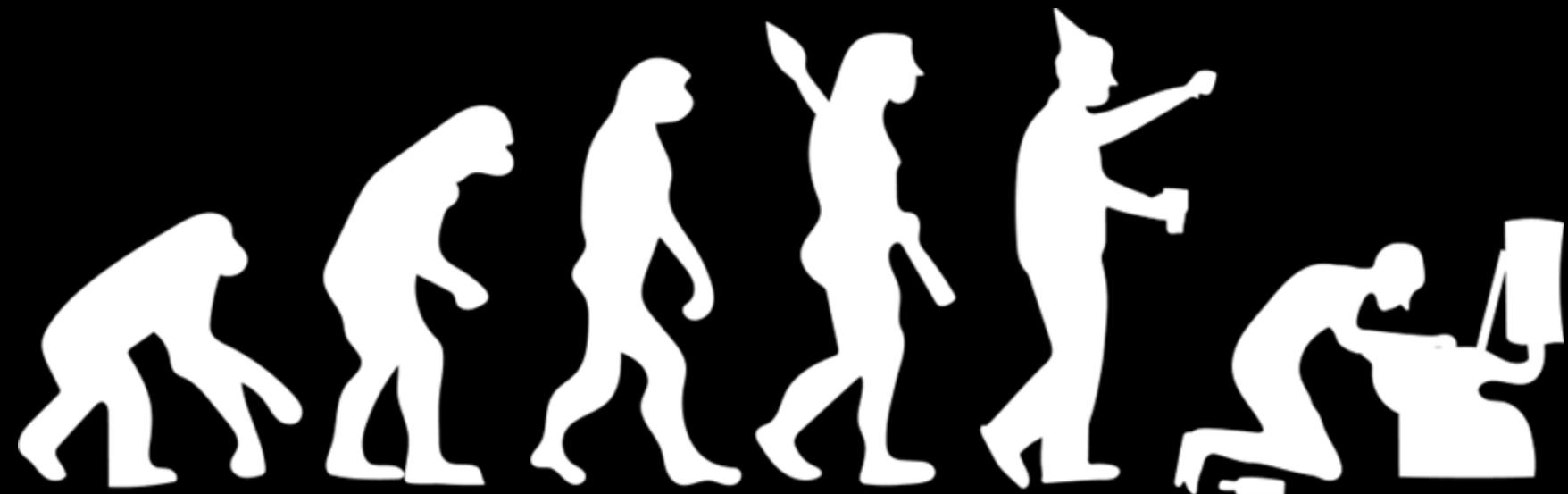




# AGENDA

1.	Vision . . . . .	0 3
2.	Problem High Level. . . . .	0 4
3.	Solution. . . . .	0 5
4.	Team. . . . .	0 6
5.	Product - Base Formula . . . . .	0 7
6.	Product - Functional Layer . . . . .	0 8
7.	Product - High-End Bottle . . . . .	0 9
8.	Target Demo   Market Size . . . . .	1 0
9.	Go-to-Market - Sales Strategy . . . . .	1 1
10.	Go-to-Market - Distribution Strategy . . . . .	1 2
11.	Traction. . . . .	1 3
12.	Next milestones. . . . .	1 4
13.	The Ask. . . . .	1 5

