

moment

Drink Your Meditation

Use code INVESTOR for a 20% discount



BEVNET

Forbes

SHARK TANK

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Moment makes it easy
for anyone to reset
and feel renewed.

Drink Your Meditation.



Meet Jill.

It's 3pm on a weekday.

**She's busy and a little stressed.
Her mind is frazzled.**

moment

Everything around her is sugary or caffeinated.

She doesn't have time to meditate or slow down.

**She just needs a Moment
to reset.**

Moment helps her reset
and feel renewed.

That's when she's
her best.

moment



More than a beverage

Product

Distribution

Experience

moment





Proprietary formula replicates the feeling of meditation

Scientifically proven to stimulate the same areas of the brain as meditation.

GRAS-approved – safe for use in food products.

Perfect balance of function, taste, and nutrition



Dragon fruit



Tulsi



Meyer lemon



Cardamom

Leading US flavor developer



Ashwagandha



Rooibos



Blood orange



Thyme

100+ taste tests and focus groups

Consumer trend analysis



Apple Cider Vinegar



Hibiscus



L-theanine



Ceylon cinnamon

no added sugar










9-15 calories

keto

no caffeine

all ingredients are GRAS

Significantly better than the alternatives

	moment	Competitor A	Competitor B
 Type	Beverage	Beverage	Supplement
 Sugars (in 12oz)	<1g	6g	8g
 Calories (in 12oz)	9-15	30	32
 "Naughty" ingredients	None	Cane sugar, natural flavors, concentrates	Potassium sorbate, acacia gum, xanthan gum, concentrates
 No CBD/hemp	✓	✗	✓
 No caffeine	✓	✓	✗
 Non-carbonated	✓	✗	✗
 Size	12oz	12oz	8oz
 Price	\$2.49	\$4.99	\$6.75



Transitioning from work to leisure



Pre/post yoga

For the busy person at their most stressful times
(click on videos to play)



Busy at work

90% female; 30-50 years old
Busy (professionals or family)
Conscious of health and wellness

Starts with multisensory cans

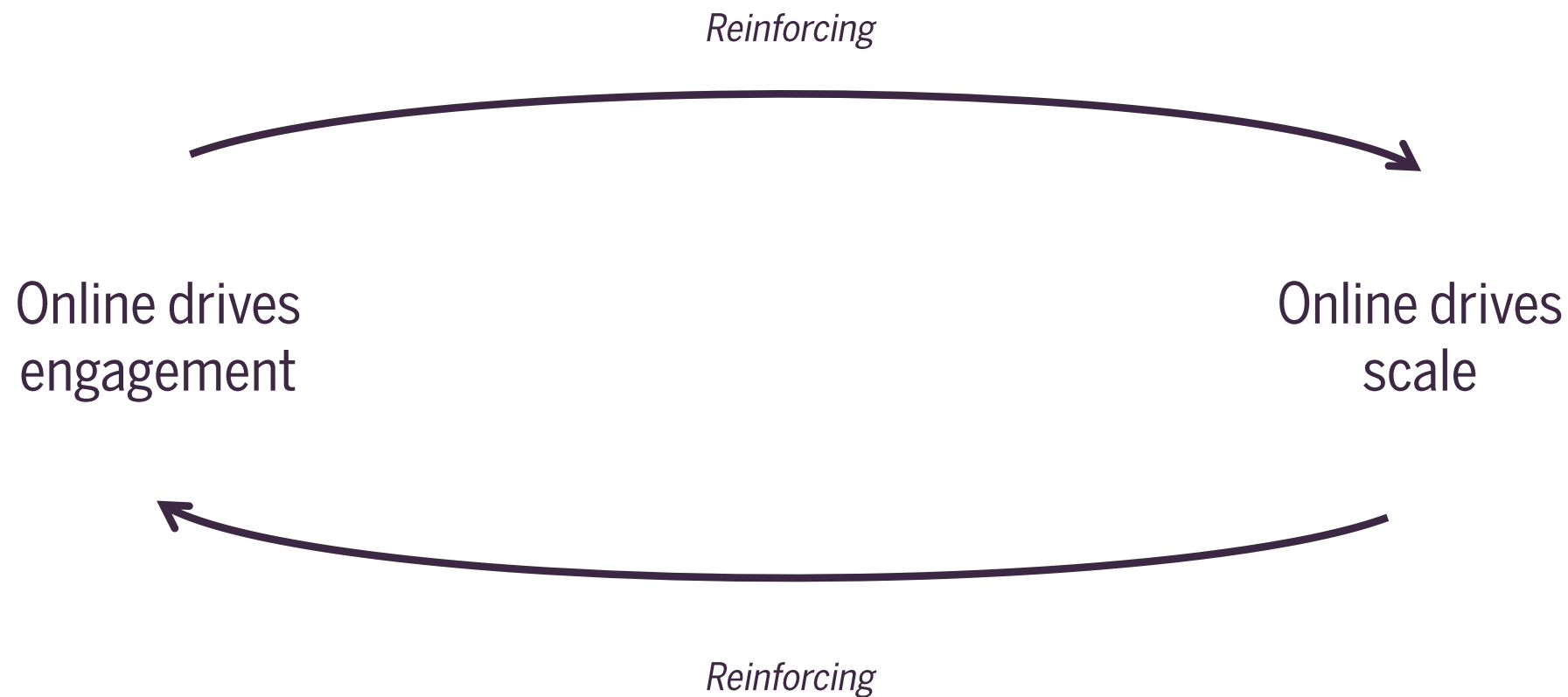
Convey a feeling of zen through simplicity, gentle fades, and empty space

