketing: \$93,000

Tech: \$6,500

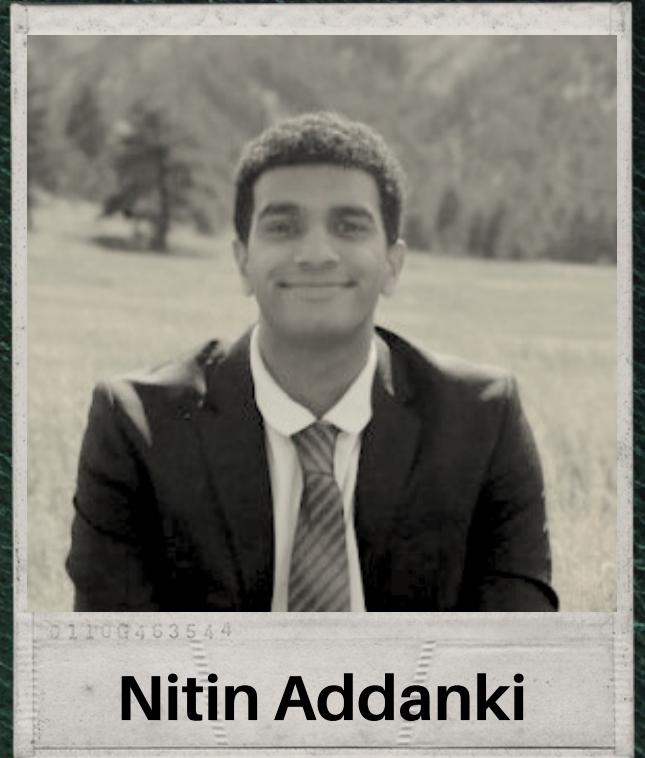
Buffer: \$92,000

MEET THE TEAM



Brett Rabiner

CEO/CTO

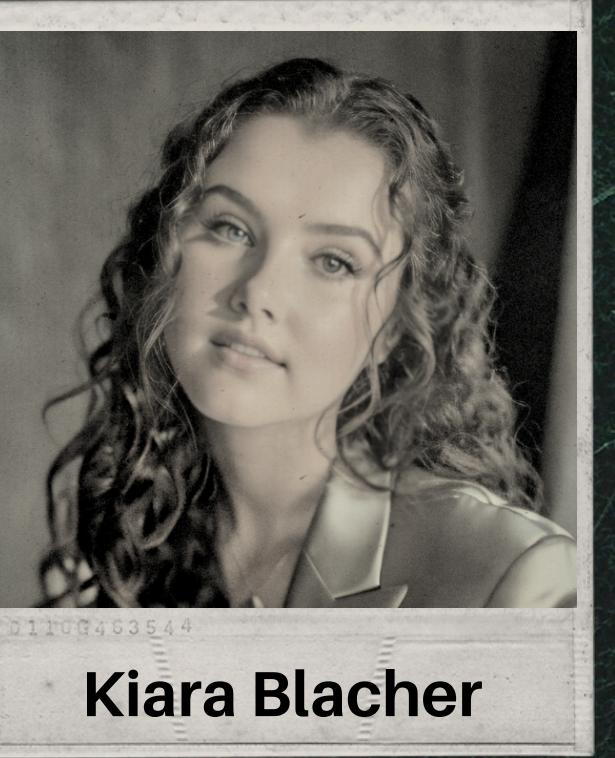


Nitin Addanki

BR'ER

CSO

BRETT RABBINER IS THE CO-FOUNDER AND CEO OF BR'ER, DRIVEN BY PERSONAL EXPERIENCE WITH NICOTINE ADDICTION AND A COMMITMENT TO BETTER QUIT-SUPPORT SOLUTIONS. HE HAS DEVELOPED SEVERAL CONSUMER-FOCUSED PRODUCTS, CONDUCTED RESEARCH ON WEARABLE STRESS-MONITORING DEVICES, AND BRINGS SALES EXPERIENCE FROM RESOURCE CENTRAL AND THE NORTH FACE. BRETT IS A SENIOR IN CREATIVE TECHNOLOGY & DESIGN ENGINEERING AT THE UNIVERSITY OF COLORADO BOULDER, WITH A MINOR IN ENGINEERING ENTREPRENEURSHIP.



Kiara Blacher

CMO

KIARA BLACHER IS THE CO-FOUNDER AND CHIEF MARKETING OFFICER OF BR'ER, BRINGING EXPERTISE IN BRAND DEVELOPMENT, DIGITAL STRATEGY, AND CONSUMER INSIGHT. MOTIVATED BY THE IMPACT OF NICOTINE ADDICTION ON THOSE CLOSE TO HER, SHE HAS LED MARKETING INITIATIVES FOR BODYOGRAPHY COSMETICS, VIOLET PEAK CAFE, AND CAFFI WHERE SHE IS CEO, AND FOUNDED KIDS FOR A CURE, A NONPROFIT SUPPORTING ST. JUDE. SHE IS PURSUING A B.S. IN BUSINESS ADMINISTRATION WITH EMPHASSES IN MARKETING AND STRATEGIC ENTREPRENEURSHIP AT THE UNIVERSITY OF COLORADO BOULDER.



