

THE **PLANT** ERA

ON A MISSION TO DEVELOP
THE WORLD'S BEST SPORTS NUTRITION.



Sports nutrition

is a **commodity**.

It doesn't **inspire**.

It doesn't **evoke emotions**.

It is there **to be consumed**
and nothing more.





The last few decades **have shown little to no innovation in the market.**

It is the same boring industry it was in 1990.

In Japan



and other parts of East Asia, the concept of **plant-based** is as far fetched as cows falling from the sky.

It isn't prevalent or trendy, despite their history of Buddhism.

The Plant Era aims to change all of that

We're on a mission to develop
the world's best **sports nutrition**



More than that we
want **to inspire**
people to become
their best version



THE PLANT ERA

Our product is **built different**

95% ORGANIC

We source the most sustainable and **healthy ingredients** on earth to create an organic product.

FIGHTS FATIGUE

Supplemented with 50% of the daily **vitamin B12** to fight fatigue and give energy, while curbing deficiencies resulting from vegan diets.

ALL NATURAL

No artificial sweeteners; no added sugar, dairy, or gluten. Only the best for your body.

VEGAN PROTEIN

21 grams of pea and rice protein. An excellent source of all amino acids and **antioxidants** to **fight muscle recovery** and illness.

COMPLETE AMINO ACID

Filled with 18 amino acids to ensure a **complete protein source** for your body.

CSR

Designated amount of profits goes towards **fighting climate change** and environmental humanitarian projects.

High quality option to supplement plant-based diets

REVENUE METRICS

\$45

Avg Monthly
Subscription Fee

141

Days
Avg Subscriber LTV*

4,0

LTV:CAC**

45%

Returning
Customer Rate***

REVENUE BY JUNE '22

\$13,000

Monthly Recurring Subscriber Fees****

~\$50,000

Monthly Revenue

* Encompasses data from both the Japanese and Danish store. The Japanese LTV is lower than the Danish with more subscribers.

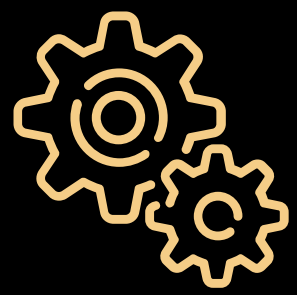
** Based on last 90 days

*** Comprises of last 90 days on the Japanese website. Previous 12 months was 14.5%.

**** Subscriber revenue is forecasted to comprise 26% of total revenue.

Three steps to win

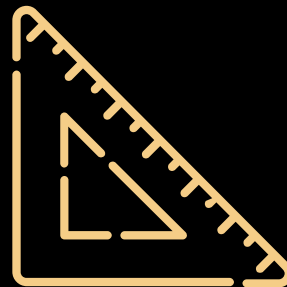
1



Build foundations

\$60,000
2021 revenue

2



Scale the foundations

\$1.1M in Total
Revenue for 2022

3



Be Mission Driven

Develop the world's
best sports nutrition.
Partner with the world's
most exceptional athletes

Delivered a lot on very little

\$80,000 Investment

ITEM	2020		2021	2022 TARGETS
Customer Acquisition Cost	+\$75	↓	\$20**	\$8
Conversion Rate	.65%	↑	1.2%	3%
Revenues	\$30,000	↑	\$60,000	\$1.1M
B2B Partnership*	3	↑	4	15
Globally Recognized Partnerships	0	↑	P.E. Aubameyang	2

