

VITAMINE

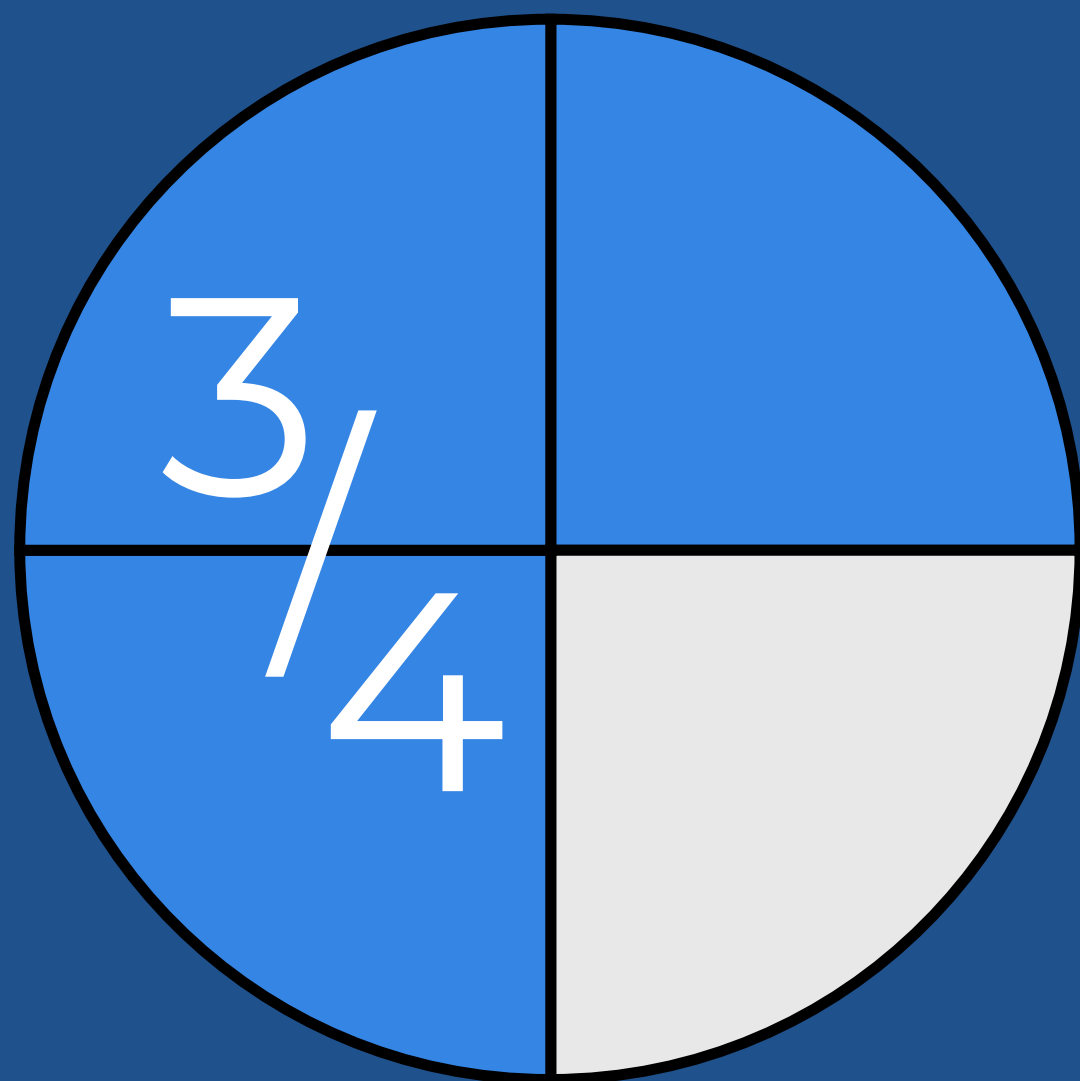


Skip the Pills. Sip the Benefits!

