# **Annual Report**

### Cover Page

Cusa Tea Inc.

Form: Corporation

Jurisdiction of Incorporation/Organi Date of organization: 12/12/2016

Physical address of issuer:

3275 Prairie Ave. Suite B Boulder CO 80301 http://www.DrinkCusa.com

Name of intermediary through which the offering will be conducted:

Wefunder Portal LLC

0001670254

283503

Most recent fiscal year-end: Prior fiscal year-end: 9732,275.00 5964,891.00 5964,891.00 596,179.00 520,499.00 520,797.789.00 510,576.00 52,076,972.00 51,091,045.00 51,37578.00 510,578.00 51,075,815.00 5864,590.00 50.00 (\$1,718.07700) (\$872.601.00) Total Assets
Cosh & Cash Equivalents
Accollents Receivables
Short-Herm Bents
Long-Lerm Behts
Long-Lerm Debt
Research(Salies)
Lock to Facces sold
Taxas Patc.
Nat Income:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD MA, MI, NN, MS, MO, MT, NE, NV, NH, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, YT, YA, WA, WV, WI, WY, BS, GU, PR, VI, IV

# Offering Statement

Respond to each question in each puregraph of this part. Set forth each question and may notes, me not may instruction filters in the creditory. If disclosure in response to may question in responsive to one or more offer-greations, it is not receiving to report the effectioner. If a question is review of questions is impeliable to me regione in securities between the filter me, there that that it is a pupple of the in which a consecution to the response to filter the presidence of the competition as tendent presidence.

Be very careful and precise in associating all questions. Give full and complex associates to that they are not makefully under the circumstances involved. Due and stores any first preprintenseer or other unkelpited event unless synchronized as a promotible basis to believe that it will actually occur within the discreamble future. It was been requiring significant information is not entirely hasconize, incomplete or miskeding, the Computer, so transgeners and principal shareholders may be fishle to invectors based on that information.

# THE COMPANY

Cusa Tea Inc.

5. Has the issuer or any of its predecessors previously failed to comply with the ongoing reporting requirements of Rule 202 of Regulation Crowdfunding?

### DIRECTORS OF THE COMPANY

Provide the following information about each director (and any persons occupying a similar status or performing a similar function) of the issuer.

Director	Principal Occupation	Meln Employer	Year Joined Director
James Lamancusa	CEO	Cusa	2016
Jay Hirsh	Venture Capitalis	Breaktrall Ventures	2019
Matthew Fargo	CPA	Kurtz Fargo	2019
James Call	Venture Capitalist NGN		2019
Alan Murray	Board Member	Self-Employed	2019

For three years of business experience, refer to Appendix D: Director & Officer Work History.

# OFFICERS OF THE COMPANY

5. Provide the following information about each officer (and any persons occupying a similar status or performing a similar function) of the lawer.

 Officer
 Positions Held
 Year Joined

 James Lamancusa
 CEO
 2016

 Robin Shelloy
 Vice President
 2018

For three years of business experience, refer to Appendix D: Director & Officer Work History.

PSTRUCTION TO QUESTION 5: For purposes of this Question 5, the treasoffect events a persioner, were president, verticately treasures or petacipal from tale offices, transposaller on petaclopal extraording offices, and any person that modern

# PRINCIPAL SECURITY HOLDERS

Provide the name and ownership level of each person, as of the most recent practicable date, who is the beneficial owner of 20 percent or more of the issuer's autotanding voting equity securities, calculated on the basis of voting power.

Name of Holder No. and Class & 6 of Vetting Power prior to Offering James Lamancusa 10090900,0 common stock 6C.1

DSTRECTION TO DUESTIGN 6: The aware information must be provided as of a state that is no more than 120 days prior to the saw of filing of this offerer, statement.

# BUSINESS AND ANTICIPATED BUSINESS PLAN

For a description of our business and our business plan, please refer to the attached Appendix A. Business Description 6. Business Professional Confessional Conf

This areas that are represented provides as your "liquidir profess of the greated of the 24L or reprint to the quantum. Let a trady, our compact will be professed which for returners and entitioned as your professed relief of Societies to all 25Ms, below groups to the professed and the Societies to all 25Ms, below groups to a professed societies and exchanged instances place. These reviews year "Missioned professes and professes and instances and exchanged instances place. These reviews year "Missioned professes and instances and missioned in the antifers and instances and missioned instances and exchanged instances and instances and instances and instances."

