

GEM™

Reinventing Daily Wellness Habits

CONFIDENTIAL INVESTOR DECK



**“CONVENIENT, DELICIOUS,
AND SATISFYING.”**

MICHELE
GEM, LEMON





OVER 50% OF U.S. WOMEN TAKE DIETARY SUPPLEMENTS

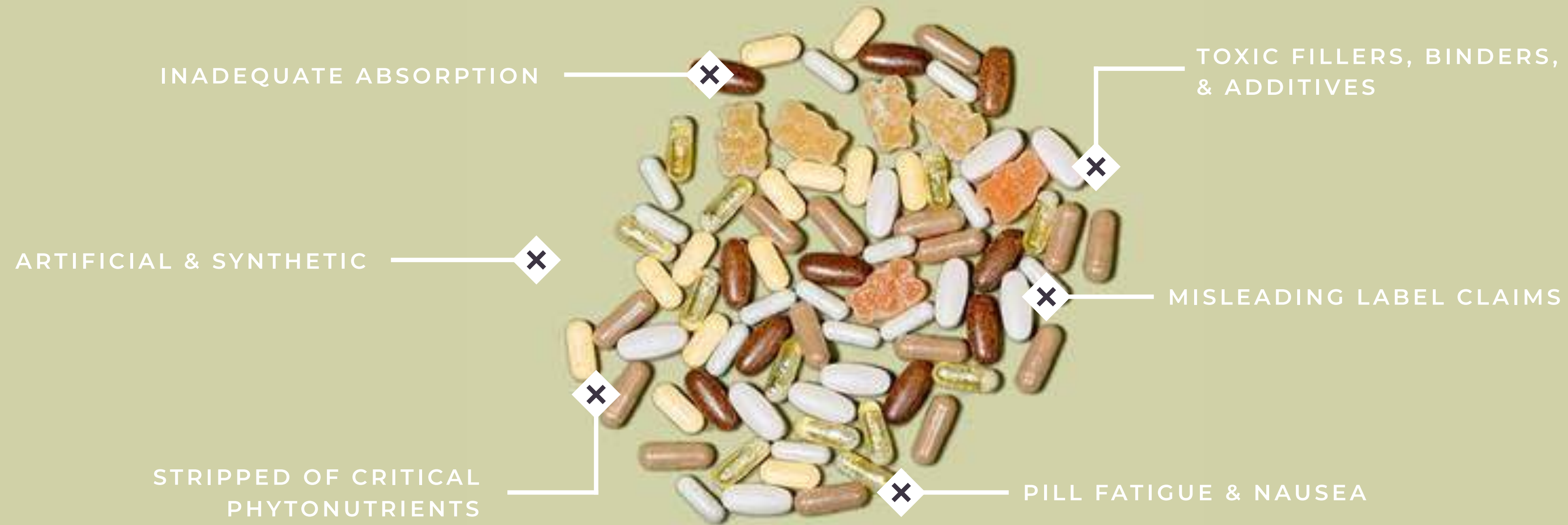
With a total global market share of **\$161B**



SOURCE: <https://www.crnusa.org/CRN-consumersurvey-archives/2015/>
<https://www.grandviewresearch.com/industry-analysis/functional-food-market>
<https://www.reportsanddata.com/report-detail/dietary-supplements-market>

THE AVERAGE SUPPLEMENT IS NOT BUILT FOR WELLNESS

They are poorly designed for our bodies and our health



INTRODUCING A NEW HOLISTIC HEALTH HABIT

The first real food multi-vitamin.

- + NO SYNTHETIC FILLERS, COLORANTS, OR BINDERS
- + GLUTEN-FREE
- + SOY-FREE, CORN-FREE, VEGAN
- + FEMALE FOUNDED, MADE IN THE USA
- + DESIGNED TO FILL NUTRIENT GAPS IN DIETS
- + HIGH BIOAVAILABILITY WITH REAL FOOD
- + COMPLIMENTARY INGREDIENTS + 100+ PHYTONUTRIENTS





**“I SINCERELY LOVE
THIS SUPPLEMENT IT
IS IN FACT A GEM.**

I felt more energetic and it has so many vital herbs in one little square. I highly recommend it. Thank you for sharing with me and the world your GEM :)”

