

# Scotts®

## PROTEIN BALLS

“The cleanest protein snack you will actually want to eat!”



Summer 2025 Investor Deck

Confidential

[lori@scottsproteinballs.com](http://lori@scottsproteinballs.com)

# Executive Summary

Scott's Protein Balls, founded by CEO Lori Levine during the pandemic, originated from a personal need for clean snacks after her battle with breast cancer. Her husband, Scott, created a protein ball that quickly became a favorite among friends and family. By the summer of that year, Lori officially launched the brand. Four years later, the company is now in over 300 locations and expanding its online presence.

The company is women-owned and managed, offering plant-based, gluten-free, dairy-free, soy-free, and kosher-certified products, using only clean ingredients. The Better For You ("B4U") market is exploding with consumers increasingly seeking snacks with functional benefits, preferring food-based solutions over pills. Scott's Protein Balls meets this demand with premium, allergen-friendly options kept fresh in the refrigerator because we are made without any preservatives!

We are in the midst of a raise (seeking \$1.5M, raised \$600K so far) to help us fund increased production volumes, lower COGS by 30%-40% (larger purchases=lower/unit pricing) and further our direct to consumer business online. We expect this level of funding to be enough to enable the Company to reach breakeven in 2026 (run rate revenue target of \$130K/month).

## Key Updates

- Q1 revenue up **50% y/y** and Q2 revenue to date up **100% y/y**
- Rebrand launched in late June, along with reformulated nut butter flavors, containing 50%-67% more protein per serving, fewer and cleaner ingredients and GLP-1 friendly
- **New Turnkey Co-Packer (starting in October) will add 30-40 points to our margin!**
- **Onboarding currently with large big box retailer for January launch in Northeast distribution center (200+ stores) with anticipated rollout to balance of stores in May, 2026!**
- Three allergen-friendly flavors, free from all nine major allergens.
- Seeking **\$900K** to scale production, supply chain, and marketing while providing

# 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. 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*



# Why We Exist...

## THE PROBLEM

Finding B4U, great-tasting, fresh from the fridge, grab-and-go snack options is nearly impossible; current protein bars are typically poor tasting, highly processed and either high in sugar or sugar alcohols and other preservatives



## THE SOLUTION



Minimally processed, low sugar, no seed oils, no sugar alcohols or artificial flavors & **NO preservatives**



## WHY IT MATTERS

Even Cleaner Product + Great Taste  
=  
**GLP-1 Friendly, More Consumer Adoption + Inspiration (beat cancer, built a business)**



We Donate 1% of all sales to Breast Cancer Research Foundation (BCRF)