*By: MJ Addison, Lexi Moyers, Emily Sloboda,
Camryn Buckley, & Belle Fox*

40%

of Americans struggle
to swallow pills



**TAKE
VITAMINS
OR
SUPPLEMENTS**

92%

OF THAT,
AGREE THAT VITAMINS
ARE KEY TO MAINTAINING
THEIR HEALTH

THE PROBLEM

Pills and capsules are hard to digest and often forgotten

Inconvenience

Solid vitamins are not as bioavailable as a liquid or powder alternative

Malabsorption

Many vitamins have an unpleasant taste or require multiple pills per day, making them less appealing

Unpleasant Experience

*Personalization
Quiz*

Let's find out together

Answer a few questions and we'll recommend the perfect packet for your goals.

*Targeted
Health
Benefits*

What are your health goals?

Select one

Gut Health

Immunity

Energy

Other

Get Started

*Skip the pills,
sip the benefits!*



*Single-Use
Packets*

*Tasty
Flavors*

CUSTOMER SURVEYS AND INTERVIEWS

Surveys

Struggles
swallowing
pills

Desires a
simple routine

Needs
portability

Consistency

Anti-pill

Effectiveness

Commonalities

Interviews

Doesn't like
taking multiple
pills

Wants
consistency

Prioritize's
hydration

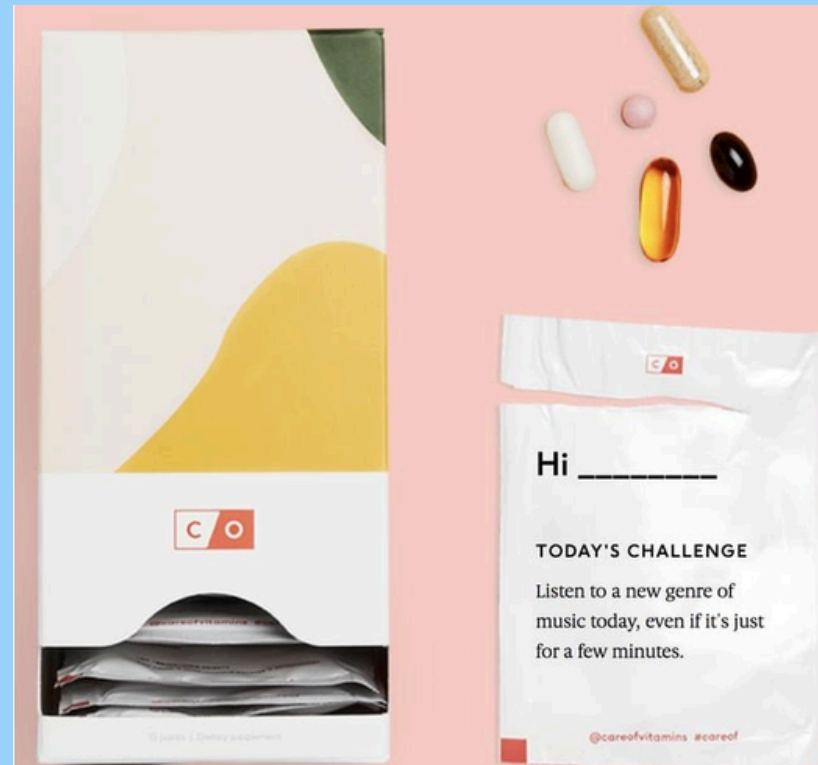
KEY TAKEAWAYS FROM POTENTIAL CUSTOMERS

“If I could have something
that **tastes good**, gives me
vitamins, hydrates me, and
starts my morning off, I
would do it every day.
Gamechanger.”

