



A platform that makes it simple for wellness providers to share products and earn through a streamlined transaction process and automated marketing.

cleeri

# THE CLEERI MISSION & VISION

## MISSION:

Empower wellness providers to create meaningful income through recommendations

## VISION:

Build the AI-powered commerce infrastructure for the global wellness economy - connecting providers, clients, and brands through intelligent, personalized recommendations.

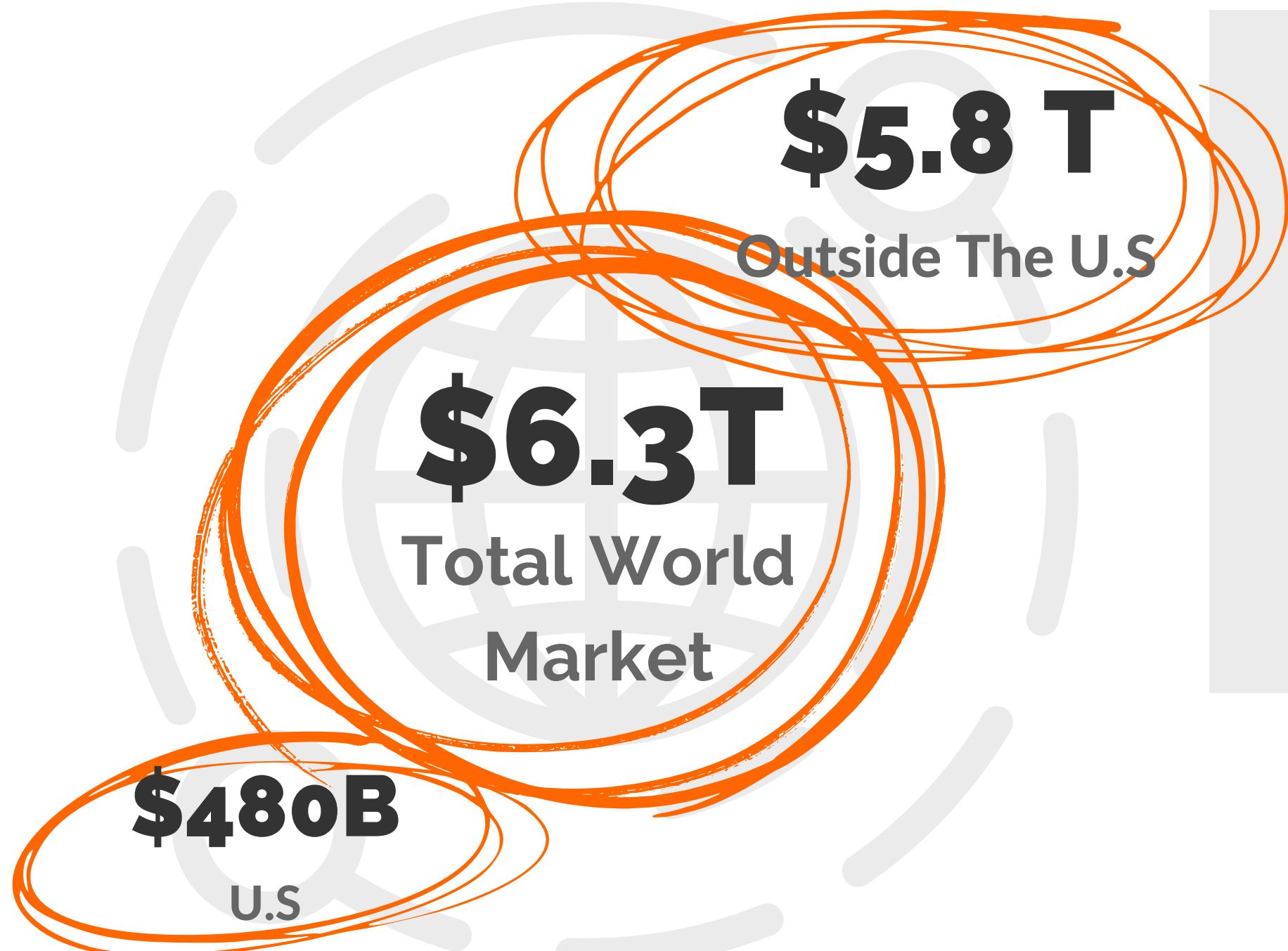


# WHY?



**We believe wellness providers deserve the tools and opportunities to thrive - because when they succeed, healthier lives and stronger communities follow.**

# WELLNESS MARKET SIZE



The global wellness industry is booming, reaching \$6.3 trillion in 2023, with an expected climb to \$9 trillion by 2028 thanks to strong annual growth of roughly 7.3%.