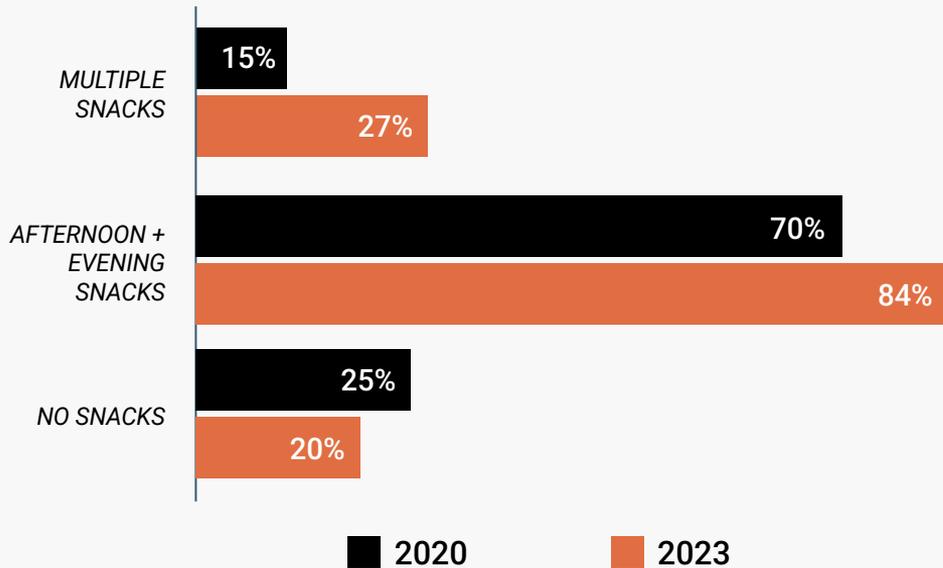
### JOE SCHNEIDER

Head of Produce, King Kullen

"Scott's Protein Balls are a perfect addition to our extensive healthy snack offerings. This is the first time a healthy protein ball is in our refrigerated section and it's long overdue"

# Snacking Habits Have Changed Forever

## SNACKING FREQUENCY



Source: Circana's 2023 Snacking Survey, 84.51° Retail Data Insights, and FMCG Gurus' Consumer Insights

### Key Takeaways

- This time period marks the most significant growth in snacking habits, driven by lifestyle changes during the pandemic and increased health-consciousness among consumers.
- Better for You market continues to grow as consumers are increasingly on the lookout for newer, healthier, tastier snacks as eating habits become less structured and change to more on-the-go eating.
- Scott's Protein Balls are the perfect solution to enabling people to eat on the go without having to compromise on taste, while eating a healthy on-the-go snack



## NEW EATING HABITS

# The Industry

The global refrigerated snack market is projected to grow substantially in the coming years. In 2024, the market was valued at approximately \$100.42 billion, and by 2029, it is forecasted to reach \$132.49 billion, reflecting a 5.7% CAGR during this period. This growth is largely driven by increasing consumer demand for convenient, ready-to-eat snacks that are also perceived as healthier [Market Data Forecast](#)

### **Growing need for GLP-1 friendly foods**

According to Grand View Research, in response to rapidly growing GLP-1 drug usage, the broader food industry has begun adapting its offerings to rebrand an array of “natural GLP-1” products. Scott’s Protein Balls’ offerings are well-positioned to compete in the “natural GLP-1” product category given our combination of protein, fiber and low sugar content.