* Directly impacted by Covid

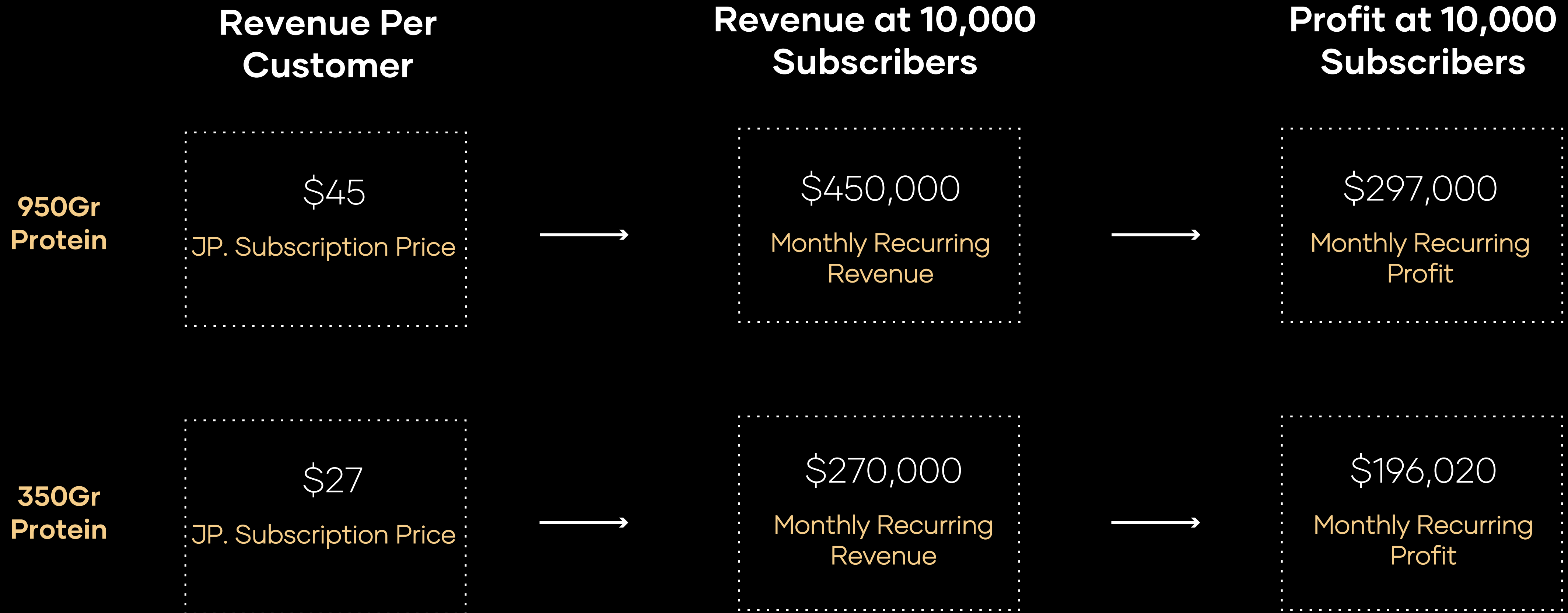
** CAC fluctuates daily - and has reached lower points than \$20 and higher points than \$20.

Subscription margins



	NOW	2023	2024
Revenue	\$57	\$57	\$57
Raw Materials	\$13	\$11	\$10
Marketing	\$0	\$0	\$0
Shipping	\$12	\$3	\$3
Profit	\$32	\$43	\$44

A fair, and affordable subscription



A team built to deliver

Management



Nicholas Orsini
Founder & Chief Executive Officer

Ironman. Cross-country cyclist for ALS.

Previously Morgan Stanley, delivering for the c-suite and board of directors.



Doston Ergashev
Co-Founder & Chief Growth Officer

Analyst at Google / Youtube. Former Data Analyst at Rakuten.

Scaled his educational Youtube channel to 20M viewers and 175K subscribers.



Balraj Singh
Co-Founder & Head of Business Development

Five years Apple in various roles and previously at Redbull.

Distributed Ruff Cycles in Japan and scaled it to six figures in less than six months (bootstrapped).

Advisors



Pavan Katepalli
Angel Investor

Angel Investor. Vegan. Founder of OniSquad, a crypto gaming company.

Former CTO of Trilogy (exited for \$750M). Mentor at Nasdaq Entrepreneurially Center and 500 start-ups.



Mushfiq Sarker, PhD
Angel Investor, Website Expert

Website Flipping Expert. Angel Investor.

Head of the website flip. Flips bootstrapped sites for up to \$500,000.



Rafi Rahimzai
Assistant Manager, KPMG

Former associate at PwC and overseeing the company's annual reports and bookkeeping processes.



Robert Walker
Exited to MyProtein, Ex-CCO of Amino Labs

Former Founder of Mass.Fi which exited to MyProtein.

Former Head of Gymgrossisten (3rd largest global sports nutrition company).



Investors & shareholders



Magnus Kjøller
Entrepreneur-turned-Investor

Founder of Magnus Kjøller Holding which holds investments in real estate, private equity, tech, sports, and consumer goods companies in excess of +\$30M in value.

