

**DADZ**

**YOU'VE GOT  
THEIR BACK.  
WE'VE GOT  
YOURS.**



**DADZ**

# THE TEAM



## RUSS

- Head of Strategy & Supply Chain, Hello Bello
- GM, GumGum Dental (*spun out as Pearl*)
- Head of Business Development, MindMeld (*acquired by Cisco*)



## MIKE

- Founder, PRNCPLS
- Co-Founder, Cameo (*acquired by Vimeo*)
- 10+ year consumer-focused entrepreneur



## DAN

- CEO, CDM Insights (AI for SEM campaigns)
- VP Search & Direct Mktg, SERVIZ (*acquired by Porch*)
- Founder, Care Compare (*acquired by PE*)

# WE BELIEVE

There is massive, unmet demand among modern family men for a line of **effective, plant-based, sustainable products** for Dad and baby.

**26M**

**Dads with children under 18** in the US, and they **want to be acknowledged**.

---

**52%**

of Dads make **household purchasing decisions**.

---

**100%**

of this new generation of dads is **loud and proud** about being the best dad they can be.

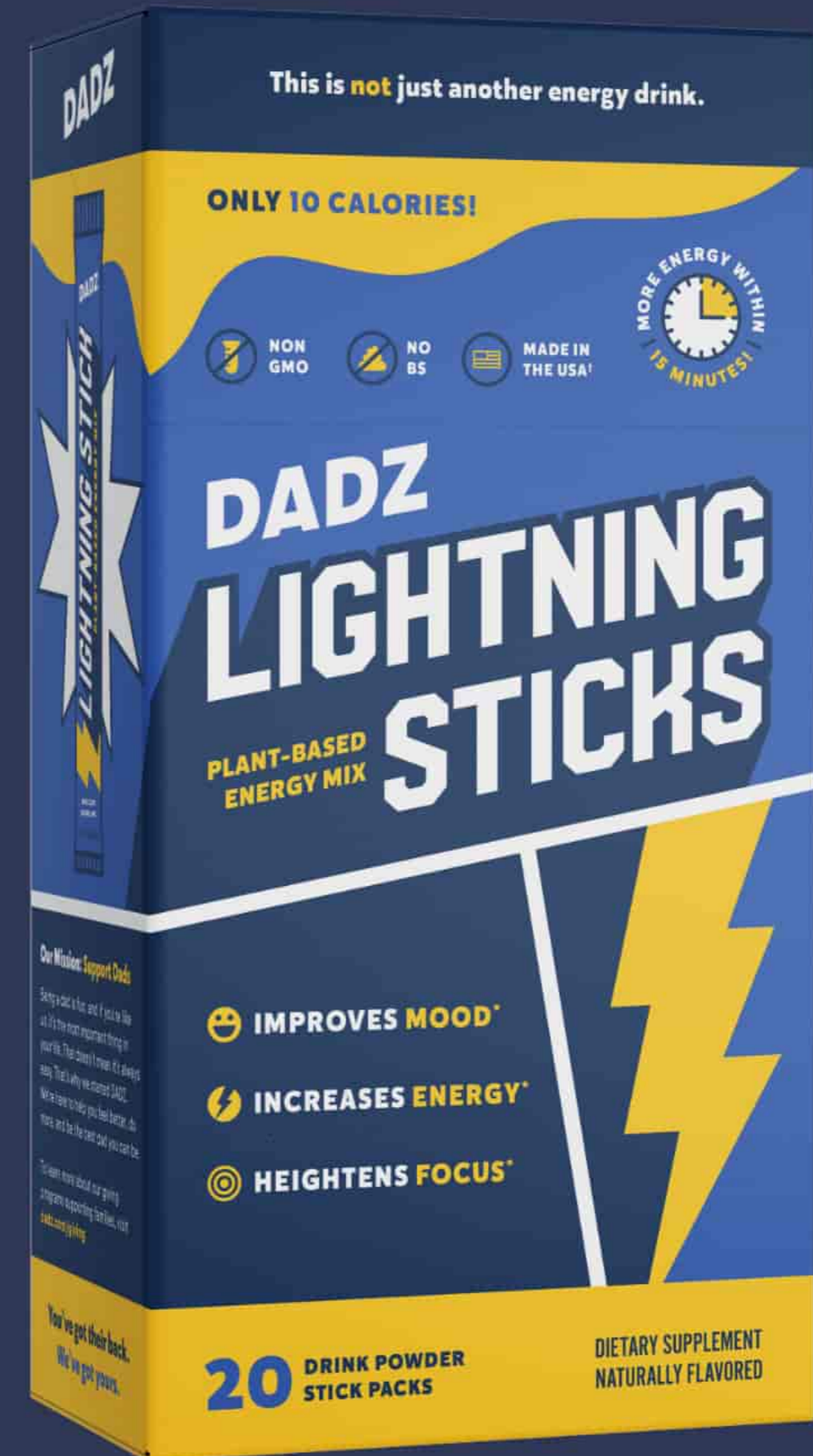


# INTRODUCING: LIGHTNING STICKS

- Now **your kids have to keep up with you!**
- Noticeable effects within **15 minutes**
- **Cheaper, healthier & more effective** than a latte

Vegan | Non-GMO | GMP-Certified

Gluten & Allergy Free | No Artificial Flavors | Made in the USA



**DADZ**

WHY ENERGY?

# KIDS. ARE. TOUGH.

01

All infants will keep you up at night  
(*no sleep*)

---

02

All families will demand greater resources  
(*more stress*)

---

03

All male bodies experience lower testosterone  
starting when the couple gets pregnant  
(*less energy, motivation*)

## THE MARKET

# ENERGY DRINKS

- The **#1 need** of a new Dad
