



FALL
2017

THE TEA INDUSTRY IS READY FOR DISRUPTION

Your current hot tea options are:



THE TEA BAG



LOOSE LEAF TEA

-
- Time-consuming
 - High effort
 - Messy
 - Wasteful

WHY IS THIS PROBLEM IMPORTANT TO ME?



MY PARENTS

in Los Angeles Circa 1973



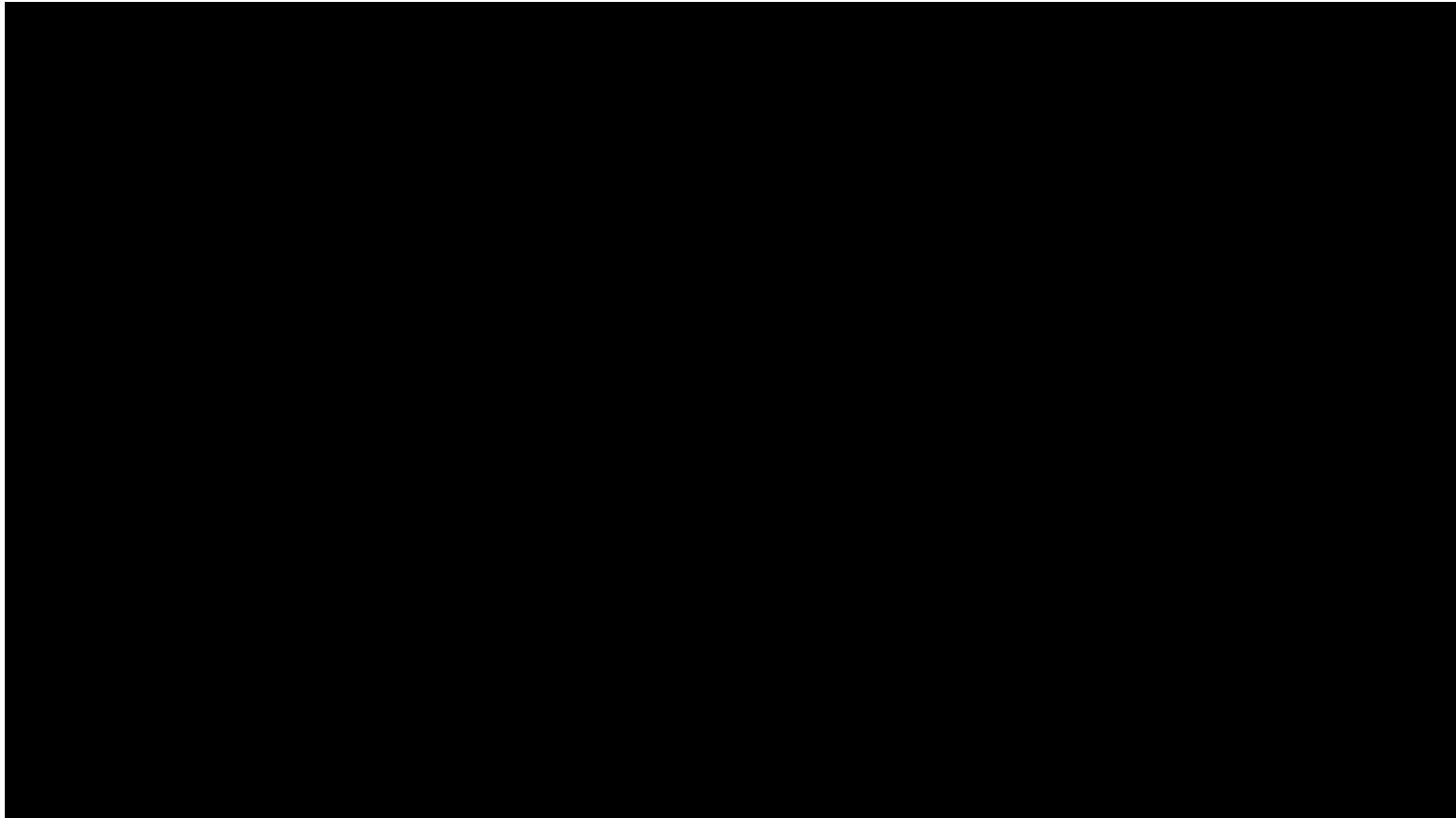
Influenced by my Chinese and Sri Lankan heritage, I fell in love with tea and tea culture at an early age.



The lack of premium yet convenient teas inspired me to develop a bagless organic tea experience.

After 2 years of experimentation, Tea Drops was born.

TEA DROPS MAKES TEA PREPARATION AS EASY AS...