The U.S. Securities and Exchange Commission does not pass upon the merits of any securities offered or the terms of the offering, nor does it pass upon the accuracy or completeness of any offering document or literature.

These securities are offered under an exemption from registration; he U.S. Securities and Exchange Commission has not made an independ determination that these securities are exempt from registration.

8. Discuss the material factors that make an investment in the issuer speculative or risk Cusn Tea and Coffee is not profitable yet. With this investment, we will work quickly towards profitability and plan to hit it in 2023, but if our sales decline market conditions fundamentally changed, we could need additional investment in the plant of the plant o

Our main raw materials are tea and coffee, which do not grow natively in America, if global supply chains ancounter massive disruptions in the future, we could run out of our key ingredients.

Our current growth strategy relies on keeping 20-30% of our customers year over year as well as acquiring new customers below \$15 marketing spend. If we fall to retain customers and/or our customer acquisition costs increase too much, it will be difficult to be profitable.

Caus is a footbewarpe product and there are strict requirements on foot safety. We test every batch for microbial growth, but there is a risk that microbials could grow after testina and a batch of tea/coffee could be contaminated. In that studion, we would nave to issue recalls, which would affect customer loyalty and

Much of our growth is based on effectively advertising to new customers. The current strategy has been to use Facebook Instagram. Geogle, and YouTube to attract customers, if these advertising channels less on many user, we could find it difficult to grow, in which case, we would need to privid quickly to new advertising channels.

advertising channels.

"This Offering will provide temporary growth and working capital for the Company, in add this, the Company sactual financing requirements could vary selficial for the Company selficial financing requirements could vary selficial for the Company recipied for the Company recipied for the company recipied for the company recipied for the company in the company recipied for the company is not able to obtain required funds when needed and on commercially reasonable terms, the Company might not be able to continue its operations.

operations.

The Company intends to use the estimated net proceeds to be received in this Offening to execute on the business plans. However, the Company may allocate and use such processed differently and for other purposes net currently anoticipated. As a result, the Company's success will substantially depend on the discretion and judgment of the Company's management with respect to the application and allocation of a substantial portion of the net proceeds of this Offening.

Orannia.

There is no public market for the Shares (also referred to as the "Securities") and no such market is expected to develop in the foreseeable future. Additionally, because the Securities have not clean requistered under foderal or state securities laws the Securities have not clean requistered under foderal or state securities laws the Securities may not be sold or otherwise transferred unless an exemption from the applicable negligitation unsystements is available. There can be made as a series that any securities under any applicable securities laws will be Securities. These contents are the securities of the Securities. These can be made and the proposed to hold the Securities of the Company for an indefinite period of time.

Company's business plans, the pro forms financial projections, and any relative materials provided to potential investors contain or incorporate preference, statements that may be deemed to be formard-booking within the meeting of Section 2-bit of the actions for the program of the program

Our future success depends on the efforts of a small management team. The loss of services of the members of the management, team may have an adverse effect on the company. There can be no assurance test we will be successful in attracting and retaining other personnel we require to successfully grow our busiless.

business. The Company may never receive a future equity financing or elect to convert the Securities upon such future financing, in addition, the Company may rever undergo allowable event such as a scale of the Company or an IPO. In reliefer the conversion of the Securities are not liquidity event occurs, the Purchavers could be extended to the Company of the Company of the Company of the Company of the restrictions and will file by by highly fillage, by this oscillation was removed transfer restrictions and will file by be highly fillage, by this oscillation ownership fighth, their conjusts to the Company's assists or profits and have no voting rights or ability to direct the Company or its actions.

PISTRUCTRIN TO QUISTIGN II. And generalized interment and include only shore for two shat one suspen is the its Discretions should be millered to the Guerr's landars and the offering and should not repost the factors withous or larger Lymin and parts above. No specific number of this factors to required to be identified.

