

CONFIDENTIAL

Scotts®

PROTEIN BALLS



Problem



Consumers struggle to find **plant-based snacks** with a high protein/low sugar ratio that also deliver natural ingredients without sacrificing flavor.

Overly Processed – Most contain synthetic preservatives, emulsifiers, or artificial sweeteners ([Washington Post, 2025](#)).

High in Sugar – Many bars exceed **8g added sugar per serving**, often masked with sugar alcohols ([Washington Post, 2025](#)).

Poor Taste & Texture – Consumer testing highlights chalky texture and bitterness ([Consumer Reports; Food Business News, 2025](#)).

Misleading Protein – Processing & additives reduce actual protein absorption vs. label claims ([Health.com, 2024](#)).

Animal-Based Dominance – **78% of bars are whey/milk-based**, leaving limited plant-based alternatives ([WellnessPulse, 2024](#)).

Solution

SCOTT'S PROTEIN BALLS DELIVER WHAT TODAY'S CONSUMERS DEMAND BUT CAN'T FIND IN BARS:



- ✓ **Clean & Transparent** → Minimally processed, plant-based, gluten-free, dairy-free, soy-free, non-GMO, & kosher-certified.
- ✓ **Fresh & Refrigerated** → Higher-quality product with no preservatives — lasting up to 3 days on-the-go.
- ✓ **GLP-1 Friendly** → High protein-to-sugar ratio and fiber content align with the rapid growth in GLP-1 users seeking clean snacks.
- ✓ **Portion Control Format** → Bite-sized balls enable flexible dosing & snacking, unlike oversized bars.
- ✓ **Better Taste & Texture** → Soft, chewy, craveable — a fresh snacking experience bars can't match.
- ✓ **Fun Flavors** → Six-flavor lineup that appeals to both kids and adults.
- ✓ **Protein-to-Sugar Advantage** → 8–10g of plant-based protein per serving with low sugar — among the best protein-to-sugar ratios in the market.
- ✓ **Mission-Driven** → Female-founded, born from our CEO's cancer journey. We proudly donate 1% of sales to the Breast Cancer Research Foundation (BCRF).

Market Opportunity



TAM (Total Addressable Market)

Global Better-For-You Snacks Market

\$100B+
CAGR
~5.7%

(Grand View Research, 2024)

SAM (Serviceable Available Market)

Protein Snacks (Bars, Cookies, Cereals)

\$94B Global
Category

(Emergen Research, 2024)

SOM (Serviceable Obtainable Market)

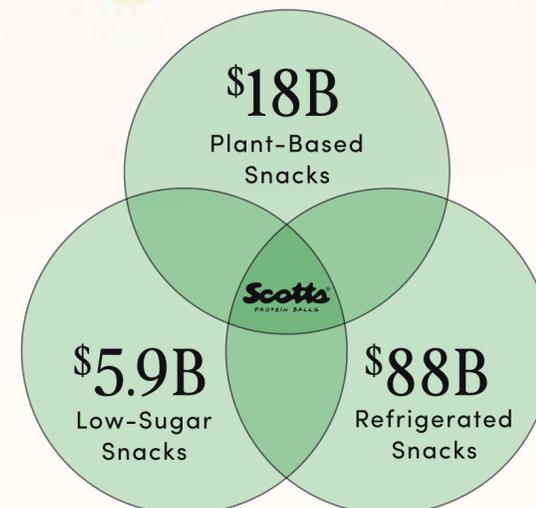
With National Expansion, Scott's
Can Realistically Capture

\$100M+ Share

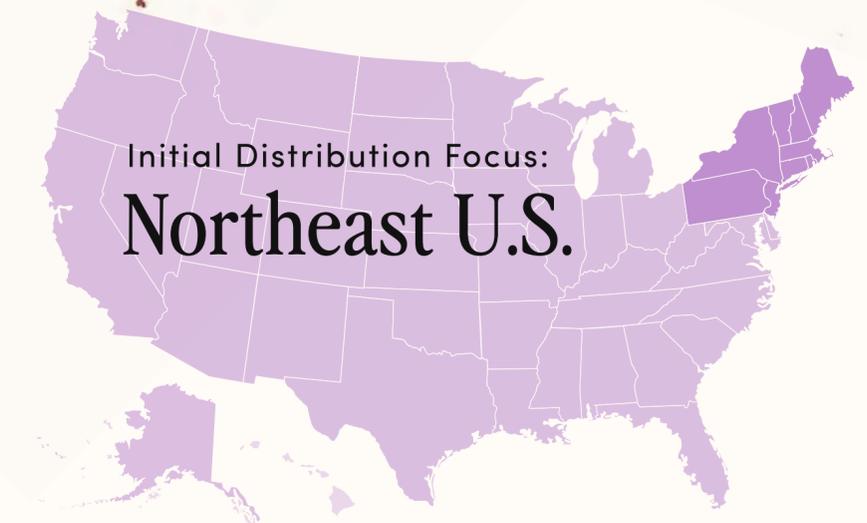
Within 5-7 Years (≈1% Of U.S.
Refrigerated Protein Snacks)

