

EUREKA

MD HEALTH'S SUPERFOOD BAR

AMERICANS EXPERIENCE THE WORST HEALTH
OUTCOMES OF ANY HIGH INCOME NATION...

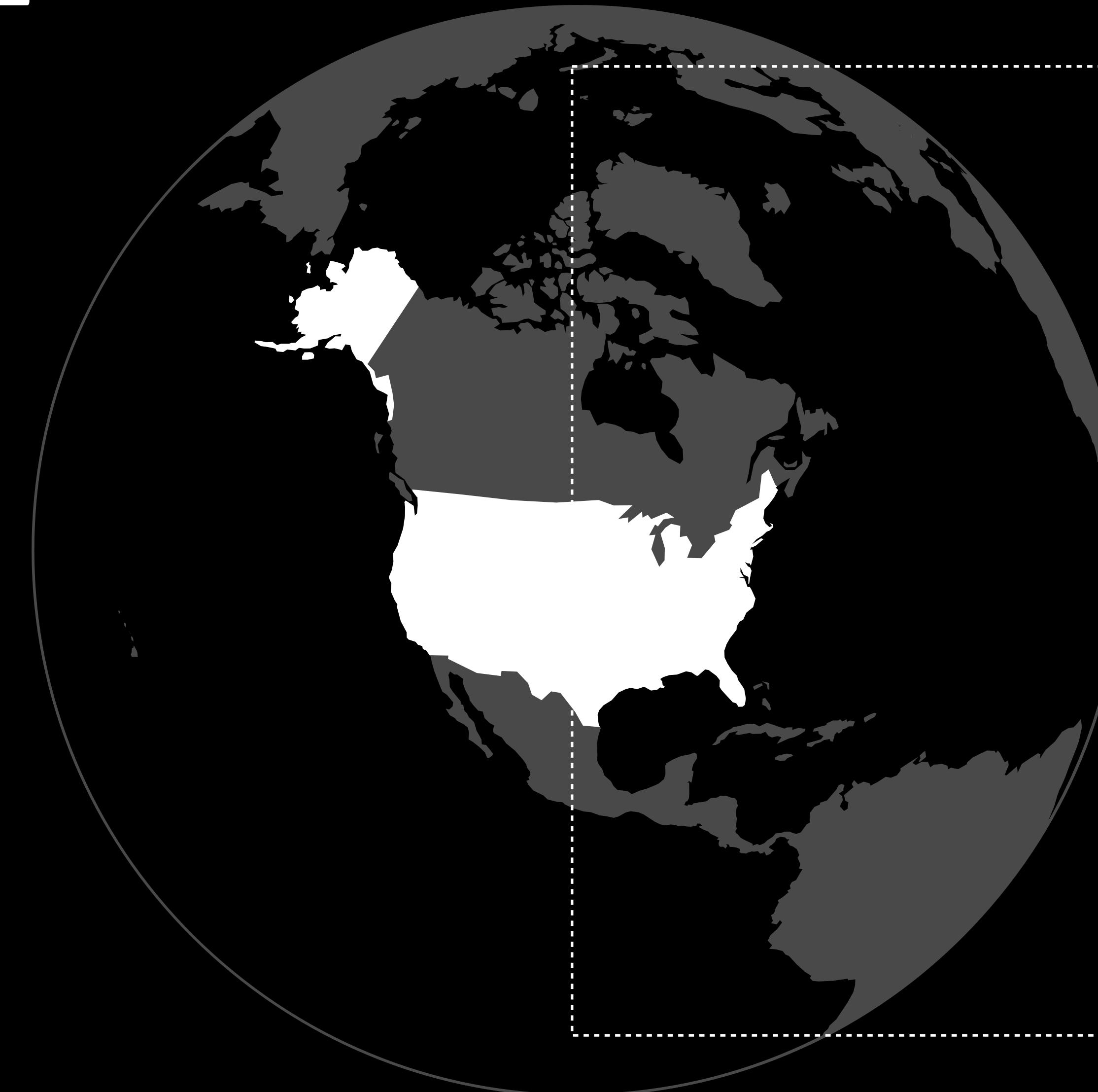
AND ARE SEEING
AN INCREASE IN
THE RATE OF...

PREMATURE
DEATHS

MULTIPLE
CHRONIC CONDITIONS

COGNITIVE DISORDERS

DISEASE IS ON THE RISE...



- EARLIER ONSET DEMENTIA
- INCREASE IN PARKINSON'S
- RISE IN COLON CANCER
- GROWTH IN CARDIOVASCULAR DISEASE

REVERSIBLE THROUGH EFFECTIVE NUTRITIONAL DIET &
EXERCISE.