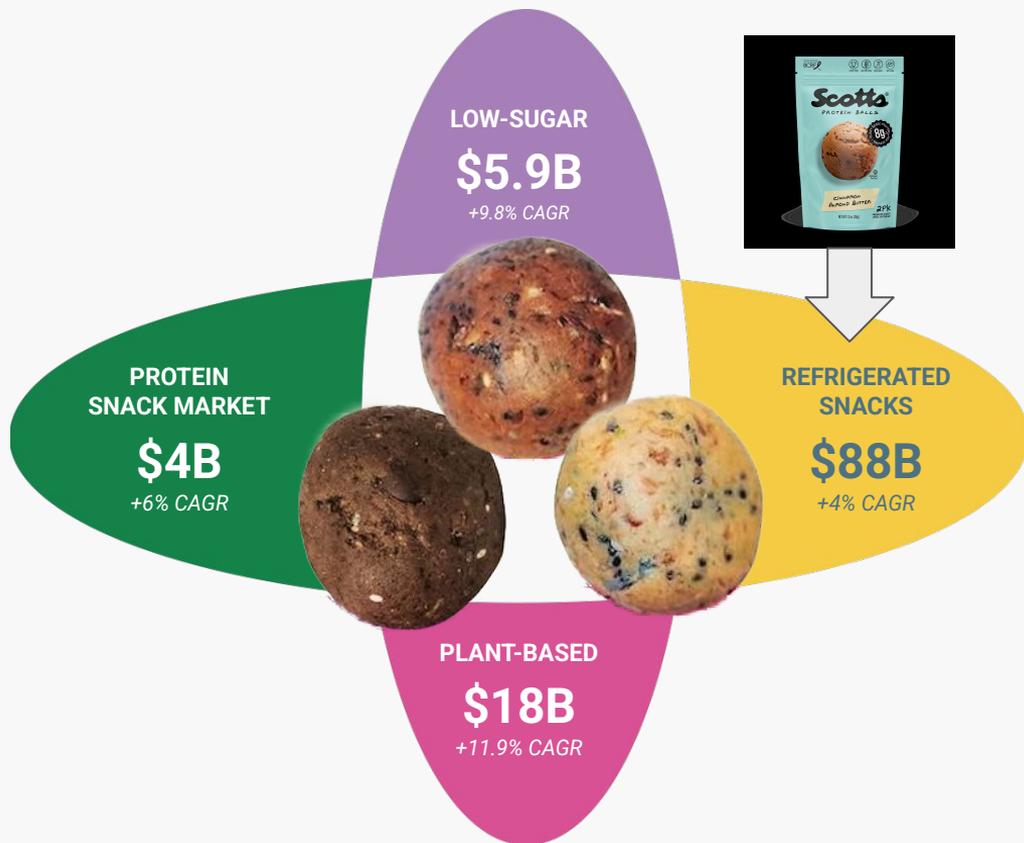


The protein bar market, specifically the plant-based segment, continues to show rapid growth. By 2030, the protein bar market is expected to more than double, growing from \$4.75 billion in 2022 to over \$8 billion, at a 6% CAGR [Cognitive Market Research](#)

Additionally, changing consumer preferences reflect the heightened focus on nutrition and taste:

- 51% of consumers shifted to healthier snack choices by 2021.
- 81% of consumers now prioritize both satisfaction (taste) and nutrition when selecting snacks, further fueling demand for refrigerated and plant-based options [Cognitive Market Research](#)  
[Future Insights](#)

These trends indicate a robust opportunity for companies in the Better for You refrigerated snack segment, particularly in plant-based, health-conscious products.



## GLOBAL REFRIGERATED SNACKS

# THE \$100B+ Snack Market

The clean-label trend is boosting the popularity of refrigerated snacks, as consumers seek healthier, tastier and more transparent options.

With busy lifestyles leading to poor eating habits, demand for protein snacks is expected to increase, offering convenient, fresh alternatives to processed foods.

These snacks also appeal to active consumers since they can stay fresh for 2-3 days outside the fridge, making them perfect for carrying in a gym bag or on the go.

*\*Protein bars, cookies and flakes only; total protein snack market is \$94B*

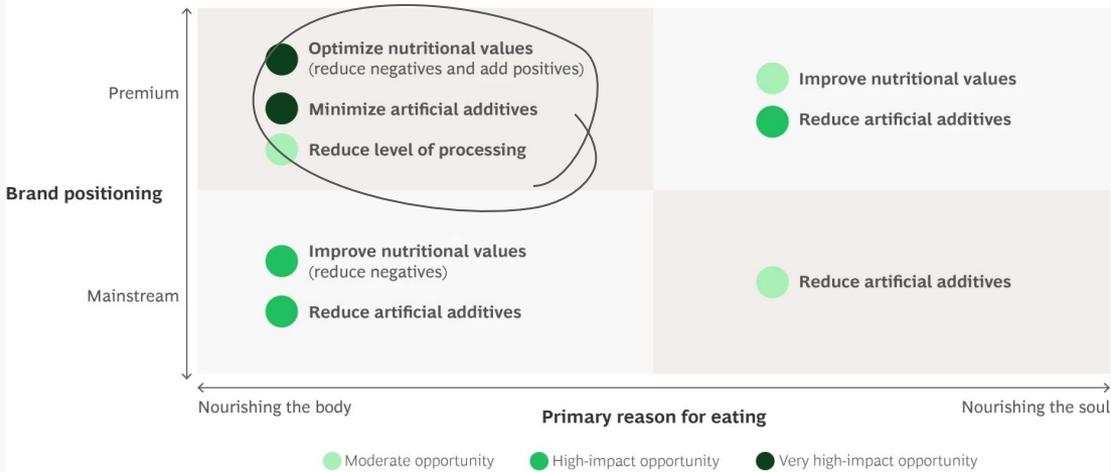
*CAGR is through 2027 or 2030  
Sources: Grandview Research, IQ Stock, Market Data Forecast, Datamin Intelligence, Future Market Insights, Emergen Research*

