

Dear investors,

Think you all so much for your support in 2022. With your help, we doubled our client to environe business, four-held new and excling products, and managed to stay alive during a very difficult economic environment. Dur good for 2023 is to rective operating losses, raise enough meney to stay in business, and grow to pline revenue by 50%.

We need your help!

Please continue to order and use our amazing products! Also, when you see social media comments or ads for our brand, please commentifications them. Lastly, please consider sharing our grouders with other friends and family. That is the best way so continue to help us grow the brand. This is a very difficult time for start-ups, so we approxime any support you can give!

Sincerely,

Jay Hirsh

Perron

James Cali

Cusa Boser Herr ber

Matthew Fangs

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Jim Lamancusa

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Our Mission

We are growing really quickly – we've achieved 576%+ DTC growth in the last two years, and our growth is accelerating. Our lime direct to consumer sides were up over 2005 over list year and fully via 2005. While other mands are seeing continent adjustions costs port, we've extailly seein up do not since the beginning of the year, which allows us to grow our loyal fun base faster. At this incredible pace, we are on track to more then 10% the business in 5 years.

See our full profile

How did we do this year?



2022 At a Glance











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

operations together with our financial statements and the related notes and other financial information included elsewhere in this offering. Some of the information contained in this discussion and analysis, including information regarding the strategy and plans for cur-business, includes forward-looking statements that involve risks and uncertainties. You should review the 'Risk Factors's section for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in the following discussion and analysis.

We invented a radically new way to make delicious and pure tea and coffee using a parented botanical extraction process that happens to be instant. Our technology allows our products to retain all of the flavor, aroma, and beneficial properties of a fresh brew - without any added sugar, artificial flavors or impurities. We sell our products directly to customers, through wholesale, as well as private label. We have really healthy margins and over \$1,000 customers. More every day!

We are growing really quickly - we've achieved 576%+ DTC growth in the last two years, and on growth is accelerate, Out June direct to consumer state were up over 200% over last year and July is at 200%! Walle other brands are seeing customer acquisition costs go up, we've actually seen it go down since the beginning of the year, which allows us to grow our loyal fan base faster. At this incredible pace, we are on track to more than 10X the business in 5 years.

Forward-looking projections cannot be guaranteed

Milestones

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

- S2.2M revenue run-rate with 557% DTC growth
- Over 10M cups sold to 80k customers and counting
 Superb CPG metrics: \$55 average order value & \$250 annual lifetime value.
- R Industry-leading retention rate of 40% annually

- Sero waste warehouse, 100% solar powered manufacturing, 100% sustainable supply chain.

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.

- Revenues & Gross Margin. For the period ended December 31, 2021, the Company had revenues of \$845,415 compared to the year ended December 31, 2020, when the Company had re-\$637,002. Our gross margin was 33,22% in fiscal year 2021, compared to 32,7% in 2020.
- Assers. 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 \$1,235,965 in total assets, including \$578,258 in
- Net Loss. The Company has had not losses of \$872,503 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

Refer to Question 26 of this Form C for disclosure of all related party transactions.

Liquidity & Capital Resources

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

After the conclusion of this Offering, should we hit our minimum funding target, our projected

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

perform operations over the lifetime of the Company. We plan to raise capital in 60 months. Except as otherwise described in this Form C, we do not have additional sources of capital other than the proceeds from the offering. Because of the complexities and uncertainties in establishing a new business strategy, it is not possible to adequately project whether the proceeds of this offering will be sufficient to enable us to implement our strategy. This complexity and uncertainty will be increased it less than the maximum amount of securities offered in this offering is sold. The Company intends to raise additional capital in the future from investors. Although capital may be available for early-stage companies, there is no guarantee that the Company will receive any investments from investor

Runway & Short/Mid Term Expenses

Cusa Tea Inc. cash in hand is \$115,683, as of August 2022. Over the last three months, revenues have averaged \$125,415/month, cost of goods sold has averaged \$44,202/month, and operational expenses have averaged \$175,357/month, for an average burn rate of \$94,144 per month. Our intent is to be

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 do \$504,000 in revenue and \$424,000 in expenses the next 5 m 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

We have already raised \$1.2 million as of Aug 25th, 2022 ourside of Wefunder. This is from two venture capital partners as well as other private invesions. This money will carry us through any monthly burn and the close of the Wefunder campaign.

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

Net Mergin: -93% Gross Mergin: 42% Return on Assets: -234% Earnings per Share: -\$1.03 Revenue per Employee: \$401,310 Cash to Assets: 15% Revenue to Receivables: \$,181% Debt Ratio: 386%

Fil Cusa Tea and Coffee 2022 Financial statements,pdf Fil Cusa Tea Inc. 12-81-2021 FS.pdf



1029 Investors

Thank You For Believing In Us

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Thank You! From the Cusa Tea and Coffee Team



Jim Lamancusa Founder and CEO



Robin Shelley Vice President of Marketing

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grades with 16+ years of consent
management experience. Achieved A digit generals: Casa various sales.
Former Heart of Consent Quality or
Global Sources.



