

DO A 180 ON HANGOVERS



Investor Presentation: Q4 2022

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Market & Industry Data

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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 computer automation. In 2017 he founded Activated Nano, a food-centric nano tech company. He has extensive experience in startups, product development, business development and is 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.



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.



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.

HANGOVR-180™ - READY TO GO

EFFICACY / IP PROTECTION

1. Our Formulation is **BETTER**

- 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 is **BETTER**

- *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



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**
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. There is a credible discount
2. Your investment goes directly to generating revenue
3. This segment is hot (competitors +500% yoy)
4. We are private & not subject to market volatility
5. This raise will fund us to self-sustainable profits

Thank you!

