



VERSE

CELEBRATE TOMORROW'S DREAMS

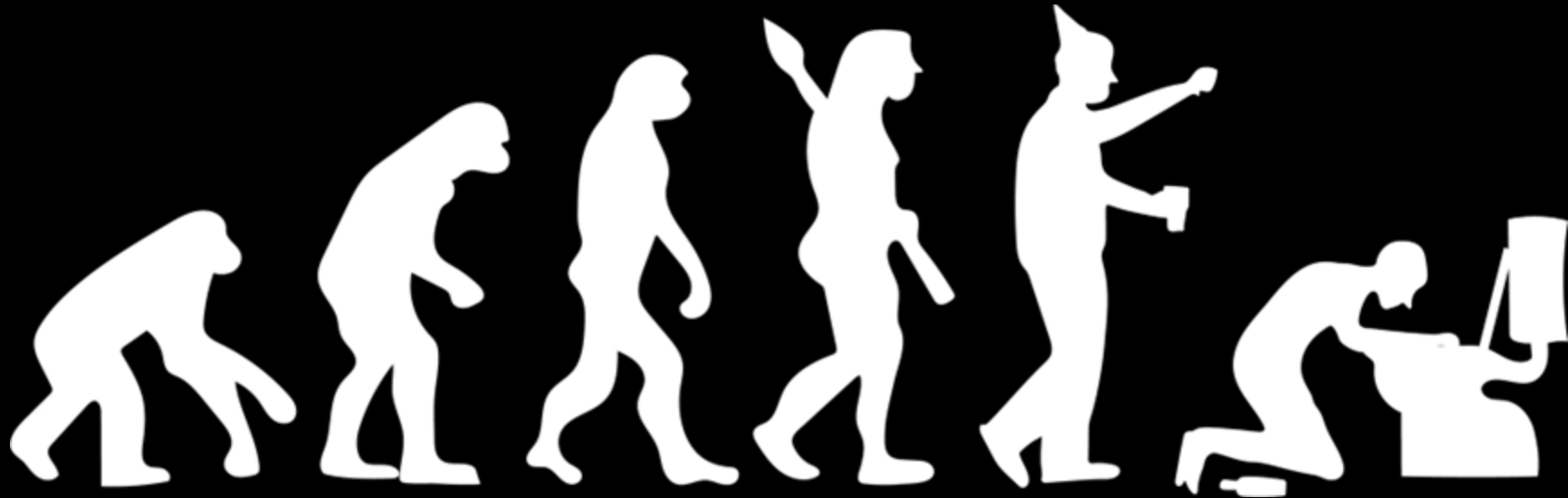


SEED DECK

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*How Might The World Look Like If We Reimagine The Beverages Consumed In
Social Settings To Have More Purpose In Our Daily Lives Instead Of Them
Harming Us?*



BEVERAGES CONSUMED IN SOCIAL SETTINGS ARE **KILLING US** OR HAVE A **STIGMA**



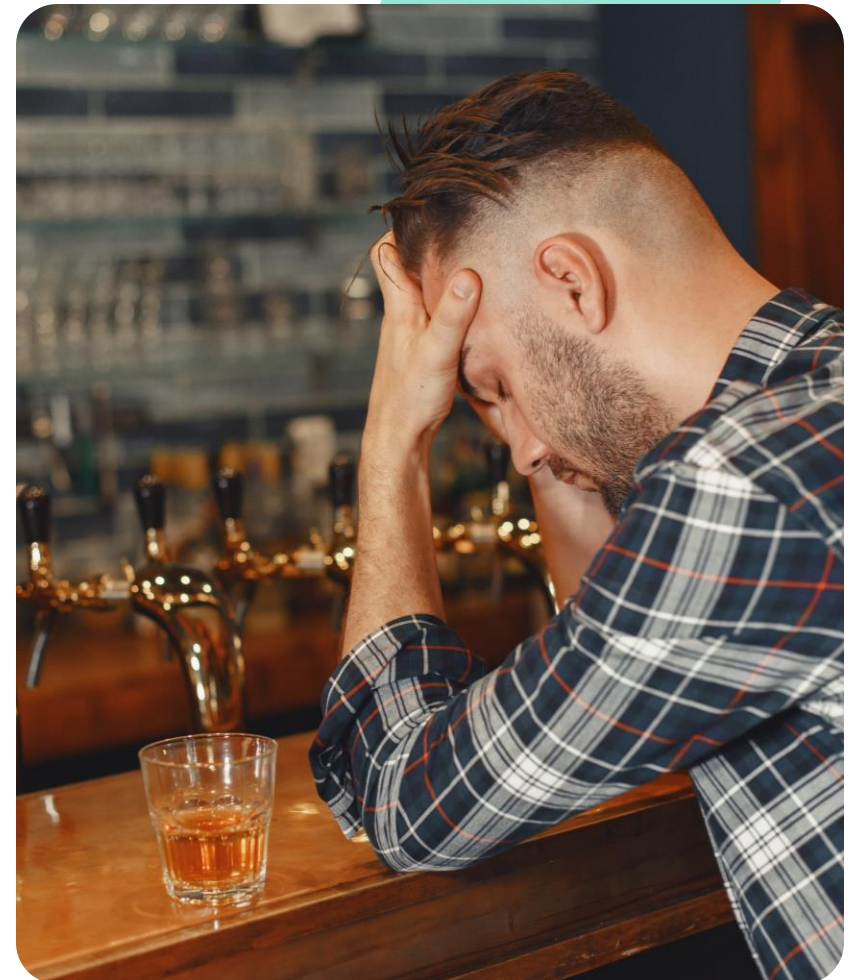
Alcoholic beverages are the most harmful recreational drug in the world