Soft tactile feel

**SMS-based
meditation
club**



Omnichannel distribution



Highly efficient acquisition strategy

95%
organic customers

\$25
CAC

Micro-influencers
Yoga instructors & nutritionists

A/B test other social platforms
TikTok, Pinterest

Online marketplaces



amazon
launchpad
3% acceptance rate

Retention and referrals drive profitability & engagement

- Functional product that is well-suited to subscriptions
- High engagement through text and email
- Referrals and gifts

30%
repeat usage

15%
subscriptions

\$150
LTV

moment



Differentiated retail strategy

Meet the customer where they are
and when they need a Moment



Offices

Work with companies as they
focus on a balanced work
environment



Yoga

No sugar, non-carbonated,
all-natural, mindfulness
brand



Travel

Travelers seeks a
moment on flights
& hotels



Launched trial
in October '20.
Expanding in Jan '21



Active conversations
for 2021



Integrated with largest
national distributor

Moment ambassadors perform after-hours and crunch-time “drops” for when employees most need a break

A “nudge” towards balance through distribution in office kitchens and cafeterias

Untapped opportunity: offices

Opportunity to work with companies as they focus more on providing employees with a balanced work environment

Share digital content with employees

Partnerships with mindfulness and wellness programs



Everyone's taking a Moment

“

“Aaah... I literally transformed into a yogi for a minute. **Absolute zen...**”

– John

★★★★★

“Splendid, healthy, and low calorie”

– Sahar

★★★★★

“The perfect little cool down drink!
So fresh and refreshing!”

– Clare

★★★★★

“I love that it's still...
no more bloat”

