

FROM: EARTH

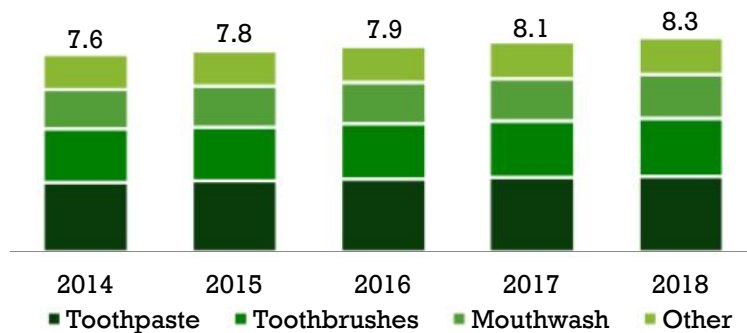
RESPONSIBLE. NATURAL. GOODS.



THE NEED FOR NATURAL ORAL CARE SOLUTIONS

THE US ORAL CARE MARKET IS \$7.8 BILLION...

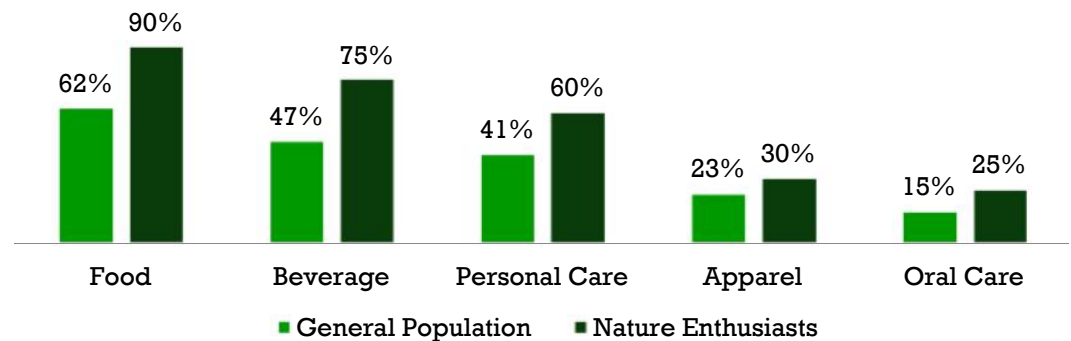
U.S. Oral Care Market, 2014 (\$, billions)



*CAGR 2008-2013 = 1.6%; 2013-2018 (projected) = 2.1%
Source: Oral Care in the US, Euromonitor, July 2014

...AND IS POISED FOR FURTHER NATURAL PENETRATION

Natural Product Category Penetration**



**Represents consumers who purchase and/or intend to purchase natural products
Source: Primary research, December 2014, N=500

- 1 With the number of nature conscious consumers doubling over the past 5 years, there are surprisingly few natural oral care solutions
- 2 Existing products are lacking with respect to environmental and social impact

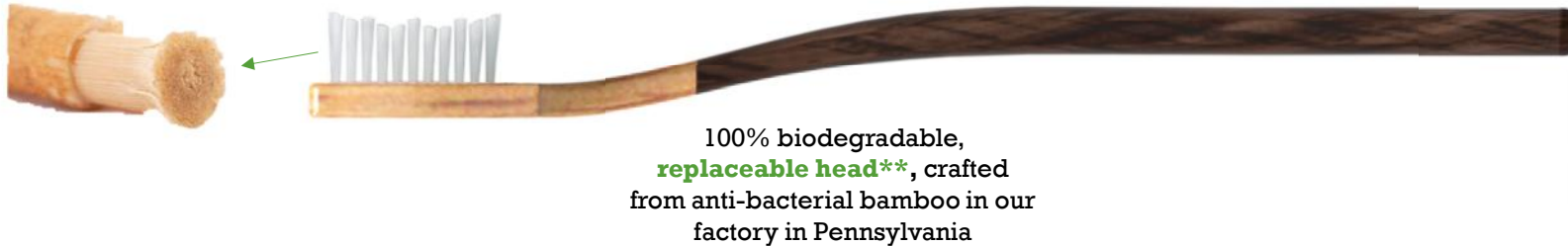
Source: Oral Care in the US, Euromonitor, July 2014; Fact Sheet 318, World Health Organization, April 2012



I CHOOSE FROM: EARTH

Gentle, **vegetable-based*** bristles reduce wear on gums and enamel

Natural handle crafted from the finest FSC-certified sustainable American hardwood, hand finished in Pennsylvania



100% biodegradable, **replaceable head****, crafted from anti-bacterial bamboo in our factory in Pennsylvania



For MY HEALTH

- Harsh plastics and chemicals clean teeth today at the expense of future gum and enamel health
- From:Earth products are **natural, gentle, and chemical-free**



