

STIRZ™

The logo consists of the word "STIRZ" in a bold, white, sans-serif font. The letter "I" is replaced by a white silhouette of a spoon, with a small white swirl underneath it, suggesting a liquid or a stirring motion. A small "TM" trademark symbol is positioned to the right of the letter "Z".

SIMPLE • SATISFYING • SUSTAINABLE

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WHO IS STIRZ?



STIRZ Brands is a first to market environmentally and socially conscious beverage start-up that specializes in sustainable packaging solutions for Outdoor Adventurers, Sports & Entertainment Venues, and their Fans!

A person with blonde hair in a ponytail, wearing a light blue hoodie, light blue jeans, black boots, and a yellow backpack, is walking away from the camera on a sandy path. They are wearing blue gloves and holding a blue plastic bag in their right hand and a clear plastic bottle in their left hand. The path is surrounded by green vegetation and a dense forest of tall trees in the background. The lighting suggests it is either early morning or late afternoon.

Mission Statement:

“ To lead and inspire others to foster a culture that protects and preserves our planet ”

OFFICIAL PARTNERS



Crystal Palace FC
Premier League - UK

Partnership & Product Supply
Agreement



Leyton Orient FC
League II - UK

Partnership & Product Supply
Agreement



Hikerbabes Community USA
54,000 Members

Partnership

Milestones 2021

February

All coffees and packaging materials received at co-packing facility.

March & April

- Continued partnership talks with **Forest Green FC**, **Go Wild USA**, and **Yonder.com**
- Fulfillment begins for US Outdoor Adventure orders.

July

Begin partnership with **Guidefitter USA** a 113,000 strong Fishing & Hunting platform

Feb

April

June

July

March

June

- Partnerships & Product Supply Agreements with **Crystal Palace FC of Premier League** and **Leyton Orient FC of League II**.
- Launching to US Outdoor Adventure audience in partnership with **Hikerbabes Adventure Community** in the USA

- Inventory position ready to fill orders for Crystal Palace FC and Leyton Orient FC.
- Start marketing campaigns to Crystal Palace & Leyton Orient Football Fans

THE PROBLEMS

Outdoor Adventurers

When outdoors in the wilderness, adventurers lack access to coffee that is:

- Great Tasting
 - Ultra Convenient
 - Sustainable
-

Sports Venues & Teams

- ❑ Stadiums serve low quality hot beverages to their fans, which have a detrimental effect on sales.
- ❑ Stadiums have little to no focus on the environmental impact of their commercial operations.

Our Pouch Technology:



The Solutions



For US Outdoor Adventurers we are introducing:

- ❑ Our great tasting, ultra convenient, zero waste **Dissolving Pouch Technology** to deliver a range of premium quality coffees.
- ❑ A technology that eliminates the need to prepare & pack coffee making equipment.
- ❑ Custom designed waterproof and lightweight **Grab & Go Fuel Kits**

For UK Sports Teams & Their Fans, we are introducing:

- ❑ Our great tasting, ultra convenient beverages in **Compostable Stick Packs & Sachets**, team themed fuel kits, and team themed reusable cans.
- ❑ Sustainable systems and initiatives that will enable stadiums to develop and improve green credentials.

The Team

Highly qualified, disciplinary, and ready to execute!



Gigi de Grano
COO

- 15+ year operations veteran
- Customer Account Management
- Supply Chain Coordination
- Inventory Management
- It's all about family & friends



Randy Kasper
CEO

- Founder Sports & Entertainment - Division of law firm Miller, Kagan & Chait
- Industry expert in brand building, customer acquisition, engagement in the gaming, e-Sports and fantasy sports ecosystems.