MICHELLE
GEM, CACAO



GEM CUSTOMER RESULTS

82% OF CUSTOMERS SAID THEY FEEL **LESS STRESSED**



71% OF CUSTOMERS SAID THEY ARE MORE **HORMONALLY BALANCED**



81% OF CUSTOMERS SAID THEY HAVE **MORE ENERGY**



96% OF CUSTOMERS SAID THEIR **SKIN IS CLEARER**



90% OF CUSTOMERS SAID THEY HAVE **STRONGER HAIR AND NAILS**



83% OF CUSTOMERS HAVE MORE **REGULAR DIGESTION**



90% OF CUSTOMERS ARE **LESS MOODY**





“I LOVE MY GEM...”

I’ve been enjoying these powerful little morsels for four months now with my morning coffee, yummy! More energy, less anxiety, better sleep and clearer skin!”

DIANNE

GEM, PEPPERMINT



GROWTH

\$1.7M ARR

TRAILING 30-DAYS

~2.5 Mo. Payback

ON CUSTOMER ACQ SPEND

\$229+ LTV

BASED ON GROSS REVENUE

77%

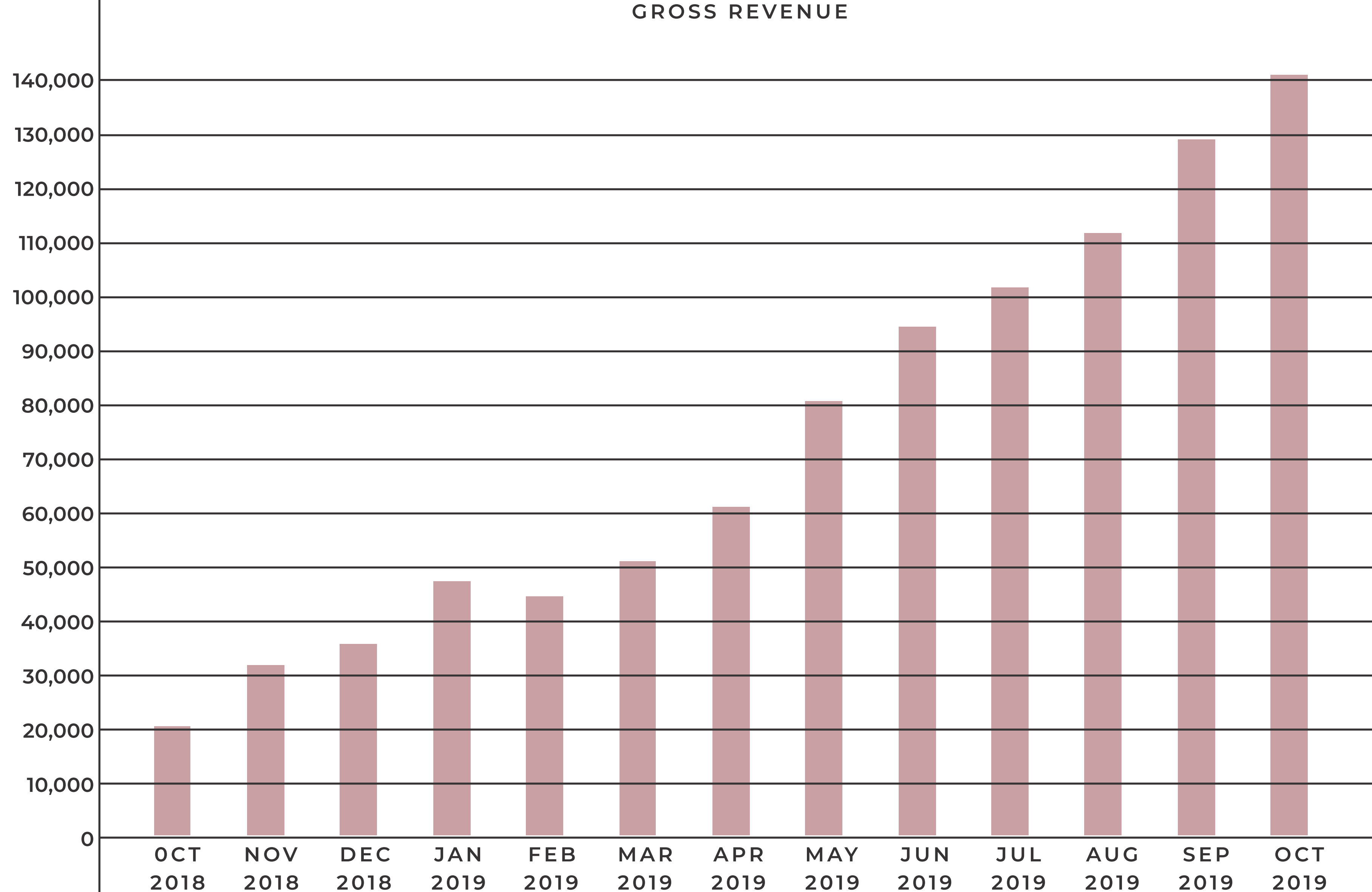
GM PER CUSTOMER

\$44.43

BLENDED CPA

20%

AVG MOM GROWTH





"Found out about GEM through Instagram and wanted to just try it out. **BUT IT'S SO WONDERFUL AND FANTASTIC I'M GOING TO KEEP WITH THE SUBSCRIPTION!**

Maybe it's the subtle lemony taste, it's cute cube shape or it's actual multivitamin goodness, but it definitely brings me so much joy in the morning and I look forward to taking my GEM every day!

Keep slaying the game, ladies!"

