



Platform helping wellness providers
earn by sharing world-class wellness
products.

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.

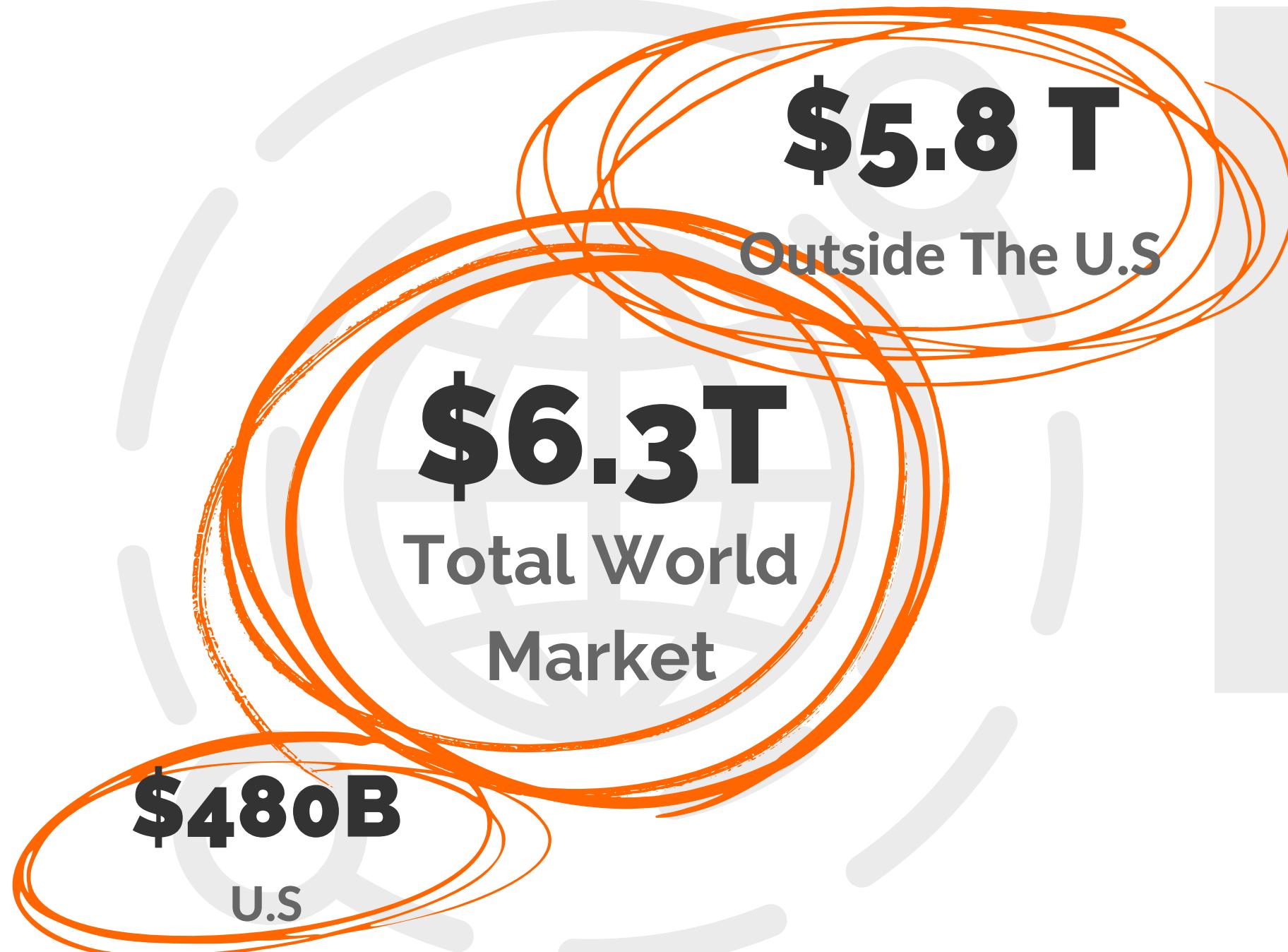


WHY?



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.

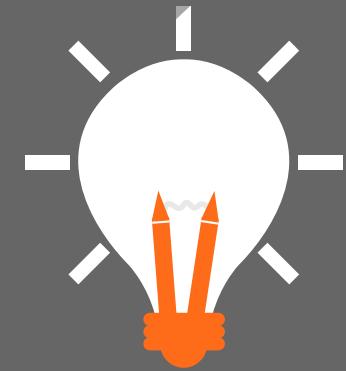
SOLUTION:

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

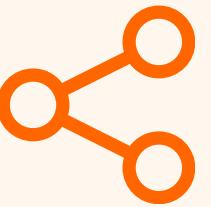
HOW CLEERI WORKS FOR WELLNESS PROVIDERS

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.

