

SACRED ENERGY™ CORPORATE SUMMARY

SUMMARY

Sacred Energy™ Is A Woman & Native American Owned PBC. We Are A Premium RTD Energy Beverage Brand That Utilizes **Yaupon Holly** As It's Main Caffeine & Theobromine Source. Yaupon Has An 8,000 Year History Of Use In North America By Native Tribes Along Our Southern States From Texas To Florida. Our Initial 4 SKU's Are USDA Organic, Low In Sugar (Maple) & Carbs, 100% Clean Label & We Incorporate Our **SeroBliss™** Proprietary Ayurvedic Botanical Stack To Create A Feeling Of **"Euphoric Energy"**. We Have An Amazing Native Origin Story, Broad Demographic Affinity & We Are Priced @ \$3.49 Per 12oz. Can With An Average Gross Margin Of 65%+.

RTD ENERGY DRINK INDUSTRY PROBLEMS

- Mostly Targeting An 18 - 34 Male Demo
- Contain Artificial Ingredients
- Category Saturated With "Like" Products
- Contain (150 - 300mg) Of Synthetic Caffeine
- High Levels Of Sugar, Aspartame & Sucralose

MISSING WITHIN THE CATEGORY
Woman Owned Energy Brand
Native American Origin Story
USA Grown Yaupon Caffeine Source
Healthy Euphoric Botanical Blend

RTD ENERGY CATEGORY STATISTICS

- \$71B Globally - 8.2% CAGR With Path to \$100B+ By 2031
- US Market Is \$10B - \$28 Billion By 2027
- Dominant Players - Red Bull (39.5%), Monster (29.7%), Celsius (5.9%), Bang (4.2%), Rockstar (3.9%)
- The Average American Consumes 168 Energy Drinks Annually
- None Use USA Grown Yaupon As Their Caffeine Source

LAUNCHING 4 SKUS IN Q2 2024

AMERICA'S ORIGINAL ENERGY DRINK™



INNOVATION, PARTNERSHIPS & IP

To Ensure Success, The Sacred Energy™ Team Is Highly Focused On Building Long-Term Brand Partnerships With Our 3rd Party Manufacturer, Growing and Processing Partner in Texas, The Native American Business Association, & More. We are Building A Valuable & Defensible IP Portfolio Via Brand Trademarks, A Patent (Q3 2024) & Continuing To Innovate With Yaupon & Ayurvedic Botanicals.

WOMEN OWNED



Regenerative Organic Certified™



SEROBLISS™
A Proprietary Botanical Microdose Stack
Griffonia, Kava, Damiana, Kanna & Sacred Lotus



AMERICA'S ORIGINAL ENERGY DRINK™

CATSPRING YAUPON

SACRED ENERGY™

OMNICHANNEL SALES & MARKETING STRATEGY

Our GTM Strategy Includes Initial Engagement With SmashBrand® Developing Our Customer Demo's, Conducting Market Research, Brand Refinement, Competitive Analysis, Messaging & Package Call-Outs. We Will Be Capitalizing On Our Operating Experience, Focusing on DTC/ Online Retail (Shopify & Amazon Prime), DSD (Texas Regional Independent Grocers, Specialty & Wellness), University Food Service & Regional Convenience Channels. FDM Expansion Will Come In Year 2.

SACRED ENERGY™ IS VERY DIFFERENT

- We Use Indigenous **Yaupon Holly** As Our Caffeine Source
- Sacred Energy™ Is A **Native American & Woman Owned PBC**
- We Have An Impactful **Native Origin** Product Story
- USDA Organic, **Clean Label** With Low Sugar (Maple) & Carbs
- We Developed A Proprietary Euphoric Ayurvedic Blend Called **SeroBliss™**
- We Have A Broad Demographic Affinity With Our **"Euphoric Energy"** Category

BUSINESS PROFILE

SACRED ENERGY PBC



INDUSTRY

Food & Beverage - Energy Drinks

HEAD COUNT

3

CONSUMER LAUNCH

Mid 2024

CORPORATE & INNOVATION LAB

3100 N Lakeharbor Lane
Suite 184
Boise Idaho 83703

PHONE

800.732.0472

WEBSITE

www.SacredEnergyTea.com
www.Sacred.Energy (Shopify)

C-LEVEL LEADERSHIP

Pamela Peters - Co-Founder/ COO
Paul Frantellizzi - Co-Founder/ CEO/ CINO
Billy Brown - Co-Founder/ CBO
*Strong Advisory Board

KEY CONTACT

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CORPORATE STRUCTURE

Delaware PBC

FUNDING STAGE

Pre-Seed Round

FOUNDER CAPITAL

\$50K +

CURRENT CAPITAL ROUND

\$1.5mm

INVESTMENT VEHICLE

SAFE

CONVERSION TERM

Equity Financing/ Liquidity Event

CONVERSION VALUATION CAP

\$5mm

DISCOUNT ON CONVERSION

20%

DEBT

None

CURRENT CAP TABLE

Founders Equity - 90%
Employee Pool - 5%
Advisory Pool - 5%

INTELLECTUAL PROPERTY

Ownership Of Brand Domains, Trademark, Proprietary Processes & Formulas, Trade Secrets, Patent To Be Filed in Q3 2024.

EXIT

Expected In 3-5 Years Via Industry Consolidation

SCAN HERE TO REVIEW OUR WEBSITE & DECK

