



SunState
LABORATORIES

Creating sustainable
alternatives for the
household cleaner
industry



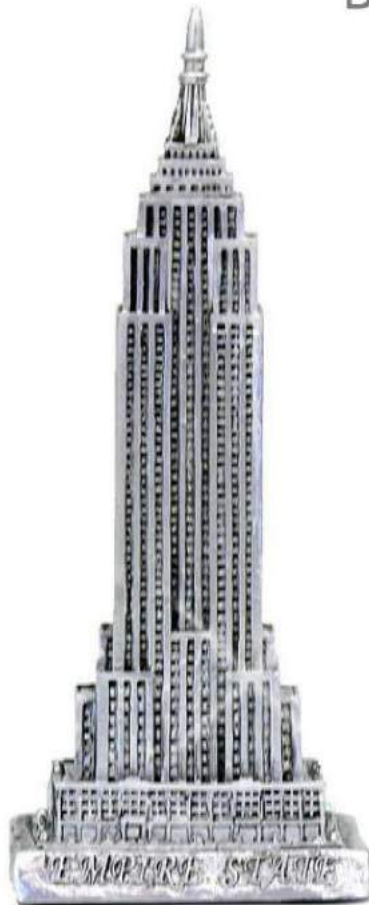
THE PROBLEM

Household cleaners have remained relatively unchanged for generations.



These pre-mixed, ready to use spray bottles are designed to be used and discarded when empty

In the United States, we toss out over
1 Billion spray bottles every year.
That's enough bottles to fill the Empire State
Building... Twice!



Our solution used to be sending it to China,
to the tune of 4,000 containers *every single day!*



Last year, China closed its borders to our plastic waste.
Making it now one of our most serious environmental issues.



ANOTHER PROBLEM

Pre-mixed, ready to use spray bottles don't fit well within our new eCommerce society



Due to their heavy weight and issues with leaking, full bottles of cleaner don't ship well.



Sales are limited primarily to brick & mortar

OUR BRIGHT IDEA

Eliminate the BOTTLE and the WATER



Reinvent the Household Cleaner
Press the cleaning ingredients into Effervescent Tablets



Rethink clean.
Refill. Reuse.

INTRODUCING....



Dazz cleaning
tablets



Your bottle &
water



What a bright
idea!

SIMPLY SMARTER



No more littering the planet
with plastic bottles



No more wasting money on new bottles
filled mostly with water

PLUS...

DAZZ opens up a world of opportunity
for direct-to-consumer sales



OUR PRODUCTS

7 New
Products in
R&D

All-Purpose



Bathroom



Glass



Refill Packs



Starter Kits

DOES DAZZ CLEAN?

Independently Tested at the TURI lab at the University of Mass



 DAZZ window & glass	 DAZZ bathroom	 DAZZ all purpose
1 st	1 st	1 st
VS	VS	VS
Windex	Colorox bathroom	Formula 409
		