# Wellness Providers

## PROBLEM

### PROBLEM

Managing affiliate programs is fragmented

### PROBLEM

Affiliate programs usually pay low, one-time commissions that pay out slowly

## SOLUTION

### SOLUTION

Cleeri puts all wellness products in one place for providers to share with clients.

### SOLUTION

We pay high, recurring and instant commissions, creating a sustainable income stream



# Brands

## PROBLEM:

### PROBLEM

Lack of consumer trust when selling direct-to-consumer.

### PROBLEM

Difficulty finding and onboarding authentic partnerships with providers.

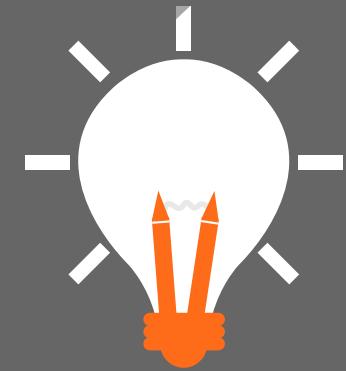
## SOLUTION:

### SOLUTION

Build credibility through provider-endorsed recommendations to clients

### SOLUTION

A turnkey audience of wellness providers who are ready to recommend products, no recruiting required.



# TEAM



## Jeff Gottschalk

CEO



Entrepreneur, leader, sales expert

## Shubham Samanta

CTO



Full-stack software developer & leader

## Constantin Dontu

UX/UI Designer



Designs intuitive and user friendly experiences



## PERSONAL DETAILS

Age: 35  
Gender: Female or Male  
Personality Type: Passionate helper, community-focused  
Income: \$65,000

Specialty: Health & Wellness Practitioner (nutritionist, trainer, coach, holistic healer)  
Fears: Not knowing how to grow income beyond sessions, struggling with product recommendations that don't pay well, overwhelmed by managing multiple affiliate programs

## GOALS & NEEDS

- Earn more without taking on more 1:1 clients
- Share trusted, high-quality wellness products with clients
- Have all opportunities in one place instead of chasing multiple affiliate programs
- Build a sustainable business with recurring income

## BACKGROUND

This provider has built credibility but feels stuck financially, tied to hours worked. They've recommended products informally for years but never got compensated properly, or only received low, one-time affiliate commissions. They want a simple, trustworthy way to earn from product recommendations while focusing on helping clients live healthier lives.

## TECHNOLOGY USE

Internet Usage: High

Social Media Skills: Active sharer, comfortable promoting wellness content

Web & App Skills: Average - prefers simple, plug-and-play solutions

# WELLNESS PROVIDER PERSONA



# BRAND PARTNER PERSONA



## PERSONAL DETAILS

Age: 33

Gender: Female or Male

Personality Type: Growth-minded, entrepreneurial

Income: \$95,000

Fears: struggling to stand out in a crowded wellness market and proving ROI.

## GOALS & NEEDS

- Get products into the hands of trusted wellness providers quickly
- Build credibility through authentic recommendations instead of ads
- Access a turnkey distribution network of engaged providers without recruiting them one by one

## BACKGROUND

Invested in creating high-quality, science-backed wellness products but faces rising competition and marketing costs. Traditional advertising feels noisy and expensive, and influencer deals are hit-or-miss. They know providers already influence consumer decisions every day, but scaling those partnerships has been too difficult. They want a simple, efficient way to tap into a pre-built network of wellness providers who can recommend products directly to their clients.

## TECHNOLOGY USE

Internet Usage: High

Social Media Skills: Strong marketing presence, but ROI is inconsistent

Web & App Skills: Comfortable with digital tools but looking for plug-and-play partnerships

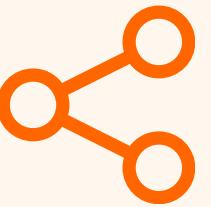
# HOW CLEERI WORKS FOR WELLNESS PROVIDERS

All in one place. Earn from product sales without buying, stocking, or shipping.



## Create Your Store

Add world-class wellness products to your Cleeri Store no inventory needed.



## Share With Clients

Share your Cleeri Store link with clients via social, email, QR code, or your website.

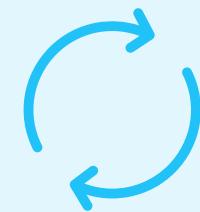


## Earn High & Recurring Commissions

Every time your clients buy, you get paid automatically - recurring commissions on all subscriptions

# HOW CLEERI WORKS FOR BRAND PARTNERS

Turnkey audience. Seamless growth for brands.



## Sync Your Products

Sync your e-commerce catalog to Cleeri Exchange in minutes.



## Reach Wellness Providers

Instant access to trusted providers who recommend products to clients.



