

SOURCE

**Eat your  
vitamins.**



# The Problem: Today's vitamins are not working.

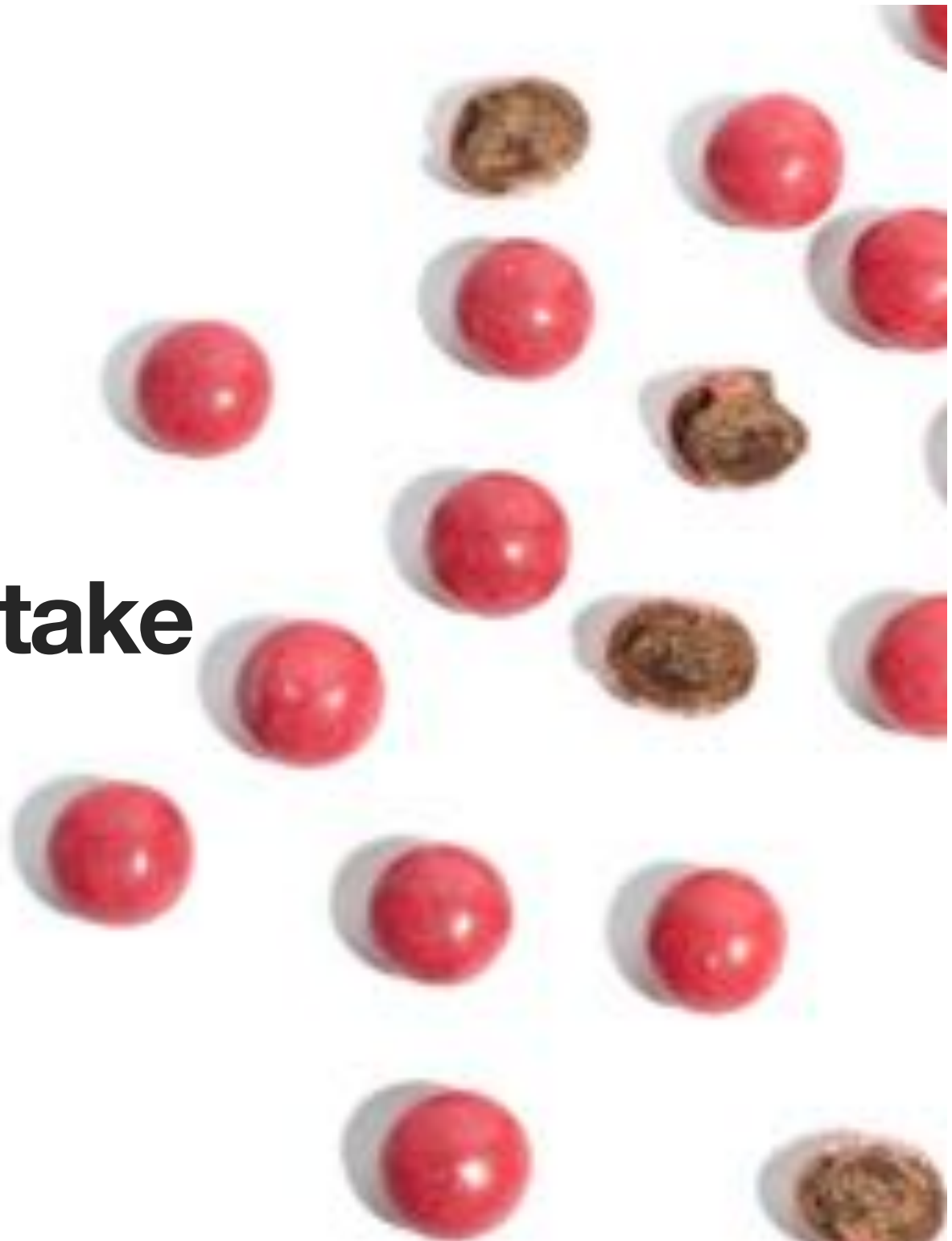
1. Pills are not an optimal delivery system for vitamins into your body.
2. The market is controlled by a few health and drug corporations that continue making pills with no incentive to innovate.
3. As a result, consumers are left with bad choices.