JOANNE
GEM, LEMON



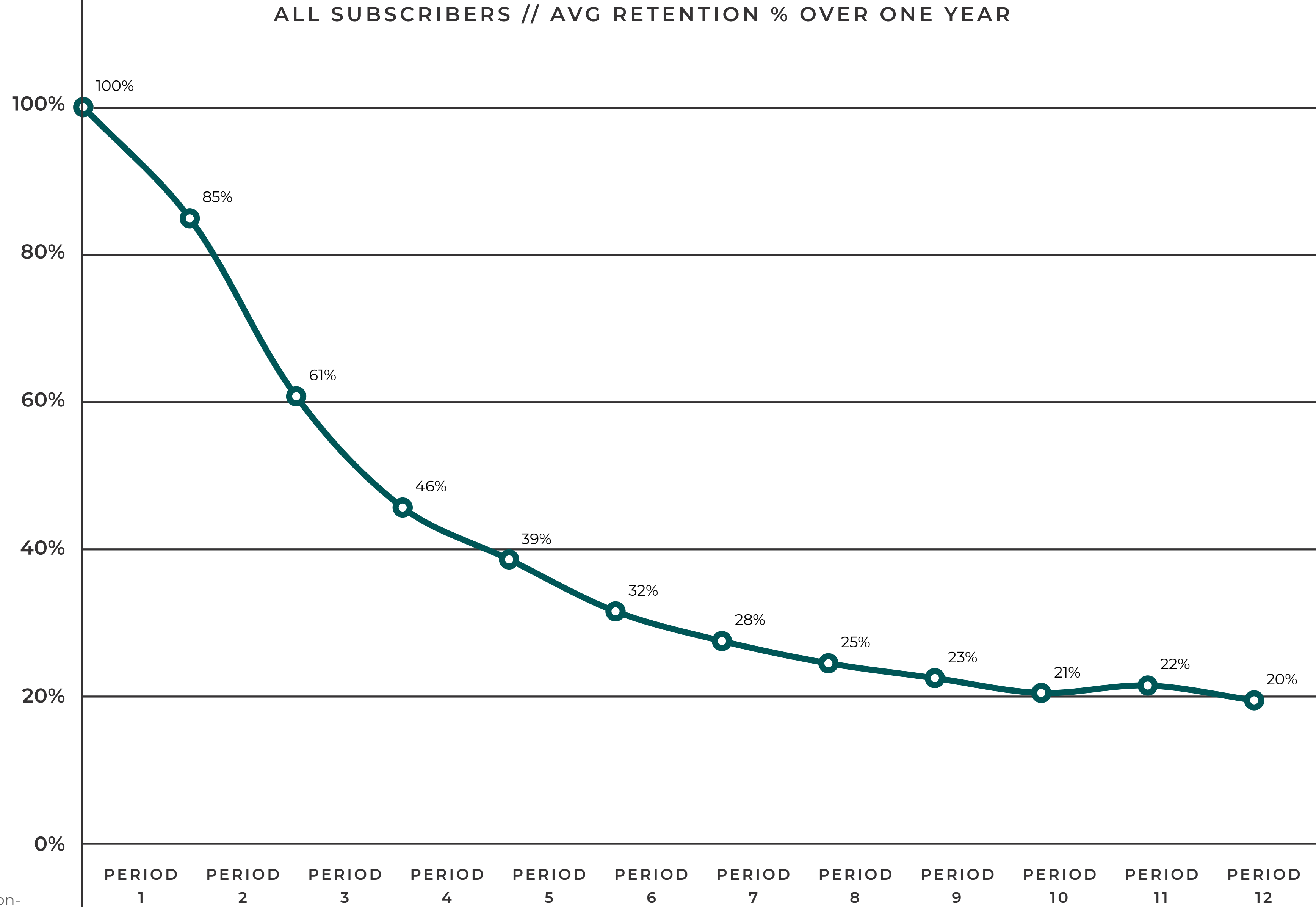
SUBSCRIBERS

3.7K+

ACTIVE SUBSCRIBERS

70%

SAMPLE PACK
CONVERSION RATE



SOURCE: Second measure (reported by Recode); Valuing subscription-based businesses using publicly disclosed customer data by McCarthy, Fader, and Hardle; Internal Data



COMPETITIVE MATRIX

LOW MICRONUTRIENT DENSITY

HIGH MICRONUTRIENT DENSITY

FOOD

VITAMIN



Bars & Bites

banana
THE SUPER BANANA SHACK

RXBAR

nonfood

BULLETPROOF

Powders

FOUR SIGMATIC

VITAL PROTEINS

Moon Juice

Sachets

YOUR SUPER COM

Amazing Grass

Tablets

8G

ez melts
dissolvable vitamins

Airborne

Gummy

Juice PLUS+

vitafusion

OLLY

Pills

HUM

Ritual

care/of

persona

WOMAN'S HEALTH PIPELINE

We're on a mission to improve daily women and planetary health by developing innovative applications for cellular agriculture.

	CONCEPT	RESEARCH	BENCH DEVELOPMENT	QA & TESTING	SCALE UP + MORE
LIFE STAGE	All Women-Essentials				
	All Women-Flavor Expansion				
	Menopause				
	Prenatal				
	Teenage / Kids				
USAGE OCCASION	PMS				
	Sleep				
	Stress				
	Immunity/Travel				
	Libido				
	Energy				
	Beauty				
	Hangover				
	Focus				



CONVERSATIONAL COMMERCE

Text-to-order | Snooze or Skip | Swap Flavors | Chat with GEM Concierge

Effortless management of your GEM subscription offering personalization & convenience



GEM CUSTOMER REVIEWS

“I am finally getting all of the nutrients I need from a whole food. Nutrition is the foundation of a healthy life, and **GEM is the perfect and necessary addition for ALL women.** I can't recommend it more.”

“I've been mindlessly consuming various daily supplements for years and now feel fully empowered knowing that I'm helping my kidney and body out by **taking the right doses for women in a delicious whole food bite.**”

“I love taking these first thing every morning.

They aren't too sweet so my blood sugar doesn't spike - I get more of a nice sustained satiated stomach in the morning before I workout. Much better than gelatin-based chemicals in a pill or super sweet gummy which hurt my stomach when I work out in the morning. **I have more sustained energy after my first month of these.**”

“I love the GEM product... **I really do feel more balanced physically & emotionally** since I started taking it a few weeks ago”



PRESS

Forbes

BYRDIE

BUSINESS INSIDER

NYLON

Entrepreneur MAGAZINE

B+C



@NIKKIREED 2.9M

Actress, Environmentalist, & Founder

“Delicious super nutrient dense bars made with cold pressed dehydrated ingredients. NO fillers, preservatives, or BS. Just the good stuff. Replace your vitamins with food.”