TAILWINDS

- Consumers trading up to **refrigerated, premium snacks** perceived as higher-quality.
- **Surge in GLP-1 adoption** creating demand for low-sugar, protein-dense snacks.
- **Plant-based retail sales grew 3x faster** than total food retail sales (2021) – PBFA.



Scott's competes at the intersection of these high-growth segments.



Product

Scotts[®]
PROTEIN BALLS



Plant Based



Protein Packed



Soy Free



Low/No Added Sugar



Dairy Free



Proud Partner of BCRF



Gluten Free



Nut Free Options



Non-GMO



Female Owned

Business Model



RETAIL

(ShopRite, King Kullen, Citarella, WH Smith airports). Target rollout (Jan. 2026, nationwide May 2026)

2026 MARGIN
~40%

COMING SOON!
 target

200+
LOCATIONS
TODAY



DIRECT-TO-CONSUMER (DTC)

Amazon + Shopify website, strong repeat purchase (23% of orders from existing customers, AOV \$55+).

2026 MARGIN
~50-58%

23%
REPEAT
PURCHASE



PRIVATE LABEL

Oakberry partnership + select corporate wellness programs. Positioned for significant profitability with scale.

COGS PER 2-PACK
\$0.80 - \$0.85

+30-40
PTS MARGIN
IMPROVEMENT



Go-To-Market Strategy



1 RETAIL EXPANSION

- Distributor partnerships (Rainforest + others).
- Target rollout: 80-100 stores Jan. 2026 → nationwide May 2026.
- Ongoing conversations with additional big-box retailers.

2 DIGITAL GROWTH

- Partnered with Digital Agency for Amazon + DTC (SEO, paid digital, email).
- Current spend: \$4K-\$6K/month → CAC ROI of \$1 = \$3-\$4 revenue.
- Targeted campaigns leveraging GLP-1 friendly positioning.

3 BRAND AWARENESS & CUSTOMER ACQUISITION

- Merchandising & in-store displays in key retailers.
- Aggressive sampling strategy (*airports, gyms, expos, retail events*).
- Sampling programs in NYC/Long Island drive in-store trial & conversion.

4 COMMUNITY & LOYALTY

- Leveraging reviews/social proof to drive subscription + repeat DTC orders (23% repeat rate).
- Exploring influencer & ambassador programs to accelerate word-of-mouth adoption

Traction



REVENUE GROWTH

\$215k
REVENUE 2024

- \$215K revenue in 2024 (+100% YoY).
- \$200K YTD 2025 (through Q3) revenue to date.
- Forecasting **300%+ growth** with funding and new co-packer margins.

CUSTOMER LOYALTY

23%
REPEAT ORDERS

- Customers love our taste!
- Customers love our mission!
- 23% repeat online orders, \$56+ AOV.
- Strong affinity from clean ingredients + portion control format.

RETAIL EXPANSION

200+
RETAIL LOCATIONS

- 200+ retail locations across NY/NJ (ShopRite, King Kullen, Citarella, WH Smith airports).
- 95% store retention;* added 150 stores in 75 days with Rainforest Distribution.
- Target rollout confirmed Jan. 2026 (80-100 stores), nationwide May 2026.

MEDIA/PR WINS

1000+
ORDERS / 36 HRS

- Featured on Good Morning America & Good Day NY → viral sales bump (1,000+ orders in 36 hours).
- Ongoing PR: 76 live press links, 1.4M+ media impressions.

*For stores where we were initially launched with 8-12 week trial.