OUR COMPETITORS



Slow absorption
due to pill form












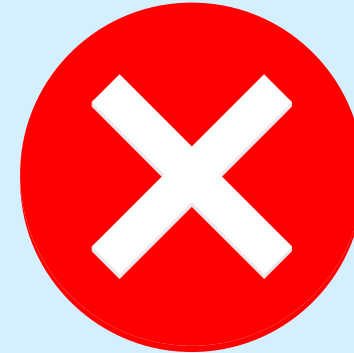

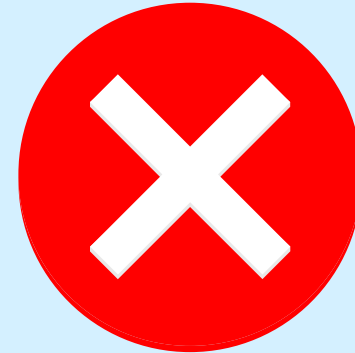

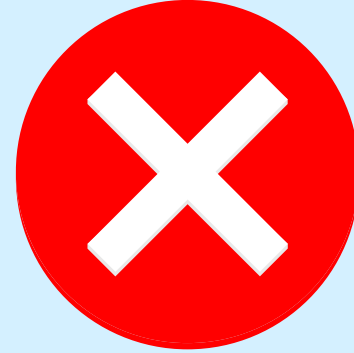


Lacks strong
clinical evidence
for ingredients



Can't take big
bottles on the go

COMPETITOR CHECKLIST

Features				
Fast Absorption				
Portable Packaging				
Easy to Consume				

INDUSTRY ANALYSIS

The United States Vitamin,
Mineral & Supplements industry
growing at a

7.3% CAGR

**Social Media
Influencer &
Celebrity
Endorsements**

**Rising Global Health
Concerns Post
COVID-19**

**Demand for
Personalized
Health Solutions**

**Preventative
Healthcare**

MARKET GROWTH

TAM: U.S. supplement market
63M health conscious adults (18–45)

\$56 BILLION

SAM: Adults seeking natural, customizable,
dissolvable supplements

11 MILLION

SOM: Year 5 goal (1% of SAM)

110K CUSTOMERS

\$56 Billion

11 Million

110K customers

“Vitamin Supplements Market Size and Share Report, 2030.” Vitamin Supplements Market Size and Share Report, 2030, www.precedenceresearch.com/vitamin-supplements-market. Accessed 28 Apr. 2025.

MARKET STRATEGY

Entry Point

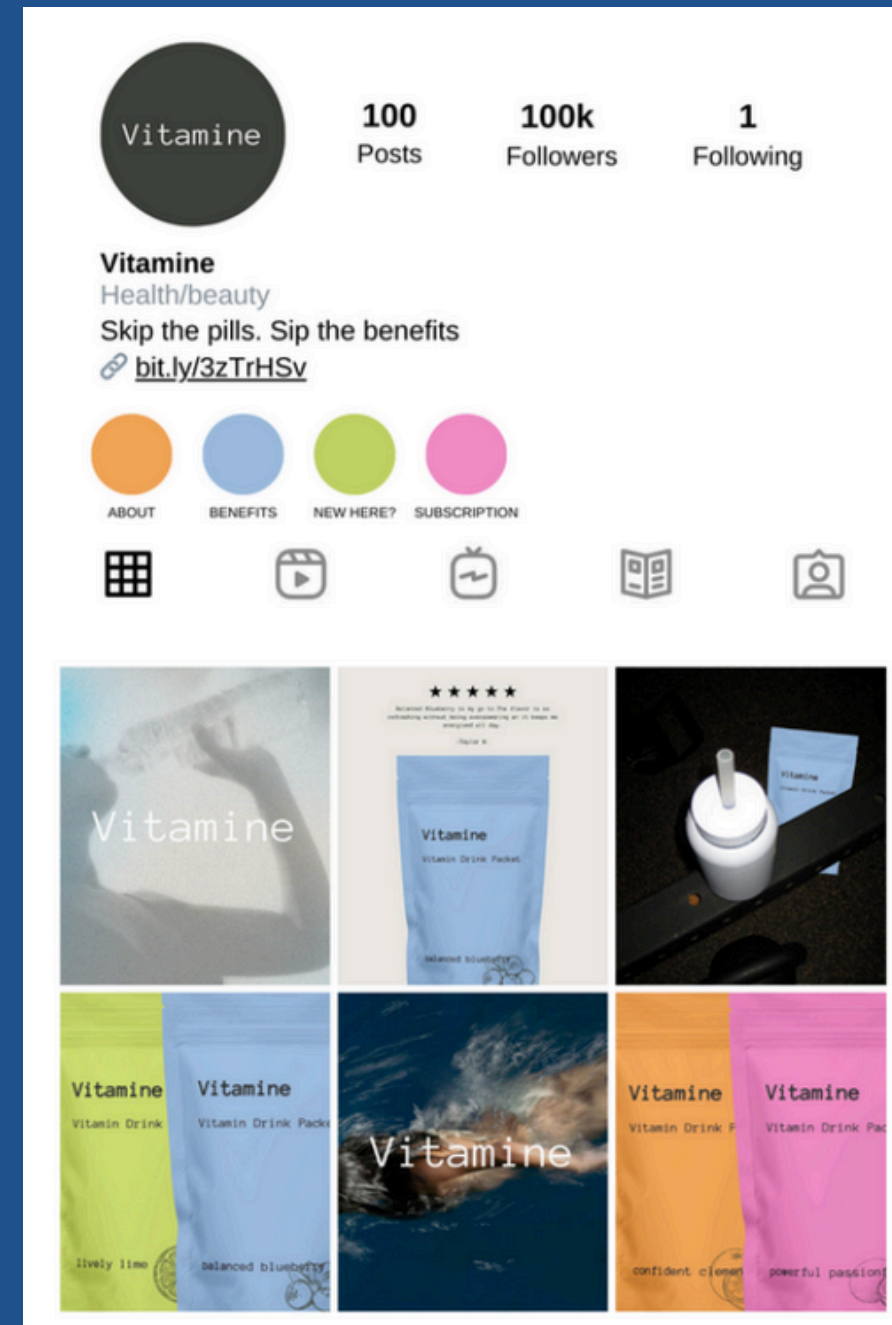
Los Angeles, then expand to wellness-forward U.S. metros

