



# VOUS VITAMIN

INVESTOR OVERVIEW

AUGUST 2020



# Lost in the vitamin aisles?

**170 million** American adults take 1 or more dietary supplements daily

**80% of shoppers** report confusion about nutrition

**1.7% of pharmacists** report they are very satisfied in their ability to answer supplement inquiries

**Self-prescribing results in...**

*Pill Fatigue*

*Wasteful Spending*

*Adverse Reactions*

*Pseudoscience Regimens*

*Category Avoidance*

## Simplicity in a Daily Vitamin Routine

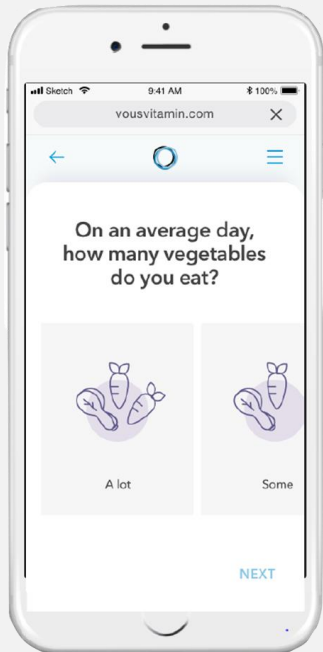
Vous Vitamin is the challenger brand that eliminates handfuls of pills and wasteful spending through personalized all-in-one vitamin blends with curated nutrients and optimized dosing based on consumer data science.



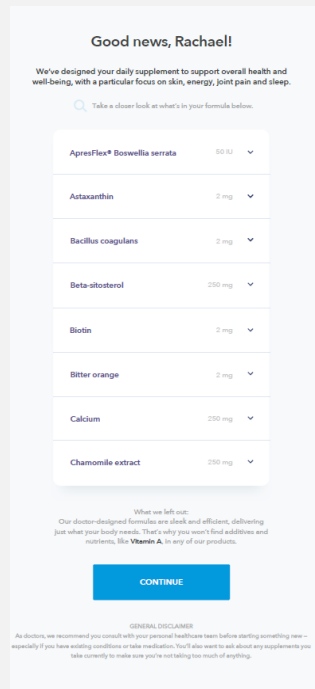
# How It Works

A digital platform designed by physicians who know the science

## Tell Us About You



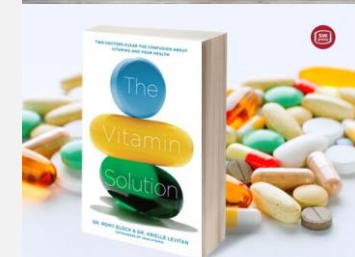
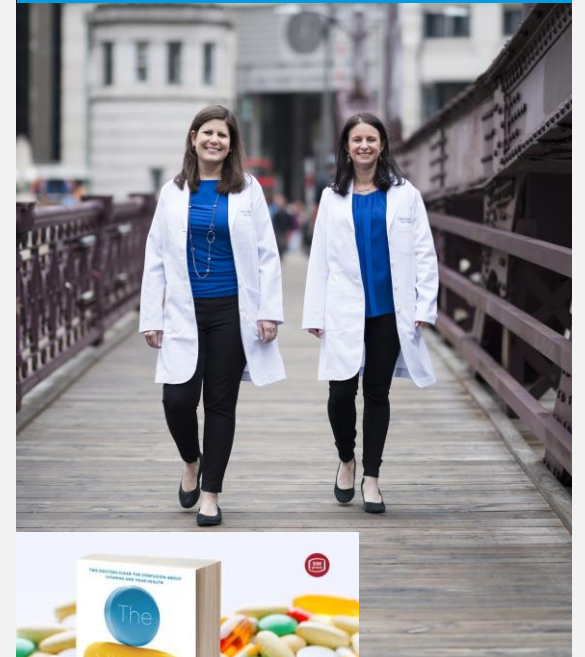
## Meet Your Vitamin



## Delivered to Your Door



Romy Block, MD, & Arielle Levitan, MD, Co-Founders of VOU'S Vitamin



"If there was ever a Bible on vitamins and nutrition, *The Vitamin Solution* is it."  
—Viga Boland for Reader's Favorite, 5 Star Review

30,000+ vitamin shoppers matched to their all-in-one personalized vitamin blend

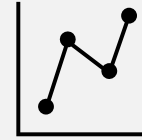


# Two-Sided Business Model

Amy has customized her vitamin. We know a lot about Amy. Maybe more than her doctor...