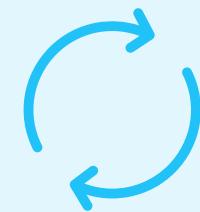


Earn High & Recurring Commissions

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.



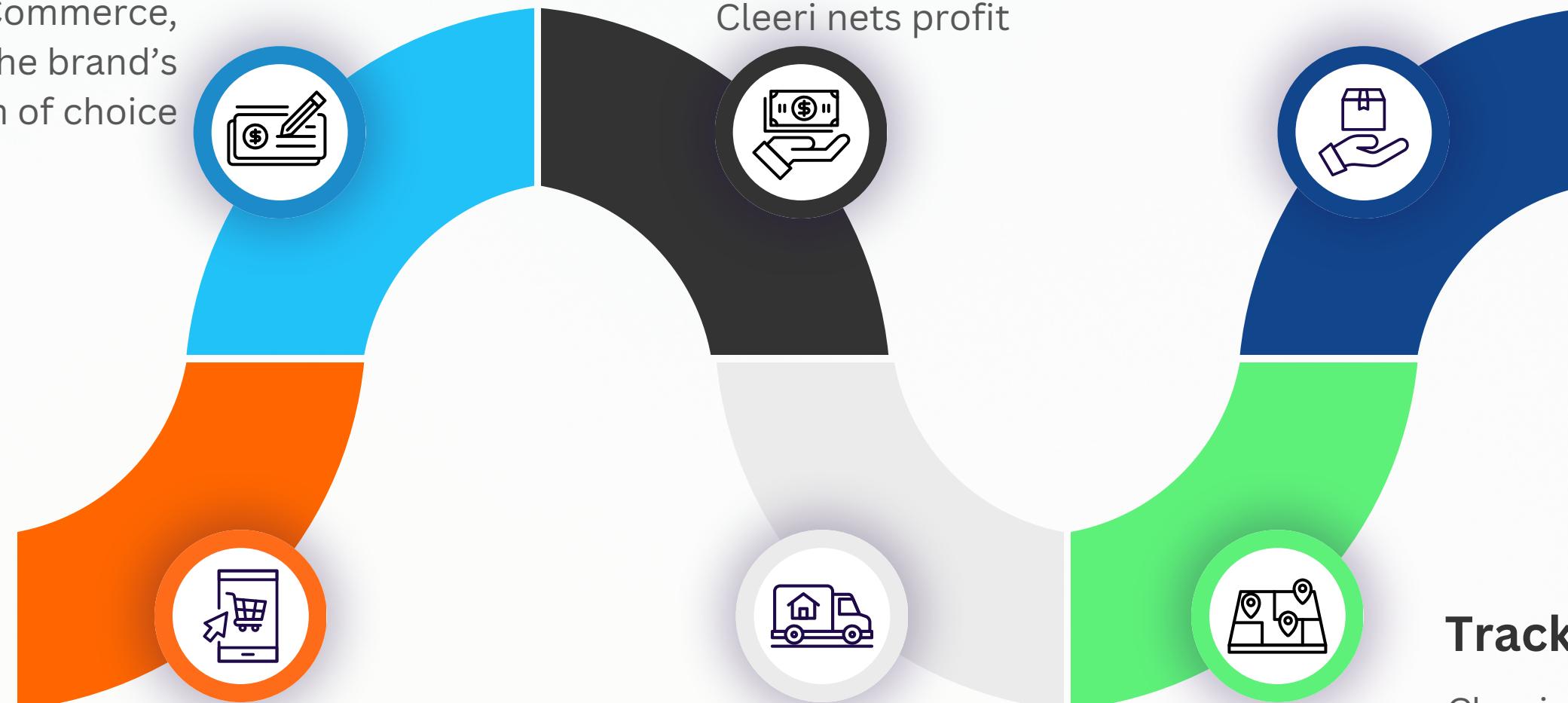
Grow Sales Seamlessly

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

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

Shipping

Brand partner ships products to customer

COMPANY TRACTION

**Wellness
Providers**

280+

Brand Partners

16

Live MVP

GARMIN.



fatty¹⁵

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

Thank you for your support!