DTC Model

Targeting students, young professionals, and frequent travelers

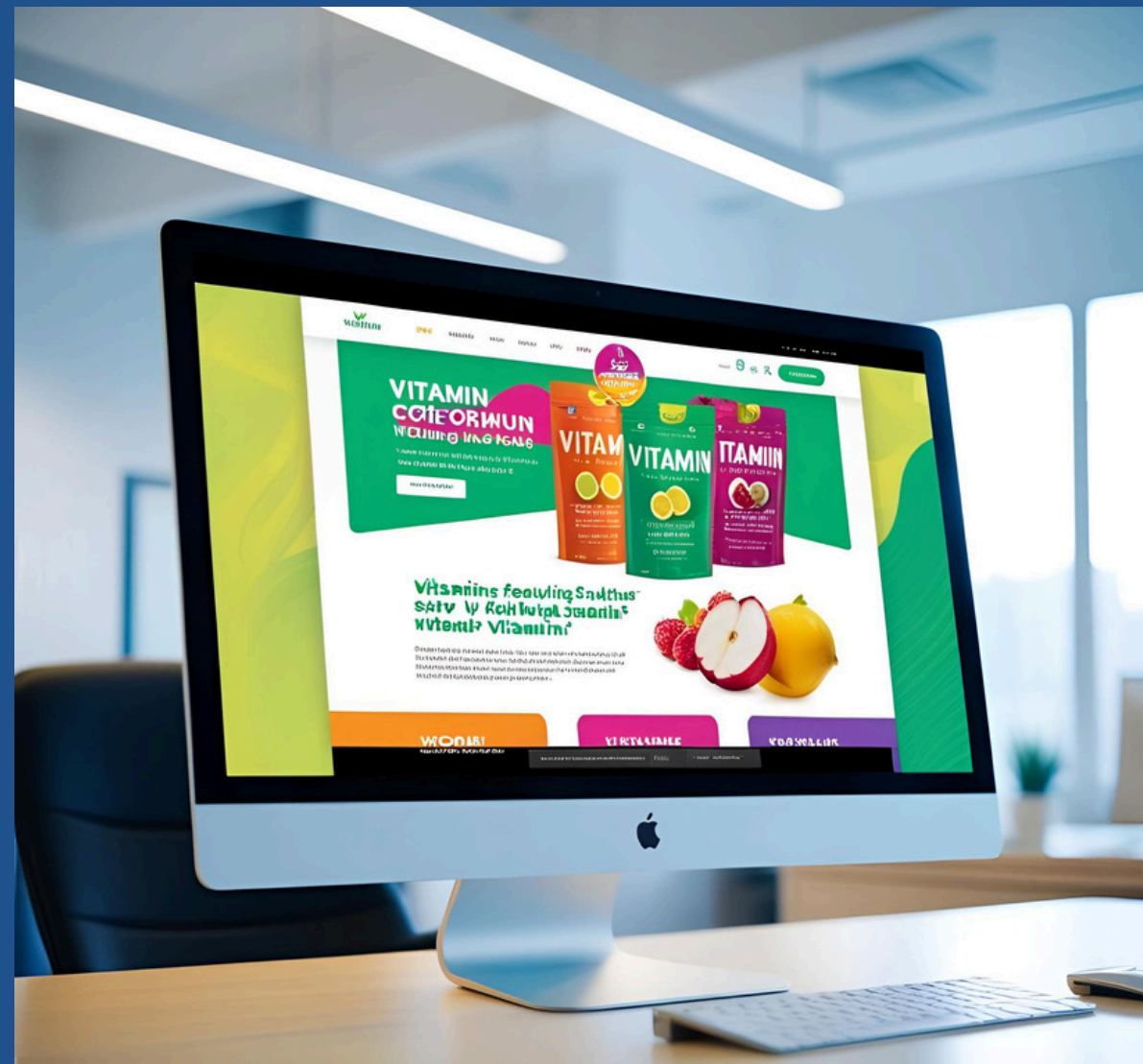
Strategy

Influencer marketing, retail partnerships, and sustainability-driven brand loyalty



DISTRIBUTION CHANNELS

Online store front



In Store Sales



PRICING STRATEGY

- 14 day pack: \$35
- One-Month Subscription: \$70
- Three-Month Subscription: \$150
- Personalized Subscription: \$250

By Year 5, Vitamine predicted to make
12.9 Million
in revenue

**Needed
Investment:
\$247,622**

```
graph LR; A((Needed Investment: $247,622)) --- B(Start-up Costs: $115,100); A --- C(Year 1: $115,100); A --- D(Year 2: Breakeven)
```