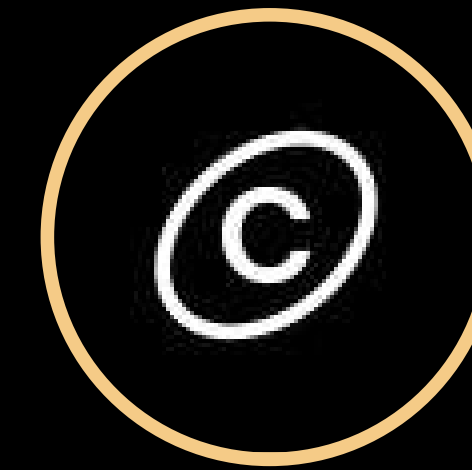
Previously, Magnus was the Founder of PointShop, an online rewards subscription service which he exited.



Robert Botkin
Privacy and Technology Attorney
at Womble Bond Dickinson

Part-time half marathoner and expert on data usage and privacy.

Previously Vice President at Credit Suisse in Legal Data Protection.



Copus
Danish PR & Marketing Firm

Copus has served some of Denmark's largest clients and start-ups including SoundBoks, State Energy, and Barons.

Copus has provided various assistance to The Plant Era with marketing videos and PR.



Pavan Katepalli Angel
Investor

Former CTO of Trilogy (company exited for \$750M). SEO expert.

Invested \$1M into various start-ups in the ed-tech, plant-based, and e-commerce space.



Colin Magne
Angel Investor, Engineer

Vegan and former engineer with computer graphics and current angel investor. IPO experience as General Manager.

Founder of BlockBox, former General Manager at Silicon Studios, Former lead engineer at Sony and Microsoft.

Strategic partners

We are talking to a number of athletes to become strategic partners.

We will execute this strategy across various markets and have the resources to do so- demonstrated by signing Aubameyang.

