Today’s topic

• What... is **Electragum**
• Who... wants to buy
• What... do we need
• How... is it produced
• When... can you buy it
Management Team

- Gregorio Pillinini – CEO
- Alan Goldenberg – CFO
- Drew Formisani – CMO
- Qiyi He – CTO
- Rex Hardamon – COO
- Peter Zimmers – CRO
Business Concept

• Cheaper, more convenient substitute for coffee
• Trademark our logo
• Trade secret rather than patent
• Focus on Cost Minimization
Timeline

- **Startup Funding**: 2 Month
- **Product Sampling and Legal Compliance**: 2 Month
- **Formulas Development**: 6-8 Month
- **Major Marketing Effort Begin**: 1 Month
- **Distribution Network Work**: 3 Month
- **Mass Production**
Market Analysis - Industry

- Strong ongoing engagement
- $13.1 Billion
- 54% of growth in next 5 years
Market Analysis - Industry

Mintel Energy Drinks - May 2017
Market Analysis - Customer

Who is buying?

• Male 18-35
• Millennials
• Parents
• College Students
Market Analysis - Customer

- Interest is high in flavor variations
- Transparent labeling
- Premium ingredients
- Lower sugar
Why Electragum

• Reduces health risks
• Only natural ingredients
• Vitamin B, zinc, ginseng, electrolytes
• Other benefits
Product development

Partnership with food laboratory

Formula and recipe development

Outsource to gum factory
Financial Analysis
Initial Cost

$120,000
Financial Analysis

Cost of production:

$1.03 per pack

Ingredients: $0.14*6 = $0.83

Packaging: $0.1

Shipping: $0.1

Selling price:

Online and in-store: $4

Retailer: $2.9
Financial Analysis

• Break Even Point: 20,243 packs
• First month sales goal: 600 packs
• Growth of sales expected: 20-30%
Questions?