



**SunState**  
LABORATORIES



Creating sustainable  
alternatives for the  
household cleaner  
industry

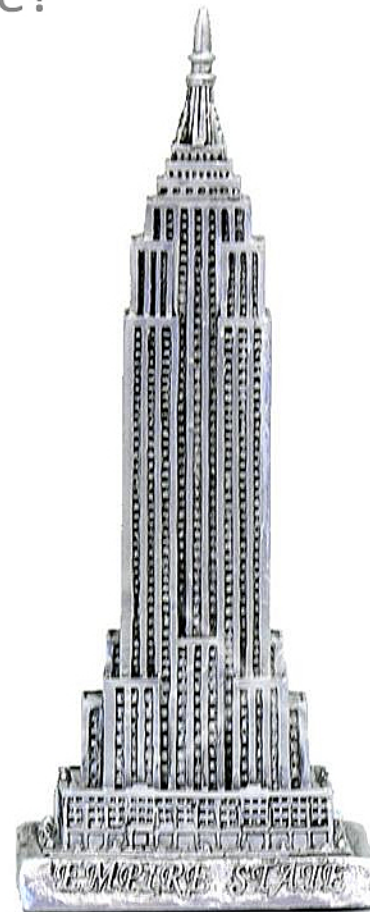
# THE PROBLEM

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



VS

Windex



VS

Colorox bathroom



VS

Formula 409



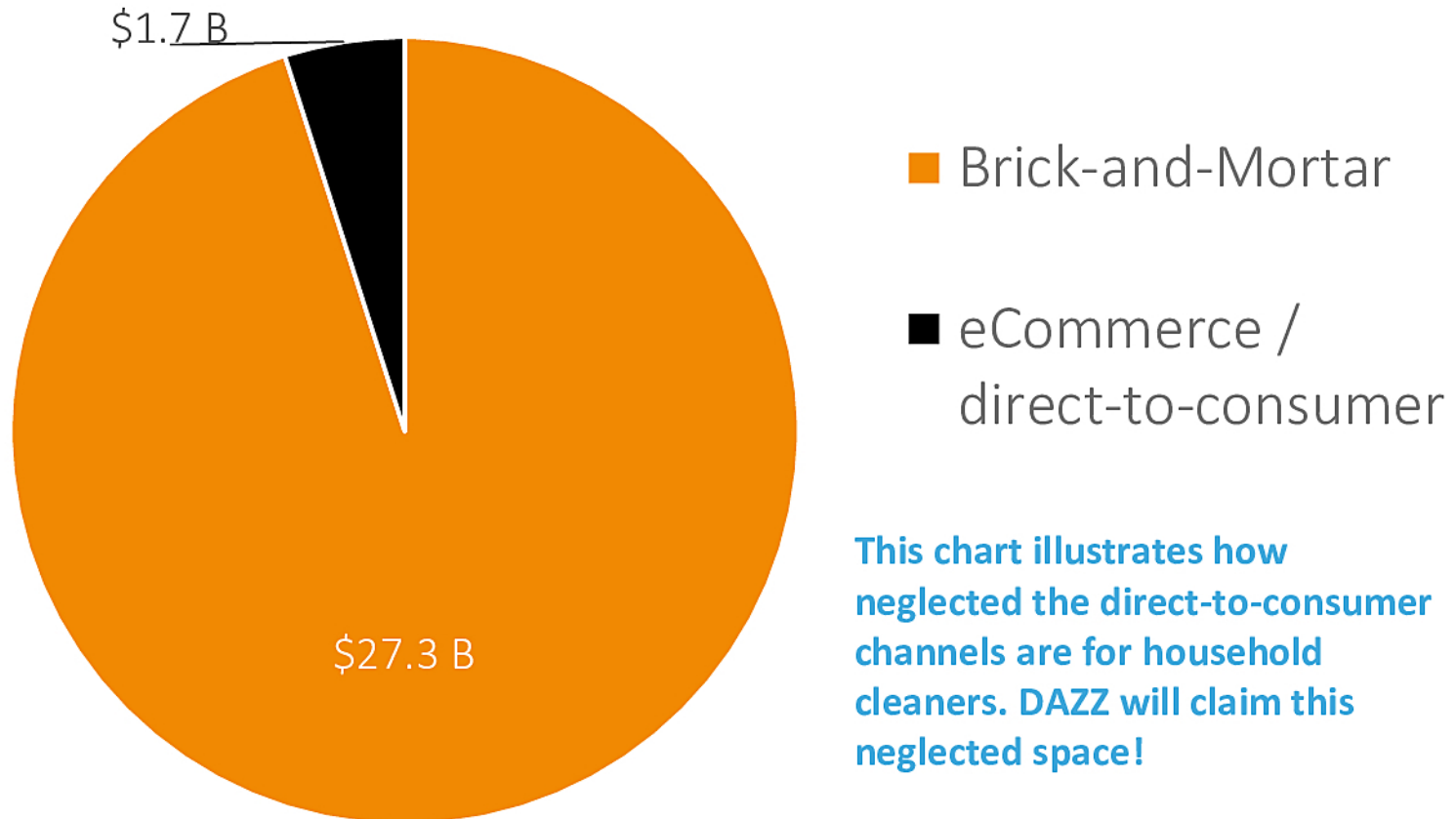
DAZZ outperformed the leading brands

# COMPETITIVE ANALYSIS



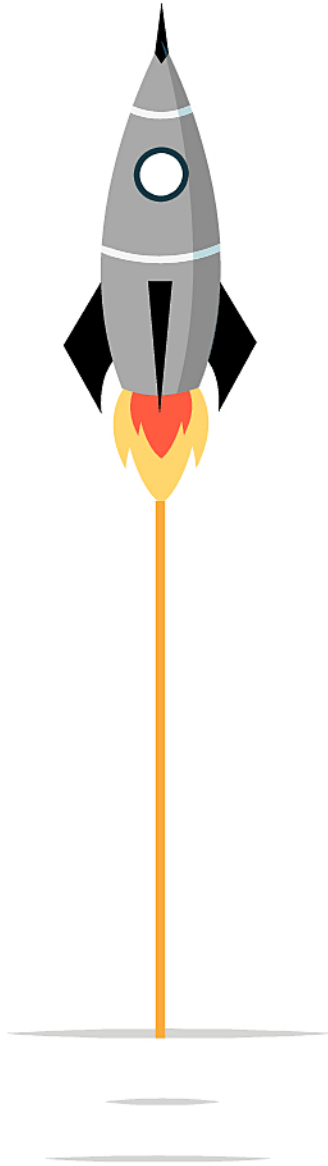
# MARKET OPPORTUNITY

\$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!**

# 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



AMERICANDREAMS