@MARIAMENOUNOS 1M

Emmy Award Winning Journalist and NYT Best Seller

“I don’t like vitamins, generally, and that’s because I don’t like swallowing pills and I also don’t like swallowing things I don’t understand. You sent me your GEM vitamins and I’m going to tell you that was the first time I actually was very excited to take something because I read the ingredients and actually knew what they meant.”



@JENNYMOLLEN 406K

Actress, New York Times-Best Selling Author

“I’ve been obsessed with these non-vitamins every morning. They look like real food. It’s almost like eating a bite of a yummy bar with seeds and fruit. Love something that is so real.”



@CHELSEAHANDLER 3.6M

Comedian, Writer, Television Host, Producer, and Activist

“Daily essentials for women... chia seeds, chickpeas, all that sh*t everybody likes!”

GEM IN THE WILD



THE TEAM

● FULL TIME
● ADVISORY/PART TIME



SARA CULLEN
Founder & CEO
2x Founder, VFA Fellow, Brand Marketing Consultant



EDIE FEINSTEIN
COO
Former Dir. of Food at Eat Club, Managing Dir. at Foodworks, VFA



KATE FERNANDEZ
Director of Brand + Content
Former Dir. of Brand Marketing + Content at Winky Lux



HAILY MARZULLO
Director of Growth
Former D2C experience with Buck Mason, Kylie Cosmetics; Founder of Humankind Swim



NILSA TOPPE
Biz Dev Strategist
Equity Derivative Sales at Goldman Sachs



AIMEE OCHSNER
Community Manager
Former Project Manager at Misfit Media



JOHN PACE
Paid Acquisition
Led user acquisition at Honest Co + Soylent



ANTHONY ALAMADA
Scientific Advisor
R+D at Seed, Founder of IMAGINutrition



BLAIRE EDWARDS
Herbalist, R+D
Former product dev for Moon Juice



DR. JEFF EGLER
Chief Scientific Advisor
Founding Medical Director of Parsley Health LA