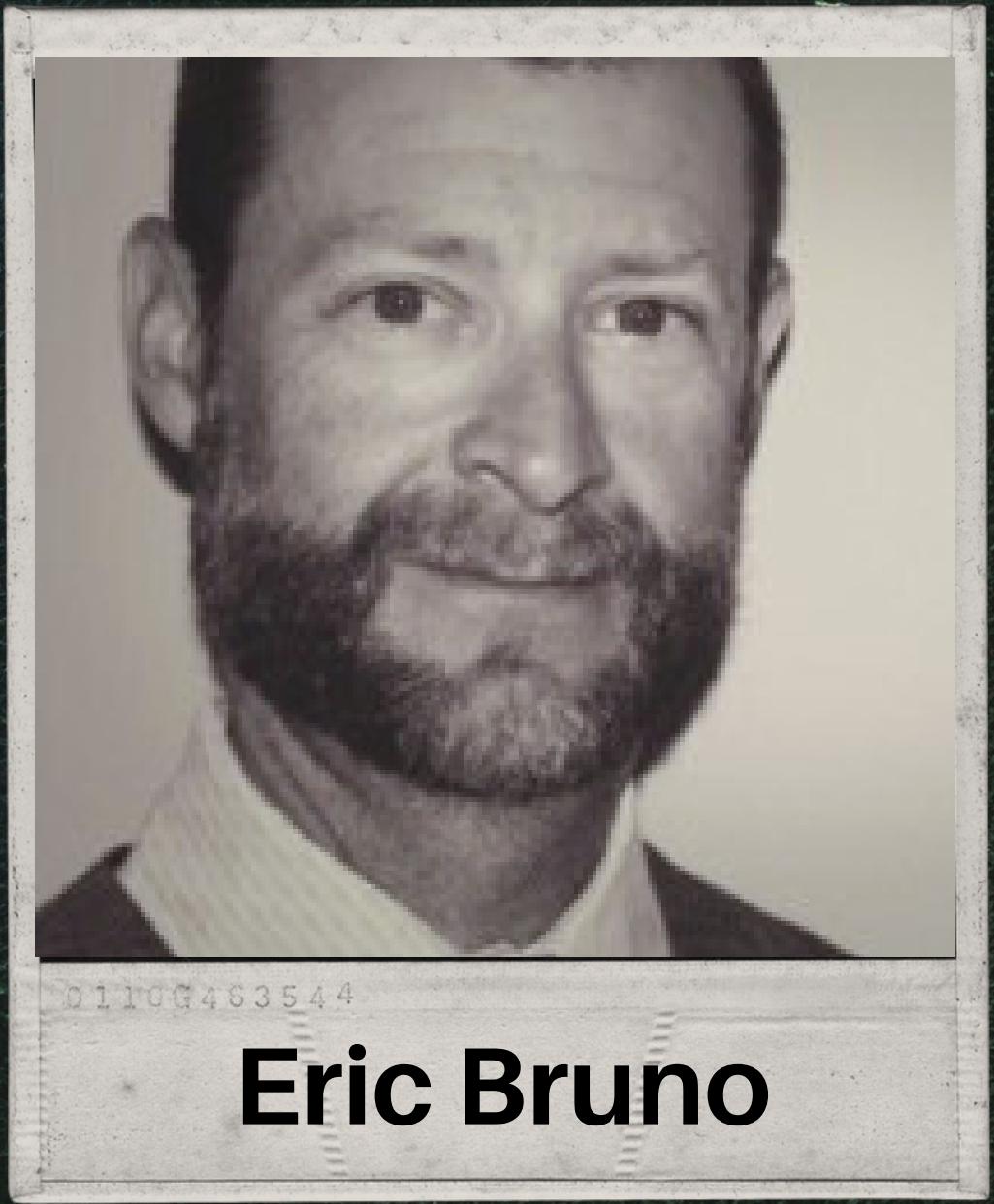
Reagan Stiteler

CFO

REAGAN STITELER IS THE CO-FOUNDER AND CHIEF FINANCIAL OFFICER OF BR'ER, LEVERAGING HER BACKGROUND IN FINANCIAL MODELING, CASH FLOW MANAGEMENT, AND DATA-DRIVEN FUNDRAISING, INCLUDING LEADING AN \$80,000 SOLICITATION INITIATIVE AT THE GLOBAL DOWN SYNDROME FOUNDATION. THIS WILL BUILD A STRONG FINANCIAL FOUNDATION FOR THE COMPANY. SHE IS PURSUING A B.S. IN BUSINESS ADMINISTRATION WITH EMPHASSES IN FINANCE AND STRATEGIC ENTREPRENEURSHIP AT THE UNIVERSITY OF COLORADO BOULDER.

