



feed your body

Team

Justin McCollum



PR Manager

Adam Billig



Financial Manager

Erica Albert



Project Manager

Anthony Farinacci



Marketing Manager

Our Story

The Problem

Insufficient sleep



Stress



Unhealthy diet

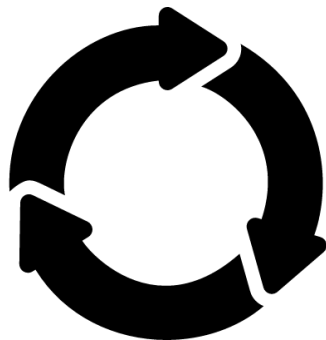


No fast way to obtain vitamins and antioxidants

Students do not know what vitamins and nutrients they're lacking

Solution

*A transdermal patch
with vitamins and
antioxidants*



*Make purchasing easily
accessible through
mobile application*

*Give power to
individuals to choose
exactly what they need*

Our Mission

To provide health-conscious and health-deprived individuals with access to easy and affordable nutrients that keep the body healthy and the mind stable.



Product Offering

*A transdermal patch with vitamins and antioxidants & a mobile app
to provide our product*

Sick: immune
and skin care
patch

This patch will contain:
Heavy Vitamin B complex
(B1 B2 B3 B5 B6
B12(cyanocobalamin)).

Tired: energy
and grogginess
patch

This patch will contain:
Alpha-lipoic acid and
coenzyme-Q (COQ10).

Hungover:
revitalize your
system

This patch will contain:
Glutathione, Vitamin C,
n-acetyl-L-cysteine,
dihydromyricetin,
silymarin.



EMAIL

PASSWORD

Sign In

Not yet a member?
Sign Up



Healthfeed



BOGO

When you spend \$15 or
more on our products

ORDER NOW

Shop All Products

Subscribe to our blog posts

enter email

FOLLOW US





Shop



feeling tired

feeling sick

feeling hungover

customize your own





Shop



feeling tired

EGP: Energy and grogginess patch

Feeling tired and out of energy? Unable to get out of bed for your 8 AM class because you stayed up until 2 AM to finish that paper? This is the right patch for you. This patch contains Alpha-lipoic acid and coenzyme-Q (COQ10) that will help boost your energy

- | | | |
|--------------------------|------------------------------------|---------|
| <input type="checkbox"/> | MONTHLY SUBSCRIPTION
30 PATCHES | \$14.99 |
| <input type="checkbox"/> | 10 - PACK | \$7.99 |
| <input type="checkbox"/> | 3 - PACK | \$2.99 |

Add to bag





My Bag



1 Item



EGP

Energy and grogginess patch

MONTHLY SUBSCRIPTION
30 PATCHES

Total: \$14.99

Place Order



Competitive Advantage

With an ever growing market of college students and an increased cultural emphasis on physical and mental health, there has been no better time than now to appeal to college students in the health & wellness space.

Fast

Works over **100** times
faster than daily
vitamins

Accessible

Mobile application and
easy to navigate website
makes buying simple

Customizable

30-PACK, 10-PACK, 3-PACK

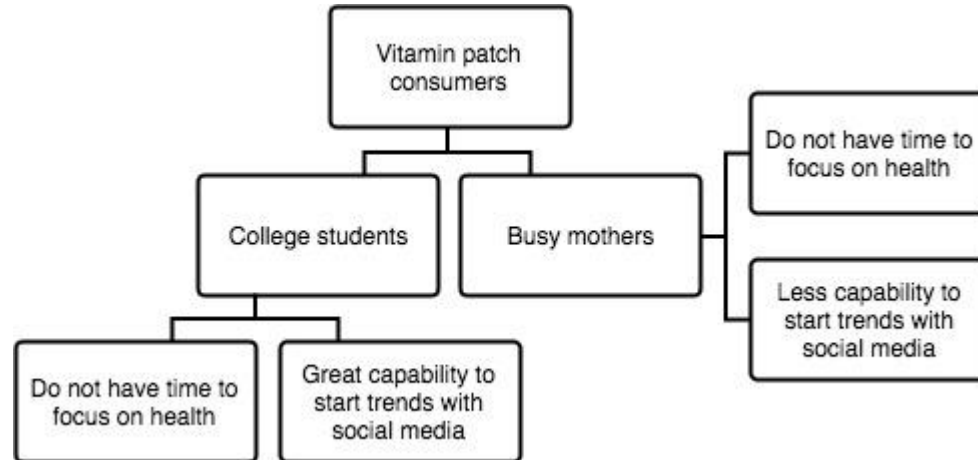
choose the type of
patches in each pack

Affordable

15% cheaper than
leading competitors

Target Market & Market Segments

Target Market: College Students



Market Size & Market Validation

Total Addressable Market

Total addressable market for topical drug delivery is **\$101.7 B**

Projected to grow at a rate of **9.2%** annually through 2024 to **\$205.1 B**

Beachhead Market

119,000 college students (in highly rigorous academic institutions) in the greater Boston area

