

CUSA[®]
TEA & COFFEE

THE NEXT EVOLUTION OF COFFEE AND TEA

July 2022



**Traditional instant coffee
and tea are flavorless, aroma
less, and dead.**




**Why should coffee and tea lovers have to choose
between convenience, quality, and taste?**



We invented a radically new technology to make pure and delicious coffee and tea, ready in seconds!

- ✓ **Patented process**
- ✓ **Barista-quality**
- ✓ **Just add hot or cold water**



Cusa is the world's first botanically-extracted instant coffee and tea

- ✓ Full flavor and aroma
- ✓ Potent active ingredients
- ✓ No nasties (sugar, artificial flavors, impurities)



Low acquisition costs are skyrocketing sales, fueled by a successful sampling strategy

\$2.2M
2022 Revenue Run-Rate

47%
DTC Margin

8.25%
Website Conversion

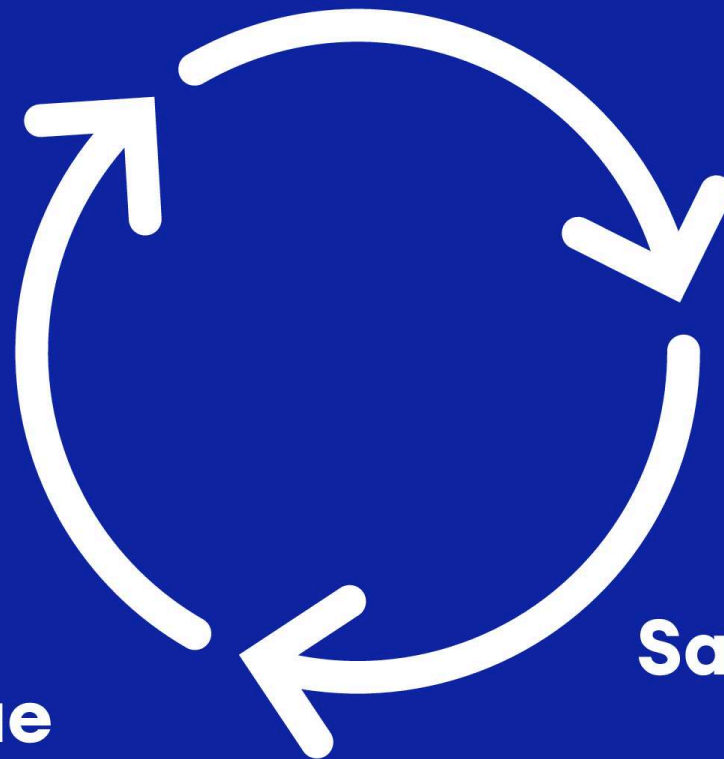
\$10.48
Customer
Acquisition Cost

2,500+
Sample packs sold
per month

\$290
Lifetime Value

42%
Sample Pack Conversion
within 15 days

\$55
Average Order Value



Fierce customer loyalty is driving recurring revenue

10 million
Cups Sold

55%
Subscriber Retention
After 6 Months

80,000
Customers

4.7
Average Review


1,000+
Monthly Subscriptions

251%
Annual Subscription
Growth

Our superb metrics have led to 576% DTC Growth in 2 Years



We've carved out a niche with our process and technology



**We start with REAL ingredients.
Rainforest Alliance Coffee,
Organic Tea, and real herbs,
spices and fruit.**



...and test them for purity



**The Tea/Coffee is cold-brewed
under pressure - opening the cell
walls to release incredible flavor
and beneficial properties.**

Yes . . . we really invented a new technology



Membrane filtration removes heavy metals, pesticides, mold and fungus.

Hint...we're the purest tea and coffee around!