Stuart Pasternak
CFO

- Chartered Professional Accountant
- Chair of the Alzheimer Society of York Region
- Regional Chair – CFO Leadership Council, Toronto



Carl Pion
President

- 26-year entrepreneur
- Founder of two apparel startups
- 30 years sales, domestic & international manufacturing
- Happily married father of triplets

The Team cont'd



Ollie Cattermoul
CMO

- Sales funnel and framework design specialist
- Asset creation and product marketing
- Lead & Demand Generation
- Caffeinated Keyboard Warrior
- Tireless Dad-trepreneur



Megha Goswami
Digital Marketing Coordinator

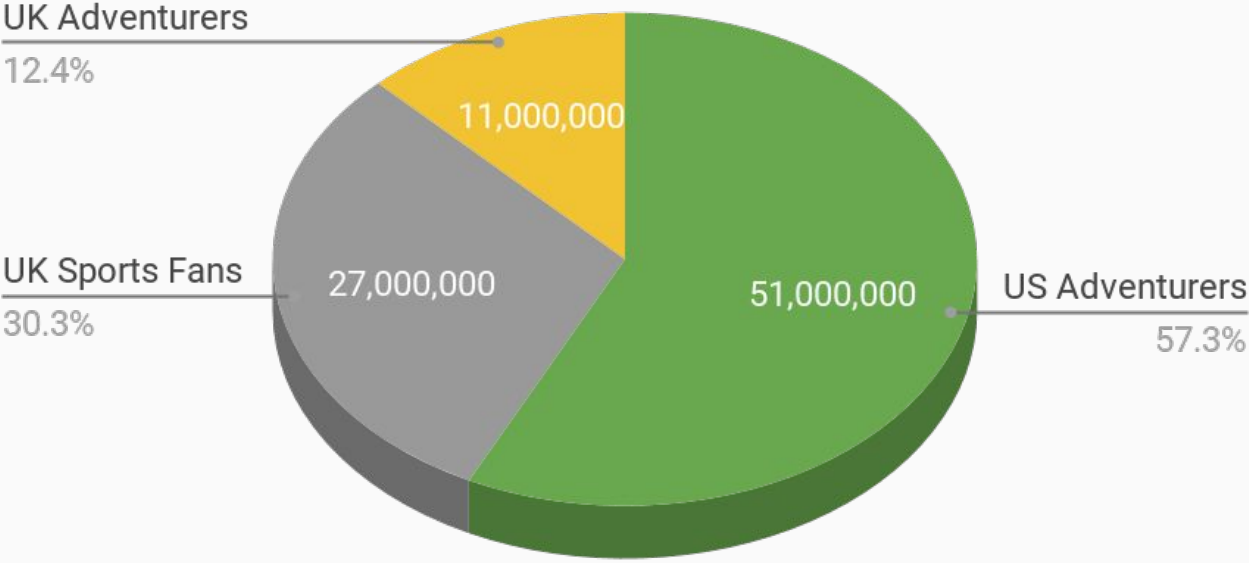
- Brand Advertising Campaigns
- Strategic Marketing Initiatives
- Content Coordination & Collation
- Market Research
- Campaign Tracking
- Faculty of Management Studies - MBA - Marketing