Trying to get pregnant \* Lives in the Southeast  
\* Practices Yoga and Cross-Fit \* Keeps a Paleo diet \* Drinks regularly \* Does not smoke\*  
Avoids Caffeine \* Dealing with fatigue and skin issues \* History of migraines and depression \*  
Does not take any medications that commonly interfere with vitamins



## Analytics

- ❑ Consumers supply **detailed health and lifestyle data** and resubmit this data periodically to update their formula
- ❑ Vous Vitamin is **highly efficient at data collection** because of the credibility of a doctor-led, science-based offering
- ❑ Virtuous relationship between data and product development – **consumer insights fuel multivitamin design**
- ❑ Growth in analytics database provides unparalleled opportunities for targeted product releases and cross-marketing – **expansion into a wellness platform play**
- ❑ Investors are paying **significant transaction premiums** for this level of consumer data

# Market Traction

- **First mover** in the personalized vitamin market segment with 6+ years of data collection and product innovation
- Market leader in **single pill** customized multivitamin formulations
- Exclusive access to the industry's most recognized **physician-experts** as brand spokespersons
- Extensive **content library** to support long-term education, engagement, and adherence support for subscribers

## Media Endorsements

c|net

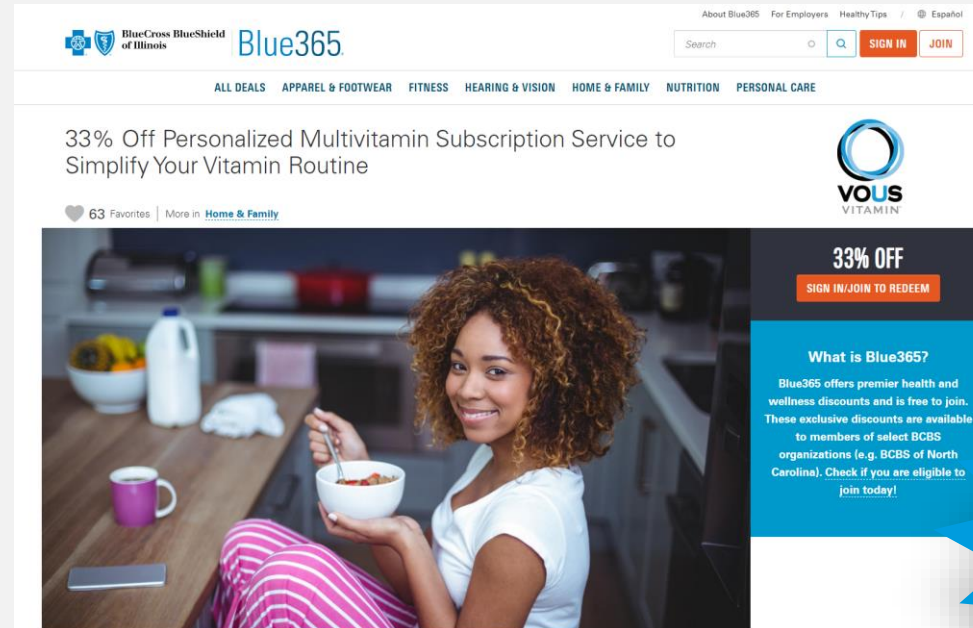
### Best vitamin subscription services for a healthy 2020

You can now buy vitamins to support your health based on your goals, allergies and even blood type.