*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?*

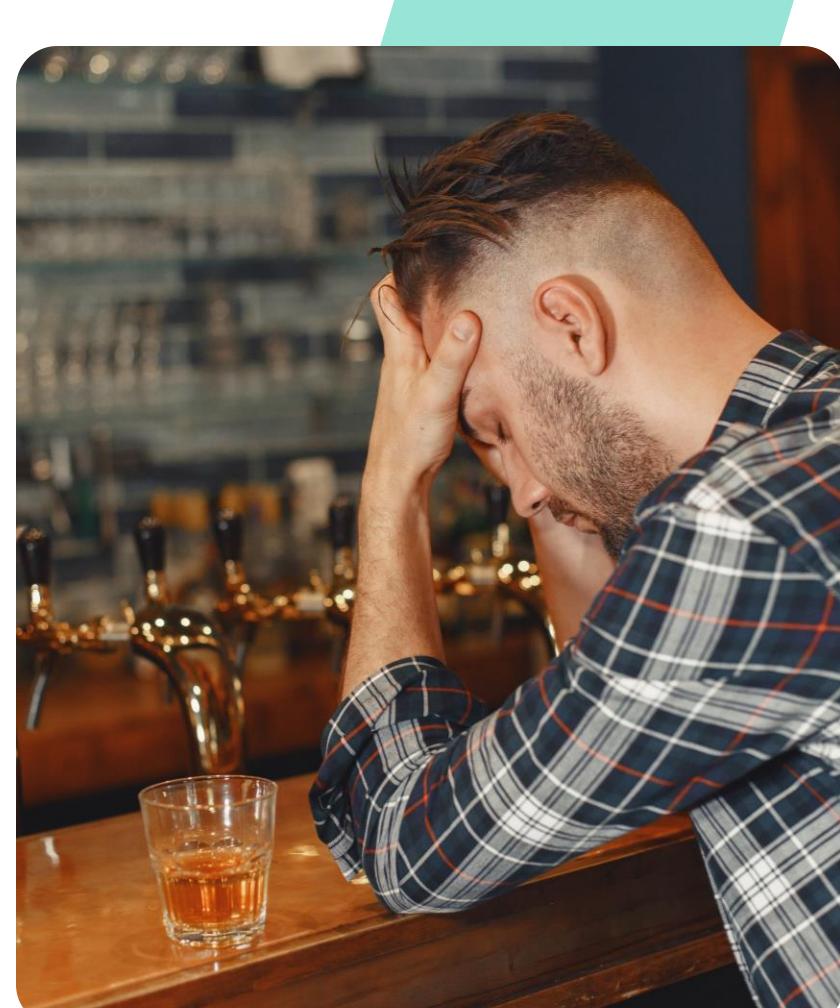


# BEVERAGES CONSUMED IN SOCIAL SETTINGS ARE **KILLING US** OR HAVE A **STIGMA**

✗ 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 & DETOXIFY THE BODY, AND PROVIDE EVERYDAY VITALITY FOR ANY SOCIAL OCCASION W/ NOVEL DELIVERY MECHANISM

## Functional Layer

👑 Premium Electrolytes

ABCDE Vitamins, & Minerals

🌿 Adaptogens: natural herbs, mushrooms, and flowers

🧠 Nootropics & Amino Acids support brain health & vitality

🧃 MCT Oil



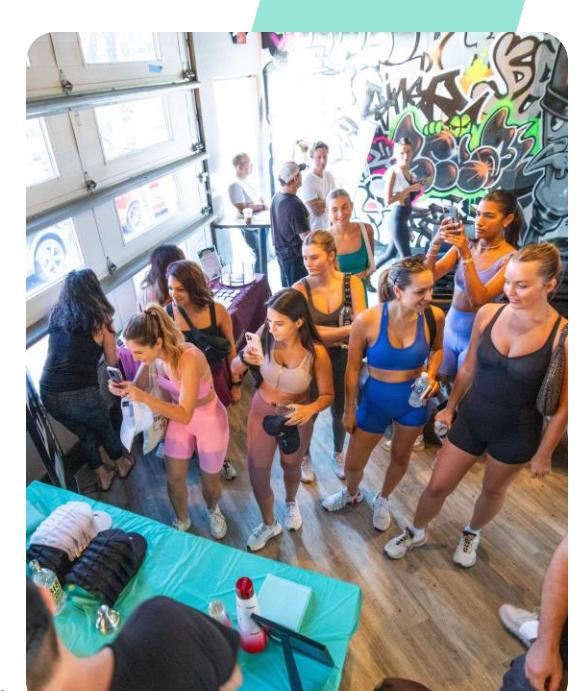
# A MULTI-SENSORY BOTTLE THAT ELEVATES NON-ALCOHOLIC CONSUMPTION EXPERIENCES TO THE SAME STATUS LEVEL AS ALCOHOL

- ⌚ 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**

parkstreet  
PLATFORM FOR INNOVATION



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

THE BREAKERS  
PALM BEACH

pura vida

W  
HOTELS



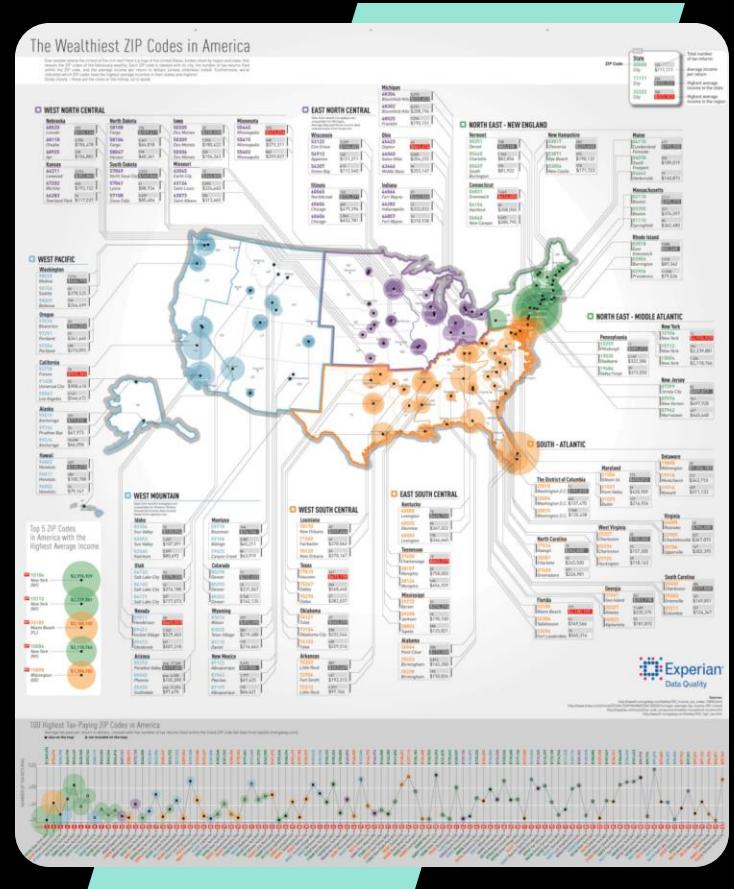
Target Partners For Scale:

- 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

KeHE



# 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

02

03

04

05



## Operations

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



## 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



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



## Marketing

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

# 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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