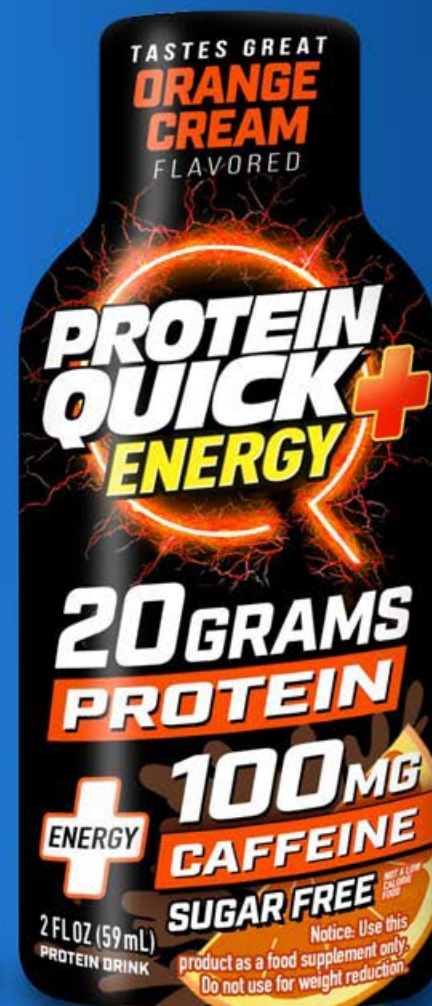
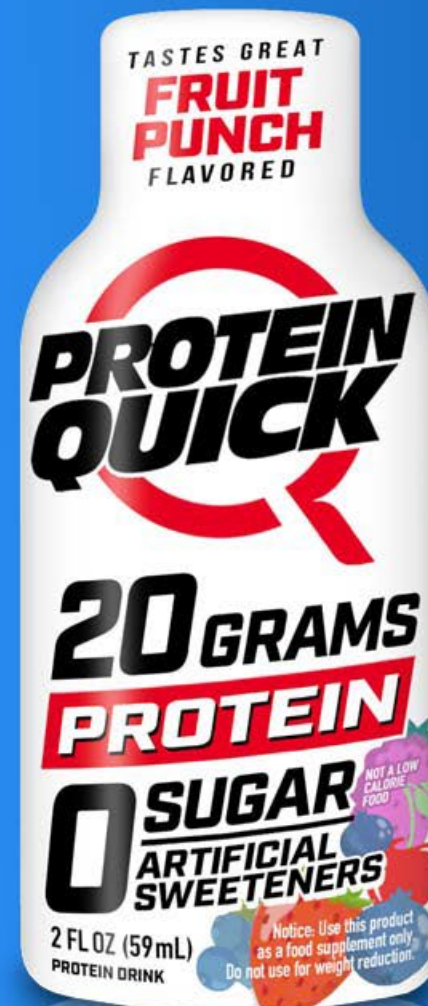


# PROTEIN QUICK

ALL PROTEIN...NO SHAKE





ALL PROTEIN...NO SHAKE

***THE OPPORTUNITY***

*With plenty of fat, sugar, carbs and calories available within the typical diet, then why – when we want to add protein – do we have to “double up” on these items when we reach for a protein bar, shake, or yogurt?*

*Why can't we just have the protein?*

**Now we can - the answer is Protein Quick.**



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## ***WHAT IS PROTEIN QUICK?***

**“Protein Quick will be the 5-Hour Energy® of the Protein Market”**

Kevin Harrington, Original Shark on Shark Tank  
Protein Quick Partner



### ***Protein Quick:***

- Provides up to 20 grams of a proprietary blend of collagen, whey and pea proteins in 2 ounces of liquid
- Zero artificial sweeteners, flavors or colors
- Zero fat, zero sugar, and zero carbohydrates
- Second product line adds 100mg caffeine to 20g protein
- Ready to drink – requires no mixing or refrigeration
- Minimal ingredients - only 80 calories for 20 grams of protein
- 100% of calories come from the 20 grams of protein
- Packaged in a 5-Hour Energy® size 2 ounce bottle