# Why We're The Brand of the Future!



## EXHIBIT 4

Companies Should Deploy a Differentiated Strategy to Guide Reformulation Efforts



Source: BCG analysis.

- According to a BCG analysis, large companies are going to need to reformulate their products.
- They suggest that companies optimize nutritional values, minimize artificial additives and reduce the level of processing in order to have the Highest Impact Opportunity
- ***Scott's Protein Balls meets all six of the key reformulation criteria identified by BCG today!***



VS. THE COMPETITION

# We're the Cleanest AND Best Tasting Snack



REFRIGERATED

NON-REFRIGERATED



TASTE GREAT	✓	✗	✗	✗	✗	✗
FRESH	✓	✓	✗	✗	✗	✗
SUGAR	4g	12g	11g	10g	9g	18g
CALORIES	180	193	160	150	195	182
PLANT-BASED	✓	✗	✗	✓	✓	✓
REFRIGERATED	✓	✓	✗	✗	✗	✗
ALLERGY FRIENDLY	✓	✗	✗	✗	✗	✗

## STRENGTHS

**Low Sugar**

3g vs. 9g-18g  
(competitors)

**Great for Kids**

Plant-based, nut free and allergy-friendly, ideal for kids' lunches, sporting events, on-the-go activities or school environments

IMAGINE THE IMPACT WITH PROPER FUNDING!

## Momentum to Date

**\$215K**

2024 Revenue

**100%**

1H Y/Y Growth

**23%**

Return Customer Rate

**200+**

Retail Locations

**95%**

Store Retention\*\*

### DTC Growth

- Forecast to grow 300% Y/Y with proper funding
- Nearly 23% of all on-line orders placed come from existing customers, showing strong affinity to product
- Avg order size of over \$50, up 7% from prior year
- GLP-1 friendly product offering expected to enhance D2C offerings

### OPS

- Moved from home kitchen (2020) to contract manufacturer (Q1 2024)
- Reformulation of nut butter flavors enabled significant reduction of COGS (protein powder cost reduced 64%)
- Achieved Kosher certification, unlocking new markets

### Retail Momentum

- Per our clients, we are outselling competitors in many of the supermarkets we are in
- Onboarded with Rainforest Distribution (July 2024), added 200 stores in first 75 days

### Alternative Channels

- Can be found in all major tri-state NY airports (LGA, JFK, Newark)
- For a private label client, will be featured snack of the month for major tech company on the West Coast in August
- Private label our product for Oakberry (global Acai bowl chain) in the US. Started with 8 stores now in 20 locations and expanding
- Partnered with distributor serving country clubs and hotels with roll-out expected to begin in the Fall

\*\* Of stores who tried us out for a minimum of 12 weeks

NOW IS THE TIME TO INVEST!

# What We're Asking

We are seeking to raise **\$900K (\$4M valuation)** to increase production, expand DTC and our wholesale strategy. We've previously raised **\$600K** on top of the \$900K, including a new investment from an existing investor.

## Key Achievements

- Born from a reaction to an illness, we became **accidental entrepreneurs**.
- Successfully launched into nearly **100 stores**, absorbing losses to reach upcoming point of inflection.
- Launched with a distributor in July, 2024, **added 200+** stores in 3 months
- Small batch production led to high costs; we've now hit an **inflection point**, with an anticipated **200-250 stores** being added during Fall/Winter, 2025
- **SPB 2.0** will drive us towards becoming a **profitable business**.