– Dee

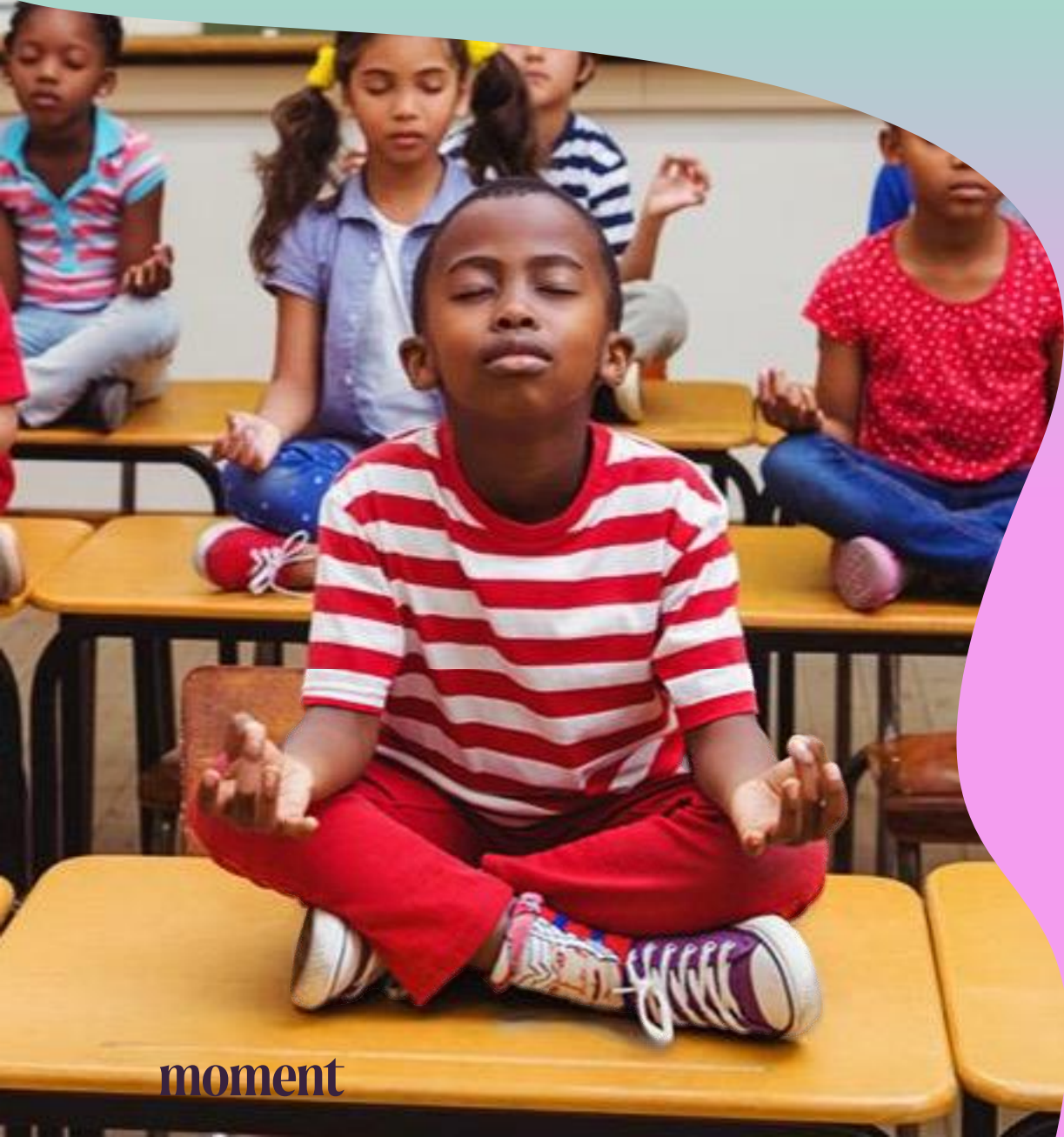
★★★★★

“I felt like I was
in the zone”

– Feroz

★★★★★





**1% of proceeds
goes to mindfulness
in schools**

Chosen as top 45 food startups globally

Food Bytes!
by Rabobank

Alumni



Winners of the beverage industry's premier award

BEVNET LIVE
NEW BEVERAGE
SHOWDOWN
WINNER 2020

Past winners



Massive market opportunity

Ready-to-drink tea and coffee

5-6% growth per year

\$116bn

Functional beverages

8-9% growth per year

\$210bn

All backed by major trends

80% of workers feel stress on the job

Tech has shortened our attention spans
from **12 min** to **5 min**

70% identified COVID as the
most stressful time of their career

Our Vision: Be the leader in calmness & clarity

Product roadmap

Refine formulation
to reduce costs

2-3 new flavors & active
ingredients

2-3 new flavors & active
ingredients

Shot/powder (higher intensity,
lower shipping)

