

Investor Briefing



August 2018



# **"Your unfair advantage."**

Brite is a more effective alternative to coffee and energy drinks.  
It provides a noticeably better and 100% natural way to fuel the day.



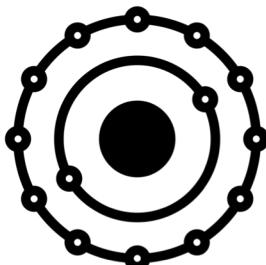
## **Productivity Boost**

Caffeine and L-theanine work in synergy to provide a boost in brain function, focus & mood. Backed by scientific studies and clinical trials.



## **100% Natural Ingredients**

Made from Organic Japanese matcha tea, guarana, green coffee, green tea, pineapple & mango juice, water. Natural ingredients are released gradually to provide a long lasting boost without energy spikes or crashes.

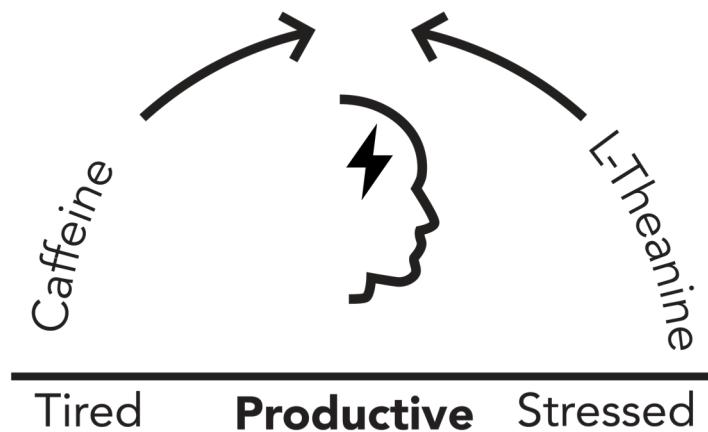


## **Antioxidants**

Matcha and guarana are packed with antioxidants that defend the body against free radicals which contribute to disease and aging.



# HOW IT WORKS



- Best way to consume caffeine - the most popular and proven stimulant in the world.
- Based on 200 mg of caffeine and 200 mg of L-theanine working in synergy in sufficiently high and safe concentrations to provide a noticeable boost.
- Backed by scientific studies and clinical trials.



# 100% NATURAL

- Ingredients: Organic Japanese matcha tea, guarana, green coffee, green tea, natural flavouring, natural sweetener, pineapple & mango juice, water.
- Free from preservatives, artificial flavouring, colouring and added sugars.
- Vegan friendly.
- Natural ingredients are absorbed gradually without causing energy spikes or crashes while ensuring the boost lasts longer than after consumption of a cup of coffee or an energy drink.
- Packed with antioxidants.



# CORE TEAM



- Andrius Ratkevicius
- Master's degree in Chemical Engineering
- Ex-Petroleum Engineer
- Founder of multiple start-ups in food and tech



- Simas Jarasunas
- M.B.A. degree in Entrepreneurship and Innovation
- Ex-Salesman
- Founder of a startup in I.O.T



# THE STORY

- Andrius was managing complex projects at an international oil and gas production company.
- To maintain work quality under time pressure, he consumed caffeine in a form of coffee to fuel the work day.
- Using his interest in food science and passion for a healthy lifestyle, he discovered a better way to consume caffeine by mixing it with other ingredients.
- Simas, who is experienced in developing ideas into successful businesses, joined Andrius to develop and launch a commercial product.



# GLOBAL MARKET

- Every caffeine consumer potential customer.
- Brite is consumed by corporate professionals, software and web developers, freelancers, students, musicians, gamers and art performers.
- Consumers are trending towards natural and innovative products.
- Functional beverages are habit forming and an established customer base is easy to maintain.
- Ideal for subscription business model.



# TRACTION & MARKETING

- Received a £4,000 grant from the Scottish government and used £20,000 of private capital to develop the product.
- Sold 10,000 units through website and to independent restaurants with little marketing in 3 months.
- Forecast to sell 20,000 units in next 3 months.
- In communications to supply restaurants, bars, gyms, co-working spaces, corporate offices where target customers are frequent.
- In communications with leading national distributors in Lithuania, Estonia, Canada, Kuwait and Australia who expressed interest to become a regional distributor.
- Currently promoting the product by working with micro social media influencers and hosting samplings at sale points.



# UK COMPETITION

Competing with other caffeinated beverages such as coffee and energy drinks.

**Able to compete for the following reasons:**

- New and better concept: caffeine & L-theanine synergy. Based on controlled studies and clinical trials by multiple reputable institutions.
- 100% natural formulation packed with antioxidants.
- Sufficient concentrations of active compounds to provide a noticeable benefit.
- Packaging design featuring a white bottle that is more suitable for a professional environment and stands out on the shelf from the confused colourful competition.
- Brite is a wide reaching product that is more valuable and able to cater for those who prioritise function and are health conscious.

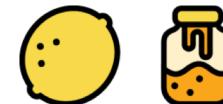
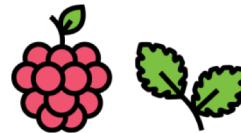


# BRAND VISION

Core mission of the company is to boost global productivity by creating effective, healthy and sustainable products. Long term company vision is to expand into a wider horizon of products, markets and service offerings.

## Long term plan:

1. Introduce new drink flavours.
2. Expand geographically to Europe, Asia and America.
3. Introduce new products & services.
4. Open minimalism inspired co-working spaces.
5. Build a global brand based on productivity.



# FINANCIALS

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	80,000	320,000	1,280,000	5,120,000	20,480,000
Operating Revenue	£92,000	£368,000	£1,472,000	£5,888,000	£23,552,000
Gross Operating Margin	£48,760	£195,040	£780,160	£3,120,640	£12,482,560

## Assumptions:

Production cost: £0.50 (initial)

Annual sales growth: 200%

Wholesale price: £0.88 (gross margin: 43%)

RRP: £2.50



# FUNDING NEEDS

- Seeking £200,000 in exchange for 20% equity.
- We aim to hire a marketing agency to boost sales at current sale points and to secure orders by major chain restaurants and retailers.
- We would also launch new flavours and packaging types to appeal to a wider audience.



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**brite**  
PRODUCTIVITY DRINKS

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