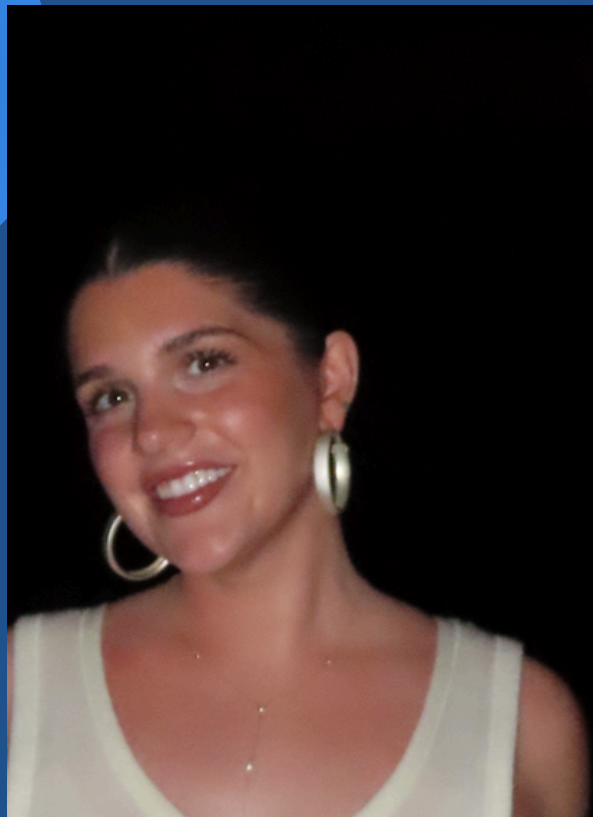
Start-up Costs: \$115,100

Year 1: \$115,100

Year 2: Breakeven

THANK YOU!

Questions?



CPO

MJ Addison



CEO

Lexi Moyers



CFO

Camryn Buckley



COO

Emily Sloboda



CMO

Belle Fox

References

Excel Work Book: https://o365coloradoedu-my.sharepoint.com/:x:/r/personal/emsl4880_colorado_edu/_layouts/15/Doc.aspx?sourcedoc=%7B86B3A2BD-233B-418D-9349-C26CDF137251%7D&file=NEW%20Spring%2024VC%20New%20Venture%20Creation%20Financial%20Model%20v1.8-2.xlsx&fromShare=true&action=default&mobileredirect=true

Business & Technology Legal Group: Denver colorado law firm. Business and Technology Legal Group. (2025, April 9).