# Ownership and Capital Structure

### DESCRIPTION OF ISSUER'S SECURITIES

Class of Security	Securities (or Amount) Authorized	Securities (or Amount) Outstanding	Voting		
Preferred	792635	662050	Yes	٠	
Common Stock	2035000	1000000	Yes	v	
Class of Security	Securities Reserved for Issuance upon Exercise or Conversion				
Warrants:					

152,250

Issue date 07/27/22 Amount \$936,754.00 Interest rate 8.0% per annum Discount rate 20.0% Valuation cap \$7,000,000.00 Maturity date 12/05/24

Options

INSTRUCTION TO QUESTION 24: name the creation; innovers overd, tracees rate, manufity date, and any other tracertal

25. What other exempt offerings has the issuer conducted within the past three years?

Offering Date Exemption Security Type Amount Sold Use of Proceeds 7/2022 Other Convert ble Note \$936,754 General operations

76. Was on it, the issuer or any weither controlled by or usone common control with the issue and to any transactions are the beginning of the issuer's set fixed year, or any current proposed transaction, where the monitor, movies exceeds the present of the aggregation amount of capital raises by this issuer in values on 5 extent - (4xy(5)) of the Securities, act disprint proposed transaction of the proposed transactio

- 1. any director or officer of the issuer;
  2. say person who is, as of the most recent practicable date, the beneficial owner of 20 percent or more of the issuers coulstending voiding equily, securizes, calculated on the issue.
  Of the other main incorporates or organized within the past three years, any promoter of the
- issuer;
  ...or any immed ate family member of any of the foregoing persons.

  Yes
  No

\$25,000 of the \$541,610 convertible note raise mentioned in Item 25 was from Joseph Lamancusa, the father of James Lamancusa.

INSTRUCTIONS TO QUIETTON 20: The verm transcenter includes, but is not Embed to, my finential transact arrangement or relationship (including ony indebtodises) or practice of indebtodises; or my verte of shallor

### FINANCIAL CONDITION OF THE ISSUER

28. Describe the financial condition of the issuer, including to the extent material, liquidity, capital resources and historical neutits of operations.

# Management's Discussion and Analysis of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with our financial istatements and the residence moses and other financial information included elsowhere in this offering. Some of the information contained in this discussion and analysis, including information regard mp the strittegy are plans for our business; includes invariationing information regard mp the strittegy are plans for our business; includes invariationing statements that modes make and uncertainties. You should reside the first exception of the strict invariation of the strict

We invented a radically new way to make delicious and pure real and coffee using a patented obtained extraction process that happens to be instant. Our technolosy allows our products to retain all of the favor, arems, and beneficial properties of a rish berw. wintout any added supar, articles favor or impurities. We sell our products circuity to customers, through weolesafe, as well as private fabel. We have really healthy margins and over 80,000 customers. More every day!

We are growing really quickly --we've achieved 576%+ DTC growth in the last two years, and our growth is accelerating. Gui June disect to consumer sales were up over 200% even last year and July is 2250% While both brands are seally customer acquisition costs go up, we've actually seen it go down since the beginning of the year, which allows us to grow our logal far base faster. At this incredible pace, we are on track to more than 10X the business in 5 years.

Cusa Tea Inc. was originally organized as an LLC in December 2016. In April 2019, the Company converted to a Delaware C-Corporation.

Since then, we have:

- 26 \$2.2M revenue run-rate with \$67% DTC growth
   30 Over 10M cuis sold to DIK customers and counting
   30 Over 10M cuis sold to DIK customers and counting
   30 Superin DTC insertice \$3.3 Average order value in \$4290 a nauel lifetime value
   40 Industry-leading retention rate of 40% annually
   40 STM annual subscription growth. 1,200 mortely subscriptions with \$5% retention after 6 months
   4 Just of 313 and earlies from 5,000 legicimate reviewers
   4 Just of 313 and earlies from 5,000 legicimate reviewers
   500 STM counting to the country of the subscription of the subscripti

### Historical Results of Operations

Our company was organized in December 2016 and has limited operations upon which prospective investors may base an evaluation of its performance.