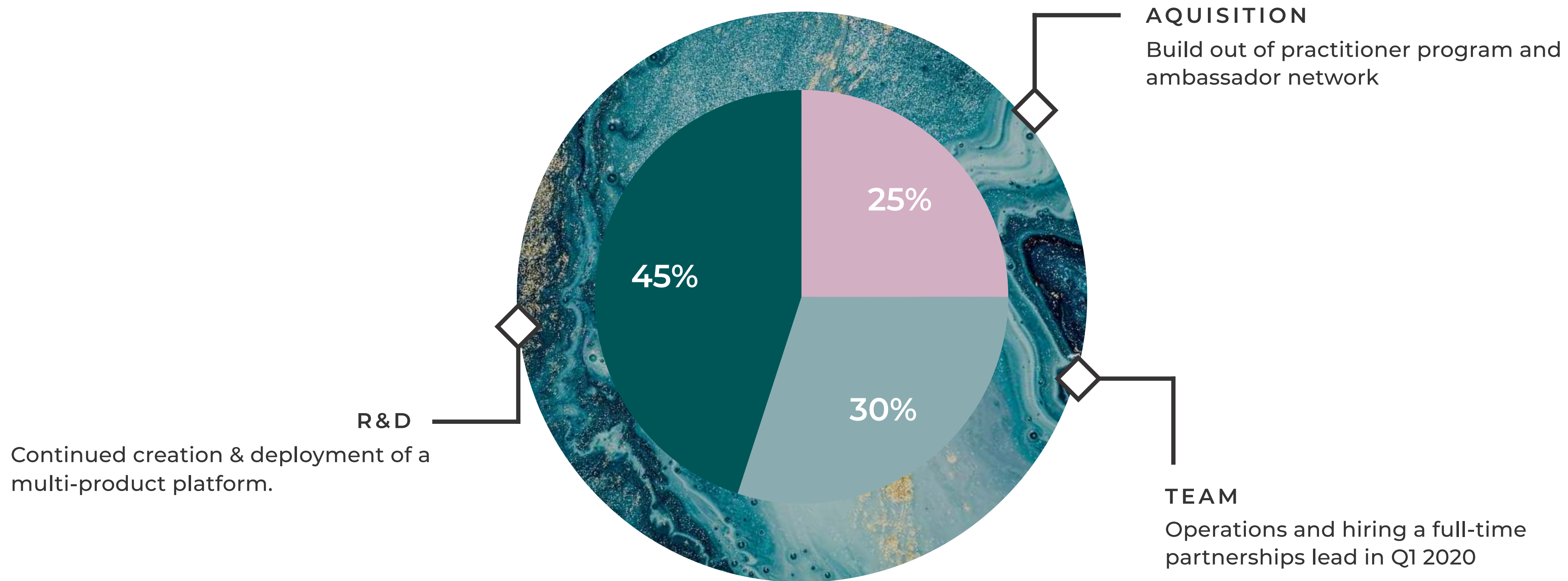


ERIC ANDREWS
Finance Manager
Head of Finance @ iD Tech Campus, Merrill Lynch



KATHERINE DEPAOLO
Graphic Designer
Former SR. Director of Brand @ Thrive Market, D2C Brand + UX Consultant