## Use of Funds

50%

### Production & Working Capital

- Lower COGS by 30% (larger batches = lower/unit costs)
- Reduce packaging costs by 30%
- **Reformulation** + R&D

35%

### Sales & Marketing

- Sampling
- Merchandising + Events
- Amazon + digital marketing

15%

### G&A

- Ops manager
- Legal + finance support
- R&D + website development

## HIGHLIGHTS

**Production** scaling will reduce COGS (balls, bags, boxes).

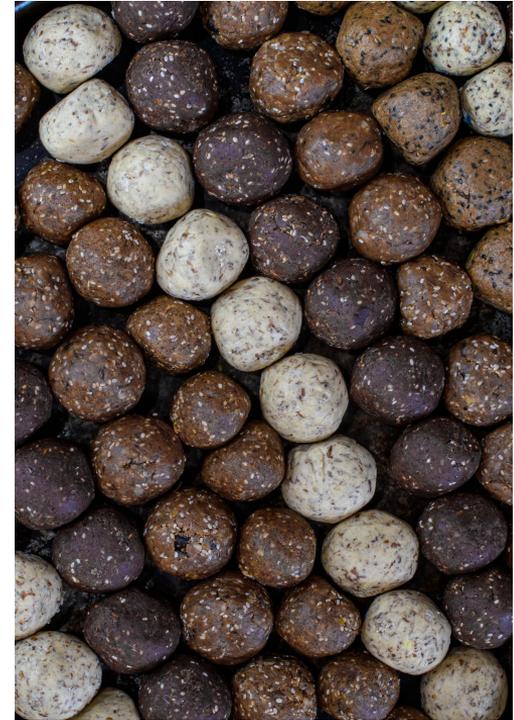
**Online Marketing ROI:** \$1 spent = \$3-\$4 revenue. Launched with digital marketing partner Acadaca which enabled 2025 to start off strong

**\$1M raise** will get us to profitability and grow revenue 3X in 2025 and 2X in 2026

## Why Invest Now?

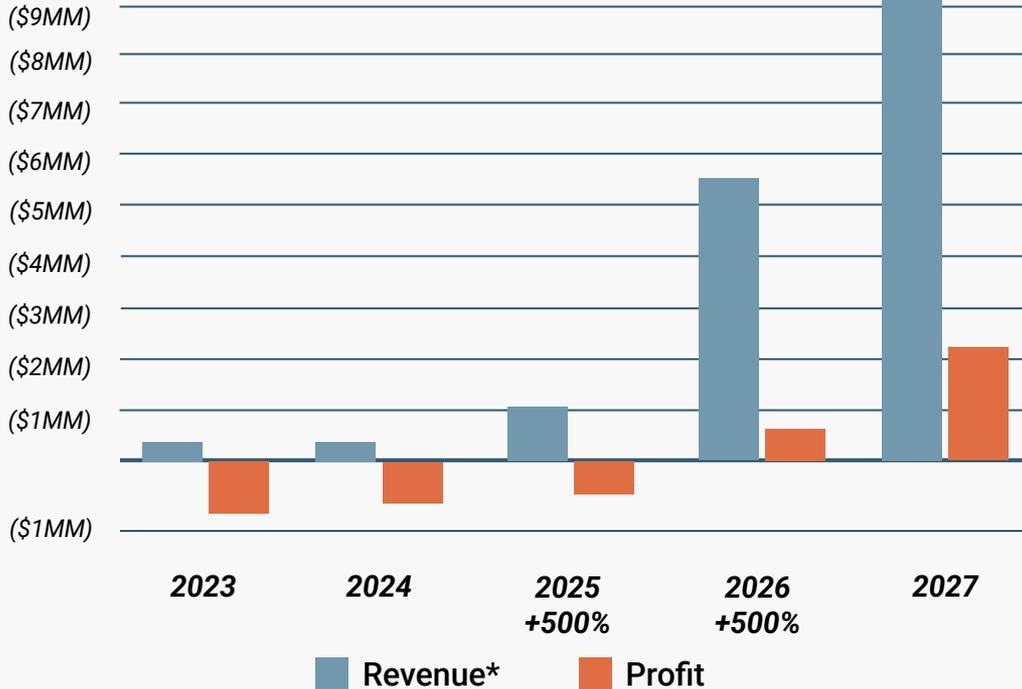
- Reformulated product line tastes even better, doubles our shelf life in stores and removes less desirable ingredients including Erythritol, Stevia, Xanthan Gum, Guar Gum and Seed Oils
- **More Protein per ball, up to 67% more!**
- New branding & reformulated product launched beginning of August
- New flavors including, **Cinnamon Almond Butter** and **Chocolate Peanut Latte** appeal to broader market of consumers