- -Ravenue & Grass Margin. For the period ended December 31, 2021, the Company revenues of \$845,415 companed to the year-ended December 31, 2020, when Company has revenues of \$657,002. Our gross margin was 35,22% in fiscally 2021, companed to \$2.7% in 2020.
- Awas, As of December 31, 2021, the Company had total assets of \$954,991, including \$271,432 in cash. As of December 31, 2020, the Company had \$1,255,965 in total assets, including \$578,258 in cash.
- Net Lazz. The Company has had not losses of \$872,603 and not losses of \$777.159 for the fiscal years ended December 31, 2021 and December 31, 2020, respectively.
- Liabilities. The Company's liabilities totaled \$1,091,044 for the fiscal year ended December 31, 2021 and \$732,506 for the fiscal year ended December 31, 2020.

# Related Party Transaction

# Liquidity & Capital Resources

To-date, the company has been financed with \$101,559 in debt, \$2,000,000 in equity, and \$541,610 in convertibles.

After the conclusion of this Offering, should we hit our minimum funding target, our projected runway is 80 months before we need to raise further capital.

We plan to use the proceeds as set forth in this Form Clunder "Use of Funds", We don't have any other sources of capital in the immediate ruture.

We will fally require sources or contain the minimalate nuture.

We will fally require additional financing in excess of the proceeds from the Officina in order to perform operations over the lifetime of the Company. We plat to raise capital in 60 months, Except as otherwise described in this Form. C. we do not have additional sources of cells for the financine cocked from the forming because of the completities and uncertainties in stabilities of the because of the stable will be the financine cocked from the following the forming the control of the financial forming the control of the financial forming the financial forming the control of the financial forming the financial financial

Cusa Tea Inc. cash in hard is \$115,685, as of August 2022. Over the last three months, rownues here everaged \$125,415/month, cost of goods sold has averaged \$422,0month, and portational economic horse averaged \$437,530/month, for an everage burn rate of \$94,146 per month. Our intent is to be profitable in 5 months.

Since the date of our financials, our growth rate for the DTC channel has substantially. We were averaging 30-60% growth in 2021, but have grown to 166% on average for 2022.

We expect to dd \$504,000 in revenue and \$423,000 in expenses the next 3 months and \$931,000 in revenue and \$846,000 in expenses in the next 6 months.

We are not profitable, but are close. Once the large expenses of fundraising are over and our current growth percentage continues, we are on track to attain profitability in Q4 of 2022 or Q1 of 2023. We need \$750k to occome profitable.

We have already trained \$1.2 million as of Jug 251s, 2022 cutside of Webunder. This is from two venture capital partners as well as other private investion. This morely will carry us through any monthly burn and the close of the Wel-Incer campaign.

Any projections above are forward-looking and cannot be guaranteed.

# FINANCIAL INFORMATION

I. James Lamancina, certify that

(1) the financial statements of Cusa Tea Inc. included in this Form are true and complete in all material respects ; and

(2) the financial information of Cusa Tea Inc. included in this Form reflects

the most recently completed fiscal year

James Lamancusa

# OTHER MATERIAL INFORMATION

 $\mathbb{T}.$  In addition to the information expressly required to be included in this  $\mathbb{F}$ 

(I) any other mater al information presented to investors; and

(2) such further material information, if any, as may be necessary to make the required statements, in the light of the circumstances under which they are made, not mis eading

The Level linestor: As described above, each investor that his sertered into the Investor Agreement will grant a power of attorney to make voting decisions on behalf of that investor the Load investor (the Proxy). The Proxy is irreveable unless and used a Successor is all divestor these the piles of this Lineston investor, in which case, the finesther has a few (5) calcular cap period to reveals the Proxy Persiant. To the Proxy (the Land Investor or his of her accuracy with raids existing decisions and take any other actions in connection with the voting on investors behalf.