Carbonation

Supplements

Spring '21

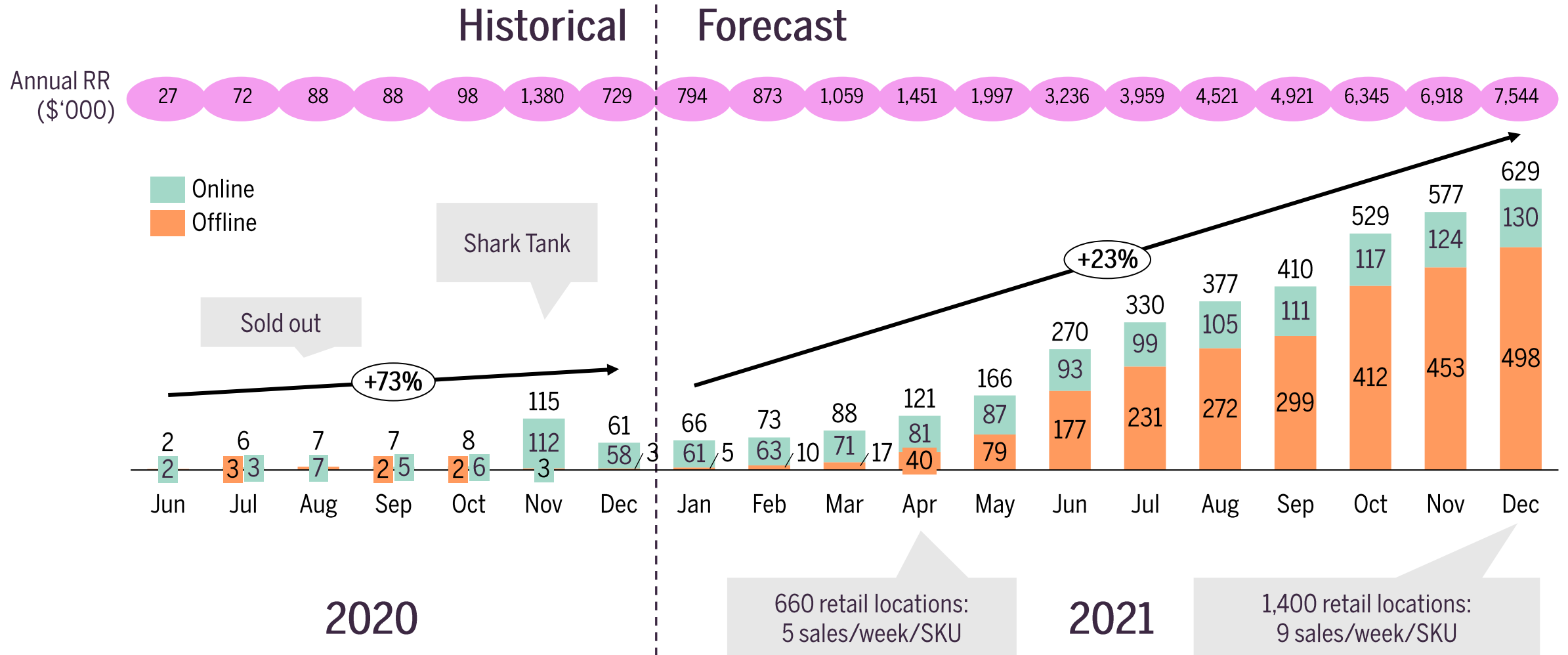
Summer '21 – Spring '22

Summer '22 – Spring '23

(to be prioritized based on customer feedback and trends)

Poised for growth in 2021

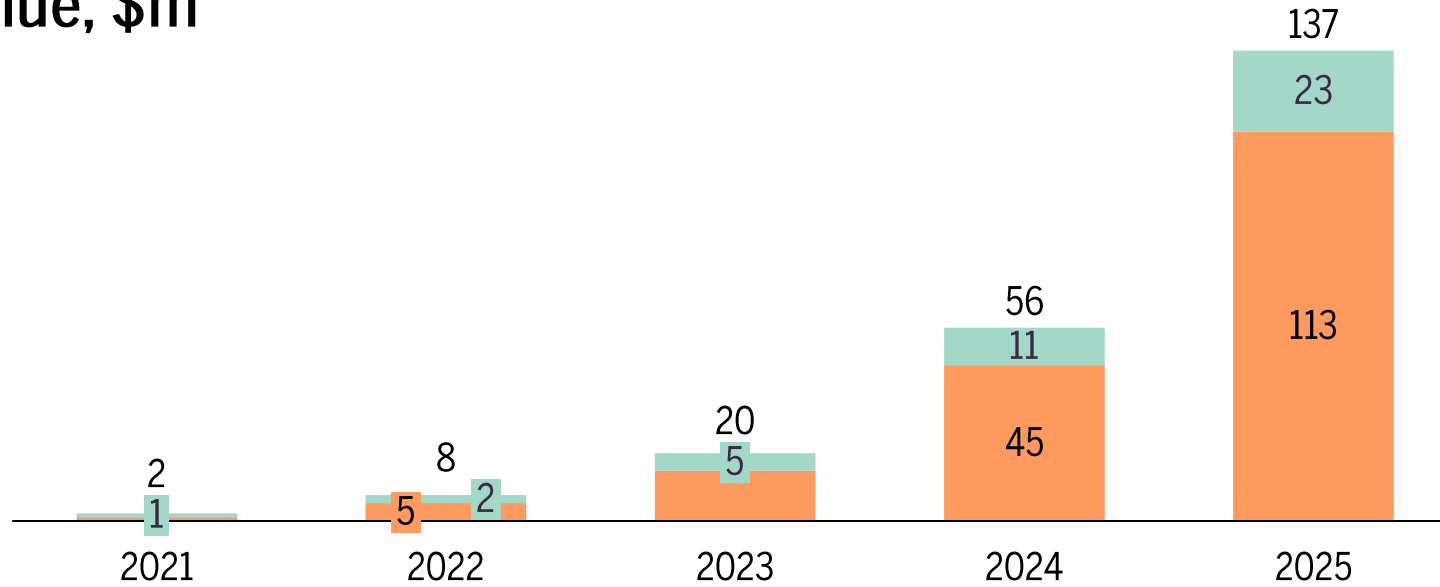
Gross revenue, \$'000



The path to \$100m (and beyond)

