

TWELL

a Humble Roots LLC company

Born July 2020

On a mission to inspire a positive
shift in body and mind for all.

We see the future of purpose-driven brands and how consumer behavior is shifting

-2%

10 year CAGR of soft drinks
Beverage Marketing Corp,
2018

+11.7%

Growth of shelf-stable energy
and functional beverages
SPINS, 2019

65%

...of consumers pay premium
prices for natural, ethical,
enhanced, or "less of ..." foods
LEK, 2019

What's available doesn't satisfy.



High Calories + High Sugar

+150 calories and 10g sugar
per serving

REBBL (\$4.25)
Goldthread (\$3.69)



Poor Quality + Mystery Ingredients

Filled with artificial & "natural"
flavors, sweeteners, and chemicals

Koios (\$2.75)
WellWell (\$5.99)
Recess (\$4.99)



Non-inclusive Price-Point

Upwards of \$8 per bottle

Dirty Lemon (\$10.99)
VYBES (\$8.99)

Our vision



Meet TWEEL

Transparent tonics that enhance your daily routine and promote wellness from a brand that never compromises on quality or taste.



■ Calories, ■g Sugar
(from fruit & maple)

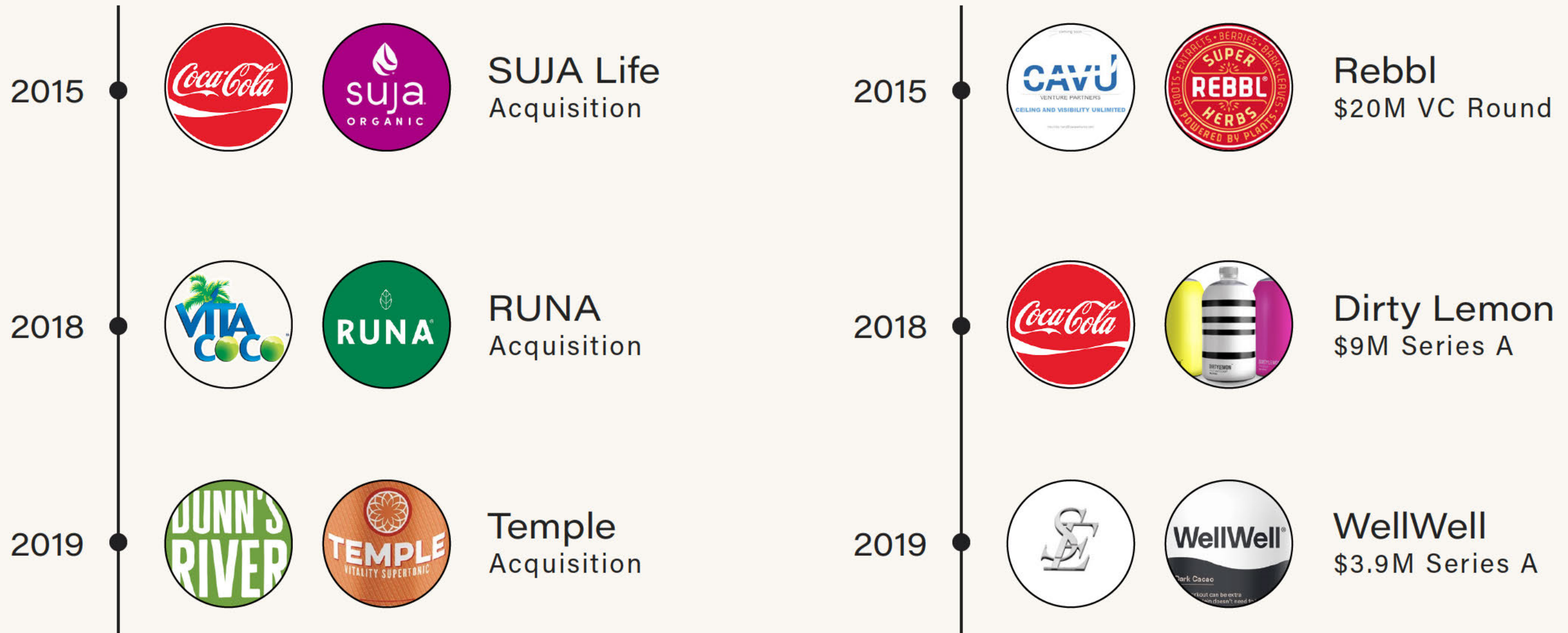


Effective serving of organic,
high-functioning herbs



\$■ per can

M&A & Investment Activity



Market Size



180B

US Non-Alcoholic Beverage ¹



27B

US Functional Beverage ^{*2}

*Includes Herbal, Energy, Sport,
Fortified Juice, Pre/Probiotic,
Functional Teas, Dairy Alternative,
Fortified Water