The Lead Investor is an experienced investor that is chosen to act in the role of Lead Investor on behalf of Investors that have a Proxy in effect. The Lead Investor will be chosen by the Company and approved by VEHDade int, and the identity of the initial Lead Investor will be disclosed to Investors before Investor make Inhall Investment declay the purchase he securities related to the Company Inhall Investment discount to purchase the securities related to the Company of the Inhall Investment (Inhall Inhall Inhall

The Lead Investor can quit at any time or can be removed by Wellnader inc. for cause or pursuant to a vote of investors as detailed in the Lead Investor Agreement, in the event the Lead Investor cause or pursuant to a vote of investors as detailed in the Lead Investor Agreement, and event the Lead Investor cause or is removed, the Company will choose a Successor Lead Investor with must be approved by Wellnade inc. The identity of the Successor Lead Investor will be disclosed to Investors, and Those that have a Proxy in effect can choose to either leave such Proxy in place or revoke such Proxy during a 3-day period beginning with notics of the replacement of the Lead Investor.

The Lead Investor will not reviewe any compensation for his or her services to the SPV. The Lead Investor may receive compensation if, in the future, We'under Advisors LLC forms a fund ("Fund") for accredited investors for the purpose of investign in an one-Regulation Consolinging inferring of the Company in such as circumstance, the Lead Investor may act as a portfolio manager for that Fund (and as a supervised person of Wefunder Advisors) and may be compensated through that role.

Although the Lead Investor may act in multiple roles with respect to the Company's offerings and may potentially be compensated for some of its services, the Lead Investor's goal is on makinde the value of the Company and therefore maximize the value of securities issued as or related to the Company. As a result, the Lead Investor's alterests should ways be aligned with those of investors. It is, however, possiblethat in some limited circumstances the Lead Investor's interests could diverge from the interests of Investors, as discussed in section 8 above.

Investors that wish to purchase securities related to the Company through Welvinder Bortal must agree to give the Proxy described above to the Lead Investor provided that if the Lead Investor is voiciously the investor will have a 5-day period during which he or she may recove the Proxy if the Proxy is not revoked during the 3-day period to the proxy in the Proxy is not revoked during the 3-day period to the proxy in the Proxy is not revoked during the 3-day period to the 3-day period. If you freshing in effect.

revoked during this 5-day period, it will remain in effect.

Tax Flings, In order to complete necessary tax filings, this SPV is required to include information about each investor who holds an interest in the SPV including each investor shapever identification number. If the extent they have certified and interest the extent they have executed under the extent of the extent they have extended of 00 two 0.2 years of making their investment or (0) twenty (20) deep report to the cate of any distribution from the SPV fill an investor does not provide their TIN within this time, the SPV reservois the right to withhold from any proceeds otherwise passible to the investor of any extention the extent of the SPV is a secondal estimation of any penalties that may be charged by the RPS or other relevant authority as result of the investor failure to provide their TIN. Investors secuded carefully recover the TIN.

# ONGOING REPORTING

32. The issuer will file a report electronically with the Securities & Exchange Commission annually and post the report on its wabsite, no later than:

120 days after the end of each fiscal year covered by the report.

https://www.drinkcusa.com//Invest

The issuer must continue to comply with the ongoing reporting requirement

1, the issuer is required to file reports under Exchange Act Sections 13(a) or 15(d);2, the issuer has filed at least one annual report and has fewer than 300 holders of record

3, the issuer has filed at least three annual reports and has total assets that do not exceed \$10

 the issuer or another party purchases or repurchases all of the securities issued pursuant to Section 4(a)(O), including any payment in full of debt securities or any complete. redemption of redeemable securities, or the issuer liquidates or dissolves in accordance with state law.

# APPENDICES

Appendix A: Business Description & Plan

Appendix C: Financial Statements

Appendix D: Director & Officer Work History

Alan Murray James Cali James Lamancusa Jay Hirsh Matthew Fargo Robin Shelley

Appendix E: Supporting Documents

Add new Form C attachment (admin only)

# **Signatures**

Intentional misstatements or omissions of facts constitute federal criminal violations. See 18 U.S.C. 1001

Appendix A: Business Description & Plan

Appendix B: Investor Contracts

James Carlin State (Carlin Sta

SPV Subscription Agreement
Cusa Convertible Note
Appendix C: Financial Statements

Appendix D: Director & Officer Work History