Alan Murray Chairman of the Bo

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James Cali Board Member, Adv

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Board Member, Avvisor

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Details

The Board of Directors

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James Lemancus CEO

Robin Shelley Vice President

Voting Power ®

HOLDER SECURITIES HELD VOTUGE P

James Lamancusa 1,000,000 common stock 60.8%

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 05/2019
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 Preferred Stock
 Other

 05/2019
 \$44,077
 Other

 06/2019
 \$157,482
 Other

 07/2022
 \$236,754
 Other

 12/2022
 \$239,076
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Convertible Notes Outstanding

Outstanding Debts

Related Party Transactions

Capital Structure

| CLASS OF SECURITY | OSCURITIES | OSCURITIE

These company may never receive a future equity financing or elect to convert the Securities upon such future financing. In addition, the Company may never undergo a beautify event such as a value of the Company or air IPO. Therefore the conversion of the Securities nor a fligibility event occurs, the Purchases could be with holding the Securities in perpetuity. The Securities have remove in terminal resolution, and will falley be highly liquid, with no secondary marker on which ho self them. The Securities are nor requiry literates have no amendary injoints was no rights to the Commany's seasor or profits and have no voiting rights or shalling to facel the Company or its artifices.

The Company's business plans, the print formed benefit physiciations, and any related materials provided to potential investor's contain, or incorporate by reference, statements that make be determed to be involved to the review of the provided benefit by which the meaning of staction 22A of this Securities Section 318 of the Secur

There is no public market for the Shares (allow referred to as the "Securities") and no such market is expected to develop in the "forescentible future. Additionally, because the Securities have not been englished under Edepard nor that would be usually as with the Securities may not be said or otherwise transferred unless an exemption from the applicable registration recipients. It is not to the property of the property of the property of the registration registration is accounted to the property of the property of the presence to hold the Securities of the Company for an indefinite ceriod of time.

The Company intends to use the estimated net proceeds to be received in this Offering to occur on the business bias. However, the Company may all costs and use such proceeds different and for other purposes of currently an intended. As a reinforced configuration of the Company's success will substantially, depend on the discretion and judgment of the Company's management with respect to the application and all coation of a substantial parties on the net proceeds of this Ordering.

This Offering will provide temporary growth and working capital for the Company, in addition, this Company's accus if naming requirements could vary slightlimitarily from the Company's proisions. This Company might have to rais more funds than it expects, or raws then scores than it expects, to remain in business and its continue to expend, develop, market and provided has wellow. If the Company is not able to obtain required funds when meeted and on commercially managed them, the Company might not be able to continue its operations.

Much of our growth is based on effectively advertising to new customers. The current strategy has been to use Tacebook, instagram, Google, and You'lube to attract customers. If these sovertising channels lose too many users, we could find it difficult to grow, in which case, we would need to princt quality to new advertising channels.

Our current provids strategy refers on keeping 20-50% of our customers year over year as well as acquiring new contorners before \$15 ministering spend. If we fall to retain contorners and/or our contorner acquisition costs increase too much, it will be difficult to be profitable.

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

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 that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

Description of Securities for Prior Reg CF Raise

Additional issuance of securities. Following the Investor's investment in the Company, the Company may sell interest to e-distional investors, which will dilute the parcentage interest of the Investor in the Company. The Investor may have the capportunity in interest of the Investor in the Company in such a transaction, but such opportunity in increase its investment in this Company in such a transaction, but such opportunity is considered by the Company. If any, will depend upon the installation and explained financing needed by the Company, if any, will depend upon the installation and objectives of the Company. The declining of an opportunity or the installation of the less of an opportunity to make such as follow-on investment, may result in substantial dilution of the investor's interest in the Commany.

<u>laser_reportuges_ef_sec_utiles</u>. The Company may have authority to reporture its securities from charakholder, which may serve to decrease any liquidity in the minister for such securities, decrease the pre-cruiting in-invariat half or joint minister for such securities, decrease the pre-cruiting in-invariat half or joint minister for invasions to the investor, and shreds pressure on the investor to well its securities to the Company concurrence.

Company concurrently.

Assist of this sear or of anatis of libritance, As a minority owner of the Company, the threator will have limited or no ability to influence appoints it safe of the Company or a substantial port on its search. This, the involved will rely go not be executed more general of the Company and the Revert of Desectors of the Company for mosage the more general of the Company and the Revert of Desectors of the Company for mosage the reverse is reverted in veneral in the Company (all desents) in the good up tage the self limit of expecting the company and the Revert of Directors of the Company of the Reverted in the company of the Company of the Reverted Company of the Co

value of not investor's initial investment in the Company.

