Solar Flare is a science-driven food company founded by two sisters who achieved acclaim by winning national science and business competitions. They regularly serve as keynote speakers at events hosted by organizations such as Texas Instruments, Lego, and The National Science Teachers Association. Solar Flare’s accomplishments to date include:

- invented a novel process to encapsulate fish oil (DHA) in food products
- designed a food bar that flew on Endeavour to the International Space Station
- gained significant media presence (outlets including CNN, MSNBC, FOX News, Popular Science, and the Smithsonian Air and Space Magazine)

The Opportunity
Recent trends in the food industry show a dramatic shift towards consumers becoming more health conscious and wanting the food they eat to be more than just a “quick snack” when they are hungry. This consumer base includes such diverse segments as:

- millennials looking for “different & innovative” food
- parents becoming more aware of what their children eat
- mature adults focusing on better health through more selective food choices

In addition, trends are specifically “predicted to favor ingredients that help improve cognitive health.” *(Nutrition Business Journal)*

Solar Flare is taking advantage of these trends by innovating with the same science-first approach that enabled them to develop food which fit NASA’s strict nutrition specifications and invent a novel process for enriching food with fish oil (DHA), which has been shown to improve cognitive health.

Market Size
Americans spend $7B per year on snack/nutrition/performance bars:

- the combined performance/nutrition bar segment is $2.7B
- a 3.72% share of the performance/nutrition bar segment generates $100M annually

Initial Product Offering
Solar Flare’s initial product will be the tentatively named ”Brainstorm Bars.” These bars will be single-serve format, have 4 flavor SKUs, be DHA-fortified, and incorporate elements of original NASA design. A single SKU “STEM Bar,” with the same formulation that flew with NASA, will also be launched as a promotional item to support STEM outreach and other high-profile initiatives.

Competitive Advantages

- defensible IP: the DHA encapsulation process is proprietary
- founders’ ability to leverage their media profiles for benefit of Solar Flare
- first bar created to fit NASA’s strict nutritional and taste specifications

Note: Encapsulated DHA is NOT limited to meal bars. It can be incorporated into a myriad of popular food items, such as cereal, granola, ice cream, and candy.

Go-to-Market
Solar Flare’s go-to-market uses a 3-phase approach:

**Phase 1:** Establish a local presence by engaging in a high-energy, low-cost guerilla marketing campaign along the Front Range of Colorado, beginning in early 2019.

**Phase 2:** Engage large national retail outlets. Positive initial discussions have already occurred with both large retail chains and key distribution partners.

**Phase 3:** Expand the revenue base beyond bars through the strategic introduction of other synergistic products and licensing its DHA-encapsulation technology to other companies for use in non-competitive products.

Investment Opportunity
Solar Flare has launched a $200K Series A Convertible Note offering allowing a limited number of individuals to invest a lower amount (minimum $25K) in a company that has already received large-scale media attention with products that are uniquely positioned to take advantage of the profitable opportunities being created by current market trends.

The combination of post-R&D-stage investment, external validation by focus groups and NASA, and continued media coverage of the founders mitigates the risk for investors in this financing round. [Note: An additional $1.4M in financing is planned to fund rapid geographic expansion and accelerating the introduction of additional products.]