Vous Vitamin



## Key Partners



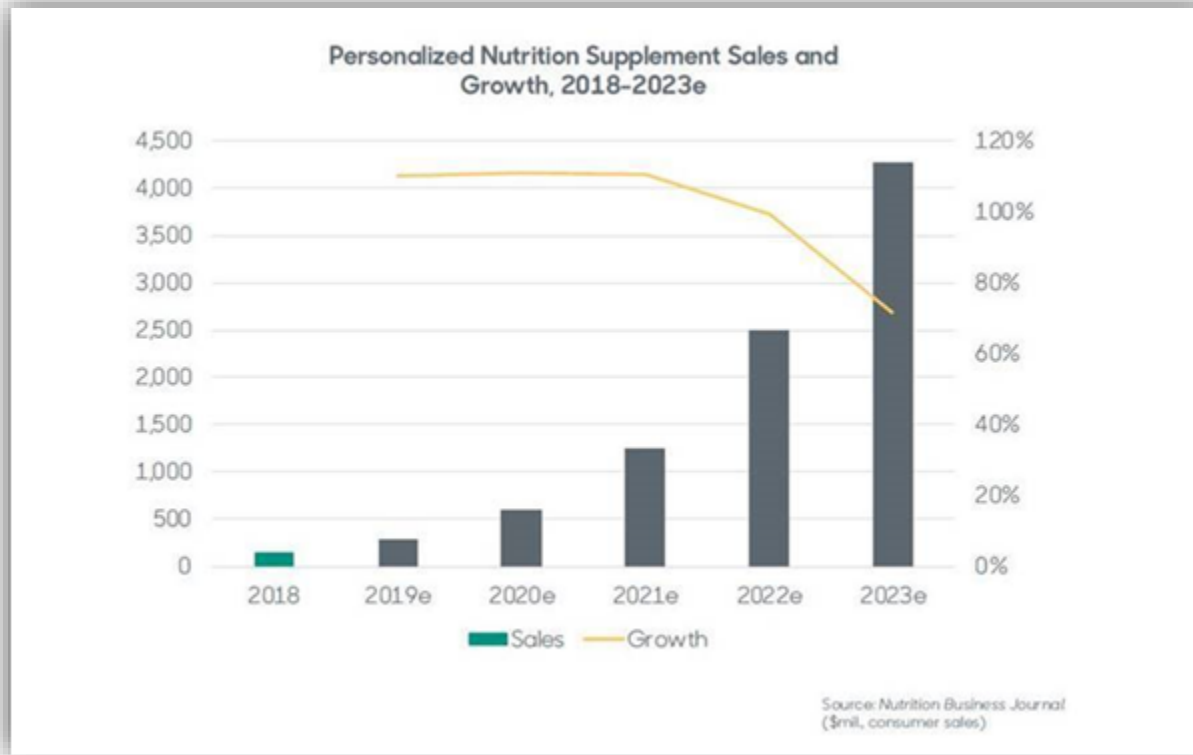
The screenshot shows a website for Blue365, a partner of Vous Vitamin. The page features a navigation bar with categories like 'ALL DEALS', 'APPAREL & FOOTWEAR', 'FITNESS', 'HEARING & VISION', 'HOME & FAMILY', 'NUTRITION', and 'PERSONAL CARE'. The main content area displays a promotional offer: '33% Off Personalized Multivitamin Subscription Service to Simplify Your Vitamin Routine'. Below this, there is a photo of a woman sitting at a table eating, and a blue call-to-action box that says '33% OFF SIGN IN/JOIN TO REDEEM'. A text box explains that Blue365 offers premier health and wellness discounts and is free to join, with exclusive discounts available to members of select BCBS organizations (e.g., BCBS of North Carolina). A starburst graphic points to the offer with the text '9 out of 10 would recommend'.