- **BETTER MARGINS COMING THIS FALL!**
- Agreement in principle to move to new co-packer who will take over all production, warehousing and shipping, **adding 30-40 points** to our margin
- Added focus on the GLP-1 friendly attributes of our product offerings
- Functional line of products utilizing mushroom extracts
- Shelf stable, yet still refrigerated and **without preservatives!**



# Driving Growth and Profitability: Our Path to Success

REVENUE AND PROFIT



\*Assumes fund raise completes by end of September 2025

## Key Takeaways

- Digital marketing and new distribution are set to drive **5X revenue in 2025, 5X in 2026**.
- **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 **30 stores** by year-end.
- Kosher products and private labels offer major growth potential.
- **Broker support** expected to drive significant new store count.

## Investment in Better For You Space Continues to Grow

<u>Target</u>	<u>Price</u>	<u>Type</u>	<u>Market (all B4U)</u>
Daily Harvest	\$600M	Sale	Meals/Snacks <b>Chobani</b>
Lesser Evil	\$750M	Sale	Snacks 
Poppi	\$1.9B	Sale	Soda 
Siete	\$1.2B	Sale	Tortilla Chips 
Final Boss Sour	\$4M	Fundraise	Candy
Cleveland Kitchen	\$3M	Fundraise	Fermented Foods
Farmly	\$42M	Fundraise	Snacks for Indian Mkt
Olyra	\$5M	Fundraise	Snacks
Flings	\$2M	Fundraise	Pastries

- The market for Better For You products continues to grow as Chobani (Daily Harvest), Pepsi (Poppi & Siete) and Hershey (Lesser Evil) spend big to enter markets
- Large companies have cut their R&D departments and are buying the products they want to add to their portfolio
- Scott's is well positioned to capitalize on the growing trend for B4U products that are clean and taste great!

## The Team



**LORI  
LEVINE**  
CEO,  
Co-Founder

Lori is a CPA and former Controller for a major real estate firm who took a break to raise her children. Powered by optimism and a will to succeed, after successfully battling breast cancer, she launched Scott's Protein Balls during the pandemic and has helped build the brand to where it is today. A product that is loved by its customers, who purchase over and over again and onto the shelves of hundreds of stores.



**SCOTT  
LEVINE**  
Co-Founder

Co-Founder brings over 30+ years of experience as a CFO in the Digital Marketing/Ad Tech industry. He has spent much of his career helping entrepreneurial businesses grow and scale into larger businesses and has helped lead multiple exits (\$120M and nearly \$300M), raise millions of dollars in debt and equity and acts as a mentor to lesser experienced people in his field.



**DARREN  
PAUL**  
CMO

**20+ yrs in digital marketing**

Darren is a seasoned marketer and brand builder, driving growth for Fortune 500 brands and early-stage disruptors. As founder of Night Agency, he led the company to win Ad Age's Agency of the Year and seven Webby awards for clients like Spotify, Champion, and Kiehl's. Night Agency, specializing in creative marketing and digital growth, was acquired and later uplisted to NASDAQ under Darren's leadership.