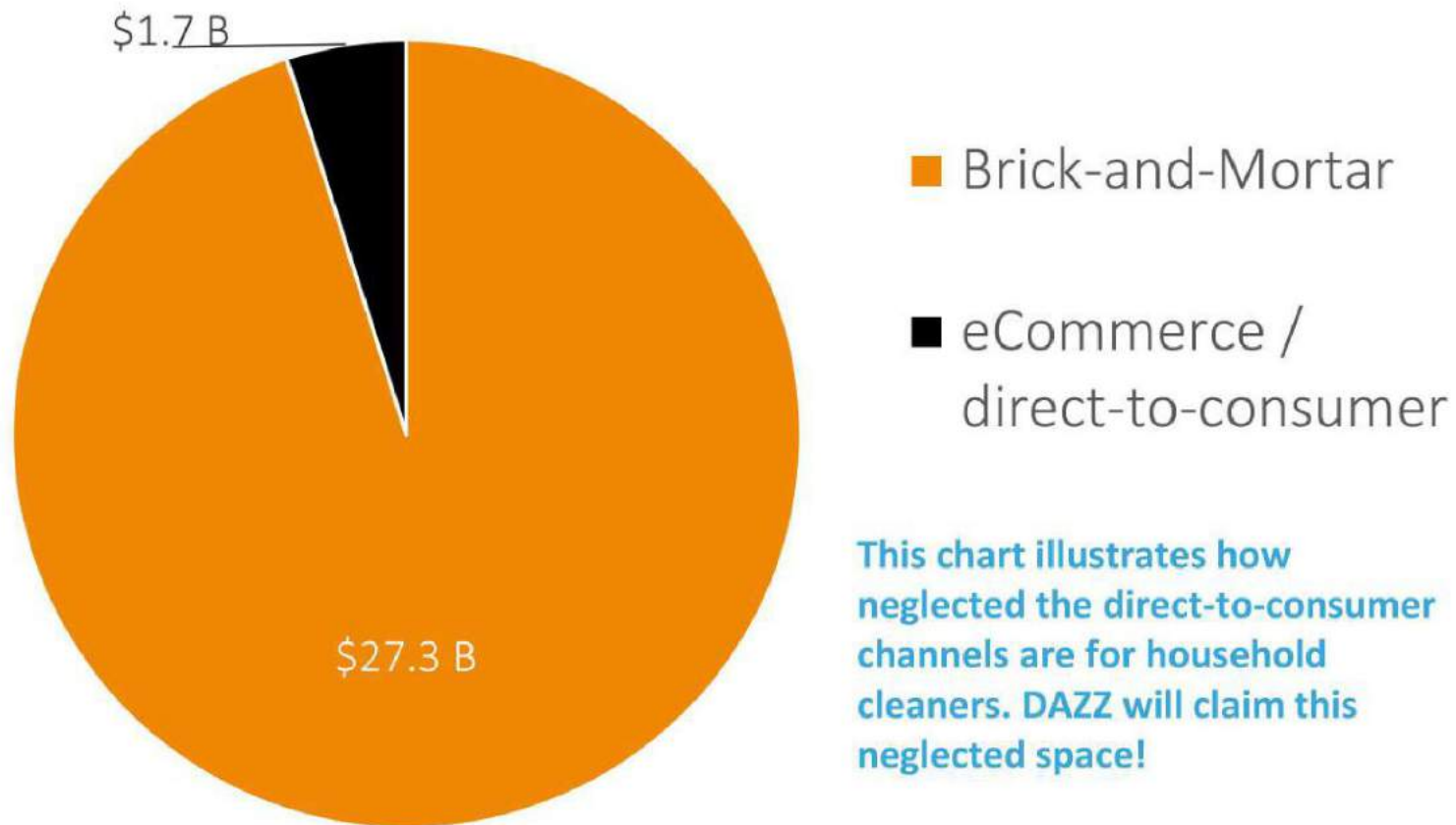
DAZZ outperformed the leading brands

COMPETITIVE ANALYSIS



MARKET OPPORTUNITY

\$29 Billion Worldwide Cleaner Market



This chart illustrates how neglected the direct-to-consumer channels are for household cleaners. DAZZ will claim this neglected space!

*Transparency Market Research 10/18/18

GO TO MARKET



Phase 2 - Brick & Mortar



Catalog

Direct Sales

TV Shopping Channels

Subscription

E-commerce

Phase 1 – Direct to Consumer

PROOF OF CONCEPT

Sold out 12,000 units in <11 minutes on HSN

AMERICAN DREAMS

466-337

DAZZ
Whole-House
Starter Cleaning
Kit with Bottles

HSN Price
\$17.95

SOLD OUT!

17.95 S&H FREE

2 Flexpay \$7.48

OPPORTUNITIES



Shopping channels around the world have contacted us about having David & DAZZ on their shows

TRACTION

- Test campaign on Amazon & DAZZ
- \$25-\$50/day ad spend
- \$.39 per click average
- 8.12% conversion visitor/buyer
- \$2.20 customer acquisition cost