Calculate your startup costs. U.S. Small Business Administration. (n.d.). <https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs>

Cost of starting a supplement company realistic breakdown. NutraSeller. (2025a, March 5). <https://nutraseller.com/how-much-does-it-cost-to-start-a-supplement-company/>

Jackson, D. (2024, March 15). Marketing budget template & guide for DTC brands. Shopify. <https://www.shopify.com/blog/marketing-budget>

Kolowich Cox, L. (2023, October 10). How much should you spend on marketing? [Marketing budget breakdown]. HubSpot. <https://blog.hubspot.com/marketing/marketing-budget>

Retail News and Trends. (n.d.). Retrieved from <https://www.retaildive.com/>

Stancill, J. M. (1986, May 1). How much money does your new venture need?. Harvard Business Review. <https://hbr.org/1986/05/how-much-money-does-your-new-venture-need>

Supliful. (2025a, February 18). Cost of starting a supplement company: Supliful: Blog by Supliful. <https://supliful.com/blog/cost-of-starting-a-supplement-company>

The six costs of entry for DTC Supplement Brands. Pure Branding. (2024, August 5). <https://purebranding.com/the-six-costs-of-entry-for-dtc-supplement-brands/>

The state of Subscription Commerce 2023. (2023). Retrieved from <https://getrecharge.com/resources/industry-report/>

“Vitamin Supplements Market Size and Share Report, 2030.” Vitamin Supplements Market Size And Share Report, 2030, www.grandviewresearch.com/industry-analysis/vitamin-supplements-market-report. Accessed 28 Apr. 2025.

Whole Foods vs. Trader Joe’s in San Francisco. (n.d.). Retrieved from https://www.unacast.com/post/grocer-foot-traffic?utm_source=chatgpt.com

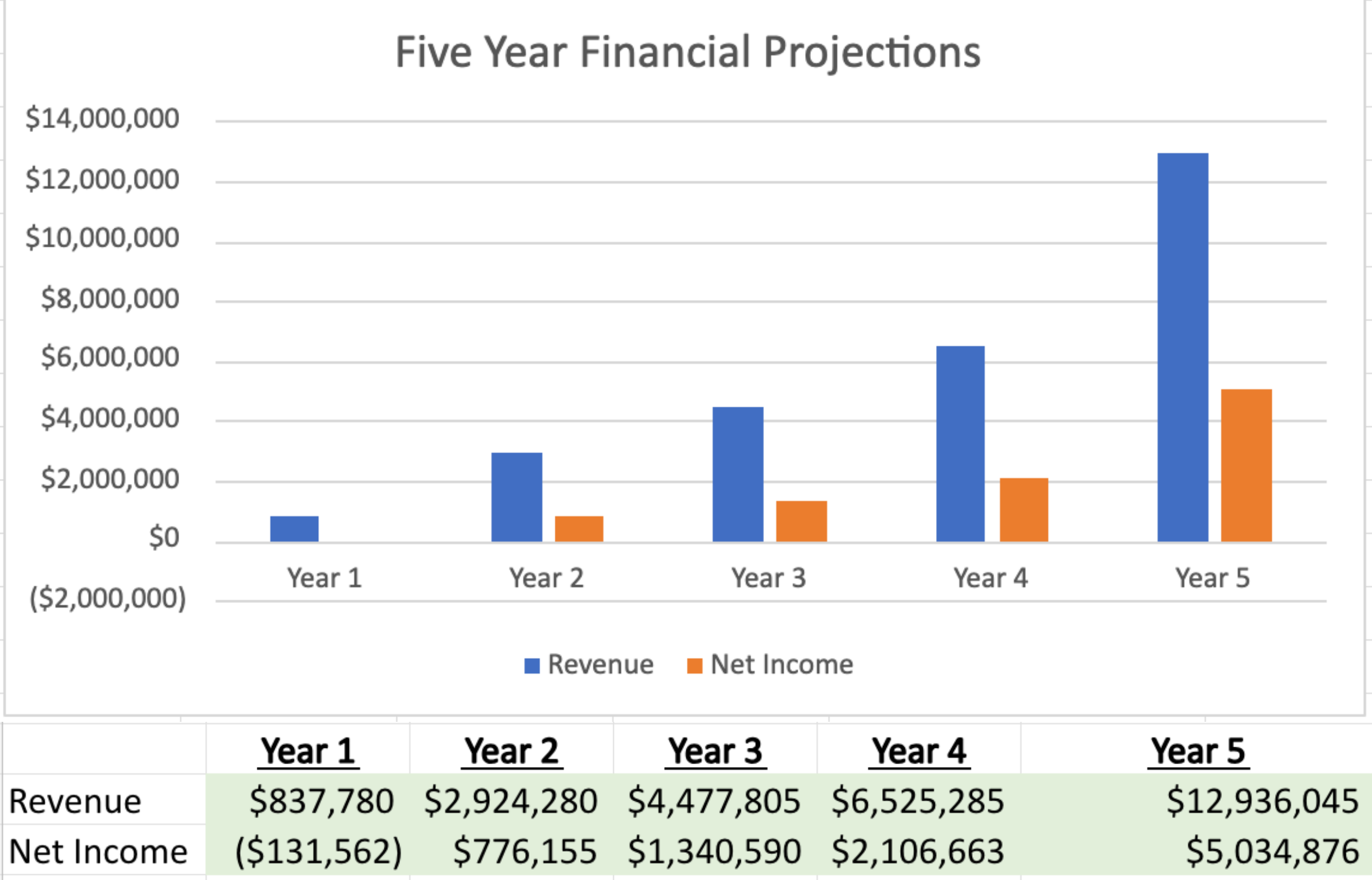
Wiklund, J. (2022a). Analyzing whole foods foot traffic. Retrieved from <https://foodinstitute.com/focus/analyzing-whole-foods-foot-traffic/>