- **Huge**, proven market
- **High frequency** purchase
- Few healthy **and** effective options

**25%**

of US purchasers  
consume an energy drink  
*daily*

**\$53B**

TAM  
(**8% CAGR**)

## LIGHTNING STICKS

# KEY INGREDIENTS



### ADAPTOGENS:

Lion's Mane  
Maca

- Boosts mental acuity & function\*
- Improves delivery of oxygen & nutrients throughout body\*
- Increases blood flow\*
- Improves motor speed\*



### NOOTROPICS:

Inositol  
L-Arginine

- Increases strength & endurance\*
- Reduces fatigue\*
- Improves cellular energy production\*



### ENERGY:

Caffeine  
B-vitamins

- Improves mood\*
- Sharpens focus\*

## LIGHTNING STICKS

# KEY STATS

**\$40**

Price point  
(\$2/stick)

**50%**

Contribution Margin  
(60%+ at scale)

**\$30**

Target CPA  
(Profitable on second purchase)

# FUTURE SKUS



## OTHER SUPPLEMENTS

**TAM: \$123B**

Immunity, sleep,  
stress relief & gut health



## DAD & BABY COMBOS

**TAM: \$166B**

SPF, balm, shampoo



## INFANT CARE

**TAM: \$70B**

Diapers, wipes, bottles



## BABY CARRIERS

**TAM: \$17B**

Think “Filson for baby makers”



## DIAPER BAGS

**TAM: \$1B**

Every Dad asks for this



## GIFT SETS

**TAM: \$16B**

The MOST adorable gifts for Father’s Day,  
Dad’s birthday and the holidays

# OUR BRAND PILLARS

**01** Support the modern family man throughout his lifetime as dad

---

**02** Push for **sustainability** when and where possible.

---

**03** Plant-based formulas **backed by science** at affordable prices.

---

**04** Give back to charities that support families.

OUR UNFAIR ADVANTAGE:

# MASSIVE COMMUNITY OF INFLUENCERS & FOLLOWERS

**300+**

Dad and Mom influencers  
in our network

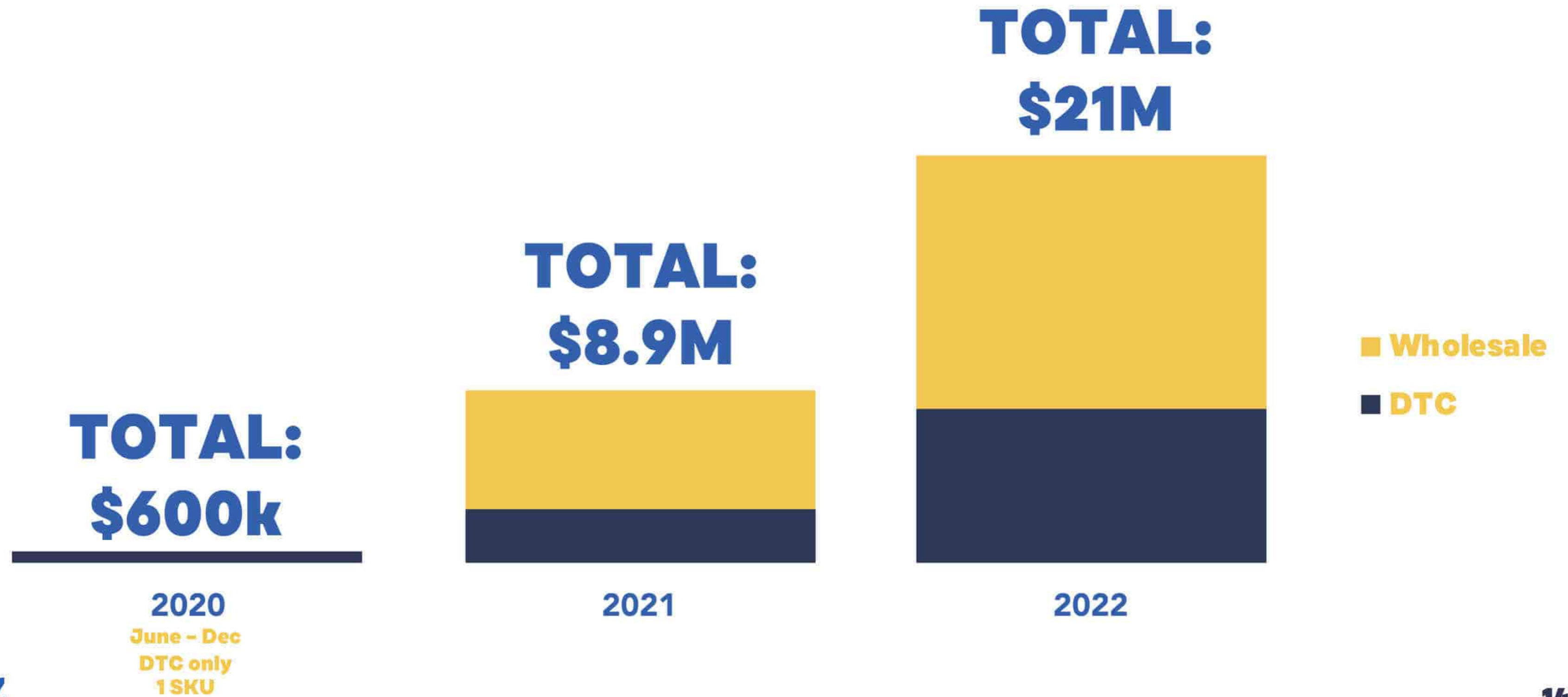
**25M**

Weekly uniques on our FB pages

**250k**

Insta followers

# PROJECTIONS



# THANK YOU!

**Russ Wallace**  
[russ@dadz.com](mailto:russ@dadz.com)

**Mike Constantiner**  
[mike@dadz.com](mailto:mike@dadz.com)

**Dan Suski**  
[dan@dadz.com](mailto:dan@dadz.com)

**DADZ**