**It's Just the Protein.**



# ALL PROTEIN...NO SHAKE

## ***ON THE TEAM***



*"Protein Quick has the same potential I first saw in Celsius Energy Drink. Delivering a great-tasting blend of 3 top proteins in just 2 ounces of liquid is a terrific achievement. Doing all that with no sugar, artificial sweeteners or high fructose corn syrup is a game-changer. The market opportunities are widespread and significant".*

**Gerry David**  
Former CEO of Celsius Holdings, Inc. (NASDAQ: CELH)



*"Protein Quick stands out as one of the most impressive beverage innovations I have encountered in recent years. With its vast distribution potential and broad market attractiveness, Protein Quick is uniquely positioned to generate substantial revenues in the hottest beverage categories - protein and energy."*

**John Reale**  
Former SVP of PepsiCo



*"With my experience running the largest brick and mortar supplement retailer in the world, I know a revolutionary product when I see it. This product addresses a growing demand and need for protein with a solution that is convenient for all. I'm looking forward to making Protein Quick the household name it's destined to become".*

**Josh Burris**  
Former CEO of GNC



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***PROTEIN WITH CAFFEINE***



### Caffeinated Version:

- Adds 100mg of caffeine to 20 grams of protein in 2 ounces of liquid
- Zero artificial sweeteners, flavors or colors
- Zero fat, zero sugar, and zero carbohydrates
- This product does not exist in the market today
- Capitalizes on the trend of energy drinks being used as wellness products
- Delivers 20 grams of a proprietary blend of collagen, whey, and pea proteins while exceeding the energy impact of a Red Bull®
- 80 total calories
- 100% of calories come from the 20 grams of protein





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## ***THE PROBLEM***

*Most protein sources such as bars, shakes, powders, yogurts, protein-infused water:*

- Contain high amounts of fat, sugar and/or carbs
- Are loaded with calories – making protein synonymous with “meal replacement”
- Require drinking large quantities of liquid
- Require mixing or refrigeration

**Using these products is like putting  
a piece of broccoli into a hot fudge  
sundae....WHY CAN'T WE JUST  
HAVE THE PROTEIN??**





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## THE PROBLEM & SOLUTION IN ONE CHART

### Ready-to-Drink Protein Comparison

BRAND*	PACKAGE SIZE	PROTEIN PER 2oz	TOTAL CALORIES	TOTAL CARBS (g)	TOTAL SUGAR (g)	TOTAL FAT (g)
<b>Protein Quick</b>	<b>2oz</b>	<b>20g</b>	<b>80</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Boost High Protein Rich Chocolate®</b>	<b>8oz</b>	<b>5g</b>	<b>250</b>	<b>28</b>	<b>15</b>	<b>6</b>
<b>Ensure HP Milk Chocolate®</b>	<b>8oz</b>	<b>4g</b>	<b>160</b>	<b>19</b>	<b>4</b>	<b>2</b>
<b>Premier Protein Chocolate®</b>	<b>11oz</b>	<b>5.5g</b>	<b>160</b>	<b>5</b>	<b>1</b>	<b>3</b>
<b>Muscle Milk Chocolate®</b>	<b>11oz</b>	<b>4.5g</b>	<b>160</b>	<b>7</b>	<b>0</b>	<b>4.5</b>
<b>Pure Protein Vanilla®</b>	<b>11oz</b>	<b>5.5g</b>	<b>140</b>	<b>6</b>	<b>&lt;1</b>	<b>1.5</b>

### Protein Bar Comparison

BRAND*	PACKAGE SIZE	TOTAL PROTEIN	TOTAL CALORIES	TOTAL CARBS (g)	TOTAL SUGAR (g)	TOTAL FAT (g)
<b>Protein Quick</b>	<b>1 Bottle</b>	<b>20g</b>	<b>80</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>CLIF Chocolate Chip®</b>	<b>1 Bar</b>	<b>10g</b>	<b>250</b>	<b>43</b>	<b>17</b>	<b>6</b>
<b>Think Thin Chunky Peanut Butter®</b>	<b>1 Bar</b>	<b>20g</b>	<b>240</b>	<b>23</b>	<b>0</b>	<b>10</b>
<b>KIND Dark Chocolate Nut®</b>	<b>1 Bar</b>	<b>12g</b>	<b>240</b>	<b>18</b>	<b>8</b>	<b>17</b>
<b>ONE Chocolate Brownie®</b>	<b>1 Bar</b>	<b>21g</b>	<b>210</b>	<b>24</b>	<b>1</b>	<b>7</b>
<b>Pure Protein Chocolate Deluxe®</b>	<b>1 Bar</b>	<b>21g</b>	<b>180</b>	<b>17</b>	<b>3</b>	<b>4.5</b>