Media & PR

FEATURED IN

TELEVISION

GoodDay
New York

LEARN MORE



LEARN MORE

FOX
BUSINESS

LEARN MORE

cheddar

LEARN MORE

news12

LEARN MORE



CNN

PIX 11

PRINT

COSMOPOLITAN

IMPACT
WEALTH

LEARN MORE

the
Skimm

NOSH.

James Lane

- POST -

Newsday

PURIST
AN ADVENTURE IN WELLNESS

Parade

Entrepreneur

ONLINE

U.S. News
& WORLD REPORT

TRENDAHUNTER™

CIO LOOK

PYMNTS®

the FASHION SPOT

NEW YORK POST
Page Six

verb
inspire · action

VegOut



Scott's
PROTEIN BALLS



"...not only did I really love them, but my whole family was stealing them! I put them in the freezer and when I wanted a snack, there was nothing left in the bag."

- ROSANNA SCOTTO

Competitive Analysis



	FRIDGE FRESH						David	simply FUEL	DAY OUT
	Scotts [®] PROTEIN BALLS	PERFECT BALLS	MUSH	DRUM ROLL	glonuts	MID-DAY SQUARES.			
Fridge Fresh	✓	✓	✓	✓	✓	✓	✗	✗	✗
Serving Size (g)	44	65	65	75	22	33	62	45	42
Calories	190	330	270	190	130	170	150	190	195
Protein (g)	10	15	15	10	2	6	28	8	9
Protein / Gram	23%	23%	23%	13%	9%	18%	45%	18%	21%
Sugar (g)	3	18	11	1	1	5	0	12	9
Sugar Alcohol	0	0	0	4	2	0	7	0	0
Nut-free options	✓	✗	✗	✗	✗	✗	✗	✗	✗
Plant-based	✓	✗	✗	✓	✓	✓	✗	✗	✓
Dairy-free	✓	✗	✗	✓	✓	✓	✗	✗	✓
Portion Controlled	✓	✗	✗	✓	✓	✓	✗	✓	✓
Non-GMO	✓	✓	✓	✓	✓	✓	✗	✗	✓
Artificial Ingredients	✗	✗	✗	✗	✗	✗	✓	✗	✗
Seed Oils	✗	✓	✗	✓	✗	✗	✓	✗	✗
Gums	✗	✗	✗	✓	✗	✗	✓	✗	✗

Reviews of Current Offerings



PEOPLE ARE FED UP WITH CURRENT OFFERINGS



Reddit · r/LowCalFoodFinds
70+ comments · 1 year ago

protein bars that actually make you feel full?

The reason being, eggs are delicious and a lot of protein bars are gross ... Protein bars and powders never fill me up. ♀. When I ...



Reddit · r/CICO
160+ comments · 1 year ago

Protein bars are kinda bullshit : r/CICO

They never have more than 20g of protein and the calories are way too high to be worth it. Anyone else agree? It's a nice protein source on the go but the ...



Reddit · r/Volumeeating
40+ comments · 1 year ago

Replacement for protein bars : r/Volumeeating



Reddit · r/CostcoCanada
720+ comments · 4 weeks ago

These protein bars are the most disgusting thing I've ever

Many other bars just taste like artificial sweetener bombs. But I guess that's what s



Reddit · r/ultraprocessedfood
20+ comments · 1 year ago

how to quit protein bars : r/ultraprocessedfood

If its just the habitual-ness of the protein bar, I'd suggest either substituting it with something that scratches the same itch - an oat bar, ...



Reddit · r/NoStupidQuestions
6 comments · 6 months ago

Why do protein bars taste Like That : r/NoStupidQuestions

These usually have like 10ish grams of protein in a bar. This gives it just a slightly weird flavor compared to that same bar if it didn't have ...



Reddit · r/LowCalFoodFinds
30+ comments · 4 months ago

David is shady and terrible : r/LowCalFoodFinds

They're so bad. I prioritize macros but those are inedible and were so hard on my stomach.



Reddit · r/NoStupidQuestions
10+ comments · 5 months ago

Why do protein bars and such always taste like shit?

Flavorings: Artificial sweeteners or flavor enhancers might not always blend well with the natural taste protein sources. High protein ...



Reddit · r/selfcare
50+ comments · 11 months ago

Is there any protein bars that DON'T have that gross ...

"Alani" protein bars literally taste like candy. They have a lot of sugar in them and are very delicious. Also some flavors ...