The non-alcoholic beverages like cocktail mixers fruit juices, tonics, sodas, soft-drinks and emerging mocktails found on-premise are also killing us



The few healthy options that exist have a stigma, aren't available, or don't help us socialize



VERSE IS A HEALTHY SOCIAL BEVERAGE THAT HELPS YOU CELEBRATE RESPONSIBLY WHEREVER PEOPLE SOCIALIZE ALONGSIDE ALCOHOL AS A MIXER OR ON IT'S OWN

Functional Ingredients that elevate mood, detoxify the body, and provide everyday vitality



3 Non-Carbonated Fruit Juice Flavors Zero-sugar:



-  Cranberry
-  Orange
-  Pineapple



1 Carbonated Flavor to Expand on

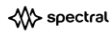


2 Sizes

-  Social Size 1L
-  Individual Size 375mL

BUILT BY A TEAM OF DEEP GENERALISTS WITH A SHARED PASSION FOR HEALTH & SOCIALIZING SOLVING A PERSONAL PAIN

CARLOS LIVERANI



Co-founder & Chief Product Officer
M.S/ B.S Biomedical Engineer, Repeat FitTech
Founder, Venture Scout

- / Designing, Building, and Managing Biomedical Products
- / Working W/ Manufacturers
- / Fundraising & Hiring Talent

CHRIS TRACY



Co-founder & Chief Sales Officer
MBA, Sales Leader, Influencer & Nightlife

- / Building Sales & Customer Support Playbooks to Drive Revenue
- / Hiring & Training Sales-forces
- / Deep Connections w/ On-premise Operators and Nightlife Influencers

VINNY PATALANO



Co-founder & Chief Commercial Officer
Director of VIP & Special Events for Ultra Music Festival
Worldwide

- / Built & Managed a high-end social venue w/ a luxury bev program (\$3m in revenue 3 days)
- / Oversaw partnerships w/ luxury beverage companies and other premium consumer brands
- / Deep Relationships w/ On-premise Operators worldwide



A **BREAKTHROUGH FORMULA** THAT INTEGRATES SCIENTIFIC FUNCTIONAL INGREDIENTS WITH THE REFRESHING FLAVORS PEOPLE EXPECT DURING CELEBRATORY OCCASIONS

Base Formula



Non-Carbonated zero-sugar fruit juices and fruit flavors mimic simple comfort cocktails

✓ Cranberry, Orange, Pineapple



Carbonated soda & fruit favors create endless flavor profiles

✓ Soda




Natural sweeteners that don't spike blood sugar

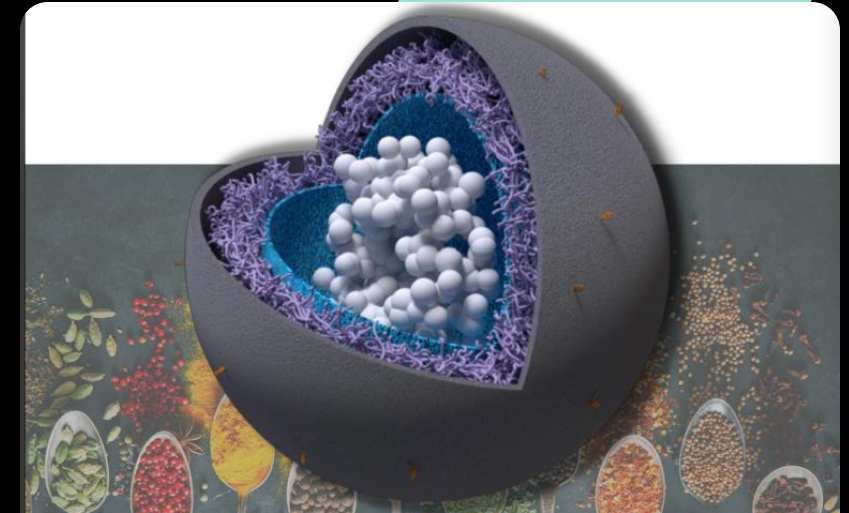
✓



EVIDENCE BASED **FUNCTIONAL INGREDIENTS** TO ELEVATE MOOD, HYDRATE & DETOXYFY THE BODY, AND PROVIDE EVERYDAY VITALITY FOR ANY **SOCIAL OCCASION** W/ **NOVEL DELIVERY MECHANISM**