CERTAIN PURE, WHOLE SUPERFOODS PROMOTE BETTER HEALTH OUTCOMES &
QUALITY OF LIFE



LEAFY
GREENS



ORGANIC
BERRIES



NUTS +
SEEDS

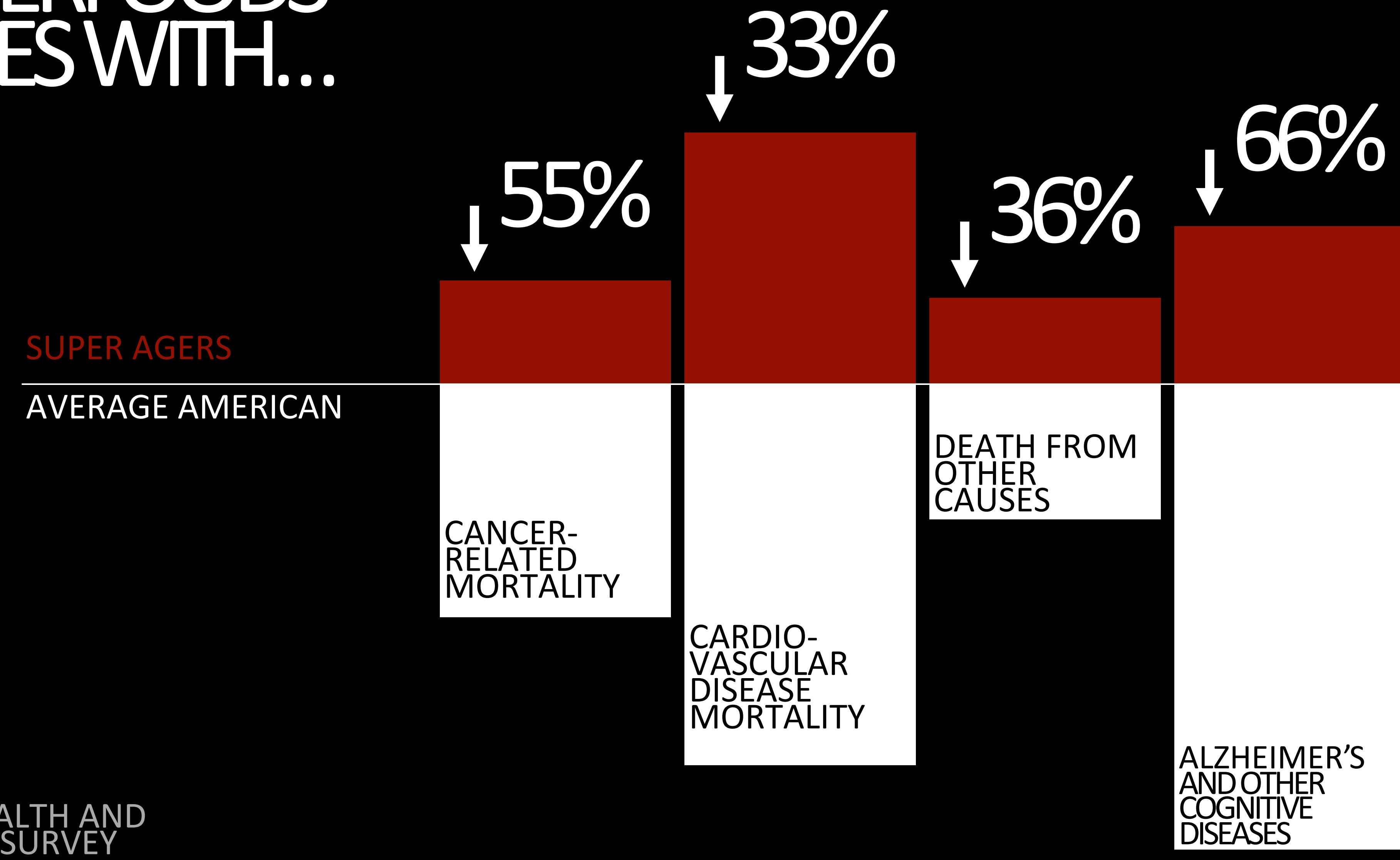


NATURAL
FIBER



COCOA
POWDER

REGULAR INTAKE OF THESE SUPERFOODS CORRELATES WITH...