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## INGREDIENT COMPARISON

### Ingredient Comparison

<b>BRAND*</b>	<b>PACKAGE SIZE</b>	<b>CONTAINS COLLAGEN, WHEY &amp; PEA PROTEIN</b>	<b>NUMBER OF INGREDIENTS IN ADDITION TO WATER AND PROTEIN<sup>+</sup></b>
<b>Protein Quick</b>	<b>20z</b>	<b>YES</b>	<b>7</b>
<b>Ensure HP Milk Chocolate<sup>®</sup></b>	<b>8oz</b>	<b>NO</b>	<b>42</b>
<b>Boost High Protein Rich Chocolate<sup>®</sup></b>	<b>8oz</b>	<b>NO</b>	<b>41</b>
<b>Premier Protein Chocolate<sup>®</sup></b>	<b>11oz</b>	<b>NO</b>	<b>35</b>
<b>Pure Protein Vanilla<sup>®</sup></b>	<b>11oz</b>	<b>NO</b>	<b>35</b>
<b>Muscle Milk Chocolate<sup>®</sup></b>	<b>11oz</b>	<b>NO</b>	<b>23</b>
<b>Pure Protein Chocolate Deluxe<sup>®</sup></b>	<b>1 Bar</b>	<b>NO</b>	<b>19</b>
<b>CLIF Chocolate Chip<sup>®</sup></b>	<b>1 Bar</b>	<b>NO</b>	<b>17</b>
<b>ONE Chocolate Brownie<sup>®</sup></b>	<b>1 Bar</b>	<b>NO</b>	<b>16</b>
<b>Think Thin Chunky Peanut Butter<sup>®</sup></b>	<b>1 Bar</b>	<b>NO</b>	<b>14</b>
<b>KIND Dark Chocolate Nut<sup>®</sup></b>	<b>1 Bar</b>	<b>NO</b>	<b>14</b>

<sup>+</sup>Includes every ingredient presented on label



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***The Solution***



### *The Solution is Protein Quick:*

- Proprietary triple blend of collagen, whey and pea proteins
- Zero artificial sweeteners, flavors or colors
- Zero fat, zero sugar & zero carbohydrates
- Minimal Ingredients - only 80 calories in 20 grams of protein
- Only 2 ounces of liquid which allows for easy and quick consumption
- Ready to drink – requires no mixing or refrigeration
- Instantly adds protein to any meal or snack for better nutritional balance

**Protein Quick is JUST THE PROTEIN.**



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**INGREDIENTS**



## Nutrition Facts

1 serving per container  
Serving size 1 Bottle (2 fl.oz)

Amount per serving  
**Calories** **80**

% Daily Value\*

Total Fat 0g 0%

Sodium 70mg 3%

Total Carbohydrate 0g 0%

Total Sugar 0g 0%

Includes 0g Added Sugars 0%

Protein 20g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



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## PROTEIN BENEFITS



### Benefits of Protein:

#### <sup>1</sup> Whey:

- Effective for Increasing muscle mass
- May help reduce heart disease risk factors
- May encourage weight loss by reducing appetite

#### <sup>2</sup> Collagen:

- Improve muscle mass
- Strengthen bones
- Rejuvenate skin

#### <sup>3</sup> Pea:

- Builds muscle mass
- Keeps you full
- Good for heart health

Protein Quick's proprietary triple blend delivers the benefits of all three proteins in one bottle.