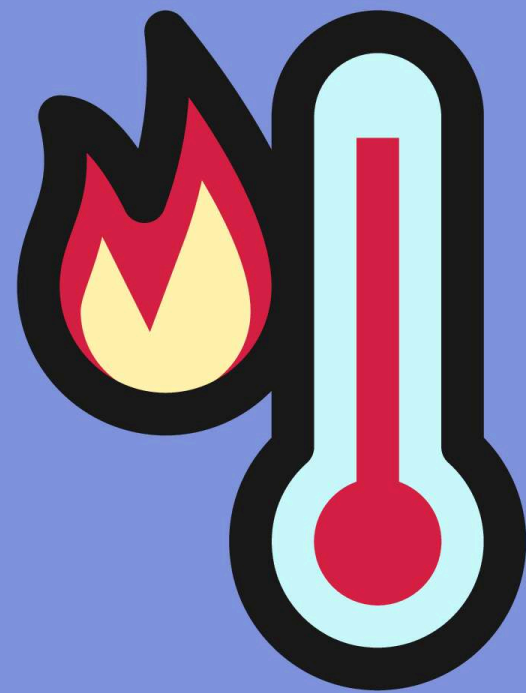
A vacuum dehydrator filled with the brewed coffee/tea and 0% humidity allows the water to evaporate, leaving pure coffee/tea crystals.



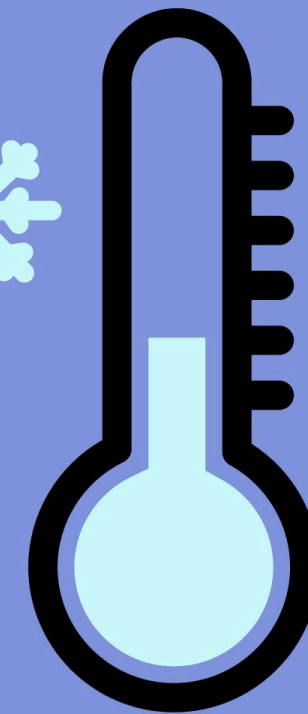
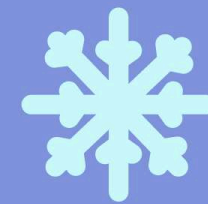
Tea/Coffee crystals are packaged in stick packs and nitrogen filled, giving them a 3-year shelf life.

No one else makes convenient coffee and tea that tastes good

Other instant coffee and tea brands use overly harsh processes



Spray Drying
uses 1,000
degree temps,
literally burning
the coffee/tea



Freeze Drying
uses -112 degree
temps, freezer-
burning the
coffee/tea

And no one else can copy us:

Cusa owns the North American rights to our patented process
and worldwide rights to any customers that come to us first

We're not only the tastiest, cleanest, and easiest cup of coffee and tea - Cusa is also dedicated to sustainability



100% recyclable or compostable packaging



We use only Organic Tea and Rainforest Alliance Certified Coffee



All the used tea and coffee is composted at our farms



Our manufacturing plant is 100% solar powered



Our Boulder, CO warehouse/office is almost 100% zero waste



Now we're expanding to new beverage categories and driving growth across our wholesale and private label channels

CURRENT

Strong Core Business

- 80,000+ DTC customers growing at triple digits annually
- 1,000 retailers who came to us organically
- 12 private label customers launched or in pipeline (several large CPG brands)

NEXT

Product/Channel Expansion

- Ramp up marketing spend to quickly grow DTC business
- Launch mushroom line including coffee, tea, and pure mushrooms
- 5x our private label customers to drive significant revenue and reduce raw material cost, increasing margins

FUTURE

Category/Global Expansion

- Adapt our technology to other beverage categories, including supplements, herbal extracts, and functional drinks
- Expand retail to 30,000 stores nationwide
- Launch international distribution in key countries
- Clear path to 75% margins

The opportunity to penetrate the total US tea and coffee market is huge

Coffee

\$90B

growing at 6%

Tea

\$14B

growing at 6%

US Market



Our team has a strong track record of driving growth and exits at top CPG companies

Jim Lamancusa Founder & CEO

Serial start-up exec in CPG & Outdoor industries; grew CPG sales from \$1M to \$75M in 5 years at Eco-Products; invented Cusa's proprietary technology



Robin Shelley VP of Marketing

16+ years leading marketing for e-commerce & CPG brands; led 150-person content team at Global Sources; grew Cusa's online sales from \$24k to \$1M+



Alan Murray Board Chairman

35+ years experience running businesses from small to large (Unilever and Tetrapak); Board Member of 10 CPG companies

Jay Hirsh Board Member & Investor

MP at Breaktrail Ventures; 3x investor in Cusa Tea and Coffee; Advisor to dozens of emerging brands

