
Short Profile | UpGreatLife



Living Healthy Made Easy
Digital Health Programs With Curated Nutrition

April 2018

Company Profile | UpGreatLife

Company Overview

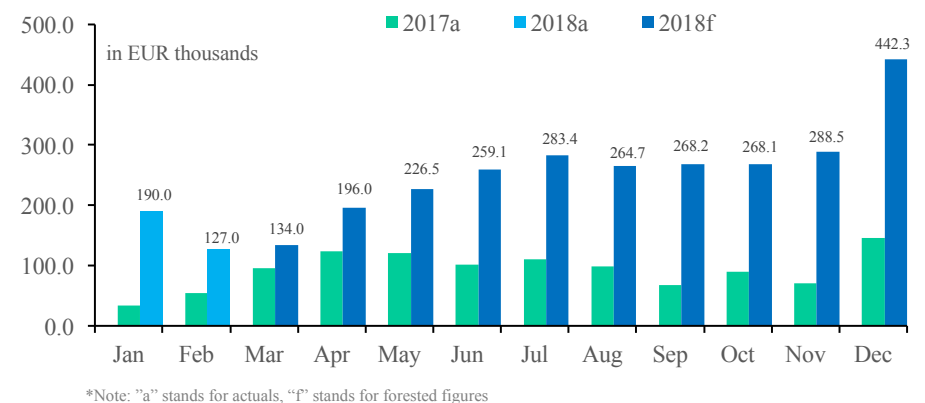
UpGreatLife (or “UGL” or “the Company”), founded in 2016 and headquartered in Berlin, Germany, is a technology driven health and wellness business delivering curated high quality nutrients and digital content to target specific health issues. Consumers receive a box containing nutritional products and activate a code that brings them to the Digital Coach platform. The Company is seeking a €1.75M investment to expand the technology platform, individualize the content and fuel growth.

- 17,000 customers and €1.1M revenue in 2017, the first year of sales
- On track to achieve €3-4M sales in 2018, with EBITDA profitability expected in 2018
- Strong unit economics with €12 profit on first orders to cover fixed costs
- Currently operating in DACH and the Netherlands with plans to expand to other European countries and the US
- Playing in a €300BN market in Europe alone
- The easy-to-consume integrated offering is based on scientific findings by research agencies, including the German Nutritional Society and others
- All nutrients are soy, dairy, yeast and gluten free, using high quality plant based proteins, with no artificial additives and no added sugar
- Five successful programs launched to date, including Immune Plus, Body Shape, Easy Diet, Deep Detox and Brain Power with more to come
- Products and concept works! Highly positive feedback and testimonials from customers
- Strong customer engagement with digital platform and high retention rates, strong cohort development
- Clear path toward €100M revenue for a healthy lifestyle brand, including offline sales in selected channels
- Experienced management team and committed shareholders and supporters

Differentiated Solution to Fragmented and Unconsolidated Market

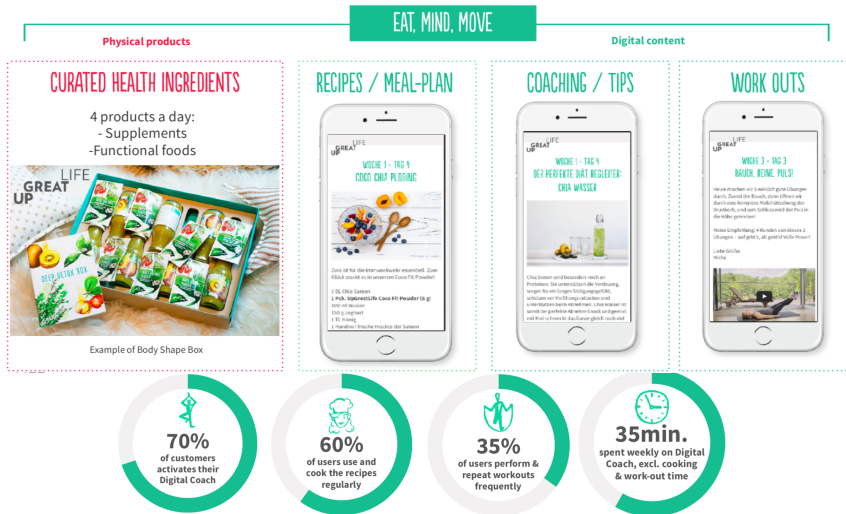


Financial Metrics | Topline Development



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Holistic Programs Deliver Excellent Customer Experience



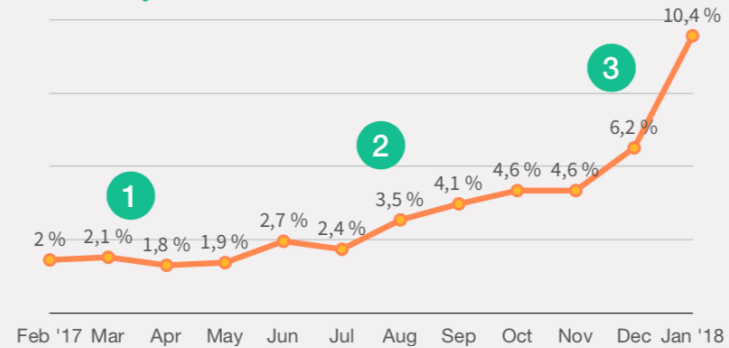
Clear Path Toward €100M Rev For Tech-Driven Health Solution

Phases	Milestones	Tech basis
Q4/16		
Lifestyle health boxes + content	<ul style="list-style-type: none"> Proof of concept 17k happy customer base Know-how and customer insights 	Shop and basic content delivery
Q2/18		
Digital personal coach	<ul style="list-style-type: none"> Widening assortment Introducing chatbot Recipe database for automatised meal plans Sports database for automatised fitness plans 	Chatbot, personalised health tech
2019		
Individualised health programs	<ul style="list-style-type: none"> Introducing fully customised health plans Introducing App to create an unique experience 	AI for automation and scaling; App
2020		
Internationalisation	<ul style="list-style-type: none"> Going Live in top 10 European countries + USA Fast expansion due to simple warehouse setup combined with high-end tech approach 	Internationalisation engine

Strictly Private and Confidential

Strong Customer Engagement and Traction

Monthly retention rate increased 5x !



1) Marketing focus on acquisition; 2) Partial focus shift to retention and CRM; 3) Retention through Digital Coach with immediate impact

Experienced Management Team and Supportive Seed Investors



Thomas Leliveld
CEO
15+ years of senior mgt experience



Hubertus Hornstein
COO
St. Gallen, BNP, 2+ years fast learning



Colin Kippenberg
CMO
CMO and co-founder geschenkie.de, Sorry, ..



Dr. rer. nat. Julia Lüttig
Head of Nutrition Products
Former Charité; Doctor in nutrition science



Dr. Simone K. Frey
Advisor Science & Nutrition products
Former Geschäftsführerin der BioAnalyt GmbH



Seed investor Christophe Maire of Atlantic Ventures and Atlantic Food Labs provides ongoing support and expertise

Contact

New York, NY

Bentley Associates
250 Park Avenue, Suite 1101
New York, NY 10177
Tel: +1-212-972-8700
Fax: +1-212-972-1820

Elizabeth Menke

Managing Director
Mobile: +1-917-669-3037

emenke@bentleyp.com

Allison Gushee Molkenthin

Managing Director
Mobile: +1-203-918-1484

gusheemolkenthin@bentleyp.com