466-337

DAZZ  
Whole-House  
Starter Cleaning  
Kit with Bottles

HSN Price  
\$17.95

**SOLD OUT!**

7.95

7.95 S&H FREE

2 Flexpav \$7.48



# OPPORTUNITIES



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

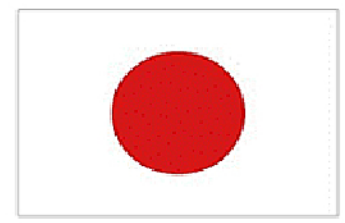
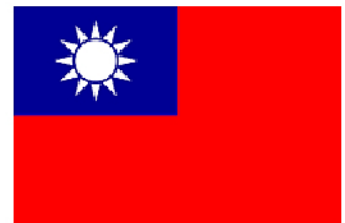
# TRACTION

- 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

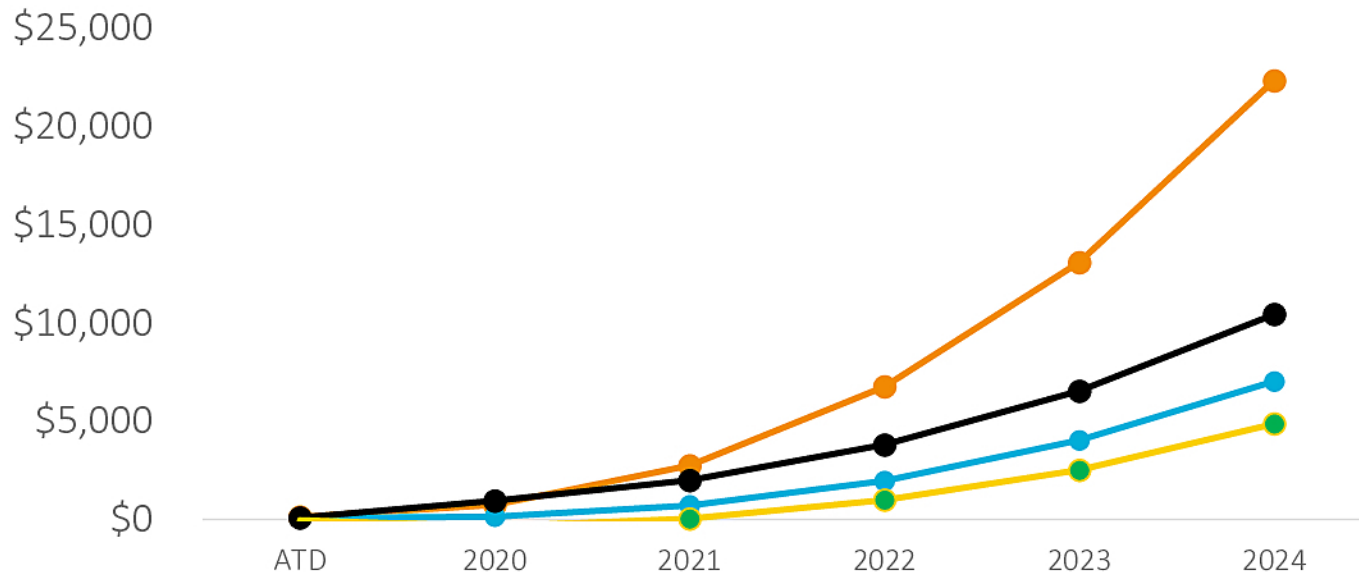
We've received interest from distributors from 16 foreign markets.  
We have already shipped wholesale orders to Singapore, South Africa, India, and the UK.