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# The Solution: A whole new take on vitamins.

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# Source: A whole new take on vitamins

## Superior Format

Delicious, vitamin-infused snacks that improve nutrient absorption by 60% (compared to pills).

## Convenient & Customized

A wellness platform tailored to any diet.

## A fun brand experience

This isn't grandma's medicine cabinet.

## The best thing to happen to your daily vitamin ritual

We want you to reach into your snack drawer and **not** your medicine cabinet when you are looking to fill the gaps in your diet.



# This.

Delicious chocolate

Fun snacks

Clean ingredients

Helpful texts

A fun, daily ritual



# Not that.

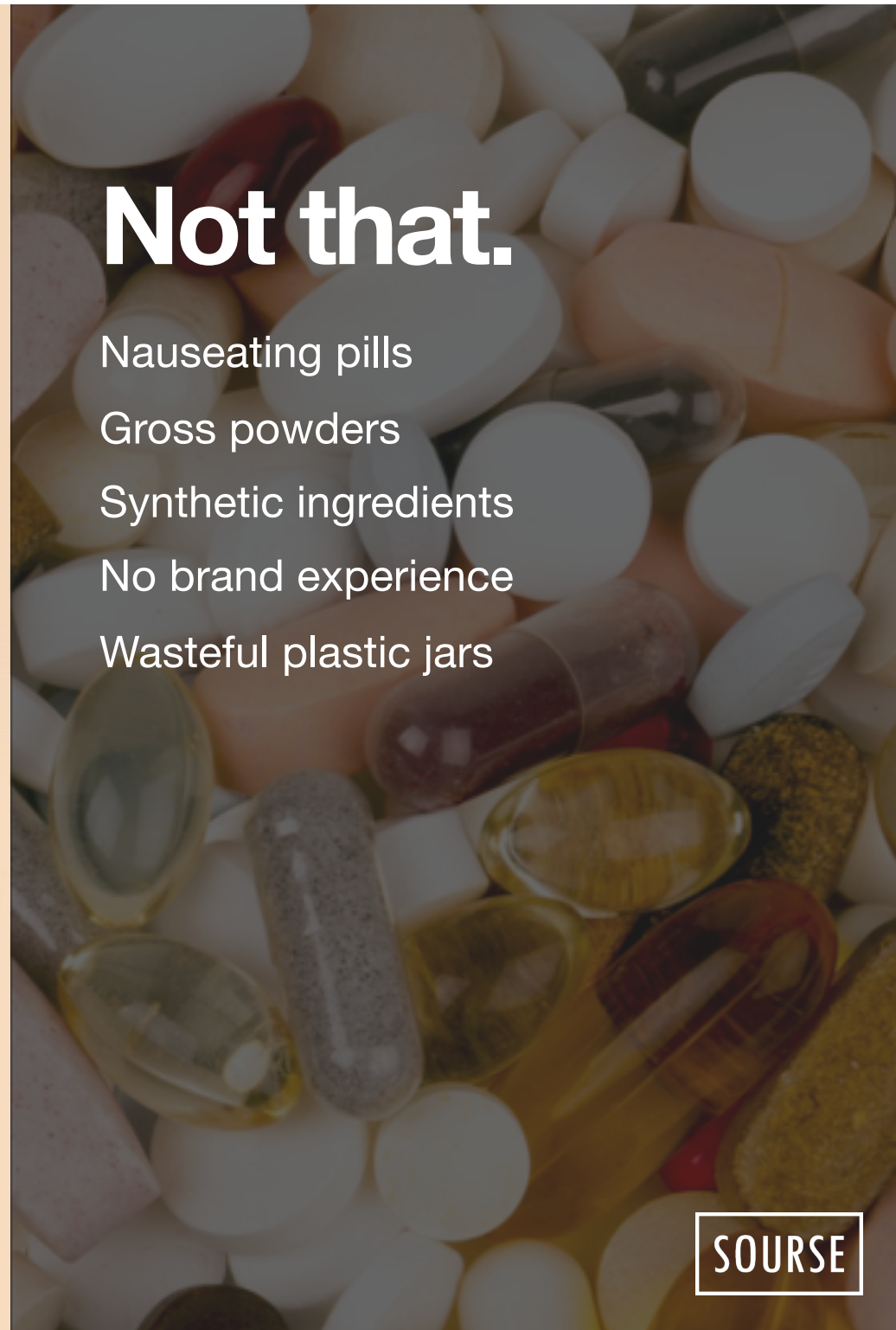
Nauseating pills

Gross powders

Synthetic ingredients

No brand experience

Wasteful plastic jars



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# 80%

Percentage of US consumers that take a supplement every day <sup>2</sup>

# 73%

Percentage of US consumers willing to pay more for sustainable brands <sup>3</sup>

# 4x

Number of times consumers ages 23-40 snack a day <sup>4</sup>

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## A \$64B market opportunity<sup>1</sup>

Source: 1: \$39B Supplement Industry and \$25B healthy snacking industry  
2: CRN, 3: Nielsen, 4: Nosh

# Meet Source

The first functional food company reinventing your vitamin experience



## Vitamin Infusion

Innovative vitamin infusion process results in delicious products consumers want to eat



## Personalized Wellness

Personalized wellness backed by science and automated recommendations based on your information



## Beautiful Experience

Beautiful UX to help customers find the right personalized functional snacks

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# Current traction



## Beta Launch Summer 2020

- Hype Bites **sold out** through word-of-mouth and earned media, **\$22k** in sales
- Developed Glow Bites and Pro Bites formulation

## August 2020

- First full month **\$50k** in sales

## September 2020

- **\$76k** in sales

## October 2020

- **\$80k** in sales, Nordstrom & Erewhon Partnerships

**BYRDIE** **VegNews** THE ZOE REPORT

**WHO  
WHAT  