## The Team (cont'd)

### *PARTNERS + ADVISORS (see Appendix for bios)*



**JASON  
FEINGOLD**  
CEO & Founder,  
Acadaca



**RICARDO  
CORDERO**  
President & CEO,  
Ricardo Food Group



**PATRICK  
SIMONE**  
Managing Partner,  
Culinary Development  
Group



**VICKI  
REECE**  
Founder & CEO,  
Joy of Mom



**DAVID  
KIRSHENBAUM**  
Financial Advisor

WHO WE ARE

## The Team (cont'd)

### *PARTNERS + ADVISORS (see Appendix for bios)*



**DAVID  
MELTZER**  
Media Executive



**CRAIG  
SIEGEL**  
**Cultivate Lasting  
Symphony, CEO**  
Entrepreneur/Coach



**MARCY  
KIRSHENBAUM**  
Enhance Nutrition LLC  
Owner, Certified Nutritionist



**JAY + BARBARA  
BAMBERGER**  
Lori's parents! Our sampling  
experts.



BRAND REFRESH

MORE RETAIL DOORS

IMPROVED RECIPE

# Taking over 2025, ne ball at a time

EXPO WEST

INFLUENCER PARTNERSHIPS

SUMMER CAMPAIGN

LOCATIONS

# Loved by Retailers and Shoppers!



WH Smith



AVAILABLE IN  
NY, NJ, CT, MO,  
PA, VA, and  
Expanding!



FANS, FOLLOWERS + THE PRESS

# People Are Obsessing...



## GOOD MORNING AMERICA

"Low Calorie, low sugar, High protein snack that has become quite popular."



## ROSANNA SCOTTO, Host of Good Day NY

"...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."



## Featured In...

### TV



cheddar

news12



Good Day  
New York



PIX 11

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Skimm'

NOSH James Lane  
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U.S. News & WORLD REPORT

NOW IS THE TIME TO INVEST!

## What We're Asking and Why

**Goal:** We're looking to raise \$900K

**Security:** Equity (\$4M valuation)

**Use of Proceeds: Improve Margins Immediately!** Enable bulk purchases through new co-packer and run larger production runs to lower per unit costs **by up to 50%**. Provide inventory for increased sales expected from expanded retail distribution network and DTC growth

**Results:** Funding will help generate new revenue through targeted direct to consumer campaigns and better on-line placement as well as significantly increase our ability to support retail roll-out through sampling and other events; lead the Company to breakeven in 2026

**Ideal Investor:** Strategic partners who have experience in the CPG space and can offer capital/connectivity/ideas/door opening ability

**Added Perk:** Interested parties get samples in advance of a meeting!!!!

*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*

## Contact



**LORI LEVINE**

lori@scottsproteinballs.com

516-448-3789



**SCOTT LEVINE**

scott@scottsproteinballs.com

917-767-2618



**THANK YOU FOR YOUR CONSIDERATION!**



# *Appendix*

# Functional Balls

We're launching a new line of **functional protein balls** for **all aspects of your day**, in partnership with a **mushroom extract provider**.

## MORNING/DAYTIME

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Lion's Mane + Cordyceps



Focus + Energy

## NIGHT TIME

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Reishi + Maitake



Calm + Sleep

# The Balls

## CONVENIENCE

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

Stays fresh for up to 3 days on the go!



### R&D:Product Extensions

- Functional Protein Balls
- Protein Ball Kit
- Protein Powder

## Flavors

### Nut-Butter Flavors

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

### Nut-Free/No Sugar Added Flavors

- Brownie Batter
- Confetti
- Mint Chocolate Chip

### Limited Edition (Seasonal Flavors)

- Red Velvet
- Pumpkin Spice
- Peppermint Bark



## Partners + Advisors



**JASON  
FEINGOLD**

*CEO & Founder,  
Acadaca*

CEO and founder of Acadaca, has over 20 years in software development, previously founding El Toro Interactive and working with Monster.com. Acadaca is a data-driven performance media company serving top DTC brands like Tuckernuck, Le Labo, and Shiseido, generating over \$1B in annual sales. Jason holds an MBA from Boston University and an MS in MIS from the University of Vermont.