ADVISOR

ERIC BRUNO BRINGS OVER TWO DECADES OF BRAND STRATEGY, CONSUMER INSIGHT, AND MARKETING LEADERSHIP TO BR'ER. AS THE FOUNDER OF BRUNO'S & PARTNERS, ERIC HAS BUILT A CAREER LEADING COMPANIES THROUGH STRATEGIC TRANSFORMATION, SHARPENING BRAND POSITIONING, AND UNCOVERING CONSUMER BEHAVIOR. BEFORE LAUNCHING HIS OWN CONSULTANCY, ERIC SERVED AS EVP, HEAD OF BRAND STRATEGY AT DONER, WHERE HE GUIDED NATIONAL BRANDS THROUGH CREATIVE REINVENTION AND DATA-DRIVEN GROWTH. HIS PRIOR EXPERIENCE INCLUDES NEARLY EIGHT YEARS RUNNING BRUNO'S AND PARTNERS' ORIGINAL STRATEGY AND INSIGHT PRACTICE, AS WELL AS STRATEGIC ROLES WITH LRXD AND MEMBERSHIP IN THE STRATEGY GUILD—A COLLECTIVE THINK TANK FOR TOP-TIER PLANNERS AND MARKETING STRATEGISTS. ERIC HOLDS A DEGREE IN MASS COMMUNICATIONS FROM OKLAHOMA CITY UNIVERSITY AND COMPLETED CONTINUED STRATEGIC STUDIES AT NORTHWESTERN UNIVERSITY, BLENDING ACADEMIC RIGOR WITH DECADES OF HANDS-ON INDUSTRY EXPERTISE. AT BR'ER, ERIC ADVISES THE TEAM ON BRAND BUILDING, GO-TO-MARKET STRATEGY, CONSUMER RESEARCH, AND LONG-TERM POSITIONING, ENSURING THE COMPANY ENTERS THE MARKET WITH CLARITY, CONFIDENCE, AND A COMPELLING VISION. HIS DEPTH OF EXPERIENCE ACROSS AGENCIES, STARTUPS, AND NATIONAL BRANDS MAKES HIM AN INVALUABLE GUIDE AS BR'ER SCALES.



FAQS

FDA APPROVAL/REGULATION?

BR'ER IS NOT REGULATED AS A VAPE BECAUSE IT CONTAINS NO NICOTINE, NO BATTERY, AND NO AEROSOL. WITHOUT COMBUSTION OR HEATING ELEMENTS, IT SITS OUTSIDE FDA E-CIG AND TOBACCO PATHWAYS SIMILAR TO HOW ZYN OPERATED BEFORE NICOTINE POUCH REGULATION CAUGHT UP.

WHAT MAKES YOUR PRODUCT TRULY SAFE?

BR'ER USES HIGHLY RESEARCHED INGREDIENTS LIKE CAFFEINE AND GREEN TEA EXTRACT THAT ARE CONSIDERED SAFE UNDER 400MG PER DAY. THERE IS NO COMBUSTION, NO HEATING, NO AEROSOL, AND IT IS NICOTINE-FREE, MEANING NOTHING IS DEPOSITED INTO THE LUNGS, ALLOWING FOR SAFE SENSATIONS.

DOES IT REALLY PROVIDE AN EFFECT?

YES. OUR PLUGS DELIVER A LIGHT, FUNCTIONAL SENSATION THROUGH CAFFEINE AND GREEN TEA, WHILE THE RITUAL SATISFIES THE BEHAVIORAL CRAVING OF REACHING FOR A VAPE. INITIAL FUNDS WILL BE USED FOR INGREDIENT R&D AND SENSORY TESTING TO DEVELOP A FULL-SENSATION VERSION OF BR'ER.

HOW DOES BR'ER HELP PEOPLE QUIT?

RESEARCH AND OUR 250+ CONSUMER INTERVIEWS SHOW THAT QUITTING ISN'T JUST ABOUT THE CHEMICAL—IT'S ALSO THE RITUAL, IDENTITY, AND SOCIAL FIT THAT KEEP PEOPLE REACHING FOR A VAPE. BR'ER REPLACES THE MOTION AND BELONGING USERS ARE ATTACHED TO, NOT JUST THE NICOTINE.

WHY HAVEN'T BIG COMPANIES MADE THIS YET?

BECAUSE BIG VAPE AND NRT BRANDS ARE BUILT ON CHEMICAL DEPENDENCY—REMOVING NICOTINE REMOVES THEIR REVENUE. BR'ER DOESN'T LOSE CUSTOMERS WHEN THEY QUIT NICOTINE BECAUSE WE OFFER A NON-HARMFUL, NICOTINE-FREE RITUAL THEY CAN CONTINUE WITHOUT HEALTH COST OR IDENTITY LOSS.



**RUN WILD.
BREATHE FREE.**

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

Br'er