WEAR**

**The Beet.** TOWN&COUNTRY

  
REFINERY29

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# Unit-Level Economics

	<b>DTC*</b>	<b>Retail*</b>
	<b>Hype Bites</b>	<b>Hype Bites</b>
Retail / Wholesale Price	17.00	8.50
Discounts / Trade Spend	2.00	1.00
Net Sales Price	\$15.00	\$7.50
Units	4	1
<b>Net Revenue</b>	<b>\$60.00</b>	<b>\$7.50</b>
Packaging**	\$5.13	\$1.28
Shipping***	\$11.58	\$0.85
<b>Total Cost</b>	<b>\$16.71</b>	<b>\$2.13</b>
<b>Gross Profit</b>	<b>\$42.29</b>	<b>\$5.37</b>
<b>Gross Margin (%)</b>	<b>72.1%</b>	<b>71.6%</b>

\* Hype Bites are shown, other products have similar margins

\*\* Packaging includes ingredients, tolling and product packaging costs

\*\*\* Shipping includes freight-in, shipper and thermal insulation, card insert, fulfillment and shipping costs

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# Futuristic foods for optimal health benefits

Our clean-ingredient snacks are always functional, sustainable, and fun to eat...

...Optimizing across the core functions of **performance** and **beauty**.

## Performance

Cognitive Health

Heart Health

Immunity

## Beauty

Skin, Hair & Nail Health

Gut Health



# The Sourse Team



**Jennifer Moore**

Co-Founder & CEO



**Andrew Remlinger**

Co-Founder



With Advisors from



# The Raise

We're raising a **\$500,000** pre-seed round through a **SAFE note** to build brand awareness, expand our product offering and acquire customers

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## Core Objectives:

Generate between \$300K-400K in monthly revenue

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Launch 4 new products in 12 months

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Create brand affinity and retain customers via subscription

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Build retail distribution channel



# Sourse in the wild



The word "SOURCE" is written in a bold, white, sans-serif font, centered within a white rectangular border. The background of the slide is a solid, vibrant blue.

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**This deck is confidential and meant for interested investors only.  
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