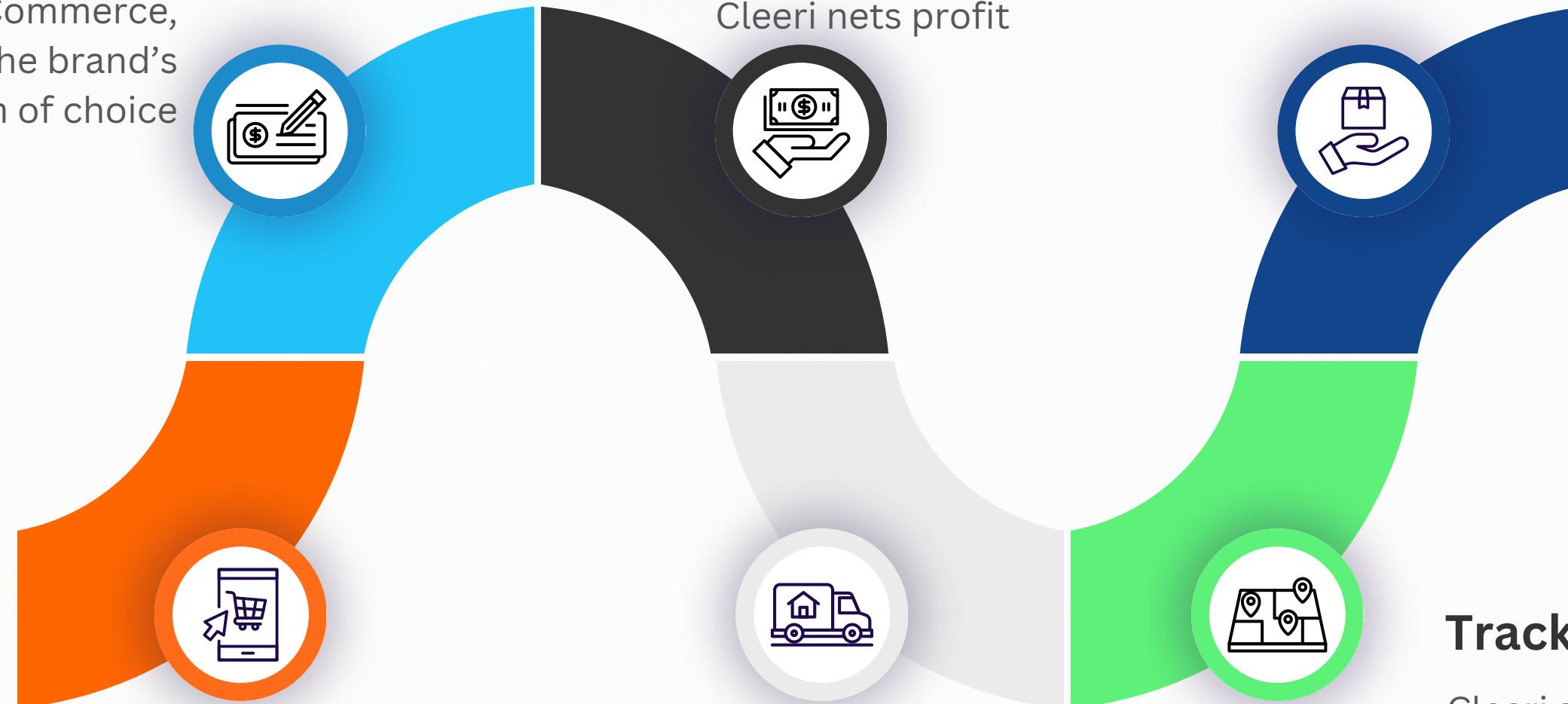
## Grow Sales Seamlessly

Drive sales with no extra effort - Cleeri handles commissions and payouts automatically

# ORDER FULFILLMENT

## Order sent to brand partner

Orders are sent automatically to Shopify, WooCommerce, ShipStation or the brand's fulfillment platform of choice



## Client Buys

Client buys from wellness provider's store at retail price

## Shipping

Brand partner ships products to customer

## Money disbursed instantly

Wholesale + shipping sent to brand partner, wellness provider sent commission, Cleeri nets profit

## Item(s) Received

Customer receives their item(s)

## Tracking

Cleeri send customer tracking information for the shipment

# COMPANY TRACTION

**Wellness  
Providers**

300+

**Brand Partners**

20+

**Live MVP**

**GARMIN.**



ECHO

**fatty<sup>15</sup>**

**DROWSY®**



# GROWTH STRATEGY



## WORD OF MOUTH

The product is so simple and magical that people want to share with others.

## NETWORK EFFECT

As more providers, brands and customers join and share, the ecosystem strengthens.

## COMMUNITY

Online & in person networking, workshops & conferences



# Interested in learning more?

Shoot us an email:

[jeff@cleeri.com](mailto:jeff@cleeri.com)

Thank you for your support!