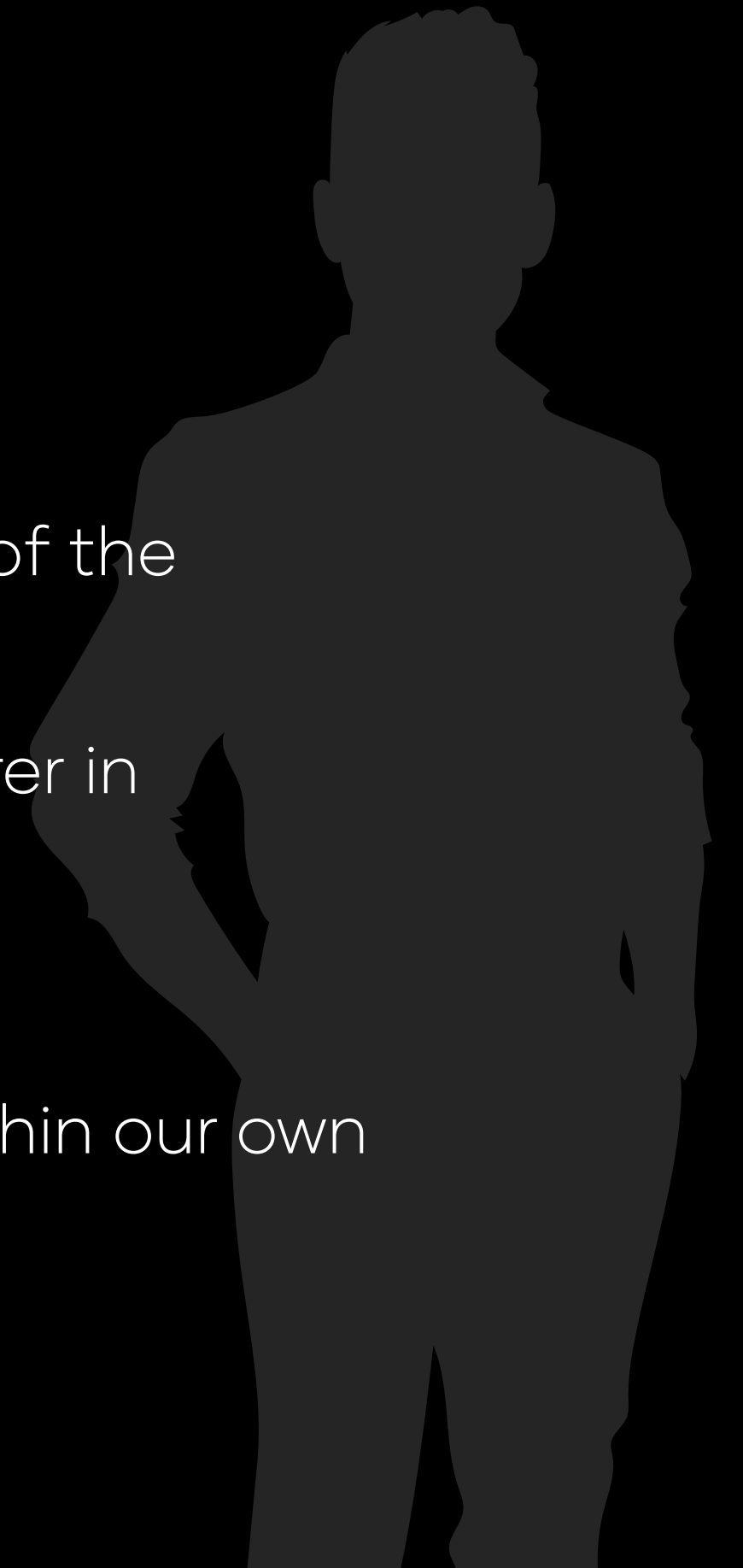
Pierre-Emerick Aubameyang

Pierre is **a striker at Barcelona, former captain of Arsenal**, and captain of the Gabon national team, where he's their all time leading goal scorer.

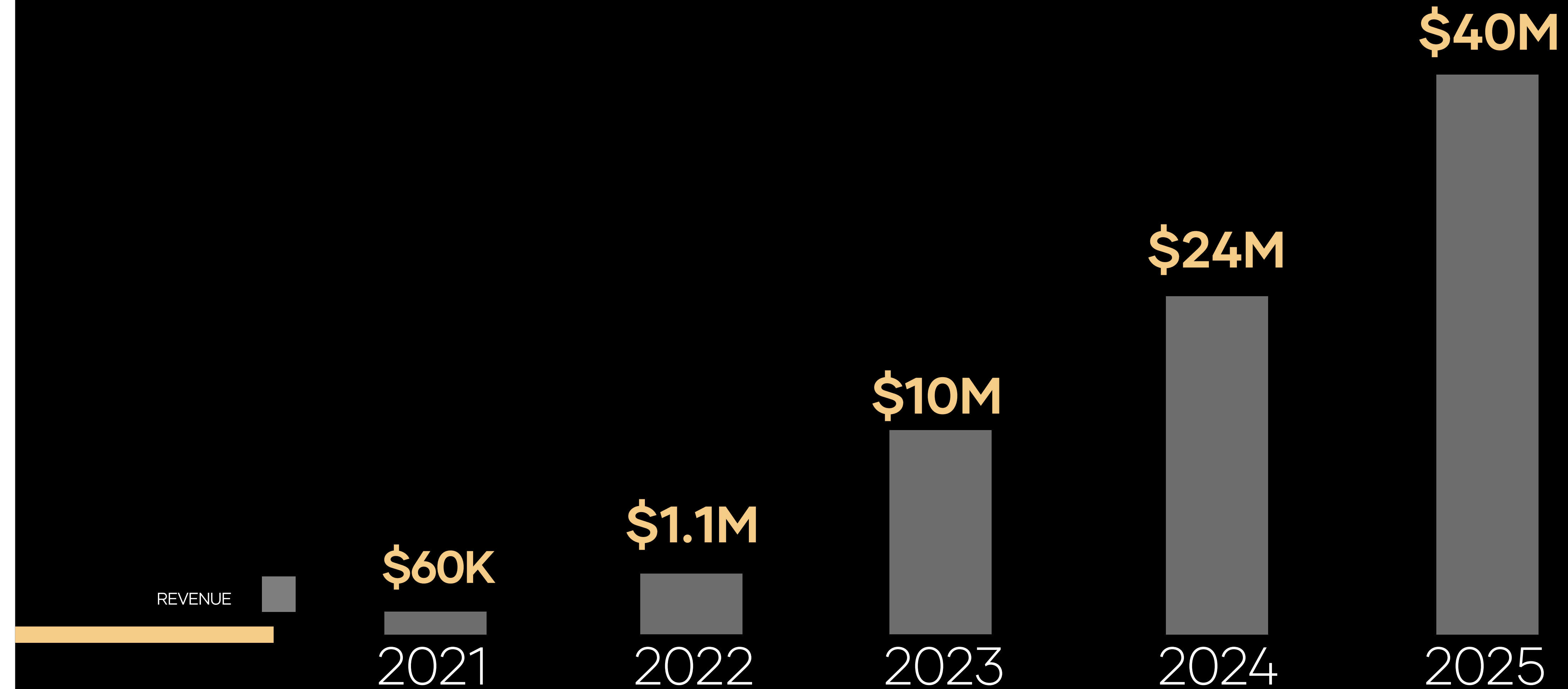
Bundesliga's top goal scorer 2016-17 and Premier League's top goal scorer in 2018-19 Borussia Dortmund's 6th all time scorer.