Functional Layer

-  Premium Electrolytes
-  Vitamins, & Minerals
-  Adaptogens: natural herbs, mushrooms, and flowers
-  Nootropics & Amino Acids support brain health & vitality
-  MCT Oil



A MULTI-SENSORY BOTTLE THAT ELEVATES NON-ALCOHOLIC CONSUMPTION EXPERIENCES TO THE SAME STATUS LEVEL AS ALCOHOL

- 🎯 Grooves & engravings that plug into end glassware culture and nudge towards cheering
- ★ Ergonomic bottles that easy to hold and that makes servers more productive
- 🏆 Sexy & memorable branding that beats any comparable company and even most alcohol bottles on the shelf
 - “A bottle so distinctive it could be recognized lying broken on the ground” – *Coca-Cola* Bottle Design Brief 1915

LEGACY BRANDS HAD 3 GENERATIONS OF BRAND BUILDING USING GLASS THAN CHANGED THE PACKAGING PARADIGM



170M GEN Z & MILLENNIALS W/ A FOCUS ON HEALTH-CONSCIOUS ELITE PROFESSIONALS IN HIGH-INCOME HOUSE HOLDS & ZIPCODES WHICH VALUE SOCIALIZING



E-commerce + On-demand Delivery + Main Stream Retailers + Mainstream On-premise Services



Premium Retailers + On-demand Delivery + Premium On-premise



High-end tasting setting on-premise venues in Miami, New York, Vegas, and Los Angeles



A DIRECT SALES STRATEGY THAT FOCUSES ON 4 REGIONAL MARKETS W/ 90 NUMBER OF QUALIFIED LEADS(\$9M ACV PIPELINE) TO GET US TO \$3M RUN-RATE IN 24 MONTHS

\$4M Pre-sales From 27 LOIs s On-Premise Retailers That Take Others **5 Years+** to Close

- Q1 25 9 **retailers on-boarded \$100k** run-rate **highest velocity non-carbonated mixer in category**



Buyers Journey

01

Cold in-person engagement or



02

Warm-intro to main operator or food & beverage director through our network



03

Schedule in person meeting ~ 1 to 2 meetings to close an account
Currently at **80%** win rate industry average is around **30%**



04

2 month On-boarding Journey with staff education, kick-off event, and marketing support like point of sales assets, sampling, influencer tastings to **drive velocity**

Sub-channels In a Table



Nightclubs & Dayclubs Cocktail bars



Superclubs & Restaurants



Hotels & Social Clubs



Health & Wellness (Gyms, Medspas)



Cruises & Yachting



Aviation



Sporting & Gaming

VERSE IS PROVING DEMAND ACROSS HIGH-VALUE ON-PREMISE DOORS AND SUB-CHANNELS



Case study of **3 high-value venues** (dayclub, nightclub, restaurant) demonstrating strong consumer adoption.



- *Palm Tree Club: **18 units(1L) per weekend***
 - **~234** Cocktails and/or Mocktails



- *M2: **15 units(1L) per weekend***
- *Seaspice: **11 units(1L) per week***

ALONGSIDE A DISTRIBUTION SUPPORT NETWORK OF ALCOHOLIC + NA DISTRIBUTION PARTNERS THAT UNLOCK VARIOUS SUB-CHANNEL POINTS OF DISTRIBUTIONS IN HIGH-INCOME REGIONS



Starting With A National Alcoholic Distributor Park Street(LOI Secured)

- ▮ No sales & marketing support just fulfillment support forces us to create **founder led sales playbooks**
- ▮ While getting on-premise coverage for most our key-accounts in *Miami, NYC, and LA*
- ▮ **Lower distributor costs** than the big 3 Distributors Southern, RNDC, Breakthru



RNDC

park street



Interest from Exclusive Brand Group(EBG)

- ▮ Regional (SoFlo) Distributor focusing on high-end fitness, premium hotels, and premium food service
- ▮ Anatomy, 1 Hotel & W Hotels, Breakers Palm Beach, Pura Vida