For CONVENIENCE

- **Shop online**, delivered to my doorstep
- **Replaceable bristle cartridges** delivered at dentist prescribed 3-month intervals along with toothpaste and mouthwash



For OUR PLANET

- **450 million** toothbrushes and over **1 billion** toothpaste tubes pollute landfills each year
- Replaceable cartridges **reduce waste by 90%**
- 100% bio-degradable materials **eliminate landfill waste**



For VALUE

- \$10 toothbrush handle + bristle cartridge
- **\$5 per month for complete oral care** (toothbrush + toothpaste + mouthwash) including home delivery



For PEOPLE IN NEED

- For each toothbrush sold, one is **donated to a person in need**
- Using natural materials provides **sustainable livelihood to farmers** around the world



For WHO WE ARE

- We believe in **doing the right thing** and **making the world a better place**
- We take the high road with respect to **values** and are grounded in **sustainable practices**

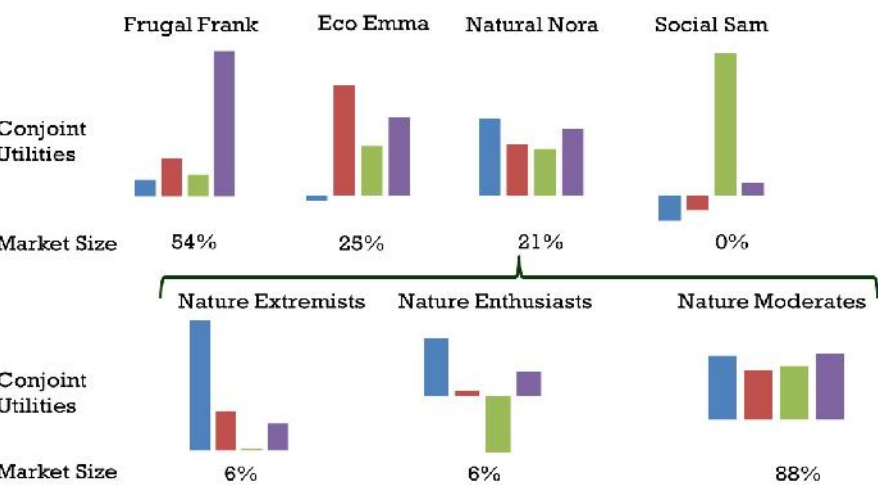
* Potentially patentable: First toothbrush to convert Miswaak bristles to the form factor of normal toothbrush

** Potentially patentable: Replaceable cartridge technology that reduces waste and is made of natural materials



TARGET CONSUMER AND COMPETITOR ANALYSIS

CUSTOMER SEGMENTATION



*Overall Top 2 Box Purchase Intent = 13%
Source: Primary research, December 2014, N=800

100% Natural 100% Eco friendly Buy one give one Price

We conducted a survey of 500 toothbrush users to get their psychographic profile and product preferences. Based on the benefits and attributes of our product we determined that NATURAL NORA is our target consumer.

With our conservative estimates of trial and adoption from our survey– we calculate the adoption curve of our toothbrush would follow this growth model



COMPETITIVE LANDSCAPE



Radius has a premium and unique product line of ergonomically designed toothbrushes that are partially natural and eco friendly. It is Pennsylvania based. Radius was selected as one of the best designed toothbrushes by New York Times and Martha Stewart.



Tom's of Maine is a natural oral and body care company. One of the best known brand names in the natural oral care segment witnessed its gradual demise after acquisition by Colgate post which the brand got neglected.