1 - Whey Protein: Types, Benefits, Usage, Risks ([health.com](http://health.com))

2 - Collagen Supplements: Benefits, Types, and Risks ([health.com](http://health.com))

3 - Pea Protein Powder: Nutrition, Benefits and Side Effects ([healthline.com](http://healthline.com))



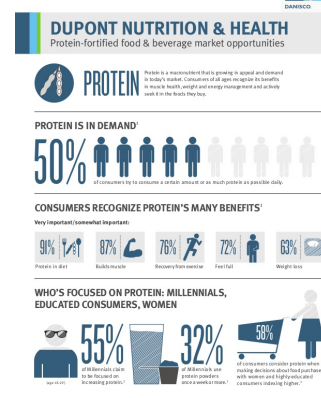
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## PROTEIN AWARENESS AND DEMAND

### The protein market is growing:

“The global protein supplements market size was valued at USD 20.47 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 8.5% from 2021 to 2030. “The U.S. was the largest market in the North American region for protein supplements, with total revenue of USD 8.44 billion in 2021. Increasing consumers’ acceptance toward food supplementation, the availability of world-class athletics and fitness infrastructure, high disposable income, and positive government outlook is expected to augment the demand for protein supplements”

<https://www.grandviewresearch.com/industry-analysis/protein-supplements-market>





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## ***MARKET OPPORTUNITY***



### *Widespread knowledge of protein:*

- Everybody needs protein everyday
- Protein content highlighted on consumer packaging

### *Easily relatable common uses:*

- Instantly adds protein to any meal or snack for better nutritional balance
- Helps everyone be a little healthier everyday by easily adding protein to their diet anytime, anywhere
- Available before, during, or after a workout or whenever protein is needed

### *Not solely dependent on consumer markets:*

- Medical patient groups who need protein but cannot tolerate large quantities of liquid or calories:
  - A few examples are Chron's, Colitis, Bariatrics, Chemotherapy, GLP-1 (Ozempic, Mounjaro users)
- Disaster relief / Humanitarian / Military – Product is ready to drink requiring no refrigeration making it available to anyone, anyplace, anywhere

**Looks terrific in head-to-head comparisons against other protein sources & is in a market with a large growing demand.**





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## ***DISTRIBUTION PLAN***

### DISTRIBUTION TARGETS



*Protein Quick was specifically formulated to maximize distribution*

- Caffeinated & non-caffeinated versions maximize market opportunity
- 10 grams for kids & seniors and 20 grams for other age groups
- Zero artificial sweeteners, flavors, colors and no sugar or high fructose corn syrup

#### *Online*

- Perfect product for subscription model as it can be used everyday
- Customer Acquisition Cost amortized over several months of reorders
- Management team has access to influencers & micro-influencers

#### *Retail*

- Multiple price points by adjusting amount of protein (10 and 20 grams) and introducing a caffeinated version
- Management team has access to buyers and decision makers

#### *Hospital / Medical / Military*

- Access to large distribution networks already selling into these channels
- Wide ranging sampling program – product sells itself

**Protein Quick will carry an MSRP between \$1-\$3.50 per bottle (based on protein & caffeine content). Goal is broad-based distribution. It will be positioned as an affordable and convenient way to quickly access protein**



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## *WHAT IS THE USE OF FUNDS?*



### Use of Funds

- Advertising, Advertising, Advertising
- Inventory to support online launch
- Customer acquisition campaigns
- Provide samples to targeted distribution channels in online, retail, medical, and military/government

Protein Quick invites investors to join an original Shark, the former CEO of Celsius Energy Drink, and the former CEO of GNC right from the beginning.



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***PROVEN LEADERSHIP***



**Gerry David**

Gerry is the former CEO of Celsius Holdings, Inc. (NASDAQ: CELH) a leading fitness drink company. During his tenure, Gerry took Celsius from the "pink sheets" to NASDAQ by increasing revenues 350% and the share price by 1,800%. He expanded sales internationally in Singapore, Hong Kong, Brazil, Finland, and the Middle East and manufacturing in Germany, China, and the United States. Gerry has management experience in public and private companies ranging from startup to turnaround to growth. He has launched companies and products spanning 70+ countries.



**John Reale**

John is a former SVP of PepsiCo. His extensive experience includes overseeing customer teams, crafting commercial strategies aimed at enhancing company revenue, managing relationships with 84 independent bottling partners, and accountability for the full P&L in various markets he has served. Throughout his 38-year tenure at PepsiCo, John was instrumental in formulating and executing sales and marketing strategies that boosted revenues across PepsiCo's wide-ranging portfolio, including brands like Muscle Milk, Rockstar and non-corporate owned brands in KDP portfolio.