EXCLUSIVE™



1



puravida

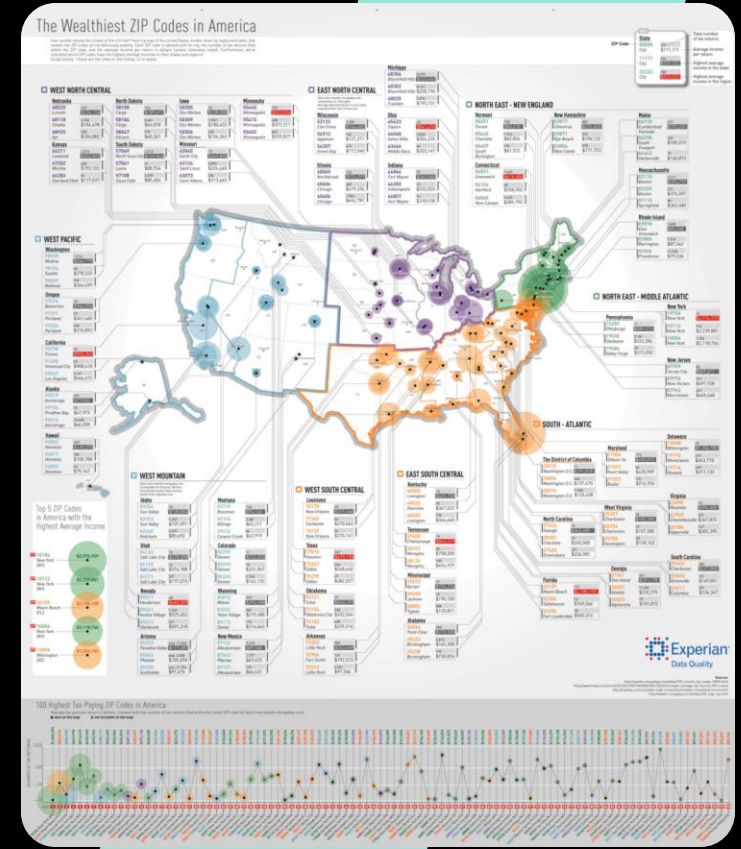


Target Partners For Scale:

- ▮ Southern Glazers(strong connection)- on-premise nightclubs, bars & restaurants
- ▮ Sysco - Retail, Aviation, Cruise, Hotels, Food Service
- ▮ UNFI & Kehe - Premium Grocery Retailers, Premium C-stores

Sysco

UNFI



A GENERATIONAL BRAND WITH STRONG MARKET PULL THAT'S BEEN SIGNIFICANTLY **DERISKED** ACROSS MAJOR DIMENSIONS



Product

Innovative commercial-formula-ready w/ nutraceutical R&D pipeline that can be patented ✓

- ✓ Trial production run of **200 cases** inventory with a co-man that can scale to hit \$3M run-rate ✓
- ✓ Validation from over 5K of conversations & product trials ✓

World-class brand Identity and sales-ready-packaging ✓



Accounts & Distributor

\$100k run-rate and beating category leaders at the first **9 on-boarded retailers** ✓

Pre-sale LOIs from **27** of the most influential accounts in their categories forecasted to hit **\$4M** in revenue ✓

1 distribution agreements with a national on-premise distributor ✓



Marketing

Comprehensive marketing derisk

- ✓ Soft-launch field-marketing at **35** events
- ✓ *Equinox, Supersnake, Tabler, Model Volleyball*
- ✓ **773** influencers interested in partnering with us reach
- ✓ Launched tease hype campaign w/ 50% engagement ✓
- ✓ Channel Partners



Talent & Culture

A+ talent in the beverage and good for you cpg space looking to join us ✓

A CLEAR FOCUS ON NEXT DERISKING STEPS TO ACCELERATE TOWARDS OUR VISION



Human Resources

- Assemble a dream team of A+ teammates and create a high-performance culture

01



Operations

- Onboard Park-Street as a distributor and qualify other tier 1 distributors in regions
- Southern, RNDC, and Breakthrough

02



Sales

- Onboarding back log of accounts ~\$30k in MCV and maximize average account velocity via customer support - \$150k run-rate
- Bigger launch in late Q3 25 continue to close enough accounts to get us to \$300k then \$3M run-rate in 24 months

03



R&D

- Roll out single size (375ml)
- Continue to design the best products across categories
- Ginger Lime(Mules)
- Limeades(Margarita)
- Sparkling Juices
- Our own unique flavors

05



Marketing

- On-premise trade marking to drive velocity
- Omni-channel launch campaign to drive awareness outside stores

04

HELP US USHER IN THE FUTURE OF HEALTHY SOCIAL BEVERAGES AND BUILD A BILLION-DOLLAR COMPANY **JOIN THE TEAM**

\$2M SEED ROUND STANDARD YC POST-MONEY SAFE



Hire **A+ Team** give them great tools and service support



Roll out 375mL size and Inventory to hit **\$3M in Sales**



Marketing support to launch, drive velocity at accounts, and brand awareness



Raised **~\$360k** F&F round from **Angel Investors + F&F** to date

Let's chat

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Thank You