Wiklund, J. (2022b). Analyzing whole foods foot traffic. Retrieved from <https://foodinstitute.com/focus/analyzing-whole-foods-foot-traffic/>

10 examples of operating costs in running a business | indeed.com. (n.d.). <https://www.indeed.com/career-advice/career-development/examples-of-operating-costs>

Appendix

FINANCIAL PLAN



STARTUP COSTS

Start-up Items/One-Time Expenses	Start-up	Year 1	Year 2	Year 3	Year 4	Year 5
Research	\$39,000	\$39,000	\$0	\$0	\$0	\$0
Formulation & Lab Work + Testing	\$16,000	\$16,000	\$0	\$0	\$0	\$0
Ingredient Sourcing	\$10,000	\$10,000	\$0	\$0	\$0	\$0
Sample Batch Production	\$6,500	\$6,500	\$0	\$0	\$0	\$0
Manufacturing & Fulfillment - 3PL	\$7,500	\$7,500	\$0	\$0	\$0	\$0
Insurance	\$2,000	\$2,000	\$0	\$0	\$0	\$0
Trademarking	\$3,600	\$3,600	\$0	\$0	\$0	\$0
Legal	\$10,000	\$10,000	\$0	\$0	\$0	\$0
Website Development & SEO	\$11,000	\$11,000	\$0	\$0	\$0	\$0
3PL Contract	\$2,000	\$2,000	\$0	\$0	\$0	\$0
Marketing & Promotion	\$7,500	\$7,500	\$0	\$0	\$0	\$0
	\$115,100	\$115,100	\$0	\$0	\$0	\$0

Total Startup Costs:
\$ 115,100

OPERATING EXPENSES

Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing & Sales	\$54,000	\$62,100	\$71,415	\$82,127	\$94,446
Fulfillment -3pl	\$30,000	\$52,000	\$86,000	\$120,000	\$162,000
Salaries & Benefits	\$150,000	\$172,500.00	\$198,375.00	\$228,131.25	\$262,350.94
Freelancer Fees	\$66,000	\$98,000	\$144,000	\$186,000	\$245,000
SEO-if monthly	\$2,400	\$2,640	\$2,904	\$3,194	\$3,514
Software engineer	85,440	\$90,566	\$96,000	\$101,760	\$107,866
Software Subscriptions	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
	\$390,240	\$480,206	\$601,094	\$723,613	\$877,577
Total					
	Year 1	Year 2	Year 3	Year 4	Year 5
Other Expenses					
Legal	\$12,080	\$12,080	\$12,080	\$12,080	\$12,080
HR	\$60,000	\$63,000	\$64,890	\$66,837	\$68,842
	\$72,080	\$75,080	\$76,970	\$78,917	\$80,922

- Year 1: \$390,240
- Year 2: \$480,206
- Year 3: \$601,094
- Year 4: \$723,613
- Year 5: \$877,577