**Josh Burris**

Josh is the former President & CEO of GNC. He is a dynamic CEO and Board member with over 25 years of experience driving high-growth organizations up to \$3.5 billion USD. Josh currently serves as an Advisory Board Member for The Vitamin Shoppe®, part of Franchise Group, Inc. (NASDAQ: FRG), and sits on the Board of Directors for Merging Vets and Players (MVP), aiding combat veterans and former athletes in their civilian transitions. His extensive retail experience includes leading AM Retail Group and holding key leadership positions during his 16-year tenure at Abercrombie & Fitch.



**Scott Kauffman**

Scott has a strong history of helping launch and scale disruptive companies with very successful exits. TracFone Wireless and Soothe Wellness are two examples. Scott joined TracFone as a startup and helped create and execute the plan which would eventually become a multi-billion dollar business. He assisted with the sale of the company to Carlos Slim - once the world's richest man. Scott was part of the launch and scaling of Soothe Wellness - the largest on-demand provider of wellness services - and assisted in the company's sale to Riverside Capital. Scott is an American Express Company, Inc. alum and has experience in organizations ranging from Fortune 50 to startup.



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## ***EXPERIENCED TEAM***



### **Kevin Harrington**

An original “Shark” on the hit TV show Shark Tank, the creator of the infomercial, pioneer of the As Seen on TV brand, and co-founding board member of the Entrepreneur’s Organization—Kevin Harrington has pushed past all the questions and excuses to repeatedly enjoy 100X success. His legendary work behind-the-scenes of business ventures has produced well over \$5 billion in global sales, the launch of more than 500 products, and the making of dozens of millionaires. Twenty of his companies have each topped \$100 million in revenue.



### **Steve Mandell**

Steve is an entertainment and sports attorney and the founder of Gameplan Enterprises. The company is well known for brand development, product and sales ideation, marketing and distribution. Through direct licensing programs, Steve has developed products for the NFL, MLB, Caesars and others and has had nationwide distribution relationships with big box retailers such as Walmart, Target and specialty retailers. He has structured deals with numerous professional sports teams, media networks and publishing companies. As an expert in licensing, brand and product development, Steve speaks at various entrepreneur conferences and universities and has collaborated with major sports and entertainment celebrities



### **Steve McCullough**

Steve is the Vice President of Business Development for BevSource and specializes in scaling and creating operations strategies for his clients. He started his career at Procter & Gamble trading futures and working in the supply chain of the Food Division. He then was a commercial site manager for a wet and dry dog food operation for MARS. Steve moved to British Columbia and began working at Mission Hill Family Estate Winery and was a member of a small team that developed and launched Mike’s Hard Lemonade for the Mark Anthony Group in Canada and the U.S. Steve was Vice President of Operations for North America and oversaw all wine, RTD and beer operations for Mark Anthony Group.



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## ***MEDICAL ADVISORY BOARD***



**Conrad A. Cox M.D.,FACP,FACG,AGAF**

Dr. Cox is a board certified gastroenterologist practicing in Southern California. Dr. Cox is the recipient of fellowship distinction from the American College of Physicians, American College of Gastroenterology, and the American Gastroenterologic Association, honors bestowed in recognition of significant professional achievement and superior competence within the field of Medicine and Gastroenterology. Dr. Cox is Chairman of the Department of Gastroenterology at Lakewood Regional Medical Center and Assistant Clinical Professor of Medicine at Western University of Health Sciences.



**Gerald A. Cox, II, M.D.**

Dr. Cox is board-certified by the American Board of Internal Medicine, American Board of Artificial Intelligence in Medicine, and is a fellow in the Preventative & Lifestyle Medicine program at Loma Linda University Health in Southern California. Dr. Cox joined Loma Linda University where he finished his residency and stayed on as faculty for Chief Resident of Quality Improvement and Patient Safety, earning his Lean Six Sigma Yellow Belt certification. With over fifteen medical publications, Dr. Cox continues to serve his patients while obtaining his Master's in Public Health at Loma Linda University. His emphasis in population medicine and obesity medicine serves as the bridges for health, wellness, and fitness both domestically and internationally.



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**Proteinquick.com**

\*No affiliation with the owner of the registered trademark