17.1M followers across his Facebook, twitter, and Instagram.

He'll be advertising The Plant Era across his socials, in interviews, and within our own content and advertisements.



A glance at our ambitions



We're raising an investment round to scale the business

Raised Capital is Earmarked to Grow The Business

Improve product range & decrease CAC

- NPD of an unflavored, matcha, and vanilla protein powder
- NPD of vitamins & potential distribution of Goli vitamins
- Replenish inventory levels to a healthy level

50%

Scale through digital marketing and LTV

- Scale paid ads, influencer program, and affiliate marketing; Invest in retention building programs
- Continue building offline business through distributors and launch event & offline sampling program
- Aggressively acquire 3-5 health and nutrition Japanese affiliate websites

40%

Overhead & operations

- Solve the current working capital issues the company faces to avoid product delays and inventory issues

10%

People love The Plant Era

★ Trustpilot



4.8 Rating

60 Reviews

Customers

Natascha Blei ★★★★★

Amazing taste and perfectly complements my vegan lifestyle!
Really like the product and definitely gonna buy it again!

Vimal Mistry ★★★★★

Excellent stuff! Gives a real peace of mind knowing it's both vegan and organic. The best thing about it is doesn't taste like the traditional artificially sweetened protein shakes you get everywhere.

Oss Haus ★★★★★

I have been looking for a tasty (and vegan) protein powder for a long time now! (Tried lots) I finally found the perfect ones! :) And what is best, the shipping process was really friendly.

Partners

“

Speed is an essential part of my playing style so I have always had a strong focus on my physical condition. Finding the best nutrition and recovery products has been vital to this success. I'm delighted to partner with The Plant Era as they share the same passion for maximizing physical potential. ”

**Pierre-Emerick
Aubameyang**

Purpose drives us

AN OPPORTUNITY TO REVOLUTIONIZE
THE WORLD

We're committed to inspiring people to be their very best, improving global sustainability and changing the common perception around plant-based diets and supplements.

Founder's Vision

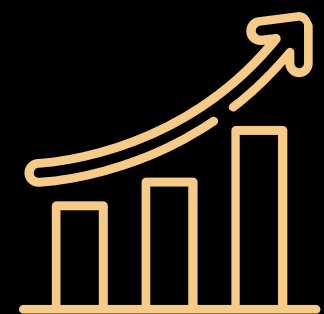


A closer look.
Appendix.

The Plant Era's **vision** is to **revolutionize** the industry – we want to inspire people

Nutrition shouldn't be viewed as a commodity – and we aim to change that, similar to what Nike did in the 1970's...

Work with us in doing so



High Margins



Reliable Team
& Company



Exceptional
Product



Superstar
Partnerships



Investing in brand
& partnerships

How The Plant Era stacks up against the competition

	THE PLANT ERA	VEGA SPORT	WEARELADDER	TB12	MYPROTEIN
Completely Organic	✓	✗	✗	✗	✗
100% Natural & Artificial free	✓	✓	✓	✓	✓
Sugar free	✓	✓	✓	✓	✓
18 Amino Acids*	✓	✗	✗	✗	✗
50% Daily Vitamin B12	✓	✗	✗	✗	✗
20+ Grams of Protein	✓	✓	✓	✓	✓
Exclusively Vegan Products	✓	✓	✗	✗	✗

About our online **customers**

We've surveyed the majority of our customers and have learned an ample amount about them:

- ★ ~80% are **females** and 50% are between the ages of **20 to 39**
- ★ 30% are **office workers**
- ★ Customer's **favorite aspects** of The Plant Era is that it's **artificial free** and uses **organic ingredients**
- ★ 26% of customers are flexitarian, 19% plant-based, and 36% not plant-based at all

We're more than your standard protein brand.

We aim to create a consortium of high value media websites in the health, wellbeing, and fitness space.