Marketing Plan

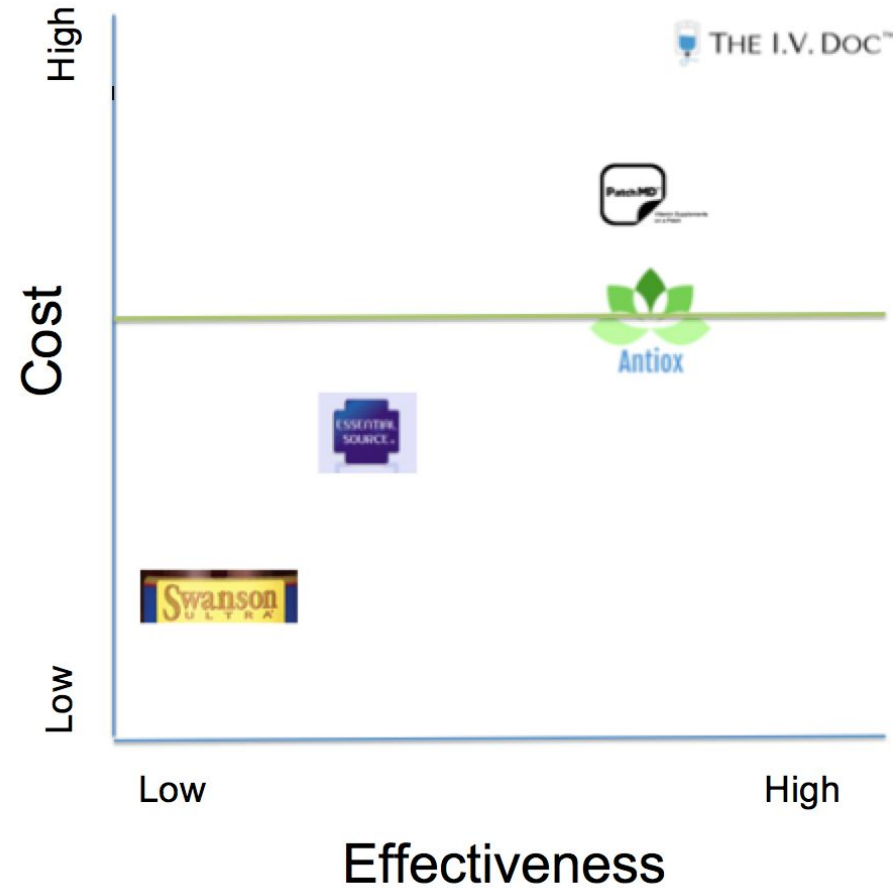
Partnership with
Campus
Organization
Health services, health clubs

Social Media
Facebook, instagram, twitter

Freemium
If you download our app

Word of Mouth
Spread word of our product

Competition

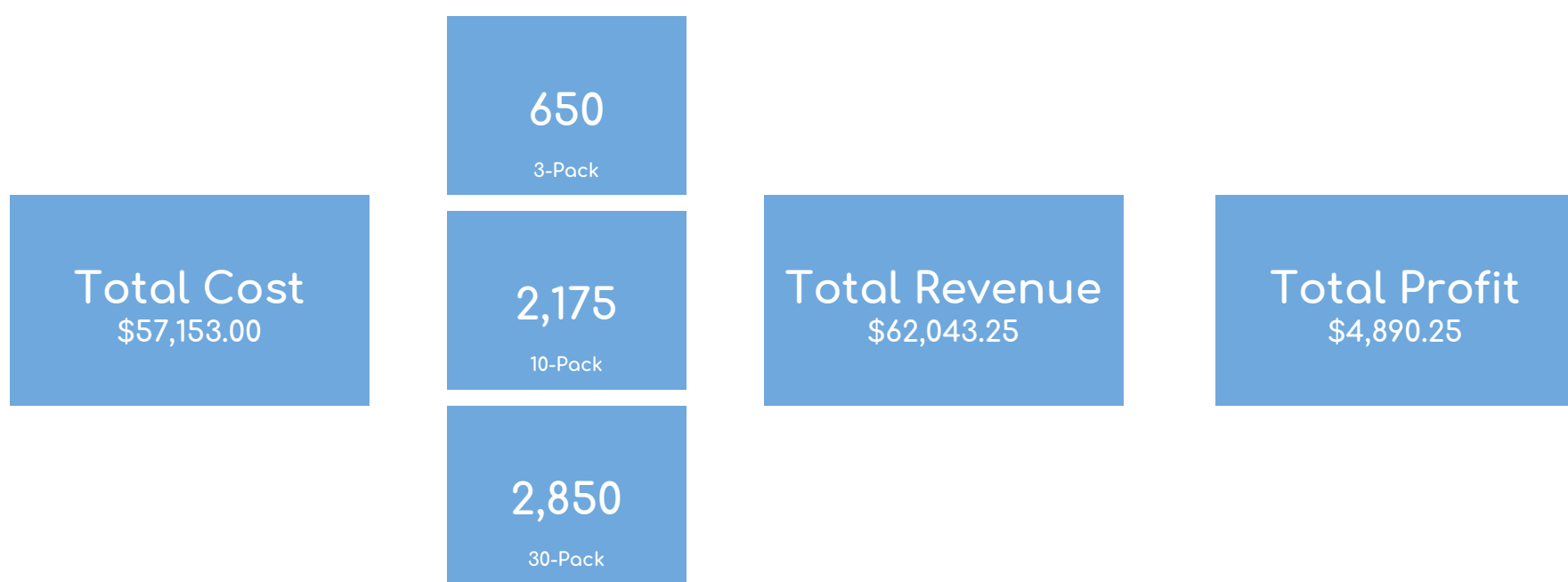


Business Model



Financial Projections

GOAL: Within the first 12 months to reach 5,130 Antiox purchases between 2,850 customers.



Legal Responsibilities

FDA Approval



Doctor's Recommendation



Questions?