Our Team

LEADERSHIP



LORI LEVINE
CEO & Co-Founder

CPA And Breast Cancer Survivor;
Launched Scott's Protein Balls During The
Pandemic And Scaled To 300+ Stores.



SCOTT LEVINE
Co-Founder & CFO

30+ Years As CFO In AdTech/Digital;
Supported Multiple Exits (\$120M+, \$300M)

Our Team



ADVISORS & STRATEGIC PARTNERS



RICARDO CORDERO
CEO, Ricardo Food Group
Manufacturing/Co-Packing



PATRICK SIMONE
Culinary Development Group
Product Development



DAVID KIRSHENBAUM
Financial Advisor
CPG/BFU Focus



MARCY KIRSHENBAUM
Nutritionist
Enhance Nutrition LLC



DAVID MELTZER
Media Executive
Brand Strategy



CRAIG SIEGEL
Entrepreneur/Coach
CLS

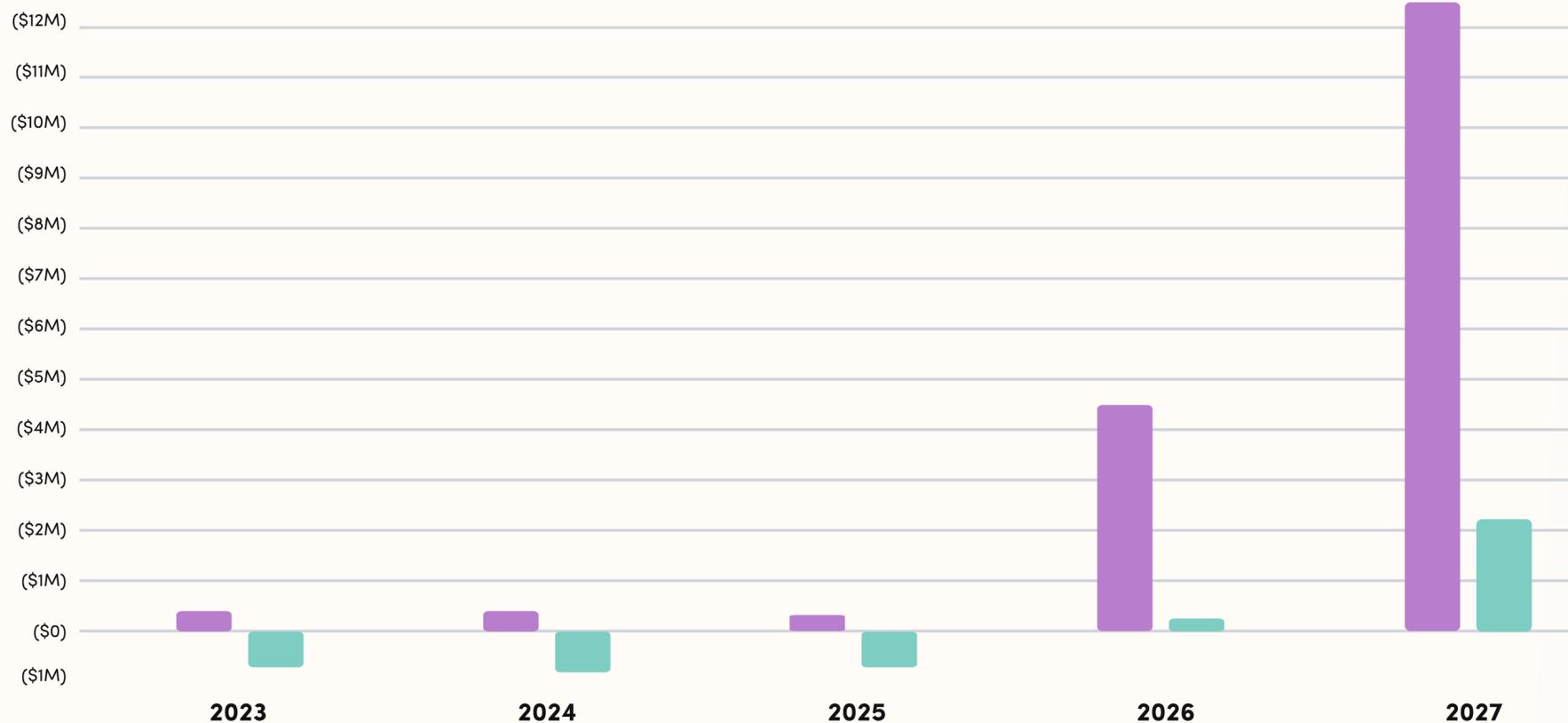


**JAY & BARBARA
BAMBERGER**
Sampling Experts

Driving Growth & Profitability

OUR PATH TO SUCCESS

Revenue* +500% Profit +500%



Key Takeaways

- **Digital marketing and new distribution** are set to drive **1.5X** revenue in 2025, **14X** in 2026 and **2.5X** in 2027.
- **Cash flow breakeven expected by late 2026** as larger production runs boost profitability.
- **Early losses were strategic;** raising funds to scale production and hit profitability.
- **DTC targeted gross margins: 50%-58%, Retail gross margins: 40%.**
- **First private label launched,** growing to 20 stores by year-end.
- **Kosher products and private labels** offer major growth potential.
- **Broker support** expected to drive significant new store count.

The Ask

SEED ROUND

\$380K Pre-Seed Raise

COMPLETE

\$1.5M SEED Round

NOW OPEN

RAISED

18% of target (\$275K-\$1.5M)

\$275K SAFE committed

POST MONEY (if full round)

\$5.5M (Pre-money \$4.0M)

\$1.5M target

50% PRODUCTION/ WORKING CAPITAL

- Lower COGS by 30%
- Reduce packaging costs by 30%
- Reformulation + R&D

35% SALES & MARKETING

- Sampling
- Merchandising + Events
- Amazon + Digital Marketing

15% GENERAL & ADMINISTRATIVE

- Ops Manager
- Legal + Finance Support
- Web Dev



Use of Funds

- Production/Working Capital (50%)
- Sales & Marketing (35%)
- G&A (15%)



Milestones & Roadmap



NEAR-TERM

(2025–2026)

Jan. 2026:

- Transition to new turnkey co-packer (+30–40 pts margin improvement).
- Onboarding with major big-box retailer (Target, initial DC rollout → nationwide).

May 2026:

- Potential private label launch with major big-box (1,500+ doors).
- Expanded sampling media & PR activations to support retail growth.



LONGER-TERM

(2027–2028)

- Explore new product formats (DIY kit, shelf-stable opportunities).
- Target profitability late 2026, scaling toward \$12M+ revenue by 2027.

(2026–2027)

- Functional line launch (mushroom extract SKUs).
- Expansion to 1,000+ retail doors nationwide.
- Grow private label partnerships (corporate wellness, QSR).
- Broaden distribution into airports, gyms, and hospitality channels nationwide.

MID-TERM



CONFIDENTIAL

Scotts[®]

PROTEIN BALLS

Become a part of our family
as we continue to grow!

WE ARE HAPPY TO PROVIDE INTERESTED PARTIES
WITH SAMPLES IN ADVANCE OF ANY CONVERSATIONS



LORI LEVINE
lori@scottsproteinballs.com
516-448-3789



SCOTT LEVINE
scott@scottsproteinballs.com
917-767-2618



THANK YOU FOR YOUR CONSIDERATION!

CONFIDENTIAL

Appendix

SCOTT'S PROTEIN BALLS



SCOTTSPROTEINBALLS.COM

CONFETTI

A Note from Lori

Hi there!

I'm Lori, Co-Founder and CEO of Scott's Protein Balls. My story began in 2017 when, after a breast cancer diagnosis, I committed to a cleaner lifestyle but couldn't find a tasty, healthy snack that wasn't full of sugar or processed ingredients. **In honor of that journey, we partner with and donate 1% of all sales to BCRF — the Breast Cancer Research Foundation.** My husband, Scott, created our protein balls—fresh, plant-based, and free from gluten, dairy, and soy—and they became a hit with friends and family.

What started as a homegrown idea turned into a business. After launching during the pandemic, we quickly grew to 15 stores and, after a Good Morning America feature, in 2021 generated over 1,000 sales in 36 hours, I decided to dive in. Today, we've got a solid online business and our products have been sold in over 300 stores.

We're not just about donations or missions; we're about delivering a genuinely great Better for You product that people love. Our customer loyalty and growth show it!

Thanks for hearing our story!

Warmly,

Lori

SCOTT'S PROTEIN BALLS



Product Roadmap



WE'RE LAUNCHING A NEW LINE OF FUNCTIONAL PROTEIN BALLS FOR ALL ASPECTS OF YOUR DAY, IN PARTNERSHIP WITH A MUSHROOM EXTRACT PROVIDER.