INTERNATIONAL INTEREST

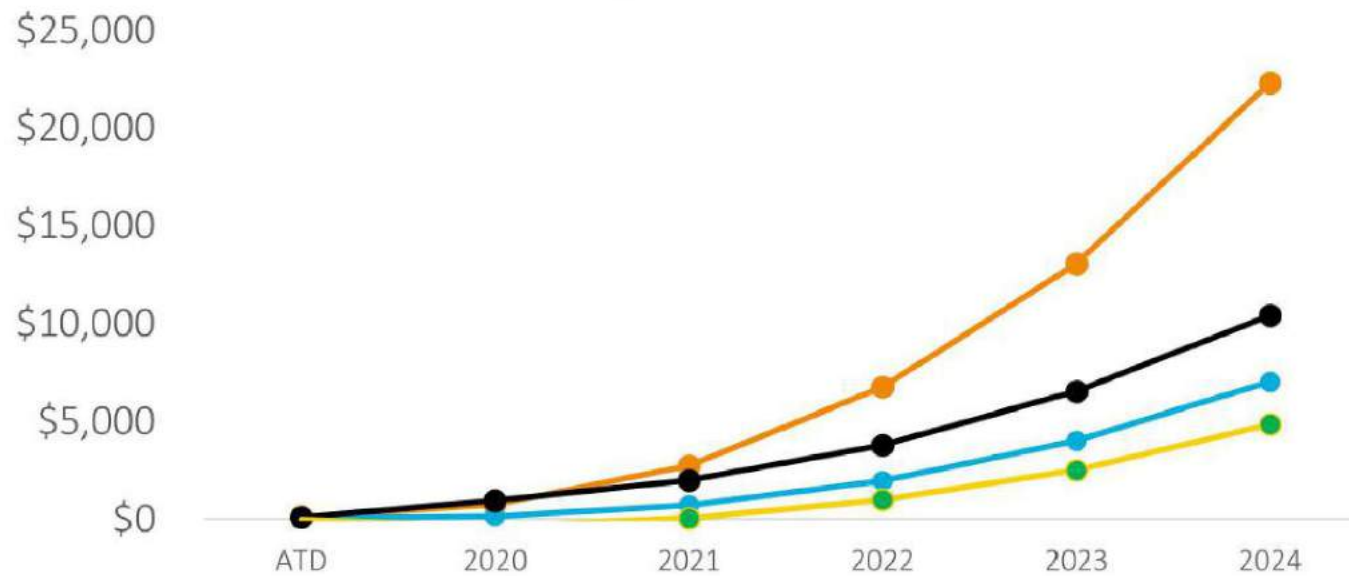
We've received interest from distributors from 16 foreign markets.
We have already shipped wholesale orders to Singapore, South Africa, India, and the UK.



FINANCIAL PLAN

	Actual to Date	2020	2021	2022	2023	2024
Sales	\$133	735	2,742	6,742	13,059	22,296
COGS	79	146	716	1,954	4,026	7,015
Expenses	91	952	1,990	3,797	6,523	10,418
EBITDA	(37)	(363)	36	991	2,510	4,863

