

AMINO: A MISSION-DRIVEN DIGITAL NUTRITION BRAND

The Opportunity = The global fitness & wellness market is rapidly expanding (\$1.5 trillion w/ 5-10% CAGR) and consumers are becoming more health conscious, particularly looking for functional food and drinks to improve performance. Currently, protein supplements are the dominant product in the nutrition category and the demand is expected to double between now and 2030 (\$20.47B >\$43B). Amino acids are the building blocks of protein and are a superior nutrition technology to protein supplements because we can customise the formula design. Consumers currently don't have access to user-friendly products or education about the potential benefits of free-form amino acids.

The Solution = Our brand Amino solves this. We are on a mission to become the global leader in amino acids-based products and education. We are certain free-form amino acids will revolutionise the health of humans around the globe. The scientific research clearly demonstrates this. We want to own this space. We already solve this problem for over 8000 customers in over 30+ countries worldwide and rapidly expanding.

Traction To Date =

- Up to £27,000 monthly revenue run rate (12% MOM average growth rate)
- 10,000+ units sold & cumulative 1000+ 5-star reviews. Positive & growing CAC/LTV & TROAS metrics
- Traction establish with only 2 full-time staff / Profitable in 2023
- DTC business model (50%+ margins) with the option to bolt on high-margin membership / SAAS tools in future (90%+ margin)
- Projecting to reach £100K MOM run rate waypoint in 12 months
- Room to expand margin (>70%+) with vertical integration & econ. of scale
- Looking to expand product ranges (10+) and geographies (UK, USA & Europe)

Team =

- Simon Carty - Founder & CEO. Ex-elite athlete. Exercise physiology degree, Loughborough Uni Elite S&C coach for 10 years.
- Samantha Martell - Co-founder & Head of DTC. 15 years in digital product and project management.

Exit Senario =

1. Near term (UK+Europe) - Financial buyer i.e P/E - £20M ARR @ 5x Rev = £100M (19x ROI)
2. Longer term (Europe+USA) - Strategic buyer i.e Nestle HS - £100M ARR @ 5x RM = £500M (100x ROI)

Raising £270k EIS seed round (£270K committed - Now Overfunding) + £300k FSE Growth Loan Activated

EUROPEAN SPECIALIST
SPORTS NUTRITION
AWARDS

2021 NEWCOMER
OF THE YEAR
FINALIST



Ordered product sales

£240,369.38

Avg. units/order item

1.01

Compare sales

Total sales

£226,530.24

Recharge Subscriptions

£114,024.99

		PHASE 1 - UK DIGITAL FIRST			PHASE 2 - USA DIGITAL TRIAL &/OR ADD UK GYM RETAIL		PHASE 3 - ADD UK GRAB & GO RETAIL		PHASE 4 - FULLY EXPAND USA & EUROPE	
DTC & AMAZON	Target Monthly Units Sold	2022	2023	2024	2025	2026	2027	2028	2029-32	
	Growth Rate	1000	2500	5000	10000	20000	30000	60000	-	-
	AOV	10% Per Month	10% Per Month	10% Per Month	2x Yearly	2x Yearly	1.5x Yearly	1.5x Yearly	-	-
	Monthly Run Rate	20	20	20	20	20	20	20	-	-
Retail	Yearly Revenue	£20,000	£50,000	£100,000	£200,000	£400,000	£600,000	£1,200,000	-	-
	Yearly Revenue	£240,000	£600,000	£1,200,000	£2,400,000	£4,800,000	£7,200,000	£14,400,000	-	-
	Outlets				50	500	5000	10000	-	-
	Stretch Target Cases per Month				4	4	4	4	-	-
Group	Price per Case				15	15	15	15	-	-
	Monthly Revenue				£3,000	£30,000	£300,000	£600,000	-	-
	Yearly Run Rate				£36,000	£360,000	£3,600,000	£7,200,000	-	-
	Financing	Seed waypoint of 100K per month			Series A / Exit Opportunity				ACQUISITION	
Group	Group yearly Revenues	£240,000	£600,000	£1,200,000	£2,436,000	£5,160,000	£10,800,000	£21,600,000	£43,200,000	£86,400,000
	Gross Profits	£120,000	£300,000	£600,000	£1,218,000	£2,580,000	£5,400,000	£10,800,000	-	-
	Op Expenses	120000	240000	480000	960000	1440000	2880000	5760000	-	-
	Number of Staff	2	4	8	16	24	48	96	-	-
EBITDA		£0	£60,000	£120,000	£258,000	£1,140,000	£2,520,000	£5,040,000	-	-