THE TEA INDUSTRY IS BREWING

\$12B

U.S. TEA MARKET

10%+ GROWTH YOY

\$2B

SPECIALITY TEA MARKET

15%+ GROWTH YOY

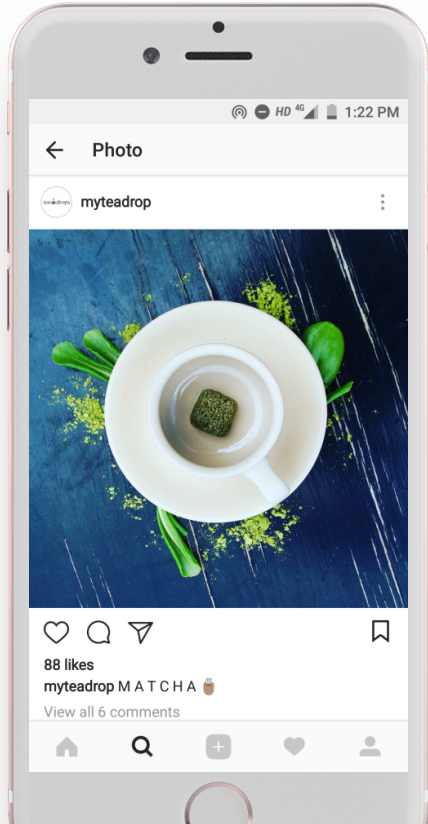


MILLENNIALS

EMERGING SEGMENT

40% OF GROUP DRINK TEA

WHY TEA DROPS?



FEATURES	tea drops 	Numi ORGANIC TEA <small>Authentic organic teas and blends</small>	Lipton	PIQUE™ TEA CRYSTALS
USDA organic	✓	✓	NO	✓
Loose leaf tea	✓	✓	-	NO
Instant preparation	✓	NO	NO	✓
Eco-friendly	✓	✓	NO	NO
Minority Owned	✓	✓	NO	-
Woman Owned	✓	NO	NO	NO
Manufactured in the USA	✓	NO	NO	NO
Made WITHOUT Chemical alteration	✓	✓	-	NO



DID WE MENTION WE'RE THE ONLY INSTAGRAMMABLE TEA?

OUR TRACTION



\$1M

REVENUE TO
DATE



1,000

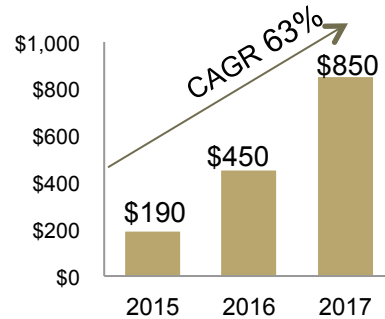
RETAIL DOORS

\$250 AVE. ORDER



7,000

ONLINE CUSTOMERS



40%

REPEAT ORDER







35%

REPEAT ORDER

\$72 CLV to date
Average order basket

GROWTH STRATEGY

		2017	2018	2019	2020	2021
Boutique wholesale		58%	48%	42%	34%	31%
Direct to consumer (online)		32%	38%	34%	34%	33%
Natural/Grocery		6%	10%	16%	21%	24%
Foodservice/Hospitality		4%	4%	8%	\$10%	12%
TOTAL		\$830K	\$1.9M	\$4.7M	\$15.2M	\$32.6M

GROSS PROFIT	\$460k	\$814k	\$2.3M	\$7.3M	\$17.1M
NET PROFIT	(\$69.7K)	(\$256K)	\$258K	\$649K	\$1.2M

MARKETING STRATEGY

OUR CUSTOMER



FEMALE

Age 25-50

Drive local traffic
& Online traffic

Online Marketing



Customer Journey
Automated email marketing



Facebook Ads
\$9.50-\$17/Aquisition Cost



Amazon Advertising
\$2/Aquisition Cost



Influencer Partnerships
product swaps & giveaways

Offline Marketing



Sampling program,
subscription boxes 20%
conversion rate



Brand Partnerships



Live Events



Podcasts

THE TEAM



SASHEE CHANDRAN
FOUNDER & CEO

- Led Market Research & Integrated Marketing strategies for Fortune 100 ecommerce & CPG companies
- B.A. Economics & Management
Minor: University of California, Irvine /London School of Economics



FREYA ESTRELLER
HEAD OF OPERATIONS

- Cofounder of Coolhaus Ice Cream, now sold in over 6,000 retail stores nationally & internationally
- B.A. Sociology & Economics at Cornell University



OUR COMMUNITEA



Craig Herkert

- Grocery Retail Advisor
- **Former CEO of SUPERVALU, CEO of WALMART AMERICAS**



Vasudev Bailey

- Strategic Advisor
- **Principal at Quid, former GM of GLG Institute, CEO of ZUFOG (acquired in 2014)**



Sherry Smith

- Finance Advisor
- **Former VP, CFO of SUPERVALU**



Alexandra Sepulveda

- Operations & Legal Advisor
- **General Counsel for General Mills**



Tushar Trivedi

- People Strategy Advisor
- **Global Division VP of HR, Hilton properties + People Strategy @ Google**

accel
foods.

- Investor/Strategic Advisor
- Invests in and partners with innovative, packaged food & beverage brands.



THE ASK

WE ARE SEEKING

\$1,000,000

CONVERTIBLE NOTE.

Fulfillment of Orders/Production - \$250K

- Advanced inventory purchases
- Ingredients & Production

Key Growth Hires - \$250K

- Marketing Manager
- Sales/Business Development
- Customer Service Manager
- Benefits

Digital Marketing - \$200K

- Facebook Advertising
- Amazon Marketing Services
- Google Paid Search
- Influencer/Brand Partnerships

Grocery Retail Promotional & Placement - \$200K

- Slotting Fees/ Trade Spend
- Demo Support
- Broker Fees

New SKU Launches (unsweetened) - \$100K

- Packaging/Branding for 4 SKUs
- Production



THE END