

DO A 180 ON HANGOVERS



Sales Training Q1 2023

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THIS IS **OUR PLAN** TO BE **THE FIRST**

ICONIC BRAND

IN HANGOVER PREVENTION

TEAM

Next Level represents a team of proven business builders, product developers, scientists, branding and visual language experts.



David Weinkauf *Founder & CEO, Director*

Mr. Weinkauf is a co-founder and past director of a U.S. publicly traded company and currently is a co-founder and director of 2 Canadian public companies. He is recognized as Calgary's Top 40 under 40 alumni and was nominated for Canada's top 40 under 40 during his career for his success building teams and executing on opportunities.



Mark Scott *CTO, Director*

Mr. Scott has a background in food science and building automation. In 2017 he founded Activated Nano, a food-centric nano tech company. He has extensive experience in startups, product development, business development and has been a director in a Canadian public company.



Vincent Porpiglia *Sales and Marketing*

Mr. Porpiglia is the President of Hero Brands and the inventor of Dream Water. He has broad experience in launching new brands. Successful strategic sales & operations management of large retailers and distributors such as Wal-Mart, Walgreens, CVS, Kroger, Safeway, Hudson News, Paradies, McLane and many others.



Marc Ross *Commercialization Strategy*

Mr. Ross was formerly the head of sales for Coca-Cola's Emerging Brands Canada and a marketing agency account executive. Marc was instrumental in designing the global launch strategy for Vitamin Water once it became a Coca Cola property.



Tony Haddeman *Operations – USA*

Mr. Haddeman has 15 years of experience in product development and operations with a strong focus on nutritional markets. Specializes in production oversight, material coordination, package engineering, sales brokerage, warehousing and fulfillment.



Bobby Alexiou *Brand Strategy + Design*

Mr. Alexiou is a leading brand creator and brand visual language expert for startups and global power brands such as Nike, Evian, Cadbury, Kraft Foods and many more. He is the founder of Mylo Tango, a growth design firm, and a professor at McMaster University.



Sandro Starna *CFO – USA*

Entrepreneurial Minded Accountant with a 20-year career in Business & Personal Accounting service. Has experience in numerous industries including CPG and has worked across all aspects of business; operating, logistics, marketing, and sales along with the main focus in accounting.



Nance Schmidt, BSc, MSc FMCHC *Lead Research Scientist*

Ms. Schmidt is an innovation-driven scientist and engineer. She earned a certification in Functional Medicine and carried out independent health sciences projects for over a decade. She is the owner of a research-focused functional medicine practice specializing in neurological disorders, complex chronic conditions, autoimmune diseases and integrative oncology.

PERFECT TIMING MAKES FOR A PERFECT OPPORTUNITY

The American Market for Hangover Prevention is expected it to be

\$1+ Billion by 2028

it was

\$115 Million in 2021 & \$0 in 2015

Driving factors:

- Rising Consumer Awareness: It Works!
- Sustained Social & Cultural Trend Towards Plant-Based Medicines in Mental Health



HANGOVR-180™ - READY TO GO

EFFICACY / IP PROTECTION

1. Our Formulation

- The Highest Functional Dose on Market
- 12 Drink Protection from the Synergistic Efficacy of DHM with our Paired Ingredients
- Humic-Fulvic Acid (Pat. Pend. Use with DHM)
- S-Acetyl Glutathione (Pat. Pend. Use with DHM)



HANGOVR-180™ - READY TO GO

BRAND DEVELOPMENT

2. Our Brand Design

- *DO A 180* is a Powerful Action Call
- Black & Yellow has the most Stopping Power of Any Two-Color Combination
- Narrow, Deep Focus – not *general health* focus
- Gives High Achievers an Edge
- Positive “You Owe it to Yourself” Message





BUILDING FOR AQUISITION

Strategic Alignment from Day One

- Seller Side Only Representation
- Team Experience on Both Sides
- Focused on Reverse Investment

PATHWAY TO BECOMING THE FIRST ICONIC BRAND

1

**US
LAUNCH**
OFFLINE AND
ONLINE

2

**REFINE
AND DEFINE**
BRAND VOICE,
VALUES AND
AUDIENCE

3

**US
SCALE-UP**
AWARENESS,
RETAIL AND
E-COMM

4

**EUROPEAN
LAUNCH**
+
INTERNATIONAL
LICENSING

5

**LIQUIDITY
EVENT**
PRIVATE EQUITY
ACQUISITION
OR IPO

HANGOVR-180™ FINANCIAL POTENTIAL

Hangover Prevention/Relief

Total Addressable US Market: USD**\$2B** (Relief + Prevention)

Strategic Addressable US Market: USD**\$1B** (Prevention)

Projected Revenue for HANGOVR-180™:

	SALES(USD)	VALUATION(USD)
• Year 1:	\$1,000,000	\$9,500,000
• Year 2:	\$5,000,000	\$25,000,000
• Year 3:	\$13,000,000	\$65,000,000
• Year 4:	\$23,000,000	\$115,000,000
• Year 5:	\$33,000,000	\$165,000,000

* Statista - Global market value of alcoholic beverages 2012 to 2025

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WHY INVEST NOW?

1. Timing is everything
2. Team is built and ready
3. Product is built and ready
4. Your investment takes us directly to revenues

Thank you!