LION'S MANE

CORDYCEPS

Focus + Energy



REISHI

MAITAKE

Calm + Sleep

The Balls

CONVENIENCE

Ball shape allows for portion control; no need to eat all at once

R&D: PRODUCT EXTENSIONS

- Functional Protein Balls
- Protein Ball Kit
- Protein Powder

STAYS FRESH FOR
UP TO 3 DAYS ON
THE GO!



Scotts[®]
PROTEIN BALLS

FLAVORS

NUT-BUTTER FLAVORS

- Peanut Butter Cacao
- Cinnamon Almond Butter
- Chocolate Peanut Butter

NUT-FREE/NO SUGAR ADDED FLAVORS

- Brownie Batter
- Confetti
- Mint Chocolate Chip

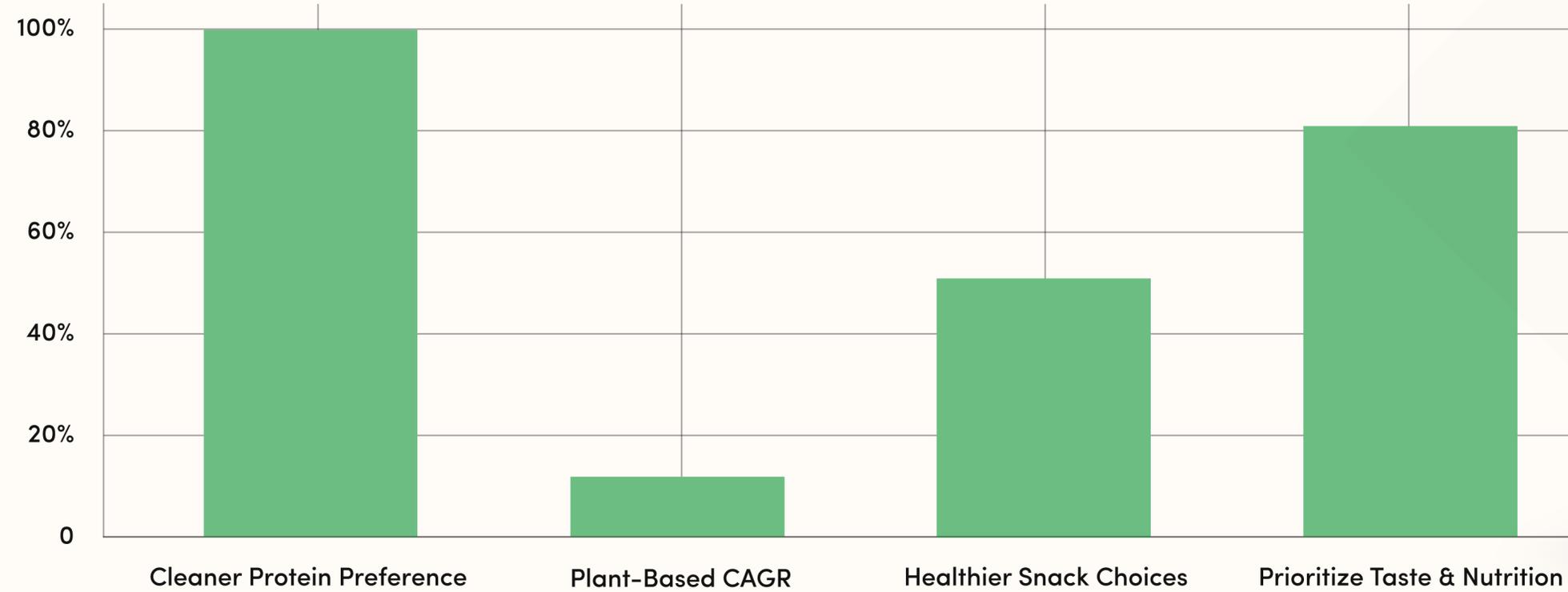
LIMITED EDITION (SEASONAL FLAVORS)

- Red Velvet
- Pumpkin Spice
- Peppermint Bark

The Shift in Consumer Demand



CONSUMER SNACKING TRENDS



Refrigerated Snacks Market

Plant-Based Food and Beverages Market Size & Outlook, 2023-2031

Snacking Market Report 2025 (Global Edition)