## Customer Evangelists



# Market Opportunity

## U.S. National Market Size & Forecast



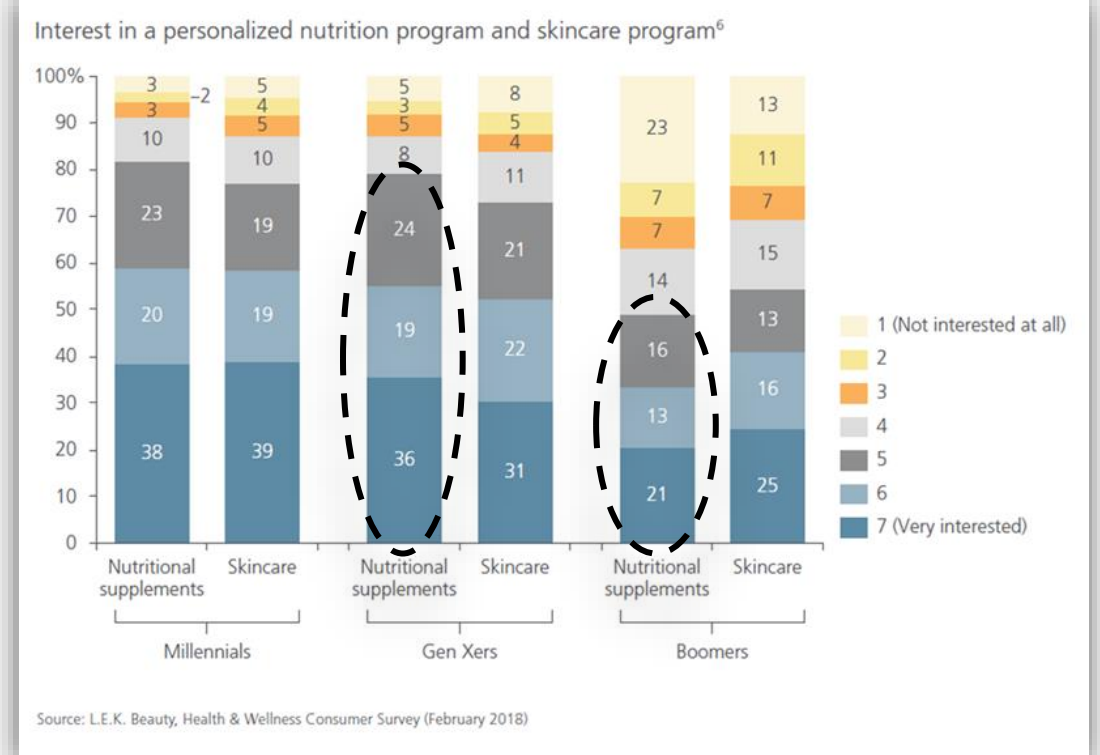
~\$281 million in 2019

15x

~\$4.3 billion in 2023

The market is projected to represent **6.4%** of U.S. supplement sales in 2023

## U.S. Demographic Market Sizing



**“Doctor-led” resonates strongly with 40+ aged consumers in a market white space**

# Competitive Positioning



**Cost:** \$300/annum

**Serving:** 2 daily, small size, easy-to-swallow

**Formulas:** Custom and integrated

**Navigation:** Doctor-led, education rich

**Retail Experimentation**

**Cost:** \$465/annum

**Serving:** Multiple bottles

**Formulas:** "A to Z" nutrition w/ low doses

**Navigation:** Retail Clerk, transactional

**Personalized Pill Packs**

**Cost:** \$1,000+/annum

**Serving:** 10+ in a pack


**Formulas:** Infinite combos, ad hoc blends

**Navigation:** Tech-based, product-centric




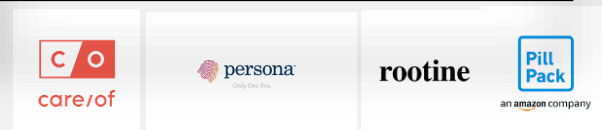
# Brand Sub-segmentation



 Everything (and it's on sale)!!!



 And we'll wrap it for you in packets



"...I was recommended a regimen of ten daily pills (including vitamin C, calcium, iron, magnesium, and adaptogenic mushrooms) plus two different kinds of Quick Sticks..."  
- K. Hoshikawa, *Refinery29* (Nov 19)

 This will only hurt a bit



"...assigning various ratings of health based on a few token blood markers seems disingenuous at best, a come-on to scare you into buying more vitamins at worst."  
- C. Null, *Wired* (June 19)

 Here, drink this



"...significant amount of vitasludge..."  
- C. Null, *Wired* (Oct 19)

 Let's consult the stars



 The "fun" ones



 Doctor-driven, custom, and less pills



"Vous Vitamin is a physician-led company that builds personalization into single pill formulations (so, if you hate taking a bunch of pills, these are for you)... As someone who is quite pill adverse, it makes sense that making the experience more pleasurable will offer more incentive for people to continue with their supplement routine."  
- H. Gould, *Byrdie* (May 19)

Visit:  
[Whatvitaminshoulditake.com](http://Whatvitaminshoulditake.com)



# Team

Romy Block, M.D.  
Co-Founder

**Background:** Board-certified in endocrinology and metabolism medicine; Chief of Endocrinology; Assistant Professor; co-author of *The Vitamin Solution*  
**Education:** BS, Tufts University; MD, Tel Aviv University; Fellowship Trained at NYU; Residency at North Shore-LIJ

Brad Helfand  
COO

**Background:** Management consulting, new venture development, and healthcare provider strategy and operations  
**Education:** BA, Northwestern University; MA, Northwestern University; MPH, Yale University; Graduate Certificate in Integrated Marketing, University of Chicago