Jim Cali Board Member & Investor

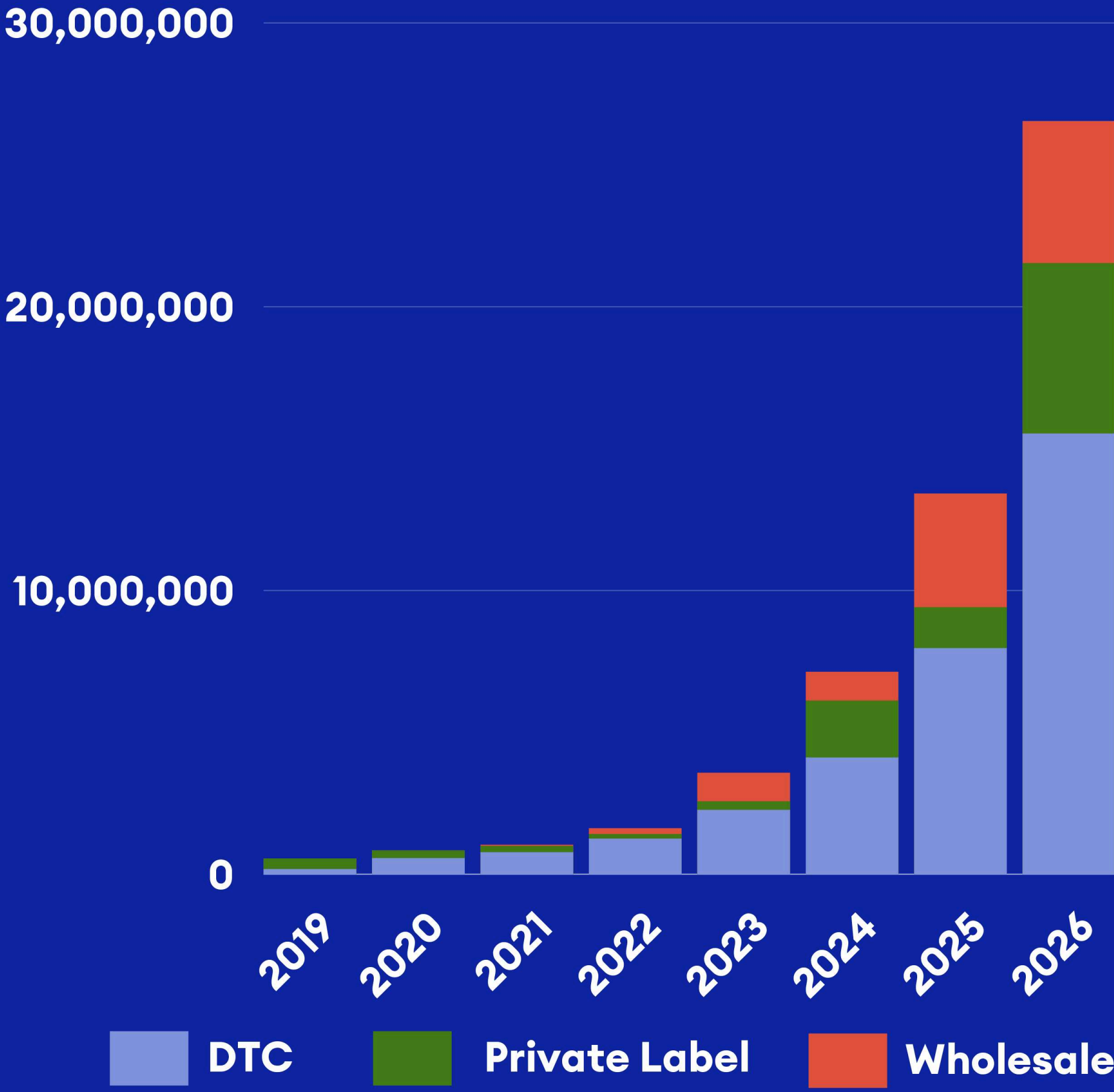
Former SVP of Kellogg's and Mondelez; accountable for growth of over \$6 billion in sales

Matt Fargo Board Member & Investor

Managing Partner at Kurtz/Fargo a boutique accounting firm; previous Big 4 accounting experience



We're on track to double our revenue every year across three profitable channels



Note: Forward-looking projections cannot be guaranteed



**Invest in our mission to bring the next
evolution of clean and convenient beverages
to the world wefunder.com/cusa >**