USE OF FUNDS



**GEM IS
REVOLUTIONIZING
THE WAY WE
NOURISH
OURSELVES**



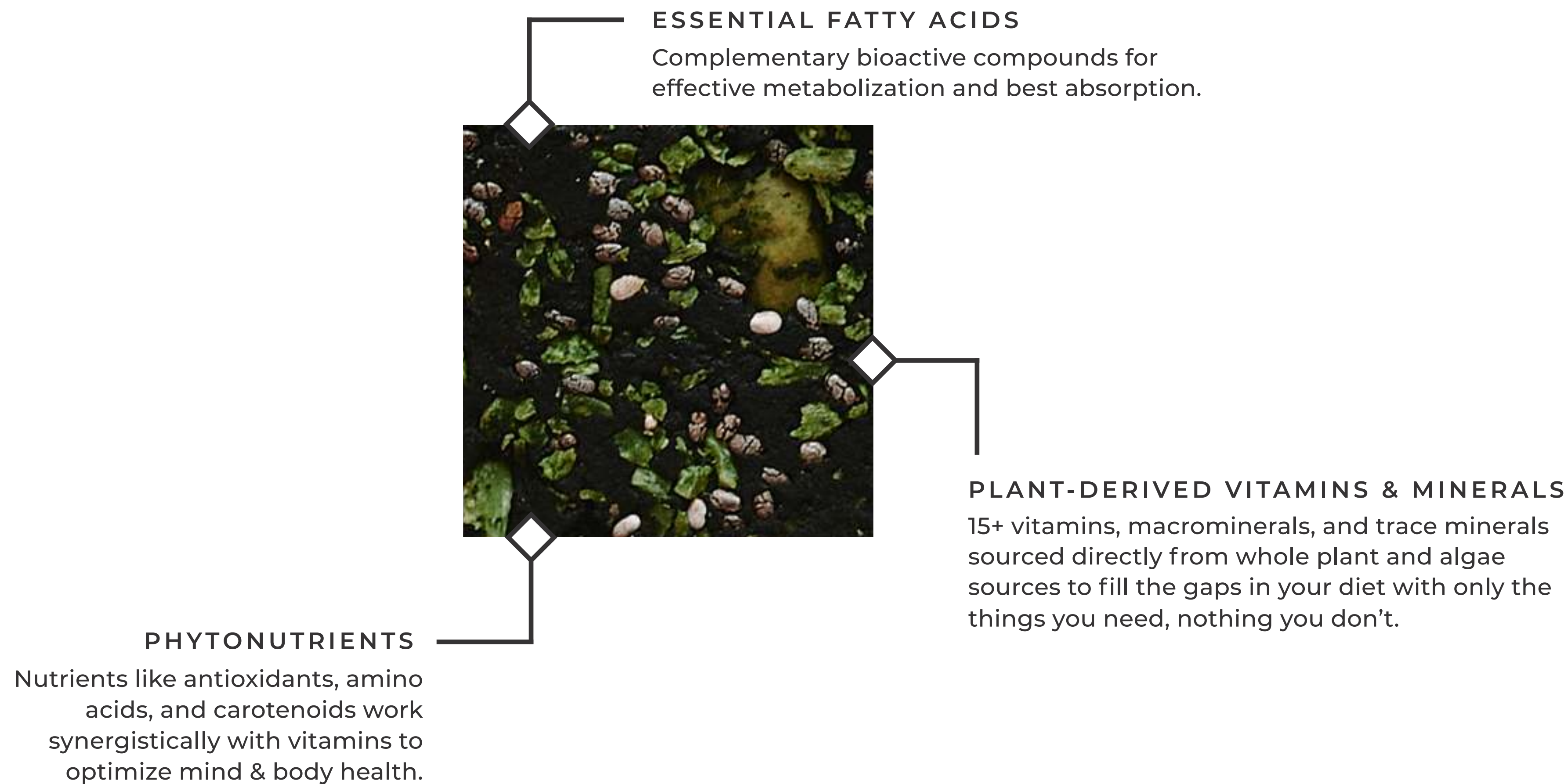
APPENDIX

UNIT ECONOMICS WITH SCALABLE MARGINS

REFILL PACKS	INITIAL TIN	SAMPLE POUCH
SELLING PRICE \$39.00	SELLING PRICE \$39.00	SELLING PRICE \$10.00
COGS \$8.29	COGS \$10.10	COGS \$2.07
GROSS MARGIN 79%	GROSS MARGIN 74%	GROSS MARGIN 79%
COGS + FEES \$14.14	COGS + FEES \$22.05	
CONTRIBUTION MARGIN 64%	CONTRIBUTION MARGIN 44%	

HOW IT WORKS

BUILT TO COMPLEMENT, NOT SUPPLEMENT



WHAT'S INSIDE GEM

15+ nutrients derived from 13 plants and algae because we believe humankind deserves real nutrition from clean, sustainable sources

13 REAL FOOD INGREDIENTS



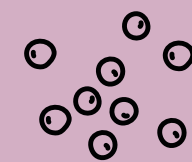
Mushrooms



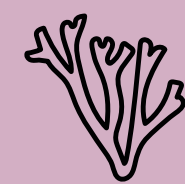
Coconut



Spirulina



Quinoa



Red Algae



Chia Seeds



Pumpkin Seeds



Sea Minerals



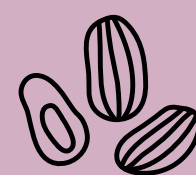
Curry Leaves



Chickpeas



Chlorella



Dates



Ashwagandha

15+ NUTRIENTS

Vitamin D - 20.5 mcg

Iron - 1.8 mg

Vitamin B1 - .4 mg

Vitamin B2 - .5 mg

Niacin - 5.8 mg

Vitamin B6 - .5 mg

Folate - 120 mcg

Vitamin B12 - 1.7 mcg

Biotin - 30 mcg

Vitamin B5 - 2.7 mg

Magnesium - 210 mcg