Arielle Levitan, M.D.  
Co-Founder

**Background:** Board-certified internal medicine; clinical instructor; co-author of *The Vitamin Solution*  
**Education:** BA, Stanford University; MD, Northwestern University; Chief Resident; Northwestern University Evanston Hospital Program

Robin Prebish  
Customer Service

Contracted Services

Social Media

SEO / Paid Search

Brand Strategy

Public Relations

Legal

Accounting

Manufacturing

IT

# Advisors



**Gina Bianchini**  
**Founder & CEO, Mighty Networks**  
Other relevant experience:  
*Andreeson Horowitz, Scripps Network Interactive, Ning, Goldman Sachs*  
Education:  
BA, Stanford University  
MBA, Stanford University



**Jeffrey Nemetz**  
**Founder, Transform Partners**  
Other relevant experience:  
*Prophet, Healthcare Branding Group*  
Education:  
BS, University of Illinois  
MS, University of Illinois



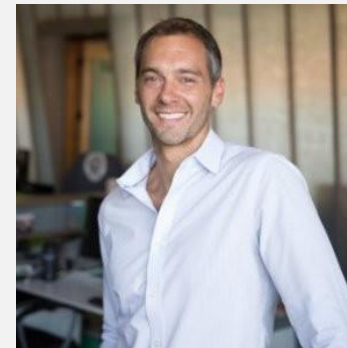
**Jeff Campbell**  
**Managing Director, & Co-Founder Resolution**  
Other relevant experience:  
*Mosaic Data Solutions, Sprint PCS*  
Education:  
BS, Drake University



**Seth Radwell**  
**Former CEO, The Proactiv Company**  
Other relevant experience:  
*Guthy-Renker, Scholastic, Prodigy, McKinsey*  
Education:  
BA, Columbia University  
MPP, Harvard University



**Lindsay Levin**  
**Former CMO, RxBar**  
Other relevant experience:  
*Fluresh, Pepsico, Navigant*  
Education:  
BA, Stanford University  
MBA, Northwestern University



**Ryan Schneider**  
**Former President, SnackNation**  
Other relevant experience:  
*Vacayou Wellness & Active Travel; Embarc Collective; Rustic Canyon Partners*  
Education:  
BA, Northwestern University  
MBA, UCLA

# DTC Growth Strategy

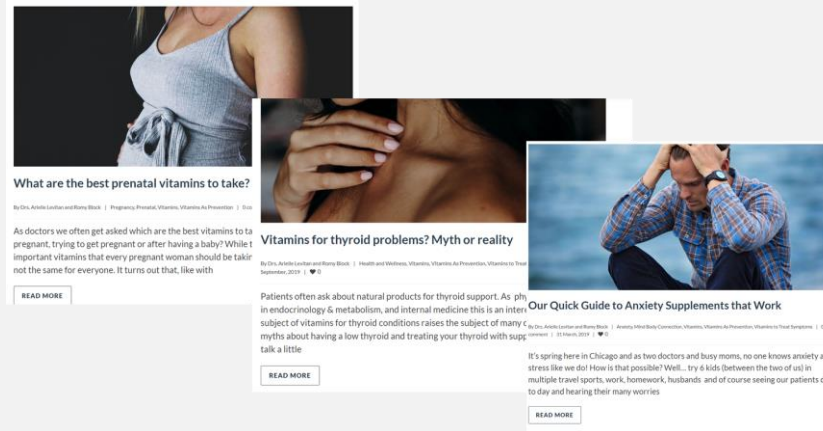
The only personalized vitamin company that can introduce consumers to the emerging category with the trust factor of two medical experts that have defined the category.