DATA FROM NATIONAL HEALTH AND
NUTRITION EXAMINATION SURVEY
2007-2019

ADD LIFE TO YOUR YEARS

REDUCE
INFLAMMATION

IMPROVE BLOOD
VESSEL FUNCTION

PROMOTE NERVE
REGENERATION

IMPROVE GUT
HEALTH

LEAFY
GREENS

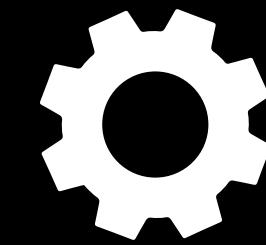
ORGANIC
BERRIES

NUTS +
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NATURAL
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COCOA
POWDE
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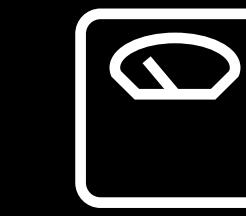
SUPERFOODS HAVE A DISPROPORTIONATE IMPACT ON THE QUALITY OF YOUR LIFE...



SLOWER
COGNITIVE
DECLINE



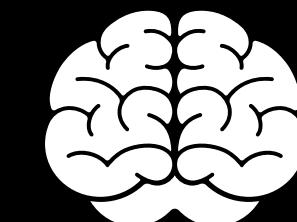
MORE
PHYSICALLY
ACTIVE



LOWER
BODY MASS



MORE
FINANCIAL
SUCCESS



QUICKER
DECISION
MAKING



AVERAGE AMERICAN DIET

- ULTRA PROCESSED FOODS
- ARTIFICIAL ADDITIVES
- EXCESSIVE SUGARS + CHEMICAL COMPOUNDS
- LOW FIBER
- BAD FATTY OILS

HEALTH
SPAN
OF 63

SUPER AGERS DIET

- DARK LEAFY GREENS
- ORGANIC BERRIES
- NUTS + SEEDS
- NATURAL FIBER
- COCOA POWDER

HEALTH
SPAN
OF 89



INTRODUCING MD HEALTH...

COLORADO
COMPANY WHICH
GREW FROM
MEDICAL ROOTS

CRAFTED A RECIPE
FOR A UNIQUELY
HEALTHY & TASTY
BAR

NO ARTIFICIAL
ADDITIVES OF ANY
KIND

CO-PACKING
CONTRACT IN PLACE

PURISTS
SUPPORTED;
ATHLETES
ENDORSED

WHO HAS
CRAFTED EUREKA
IT SUPERFOODS
BAR...

MD Health Bar

Nutrition Facts

1 serving per container

Serving size (60g)

Amount Per Serving

Calories **240**

% Daily Value*

Total Fat 12g **15%**

Saturated Fat 1.5g **8%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 20mg **1%**

Total Carbohydrate 33g **12%**

Dietary Fiber 16g **57%**

Total Sugars 13g

Includes 0g Added Sugars **0%**

Protein 8g

Vitamin D 0mcg **0%**

Calcium 50mg **4%**

Iron 3mg **15%**

Potassium 390mg **8%**

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

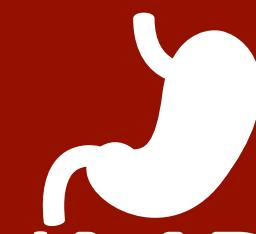
INGREDIENTS: ORGANIC DATES,
CHERRIES & BLUEBERRIES,
BLEND OF KALE, SPINACH,
CHARD, BEETS & PEAS, PUMPKIN
AND CHIA SEEDS, TAPIOCA FIBER
AND TURMERIC, NATURAL
PEANUT BUTTER AND DEFATTED
PEANUT FLOUR, COCOA POWDER

"PEOPLE CAN LIVE LONGER AND BETTER BY EATING MORE FOODS WHICH EMPHASIZE WHOLE GRAINS, FRUITS, VEGETABLES, NUTS, AND LEGUMES. THESE DIETS REDUCE THE RISK OF CANCER, CARDIOVASCULAR ILLNESS, AND NEURODEGENERATIVE DISEASES"

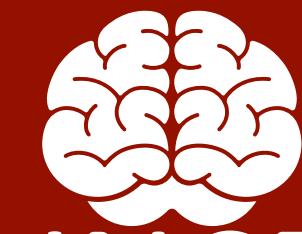
MD HEALTH'S EUREKA BAR PROVIDES THESE EXACT SUPERFOOD WITH HIGH BIOAVAILABILITY; EATING IT REGULARLY WILL PROMOTE MORE OPTIMAL AGING

DR. FRANK HU, PROFESSOR OF NUTRITION AND EPIDEMIOLOGY AT THE HARVARD T.H. SCHOOL OF PUBLIC HEALTH

EUREKA MEANS...



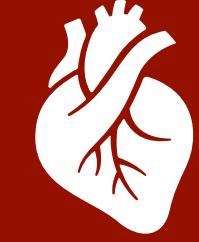
IMPROVED
GUT HEALTH



INCREASED
BRAIN POWER



REDUCED
INFLAMMATION



STRONGER
HEART

EUREKA STANDS ALONE...