Ashwagandha - 130 mg

Vitamin K2 - 52 mcg

Omega-3 - 100 mg

Astaxanthin - 4 mg



ENJOY GEM DAILY

Creating an everyday habit that our customers enjoy any time of day

	MORNING	ENERGY	FOCUS	BEAUTY	MOOD	NIGHT
EMOTIONAL	<p>“My new favorite morning routine”</p> <p>“I look forward to eating my little GEM bite before my early morning yoga classes”</p>	<p>“Really did not expect to feel “alive” again... thank you”</p> <p>“Something is different about my energy level. It’s higher and more sustainable”</p>	<p>“Mind fog is improved too!”</p>	<p>“Seen a huge difference in my skin (more glow!)”</p> <p>“I’m seeing new hair growth... I haven’t seen that in a long time!”</p>	<p>“I feel more balanced physically and emotionally”</p> <p>“I feel good knowing they’re all natural and no b.s.”</p>	<p>“My sugar cravings are completely gone”</p> <p>“I sleep better, feel less bloated and I look fwd to a little sweetness after dinner”</p>
FUNCTIONAL	<p>Adaptogens for stress management</p>	<p>Vitamin B12 and Niacin for a boost of energy</p>	<p>Omega 3s for cognitive health</p>	<p>Biotin and Antioxidants for glowing skin and strong hair</p>	<p>Vitamin D and Folate to balance mood</p>	<p>Magnesium and Vitamin B6 to aid sleep</p>