1

Drive & OWN Site Traffic

Reduce our marketing costs & ensure we're not reliant on paid media (e.g. Facebook)

2

Increase Revenue & Improve Margins

Drive revenue from affiliate marketing & improve margins with their 95% gross margins

3

Increase Value of Company

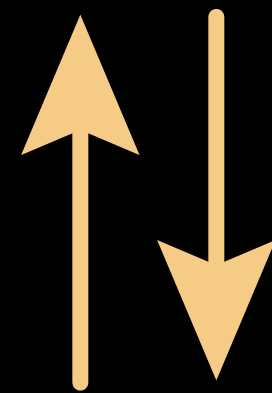
Increase overall value by owning profitable assets in the industry

The vision: **become bigger** than just protein.

CURRENT

THE **PLANT** ERA

Drives traffic with
nutrition articles /
protein powder
rankings

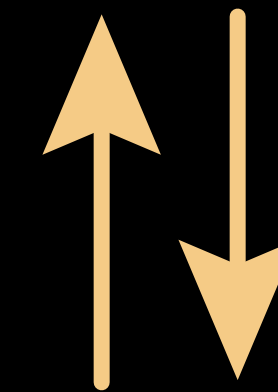


Owens asset &
parent company

COAST*

FUTURE

THE **PLANT** ERA



COAST

Men'sHealth

Women'sHealth

healthline

**MUSCLE
& FITNESS**

LIVESTRONG

* The Plant Era owns 50% of Coast. The remaining is held by an SEO expert.

Criteria for **website** acquisition

We see a unique opportunity in creating a profitable revenue stream and increasing our total company value by leveraging our advisor, Mushfiq Sarker's key experience in purchasing undervalued websites (+250 transactions as high as \$500K).

Item	Description
Hobbyist Developed	Site must have been developed by a hobbyist passionate about the website content. Experts would charge too much.
Purchase Price	Purchase price must not exceed a 36x multiple on monthly profit. Industry standard is 32-36x.
ROI	Return on investment must be made within 10-12 months
Scalability	Monthly profits must be able to be scaled 10x within 12-16 months
Monthly Profit	Monthly profit must be at least \$1,000 at date of purchase
Website Traffic	All website traffic must be derived from organic sources (e.g. Google), not paid a

ClearCo financing for website acquisition

- What is ClearCo (previously known as ClearBanc)?

ClearCo is a non-dilutive & equity free ecommerce investor. They fund companies based on the companies' ecommerce metrics & take a portion of the revenue. Investments range from \$10K to \$10M and are repaid via a revenue share agreement.

- What do they have to do with acquiring companies?

ClearCo recently agreed to a deal with MicroAcquire (an ecommerce small business acquisition platform) to help small businesses acquire other small businesses (primarily in English speaking markets).

- How do we plan to leverage ClearCo?

ClearCo's Founder, Charlie Feng, is Japanese and agreed to look at our potential acquisition targets on a case-by-case basis. They have financed other Japanese companies, including Bokksu (Japanese snacks).

This will allow us to purchase other undervalued content websites without our own cash, allowing us to invest everything into The Plant Era's ecommerce business, reduce our acquisition cost, and increase overall company revenues / margins through their affiliate revenue streams.

Example revenue stream **affiliate site**

5% to 25% **commission** per sale generated from our website



Plan to market The Plant Era products in these **websites**



☰ Men'sHealth

Best Vegan Protein Powders



Maximuscle Plant Max Vegan Protein Powder

Per 30g serving: 108kcal, 20g protein, 0.8g carbohydrates, 1.6g fat

Plant Max Vegan Protein Powder

MAXIMUSCLE
MAXINUTRITION.COM
£15.00

SHOP NOW

Buy it from [Amazon](#) (£15.55)

Why: Gluten free, soy free and suitable for vegans, Maximuscle's vegan protein powder is seriously low in fat and carbohydrates, while mixing with water. It's a pea protein and brown rice protein mix, made with natural food sources and flavours.



Form Nutrition Performance Protein

Per 40g serving: 154kcal, 30g protein, 2.0g carbohydrates, 2.9g fat

Performance Protein
FORM NUTRITION
FORMNUTRITION.COM
£26.00

Why: Even when mixed only with water, Form Nutrition's Performance range of vegan protein is a crowd-pleaser. Packing 30g of protein for only 154kcal, it trumps most whey protein products when it comes to protein-to-calories ratio and has an added 5g of BCAAs per serving. Available in chocolate peanut, vanilla and tiramisù flavours, there's sure to be a flavour for you. Suitable for vegans, soy-free, dairy-free, gluten-free and GMO-free.