



One Line Summary: Gulp Vitamins makes the world’s most personalized multivitamin sold directly to consumers via subscription.

Business Summary: Personalizing supplements is hard and expensive. Using patent pending technology Gulp makes it easy and affordable for consumers to get the health benefits of highly personalized supplements. Gulp uses sophisticated profiling technology to recommend and deliver highly personalized multivitamins for \$69 a month.

Management: Founded by Brad McLaws, who prior to Gulp ran one of the country’s largest vitamin brands. Brad is a serial entrepreneur, has launched 100’s of new products and is a marketing expert (PepsiCo brand marketer, twice CMO, brand consultant, professor, and author). Our heads of technology and product are both entrepreneurs with exits.

Customer Problem: DIY personalization is hard and expensive. All models that have tried to make personalization easier have only made it more expensive. No one has yet figured out a way to feasibly create personalized multivitamins that are effective, easy and affordable.

Product/Services: A true tech/consumer goods hybrid. SaaS tech makes robust recommendations and back of the house software enables the creation of physical multivitamins that can be delivered to your door.

Target Market: 240 million Americans engage in some form of do-it-yourself personalization of their vitamins. Our focus is on the strongest 50 million “vitamin believers” that spend over \$100 a month on supplements and are already primarily shopping online for vitamins.

Customers: Our very modest pre-launch marketing has already filled our waitlist to over 1400 people. So, we are technically oversubscribed for our pending launch capacity of 1000 customers in md-2023.

Sales/Marketing Strategy: We sell direct. We obtain consumers through digital marketing, influencers, and strategic alliances. We have budgeted an extremely high CAC of \$107 per person (well above industry norms) and the liberal use of free trials to ensure success. LTV:CAC ratio = ~8.

Business model: Subscribers. We believe we can obtain 150,000 subscribers over five years. There are many supplement companies with inferior or more expensive offerings that have 400-500k subscribers.

Competitors: Existing DIY Personalization from the thousands of individual supplements is our PRIMARY source of volume. We will also be competing for eyeballs with other DTC supplement companies including Athletic Greens, Care/of, Persona, Baze, Ritual, and Routine.

Financials*	2022	2023	2024	2025	2006	2027
Revenue	0	458	10854	40976	82082	125086
Expenditure	629	1624	10772	32576	57939	78555
Net	(629)	(1190)	82	8400	24142	46530

*In Thousands (000) in USD

Company Profile:

URL: gulpvitamins.com
Industry: Health and Wellness-Supplements/Vitamins
Employees: 5

Contact:

Brad McLaws, CEO
brad@gulpvitamins.com
435-655-1858

Financial Information

Capital Raised: \$1.7M (\$9105k in SAFE notes & \$752 in-kind)
Founders Investment: \$260k
Monthly Burn Rate: \$35k
Last SAFE Note Value Cap: \$10M
Current Ask: \$500k+ to fund launch (primarily for inventory)

Management:

Brad McLaws, CEO
Chris Omer, CTO
Jordan Wittmayer, CMO

Advisors:

Mike Munro, Board
Rob Fauver, Board
Mike Sullivan
Rick Simpson
Kelly White
Chris Anderson, Dentons
Roger McConkie, Workman Nydegger
Stan Soper, Soper Law
Brad Bertoch, VCO
Matt Warnock, VCO

Investors:

Rick Simpson (SAFE)
Rob Fauver (SAFE)
Paul Antoniadis (SAFE)
Mike Sullivan (SAFE)
Maddie Castellano (SAFE)
Steve Klein (SAFE)
ViaCap (SAFE)
Paul Jones (SAFE)
Kelly White (SAFE)
Tech9 (SAFE)
Lowell Gilvin (SAFE)

Referred by:

Matt Warnock, VCO