## Digital & Direct Advertising



Strict Targeting & Retargeting of Core Consumers

## Organic Reach



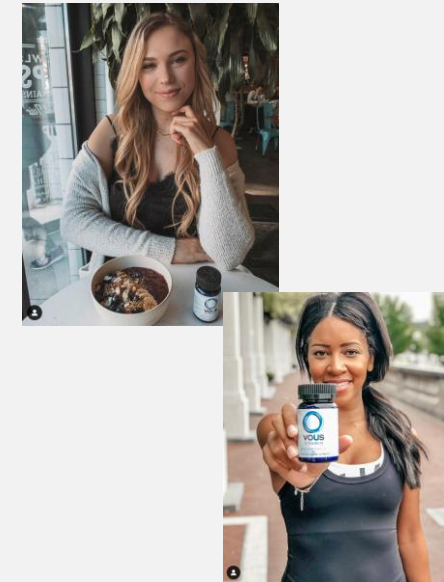
Franchise MD-Authored Content Library

## Media Appearances



Leverage Expert Advantage to Play on a National Stage

## Community Building



Empower Customer Evangelists

AS SEEN IN



# Partnership Growth Strategy

As a credible physician-offering with education as the tip of the spear, Vous Vitamin is able to strike partnerships at a pace that cannot be replicated by other companies.

## Employer/Broker Channel

Fill a gap in the wellness benefit.



## Wellness Affiliates

Offer revenue diversification



**Case Study:** Vous Vitamin strikes national multi-year partnership with health plan to reach 60+ million members becoming their first personalized vitamin partner

- Strategic discounts on subscription products
- Co-branding
- Targeted outreach to members

Key factors:

- Comprehensible approach & value-add product
- Predictable pricing model
- Physician credibility

*Bottom line:* Partnership won over personalized pill pack competitor that was viewed as undifferentiated from a retail vitamin store.

# Investment

**Vous Vitamin is seeking \$1.2M in convertible debt financing**

## Major Capital Investments



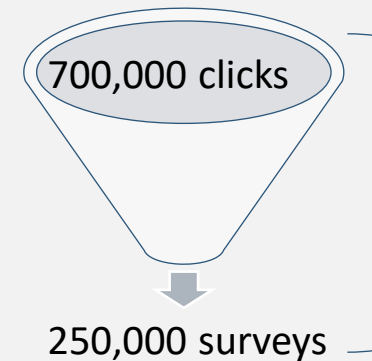
- ✓ Digital marketing initiatives
- ✓ Off-line partnership support
- ✓ Production of pipeline formulas
- ✓ Intellectual property protection
- ✓ Inventory management / 3PL process
- ✓ Brand strategy
- ✓ Website redesign
- ✓ Packaging transformation
- ✓ Strategic hire(s)
- ✓ Management team

## Digital Marketing Spend (\$700,000)

- 12-month campaign focused on core customer demographic
- Agency-led creative and media distribution
- Mixed media approach and sophisticated retargeting criteria
- Grounded in current website funnel metrics w/ third-party validation

## Campaign Boosters

- Organic search
- PR/Earned media
- Partnership gains
- Conversion improvements
- Retention gains



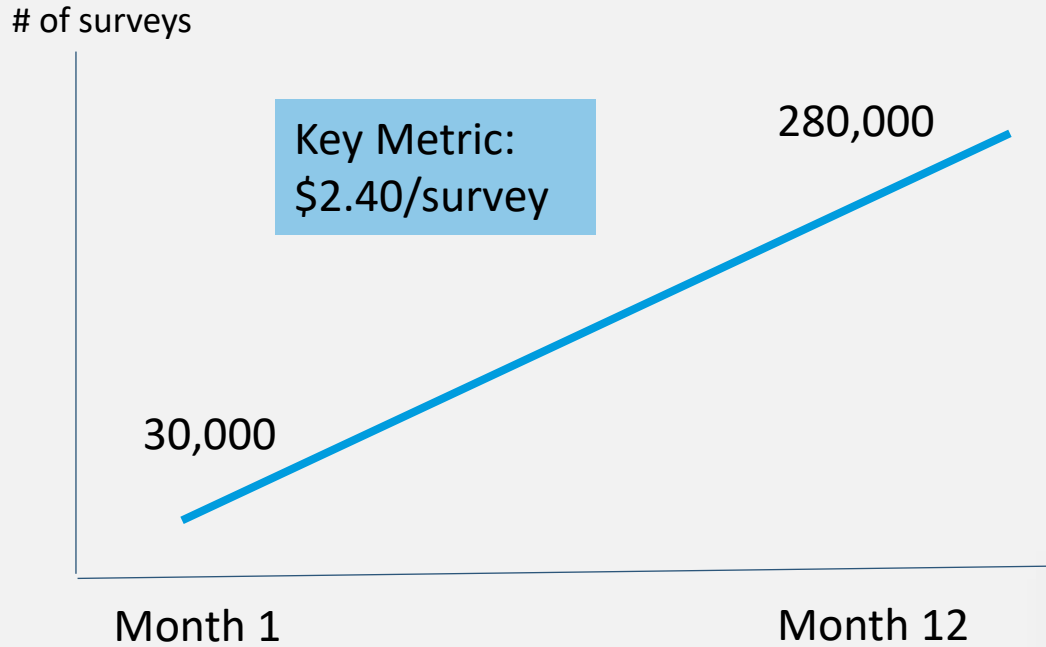
# Valuation Story / Analytics-Driven Valuation