Transaction with related solution. In Proceed-about do a source that store will be occasions when the Company may executive solutions and interest in its occasions when the Company we have considered and interest in the considered in the company will be quieded by their except and independent as to the company with interests. The Company will be quieded by their except and independent as to the company their interests. The Company was except in market command with the customer within an one arm selectified in the company that will be in all cases companied with the object of the company to the object of the company can be interested to effect on the company can be interested and the confidence of the company can be confidented and the company can be confidented and the confidence of any such conflict of interest and the confidence of any such conflict of interest.

Minority Ownership

An investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the freester's increat in the Company will depend upon many factors outside the control of the Investor. The Company of the manages by its off cases and be governed in accordance with the stateling direction and decision-mails of its Board Of Directors, and the investor will have no independent right to name or removing an officer or member of the Board Of Directors and on the company.

Following the invector's investment in the Company, the Company may sell intere-additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its inventment in the Company to investor may have the opportunity to increase its investment in the

The amount of auditional Francision perceived by the Company, alone, and depend quote the maturity and objectives of the Company. The defining of an experiment per the health of the Francision of the experiment per the health of the Francision of the Francis

Exercise of Rioms Hold by Principal shareholders.

As holders of a malerity-in-indexed of voting rights in the Company, the shareholders may make decisions with which the Investor claspease, to that negatively affect the value of the Investor's securities in the Company and the investor will have no recourse to change three docisions. The investors is interest among conflict with those of other investors, and there is no assentate that the Company will excelled in a way that is optimal for a viscosination or a several application and investors, and there is no assentate that the Company will excelled in a way that is optimal for a viscosination for a viscosinapout to the investor. For example, the shareholders way was changed that affect the tax treatment of the Company, change the management of the Company and even force out treatment of the Company as excelled in a way that inspitiology affects the value of the securities the Company's securities in a way that inspitiology affects the value of the securities the Company in a way that inspitiology affects the value of the securities the decisions regarding the securities the or the owns. The shoreholders have the right to receive their securities at any time. Shoreholders and decided is force the Company in a viscosing the securities that the control of the Company in a viscosing the securities and the control of the Company in the viscosing the securities and the control of the company in the company in the control of the company

Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

- to the issuer;
- as part of an offering registered with the U.S. Securities and Exchange Comm to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, the brust created for the centric of a member of the family of the purchaser or the equivalent, or in connection with the death or divorce of the purchaser or other similar droumstance.

Valuation Methodology for Prior Reg CF Raise

Variable in ventilability for mind may be hause. The form C has been determined without by the Company as does not necessarily bet any relationable to determined without by the Company bean or cheer presently accepted valuation or circles. In octommine the offering price, the Company, bean of certificial controls in octommine the offering price, the Company, did not employ investment beaning firms or other custs do explanation for their solven properties against one was unable. Accordingly, the offering price should not be centilated to be indicated to the matter state of the securities of finder feeting.

the actual value of the securities of feed hereby.

The initial amount invested in a Convert Bell Vols is determined by the investor, and we don't guarantee that the Convertible Note will be converted into any particular minister of shares, as discussed in Cuestion 13, when we engage in an offering of scalety, moving of shares, as discussed in Cuestion 13, when we engage in an offering of scalety, moving of shares, as discussed in Cuestion 13, when we engage in an offering of scalety, moving of shares, as discussed in Cuestion 13, when we engage in an offering of scalety moving contains the contribution of the scale of the properties of the properties by the Investors in the Countilities (Financing assumption) of the properties of the properties of the properties of the properties of the countilities of the Company's stock as or immediately print or its retains of the Countilities of the Company's stock as or immediately print or its retains of the Countilities of the Company of the Countilities of the Company of the Countilities of the Countilities

- unrelated third party valuations
- the price at which we sell other securities in light of the relative rights, preferences and privilleges of those.
- our results of operations, financial position and capital resources,
- current business conditions and projections;
- the marketability or lack thereof of the securitie - the biring of key personnel and the experience of pur manag
- the introduction of new products;
- our stage of development and material risks related to our business;
- the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the
- market conditions and the nature and history of our business;
- incustry trends and competitive enviro
- trends in consumer spending, including consumer confidence
- overall economic indicators, including gross comestic product, employment, inflation and interest rates; and
- the general economic outlook

We will arise yee factors such as show described above using a combination of financial ways and the second of the

Company
Cusa Tea Inc.
- Delaware Corporation
- Organized December 2016
- 4 employees
3275 Prairie Ave, Suite B
Boolder CO 50301

http://www.brinkCusa.com

Business Description

EDGAR Filling

The Securities and Exchange Commission hosts the official version of this annual report on their EDGAR web site. It looks like it was built in 1989.

Compliance with Prior Annual Reports

Casa Tea and Coffee is current with all reporting requirements under Rule 202 of Regulation Crowdfunding.

You can refer to the company's <u>updates page</u> to view all updates to date. Updates are for investors only and will require you to log in to the VM funder account esed to make the investment.