NUTRIENT DENSE

NO ARTIFICIAL ADDITIVES

NO ADDED SUGARS

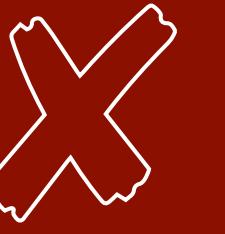
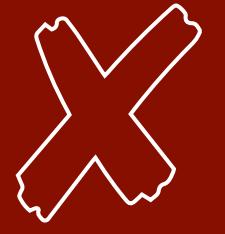
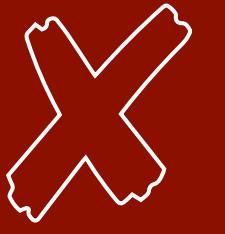
NO CHANGE IN
BIOAVAILABILITY

NO PROCESSING OF ANY
KIND

CLIFF BAR



KIND BAR



MACRO BAR



EUREKA BAR



SHAPED BY AN ENTREPRENEURIAL TEAM



DR. ALAN SAFDI
CO-FOUNDER & CHIEF MEDICAL OFFICER

- CHIEF MEDICAL OFFICER, QUADRANT HEALTH, JV BETWEEN STANFORD UNIV. & MAYO CLINIC
- PAST PRESIDENT, OHIO GASTROENTEROLOGY INSTITUTE
- PAST CHAIRMAN, GASTROENTEROLOGY & NUTRITION AT DEACONESS HOSPITAL
- FOUNDER, TELLURIDE LONGEVITY INSTITUTE
- RENOWNED HEALTHCARE SPEAKER, PODCASTER AND GLOBAL AMBASSADOR



PETER WAGNER
CO-FOUNDER & COO

- FOUNDER & CEO, WAGNER CUSTOM SKIS, LEADING CUSTOM SKI MANUFACTURER GLOBALLY
- PODCASTER, NEXT LEVEL SKIING WHERE HE SHARES NUTRITION ADVICE
- INDUSTRY DISRUPTOR



RICHARD HURWITZ
CHIEF EXECUTIVE OFFICER

- PARTNER, TFIN GROUP - LAUNCHED MULTIPLE FINANCIAL TECHNOLOGY START-UPS
- LED THE DEVELOPMENT AND SUCCESSFUL EXIT AS CHIEF EXECUTIVE OF 5 HIGH GROWTH TECHNOLOGY COMPANIES
- BOARD LEADERSHIP FELLOW, NATIONAL ASSOCIATION OF CORPORATE DIRECTORS

SUPPORTED BY AN ACTIVE AND EXPERIENCED BOARD



JOHN DEWEES
ADVISOR

- ENTREPRENEUR, INVESTOR, INVENTOR, TECHNOLOGIST
- BOARD MEMBER IN NUMEROUS START-UPS
- SEASONED HOSPITALITY EXECUTIVE
- FOUNDER, THE TRUST CREATION



DAN KLOCK
ADVISOR

- FOUNDER BEAR NAKED GRONOLA
- CEO BRIDGETOWN NATURAL FOODS



DAN WALKER
ADVISOR

- CHIEF OPERATING OFFICER ,OHIO GASTROENTEROLOGY AND LIVER INSTITUTE
- FOUNDER eMERGE HEALTH SOLUTIONS
- NATIONAL GASTRO HEALTH LEADER

“UNDER DR. SAFDI’S DIRECTION I HAVE ADDED LIFE TO MY YEARS. I EAT WELL AND FEEL GREAT. GETTING THE RIGHT NUTRITION HAS NEVER BEEN CLEARER AND, NOW, THE EUREKA BAR MAKES THAT EASY.”

ELIZA GASS, CHIEF NUTRITIONIST,
TELLURIDE LONGEVITY INSTITUTE

Unit Economics

	10,000	25,000	50,000
Sales Price per Bar	\$3.25	\$3.25	\$3.25
Cost of Goods			
Ingredients	0.84	0.7	0.68
Packaging	0.09	0.08	0.07
Production	0.44	0.41	0.37
Total cogs	1.37	1.19	1.12
Gross Margin \$	\$1.88	\$2.06	\$2.13
%	58%	64%	66%

SUPPORT A SAFE FINANCING

\$500,000 from friends & early promoters

USE OF PROCEEDS

1

BEGIN
SCALED
PRODUCTION

2

ESTABLISH
BRAND IDENTITY
& PACKAGING

3

INITIATE SALES
& MARKETING
ACTIVATIONS

4

UPGRADE
HUMAN RESOURCES &
GENERAL
ADMINISTRATIVE
SERVICES