Net revenue, \$m

Online
Offline

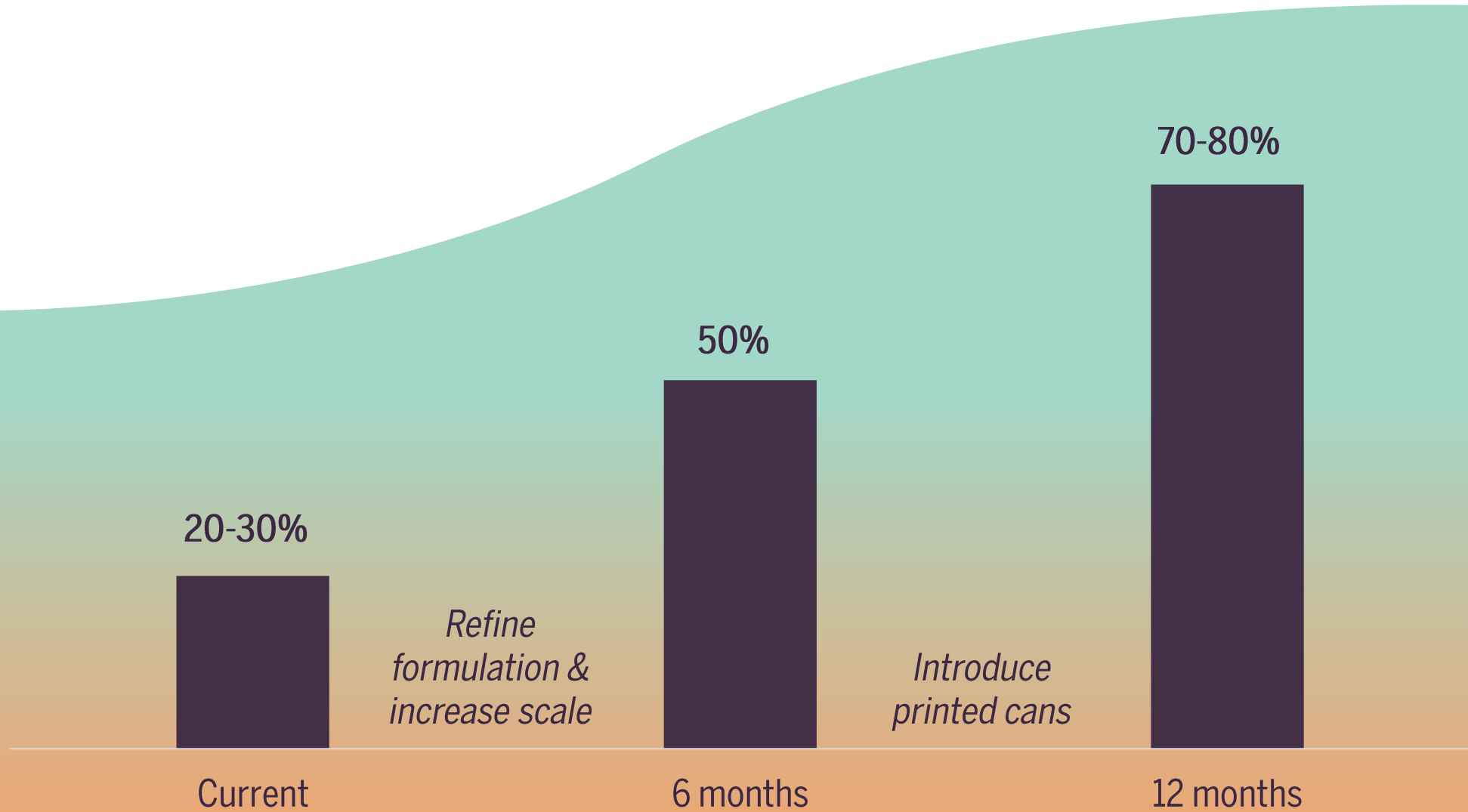


Our forecasts are extremely conservative compared to the industry

Industry benchmarks for large natural brands

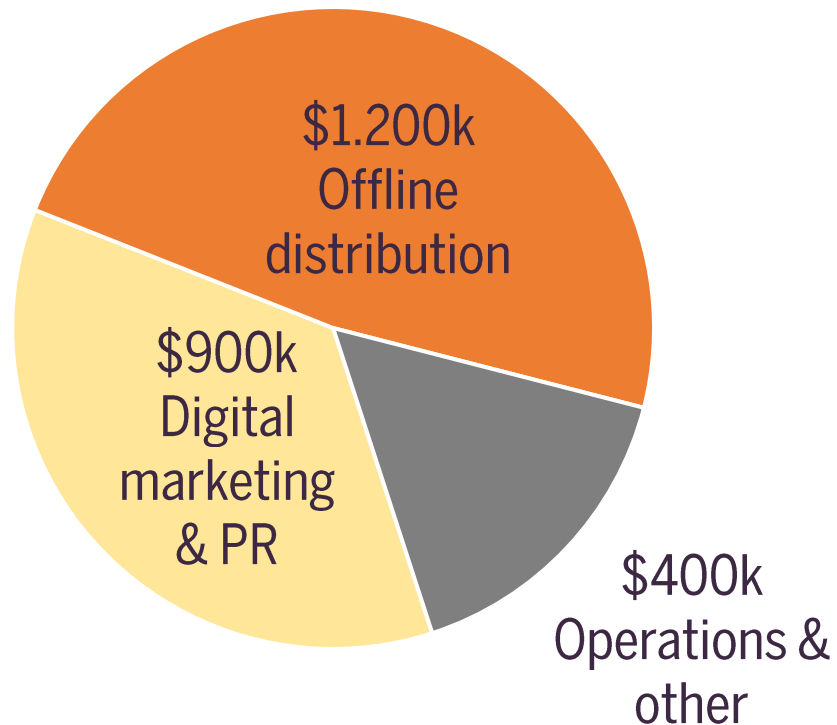
# of doors (avg)	800-1,000	2,500-3,000	8-9k	25-30k	60k	300k+
Velocity (sales/SKU/door/week)	7.0	9.0	9.0	9.0	9.0	10-12
# of SKUs	3-4	5-6	5-7	5-7	6-7	5-15

Margins



Raising \$2.5m Seed

Use of funds (18-mo. runway)



Milestones

Achieve financial sustainability

- 70-80% GM
- \$700k MRR (net)

Develop platform for growth

- 3,000+ doors
- Build world-class team

Experienced team



Aisha Chottani

10 years of supply chain and logistics expertise

MBA from Harvard



HARVARD
BUSINESS SCHOOL

McKinsey
&Company



Faheem Kajee

Serial entrepreneur

Last startup selected as the "best startup in South Africa"

McKinsey
&Company



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Customer testimonials





“Our whole family is addicted to this drink! All the flavors are amazing. I normally have one a couple hours before bedtime and it has helped me sleep better. I will be subscribing so our family never runs out of stock!”

★★★★★



“I purchased this product for my 99 year old father who has significant trouble sleeping. He has found it to be very helpful relaxing him and helping him to sleep. In fact, he told me that he often drinks it during the afternoon if he is feeling stressed and it does a great deal to help him to relax.”

★★★★★



“I have been a therapist for about 15 years. I have been touring the benefits of ashwaganda for years. Of my patients that do try it, some have trouble with swallowing pills, and the tinctures taste bad. This drink provides the benefits of ashwaganda with great taste, low calories, no sugar and no caffeine (which I’m allergic to). It’s really the perfect package....speaking of package, I love the look and feel of the can. Bravo Monent!!!”

★★★★★



““I'll be honest, I was initially skeptical of the product's claims to be "calming" and "meditative"; I had thought it was all just marketing, but it actually works! Take a sip, close your eyes, and quiet your mind and you can feel the calmness flowing through you. I wouldn't have believed it until I tried it.

It also tastes great! I'm not a juice or tea person (I pretty much only drink water), so this is high praise coming from me.

Try it for yourself, and make sure you are in a calm environment and are mindful as you sip it. You'll feel it, I promise!”

★★★★★



“Ty...made for a good christmas with the family...
first one without my father and everybody enjoyed
the calmness of the tea”



“I am truly stunned by your ability to craft such unique products. They are the perfect balance of indulgent and light, and the flavors are out of this world. When I tried your drinks, I was hooked for a life time!”