3.4B

TWELL

Herbal, Energy and
Enhanced Water
(Estimated) ³

Our Brand Vision

Inspire a positive shift in
body and mind for all

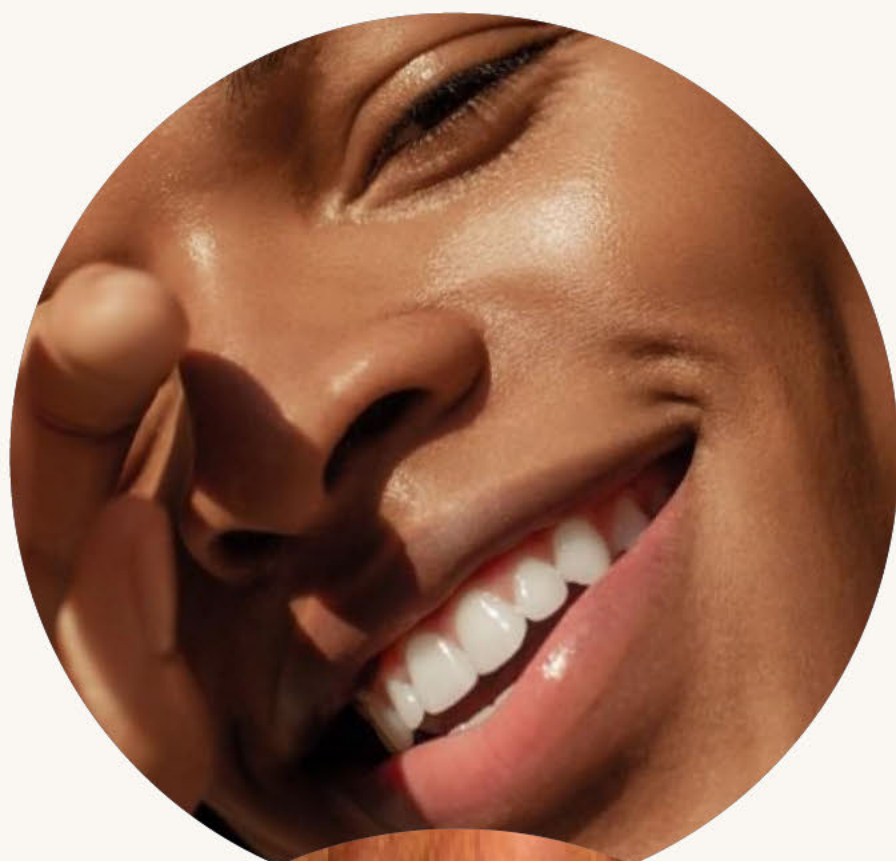
Mission Statement

Lead the revolution of transparent
consumer beverages that promote health
and positivity

The Product

Offer the most cohesive beverage at an
inclusive price point that promotes a life
rooted in wellness, functionality, and
trust

Customer Profile



Profile:

Non-gender specific,
22-45 years old

Lifestyle:

Health-minded, ambitious and
aspirational in career, healthy
when it's convenient and easy



Motivations:

Practicing self-care
and turning daily health
maintenance into a positive
ritual

Companies they like:

Burt's Bees, Toms, Sweetgreen,
Everlane, Daily Harvest, Goop

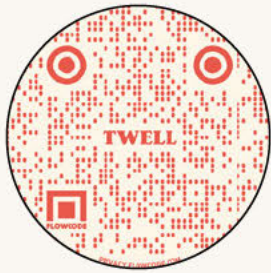
Needs:

A refreshing and functional
beverage that enhances daily
flow and aligns with their values;
simple, organic and transparent

Connects with:

Brands through Instagram and
trusts product recommendations
from bloggers and social
influencers

Marketing Approach



Product Focused

Entice consumers through shelf-appeal and tech-enabled packaging that turns the can into an expansive information conduit



Authentic & Organic

Create and grow an authentic digital presence through brand ambassadors and influencers that amplify TWELL's persona