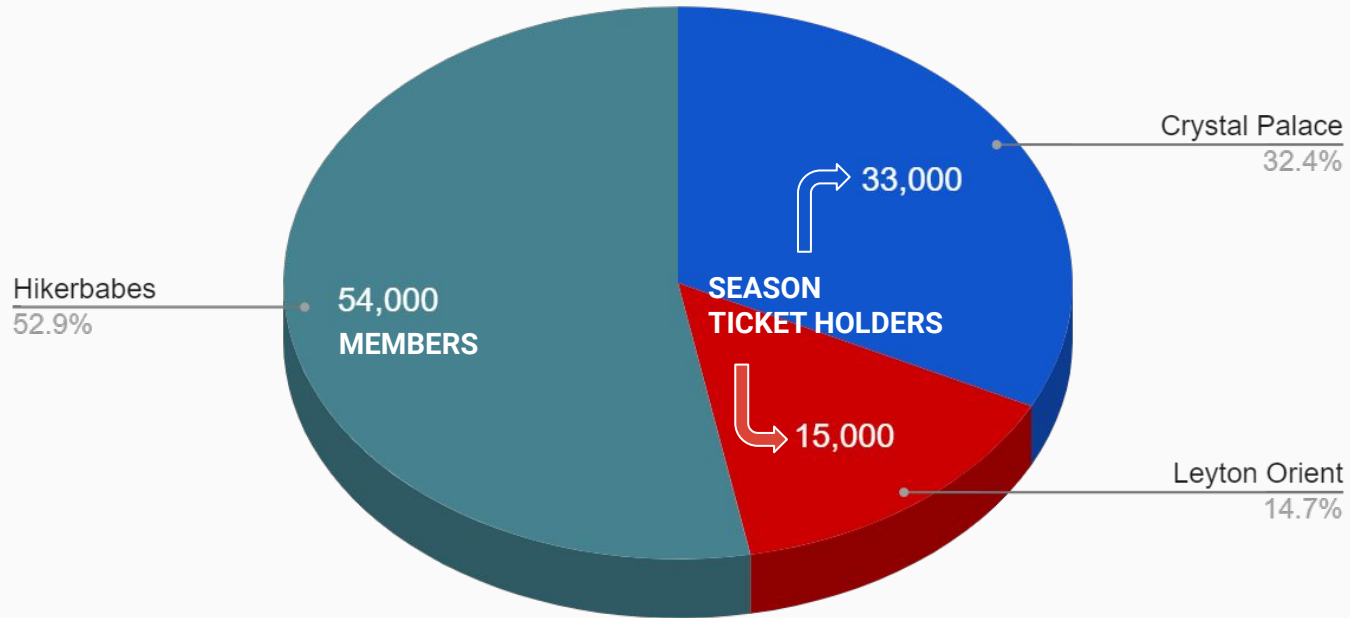
Vicky Kumar
CTO

- Software development, web development, Java development, database, AWS, Spring, Hibernate
- Mobile App development, iOS development, Android development, Swift, Objective-C, Java, HTML5, CSS3, Javascript, jQuery

ADDRESSABLE MARKETS

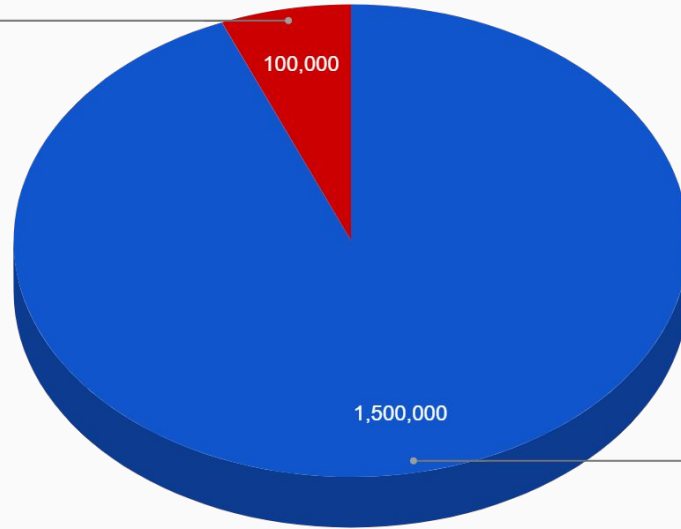


PARTNERSHIP AUDIENCE SIZE



UK PARTNERSHIP - SOCIAL MEDIA AUDIENCE

Leyton Orient
6.3%



Crystal Palace
93.8%



REVENUE MODEL

- ❑ D2C e-Commerce
- ❑ Sales Activations via Strategic Partnerships
- ❑ Product Supply Agreements
- ❑ Online & Offline Retail
- ❑ Influencer & Affiliate Marketing
- ❑ Future retail partnerships

Direct to Consumer

Fan Activations

Business to Business

WHY NOW?

- ❑ The demand from consumers for sustainable packaging has never been higher.
- ❑ Outdoor adventurers more than ever want to get back outdoors.
- ❑ The instant coffee market on a global scale has exploded with a surge in sales during the pandemic and will continue to grow exponentially.
- ❑ The instant coffee market expected to grow by \$15B between 2018 and 2025 hit \$57B in June of 2020.
- ❑ 80% of Brits drink instant coffee and statistics show that instant continues to outperform brewed coffee.

THE ASK

£100,000

Projections (US\$'000)					
	2021	2022	2023	2024	2025
TOTAL SALES	2,100	8,685	17,055	27,762	39,407
GROSS MARGIN	640 30.5%	2,769 31.9%	5,450 32.0%	8,772 31.6%	12,418 31.5%
NET INCOME/(LOSS)	(409) -19.5%	395 4.5%	2,157 12.6%	4,995 18.0%	8,416 21.4%

USE OF FUNDS

Partnerships	£20,000
Marketing	£25,000
Operations & Administration	£30,000
Inventory	£25,000