# FINANCIAL PLAN

	Actual to Date	2020	2021	2022	2023	2024
<b>Sales</b>	\$133	735	2,742	6,742	13,059	22,296
<b>COGS</b>	79	146	716	1,954	4,026	7,015
<b>Expenses</b>	91	952	1,990	3,797	6,523	10,418
<b>EBITDA</b>	(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



Randall Hartman  
Digital Marketing



Gillian Christie  
PR & Social Media



# PARTNERS & ADVISORS



Steve Cesari

Omni-channel Strategist



Curtis Elliot

Brand & Design



Jan Grywczynski

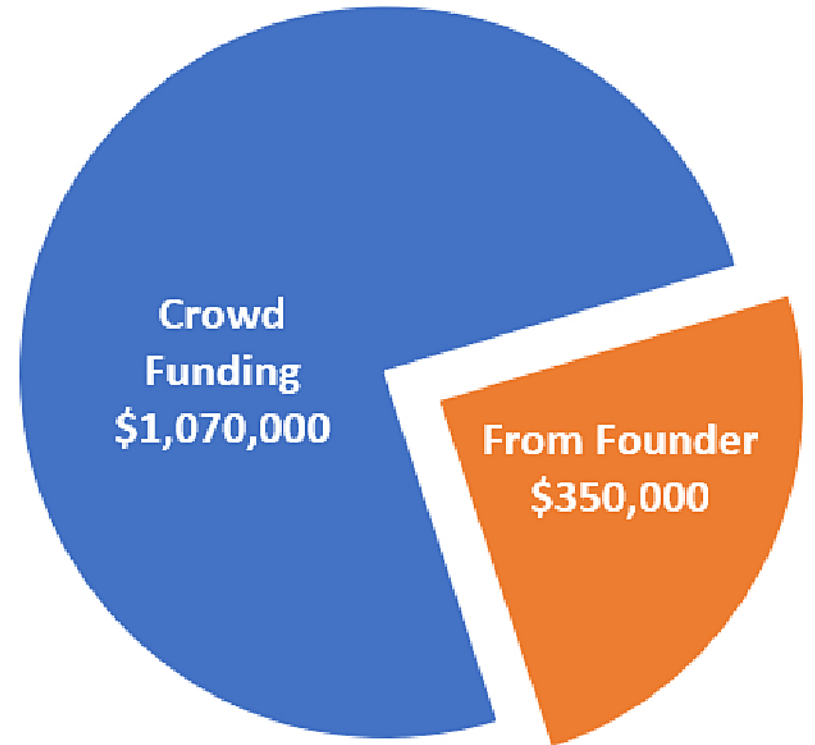
Advisor



# 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 3<sup>rd</sup> 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 2<sup>nd</sup> quarter 2020
- Transition fractional positions (Digital Marketing Manager and PR & Social Media) into in-house employees by 4<sup>th</sup> quarter 2020
- Hire office manager and warehouse manager 2<sup>nd</sup> & 3<sup>rd</sup> quarter 2020



# EXIT STRATEGY

Innovation Acquired

Potential acquirers



Transnational CPG Companies



Large Chemical Companies



Cleaning Device Companies





Simply smarter way to clean

# Soup to Nuts



Develop—Manufacture—Sell



Award winning products  
Already on the Market

7 NEW  
products in  
R&D

## Passionate Founder

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

## Proof of Concept

12,000 units sold < 11 minutes

Webolutions.

Proven Sales  
Partners

CHRISTIE & CO  
FROM BRICK TO BUSINESS



## 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.