Activation, Collaboration, & PR

Capture customers through local sampling, targeted experiential events, like-minded brand collaboration and blog write-ups and awareness

Sales Strategy

eCommerce

Retail

Distribution

2020

Own site, own
Amazon, &
eMarketplace



Local wellness,
upmarket grocery,
and c-store



DTC
fulfillment



Secure regional
wholesaler

2020-
2021

Online Grocery



Regional grocery
& geographic
expansion



Secure larger
wholesaler

2021-
2022

National retail



Our Differentiators



Consumer Incentive

Delicious flavors with transparent ingredients that are scientifically-researched and best-in-class



Guilt Free

Organic, vegan, kosher, non-GMO, no natural or artificial flavors, no stabilizers no preservatives



Price

\$2.99/unit retail price at or below herbal beverages, below CBD, and comparable to supplements



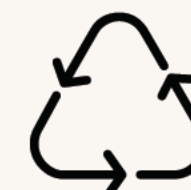
Design & Brand

Modern, bold packaging and elevated, human brand imagery to inspire connection to nature and community



Tech-Enabled

Direct to consumer commerce, tech enabled packaging for education and engagement



Convenient & Portable

Ready-to-drink, shelf-stable, infinitely recyclable



Matcha Sunrise

Fragrant matcha with smooth pear for the perfect morning jumpstart

Actives:
Japanese Matcha Green Tea
Vegan Ashwagandha Root (10:1)



Reishi Renewal

Refreshingly tart blackberry, perfect for an afternoon immunity pick-me-up

Actives:
Reishi Mushroom Extract (70% B-Glucan)



Turmeric Sunset

Ginger heat and fiber to soothe and restore a healthy gut at the end of the day

Actives:
Turmeric Extract
Agave Prebiotic Fiber

Key Messages



Simply Refreshing

TWELL believes in the purity of organic fresh fruit and vibrant herbs for a naturally invigorating, sparkling experience



Plant Power

TWELL uses native compounds and sustainably farmed ingredients to inspire balance, immunity, and restoration



Human Friendly

TWELL is organic and plant-based. We believe in making choices that contribute to a positive shift on this planet and in our communities

100% of merchandise proceeds will support community-based education and mental health initiatives

The Team



Cole Levin

CEO

Cole grew up in Cupertino, California and studied Mechanical Engineering at UCLA. His professional experience is in CPG strategic planning, finance and operations. He worked in early-stage startups, strategy consulting, and the world's largest brewer where he focused on merger integrations and the craft beer segment. Cole is fueled by his passion to create a high-value business with a positive impact.



Shannon Pleas

CREATIVE DIRECTOR

Shannon grew up in Seattle, Washington and moved to New York in 2014 and has since worked for agencies including Gin Lane, Wednesday, and was most recently at Sweden Unlimited. She has a specialty in both digital and print touch-points. Outside of work, she is deeply passionate about organic farming and escapes (as often as she can) to Hawaii where she used to live and work on an off-grid permaculture farm.

Income Statement

In \$USD '000s	2020E	2021E	2022E	2023E	2024E
Number of Cans Sold ('000)	38	487	1,454	2,938	5,407
Retail Price Per Can	\$3.29	\$2.99	\$2.99	\$2.99	\$2.99
Net Revenue	\$85	\$1,125	\$3,128	\$5,941	\$10,738
<i>% Growth</i>		1181%	199%	102%	84%
COGS	\$74	\$598	\$1,387	\$2,580	\$4,633
Gross Profit	\$11	\$527	\$1,741	\$3,361	\$6,105
<i>Gross Margin</i>	13%	47%	56%	57%	57%
SG&A	\$97	\$561	\$1,343	\$2,103	\$3,145
EBITDA	(\$86)	(\$34)	\$398	\$1,258	\$2,960
<i>EBITDA Margin</i>	(102%)	(3%)	13%	21%	28%

Capital Raise

Seeking \$300k in capital to launch and scale TWELL

Security Type	Convertible Security (Post-Money SAFE)
Amount	Up to \$300,000 USD
Valuation Cap	\$1,200,000
Discount	30%
Interest	0%
Conversion	Next Qualified Financing
Target Close Date	August 31st, 2020
Use of Proceeds	<ul style="list-style-type: none">- Inventory Build: \$87k- G&A: 108\$k- Marketing: \$105k

Thank you