**RICARDO  
CORDERO**

*President & CEO,  
Ricardo Food  
Group*

President & CEO of Ricardo Food Group, he brings over 40 years of expertise in bakery, food, and beverage manufacturing, specializing in co-manufacturing, co-packing, and private label. A former executive chef and manufacturing process expert, he's also an avid antique camera collector and renowned pizza connoisseur.



**PATRICK  
SIMONE**

*Managing Partner,  
Culinary  
Development Group*

Patrick Simone leads The Culinary Development Group, providing end-to-end food and beverage product development from concept to shelf. With a team of R&D chefs based in Vermont and Florida, Patrick oversees all stages of product development, from formula scaling and ingredient sourcing to packaging and lab testing. He also guides clients with actionable strategies to ensure successful product launches.

## Partners + Advisors (cont'd)



**DAVID  
MELTZER**

*Sports Executive*

Former CEO of Leigh Steinberg Sports & Entertainment (inspiration for *Jerry Maguire*), is a top entrepreneur, investor, and business coach, recognized as Variety's Sports Humanitarian of the Year and an Ellis Island Medal of Honor recipient. He produces the Apple TV series *2 Minute Drill* and *Office Hours* and Entrepreneur's top digital show, *Elevator Pitch*. With a mission to empower over 1 billion people, David shares valuable insights through his books, shows, and motivational content.



**CRAIG  
SIEGEL**

*Author + Coach*

Best-selling author of *The Reinvention Formula* and host of the top-rated CLS Experience podcast, is a global keynote speaker, coach, and TEDx speaker. Endorsed by leaders like Jim Kwik and Ed Mylett, Craig left Wall Street to pursue his purpose, creating the highly engaging CLS brand. He believes the greatest risk is playing it safe.



**VICKI REECE**  
*Founder & CEO*

Vicki is passionate about better-for-you snack foods and planet-positive products. A former media executive, she has a proven track record for scaling brands, creating award-winning family and children entertainment products, and leading high-impact partnerships. She grew Joy of Mom into a trusted community of millions—championing wellness, inclusion, and women's and children's health through values-driven storytelling and mission-aligned brand collaborations.

## Partners + Advisors (cont'd)



**DAVID  
KIRSHENBAUM**  
*Financial Advisor*

David Kirshenbaum, founder of Chicago-based MeadeCo and MCD, brings extensive expertise in CPG and healthy foods, focusing on capitalization and operations. David also owns a Merchant Bank, MeadeCo, which is both a loan and business broker focused on the CPG/BFU world. Along with his wife Marcy, he advises and invests in various early-stage companies in food, beverage, and food tech.



**MARCY  
KIRSHENBAUM**  
*Nutritionist*

Marcy Kirshenbaum, a holistic nutritionist, serves on the ACNPE board and advises healthy food startups on product quality, ingredients, and nutrition. She volunteers with the Hunger Resource Network to combat hunger in Chicagoland and previously led the Hunger Free Community Project assessing food insecurity. Additionally, she is a member of the Parkinson's Allied Resources Coalition (PARC).



**JAY + BARBARA  
BAMBERGER**  
*Lori's parents! Our  
sampling experts.*

Jay & Barbara, Lori's proud parents, have become experts in the sampling industry! Jay (the consummate salesperson who spent 40 years in the shoe business) can frequently be found chasing people down in the aisles of supermarkets to walk them over to the area where Scott's Protein Balls are sold, while Barbara holds court at our booth and extolls the virtue of the ingredients in our balls to anyone walking by!