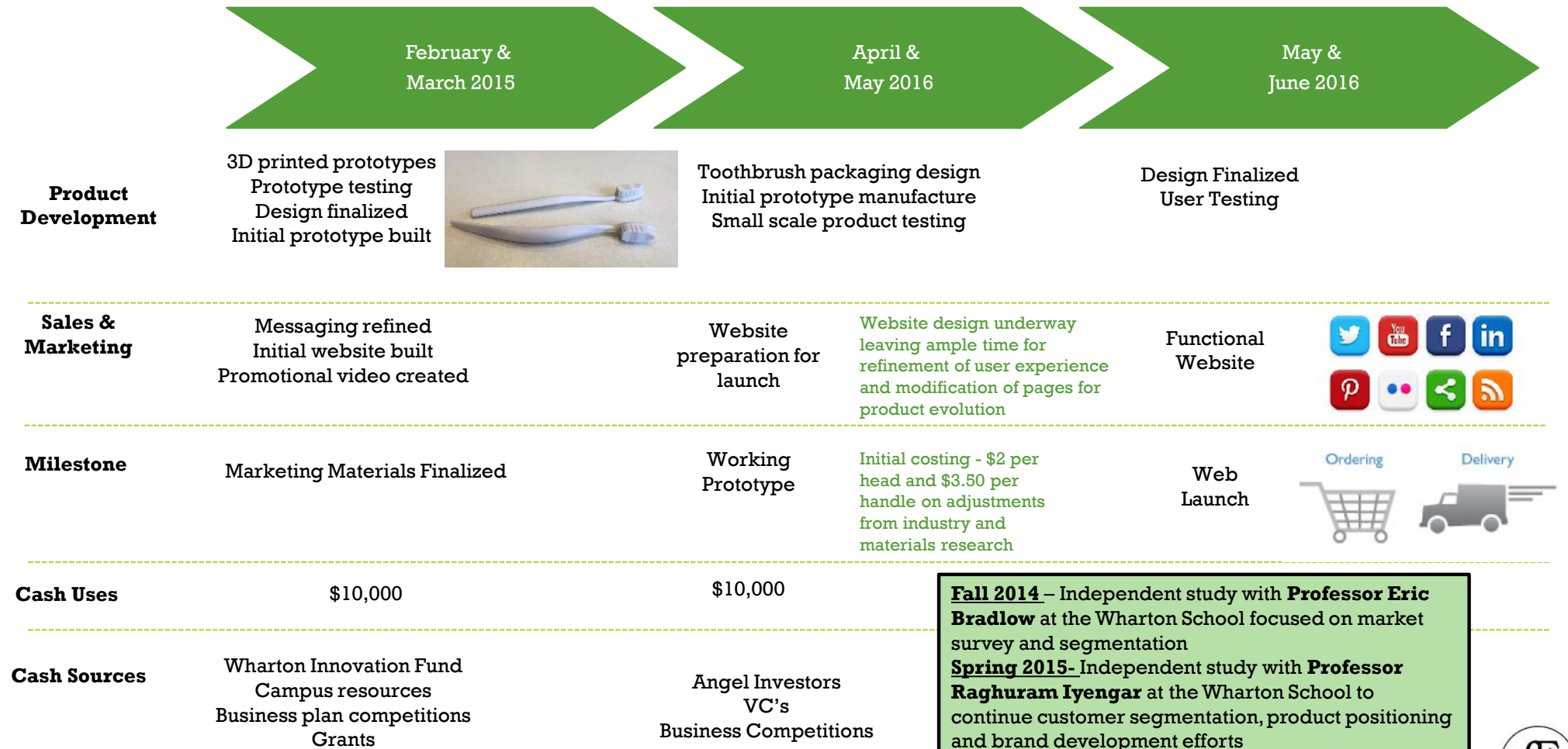
Hello products was founded by entrepreneur Craig Dubitsky four years ago and today the product is in 20,000+ stores. All products are vegan, cruelty free and free of triclosan, alcohol, dyes and artificial sweeteners. The product design done by BMW Designworks is the hallmark of the brand.

	Innovators +	Early Adopters +	Early Majority =	Total
Total Addressable Market	5M	37M	48M	90M
Distribution	50%	20%	10%	16%
Trial Rate*	13%	9%	9%	9%
Revenue	\$8M	\$17M	\$11M	\$36M
Gross Margin**	10%	20%	30%	25%
Profit	\$0.8M	\$3.3M	\$3.2M	\$7.4M

*13% top 2 box score, 9% top box score
**Colgate gross margin is 55.6%



DEVELOPMENT PLAN



TEAM

THE STORY

Good people are rare to come by and the ones that are a bit crazy, passionate, and value driven are even tougher. So when you find them you stick together.

Behrad, Priyanka and Emily formed a team only out of coincidence. They worked on the strategy for the US entry of an Israel based consumer product innovation in their first year at Wharton.

At the beginning of their second year while on a phone call between San Francisco, where Behrad was spending his semester, and Kenya, where Priyanka was working on a tech start up, From: Earth was born.

Creativity attracts Emily and From: Earth needed her. Over a dinner with Priyanka, even before the meal was over, they were working on concept boards together. Emily then joined the startup on the creative side to aid in the further development of the brand and general strategy.

THE PEOPLE



- Previous brand manager at Pepsico
- Summer 2014: Interned at McKinsey Dallas
- 2nd Year Wharton MBA, currently at INSEAD Fontainebleau
- Responsible for Marketing Plan



- Former UBS analyst, Defense Contractor and Conflict Zone Investor
- Summer 2014: Interned at McKinsey Chicago
- 2nd Year Wharton MBA
- Responsible for Product Design



- Formerly a Risk Manager at Deutsche Bank
- Summer 2014: Interned at Bain & Company in London
- 2nd Year Wharton MBA
- Responsible for Brand Strategy and Creative Direction

Collaborative
Partners:



GATHER



INNOVATION FUND