1 Strategic marketing investments can rapidly expand the consumer dataset

2 Consumer insights on health and lifestyle data command a market premium

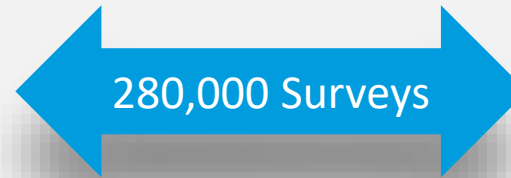
3 Validated approach to building value through survey analytics

## Vous Vitamin Analytics Database



Key assumption: Use of capital funds to include \$600K / Direct & Digital Advertising and \$100K / Creative & Distribution

## Sample Valuation Range for Terminal Value of Analytics Database



\$70/survey  
\$19.6M pre-money valuation

\$104/survey  
\$29.1M pre-money valuation

Key Transaction:  
Care/Of received a \$156M valuation in August 2018 that equated to \$104/survey

## Long-Term Comparable of Analytics Database



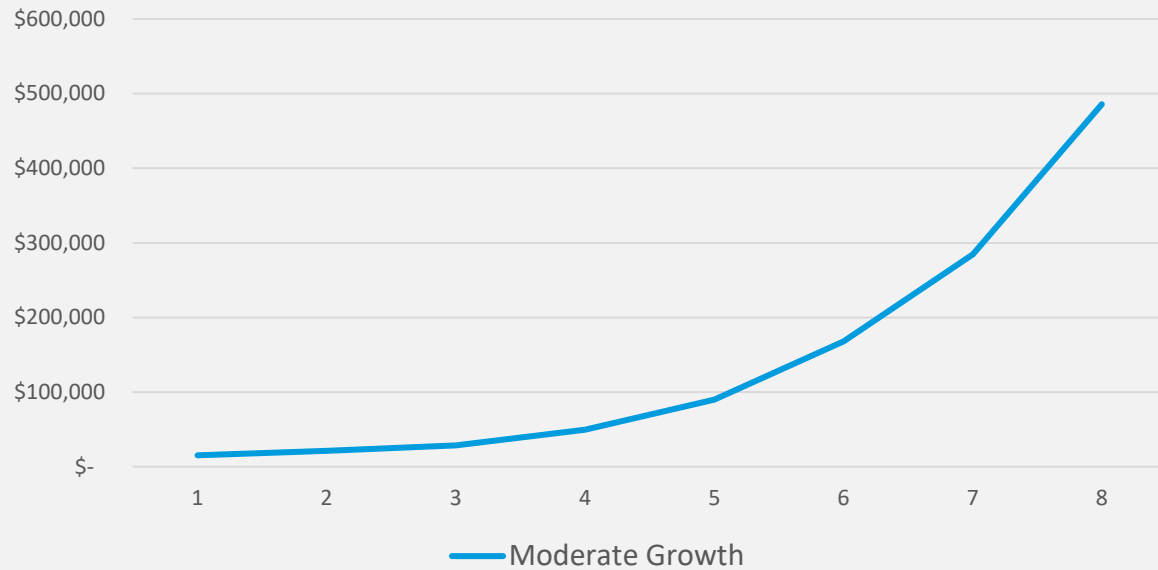
Pre-IPO valuation of up to **\$4B**;  
\$450M in capital raised to date



# Financial Base Case

Growth to ~4,500 subscribers contributing \$2M revenue run rate

### Quarterly Revenue Growth



Target Customer Acquisition Cost: \$100/customer

Target Churn Rate: 25%

### Key Win Themes:



Physician-led brand by the industry experts



Single pill personalization



Distinctive collateral for consumer education



Analytics for product dev & cross-marketing



Recognition of untapped channels





# THANK YOU

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