All figures shown in \$1,000



These financial projections are based on assumptions and are not guaranteed

OUR TEAM



David Shahan
Founder and CEO

PRESS X PRESS

Jani-King
The King of Clean

FOGELMAN



Randall Hartman
Digital Marketing

FRONTIER
AIRLINES

RE/MAX

GOLFTEC



Gillian Christie
PR & Social Media

SO DELICIOUS
DAIRY FREE

U
Unilever

AMR

GO
Global Organics
Nature Knows Best

PARTNERS & ADVISORS



Steve Cesari
Omni-channel Strategist



Curtis Elliot
Brand & Design



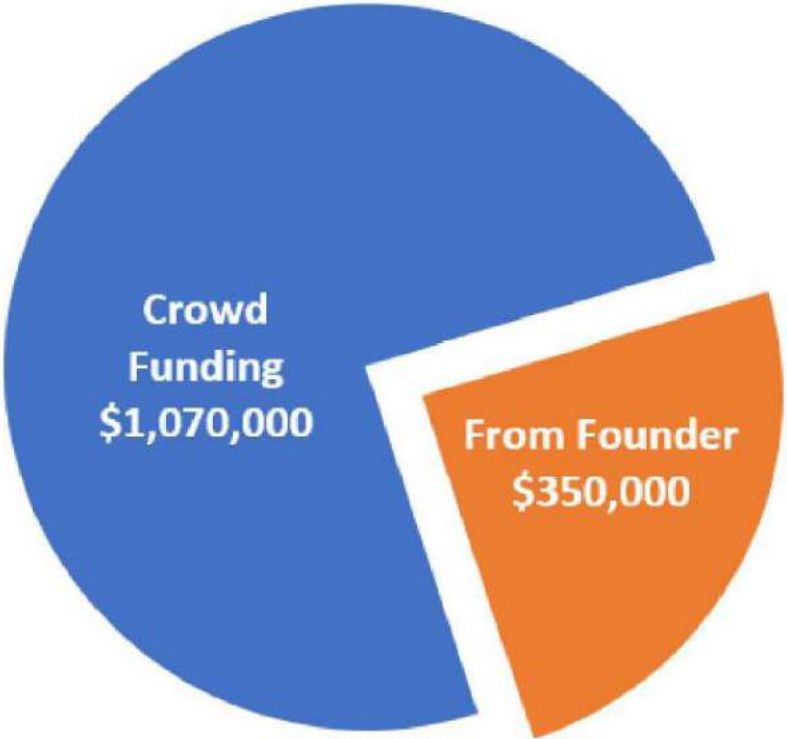
Jan Grywczynski
Advisor



SOURCE OF FUNDS

\$1,070,000

Crowd Funding



USE OF FUNDS

- Invest in new production equipment to expand our manufacturing capacity
- Refresh DAZZ brand, begin production with new compostable packaging material
- Rebuild DAZZ website and add subscription platform and private portal for commercial / B2B customers.
- Prepare for retail launch with 130 Camping World stores in March 2020
- Finalize formulations and development of new products. Release 3 new products by 3rd quarter 2020, 4 new products in early 2021.
- Hire in-house sales associate to expand DAZZ presence on eCommerce sites
- Expand foreign market distribution. Add Australia, New Zealand, India, France, Great Britain, Canada, and Mexico by mid-summer 2020
- Engage Celestial Sales & Marketing as our independent rep group to launch our Brick-and-mortar sales campaign 2nd quarter 2020
- Transition fractional positions (Digital Marketing Manager and PR & Social Media) into in-house employees by 4th quarter 2020
- Hire office manager and warehouse manager 2nd & 3rd quarter 2020

EXIT STRATEGY

Innovation Acquired

seventh^o
generation.



Mrs. MEYER'S
CLEAN DAY



OXI
CLEAN



method.



Potential acquirers

Transnational CPG Companies



Kimberly-Clark

Large Chemical Companies



P&G
Procter & Gamble



Cleaning Device Companies



Casabella

Rubbermaid



Simply smarter way to clean

Soup to Nuts



Develop—Manufacture—Sell



Award winning products
Already on the Market

7 NEW
products in
R&D

Proof of Concept

12,000 units sold < 11 minutes



Passionate Founder

- ✓ 30 years industry experience
- ✓ Leader of Top-Producing Teams
- ✓ Results Oriented – Fully Engaged

Webolutions

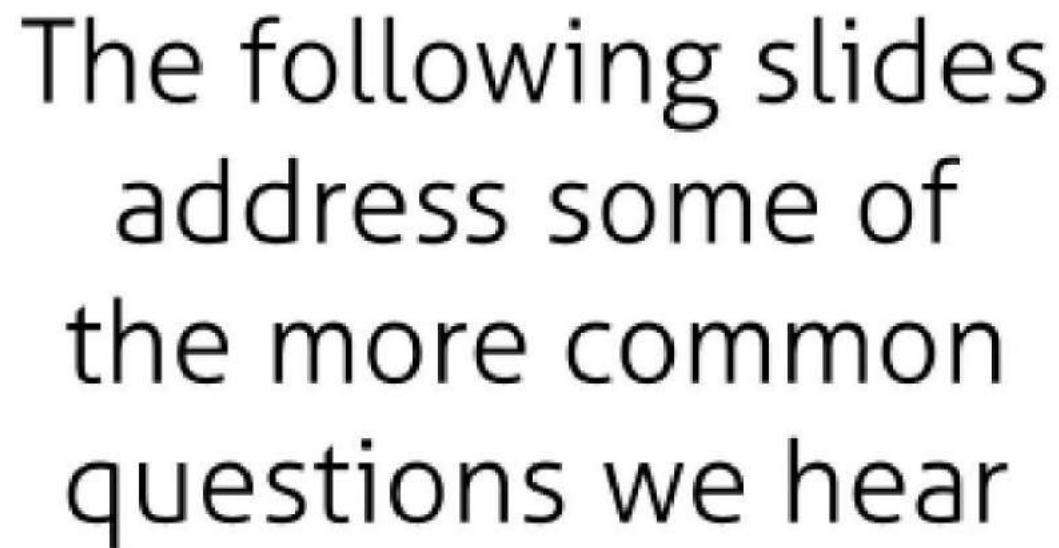
Proven Sales
Partners

CHRISTIE & CO





COMMON QUESTIONS



The following slides address some of the more common questions we hear

WHY NOT P&G OR SC JOHNSON?

Why aren't the big guys doing it already?

Or...

With no IP protection, aren't you afraid they will come along a squash you?

Answer 1

Their entire business model is built around the use-and-discard cycle. A large % of their costs and **profits** are derived from the bottle, sprayer, and water (some of their products are 94% water). They are essentially in the bottled water business. Concentrated products like DAZZ will end the use-and-discard cycle.



Answer 2

With enough public outcry over single use plastic, and more focus on products that can easily be sold over the internet and direct-shipped to consumers, the big boys may acknowledge that concentrated products like DAZZ are viable products. It is unlikely they will create concentrated versions of their already popular brands, for fear of cannibalizing those sales. However, they may actively seek to acquire existing products like DAZZ that have built a recognized brand and a loyal customer base.

WHY NOW?

China has stopped buying our plastic waste



Shoppers are more environmentally responsible

Consumer buying behavior is evolving



We have embraced
DIY & concentrated
products

WHY IN-HOUSE MANUFACTURING?



Improved Quality & Consistency



Higher profit margins



Faster Product Development.
Continuous Improvements.



SunState Labs can operate
under Cert. B standards.