

clearwater

WELLNESS CO.

CLEARWATER ICE BATHS

THE WORLD'S FIRST THERMOELECTRIC COLD PLUNGE SYSTEM

INVESTOR PRESENTATION
clearwaterwellnessco.com

Laynton Allan - CEO/Co-founder
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Cold water therapy is booming — but today's options are messy, unreliable, and poorly designed.

The global cold plunge tub market is growing at **8.3% CAGR** (*Future Market Insights, 2024*), yet most systems still rely on outdated, fragile, and inefficient technology.

Cold Plunge Tub Market Outlook 2025 to 2035

What consumers are frustrated by:

- Bulky, space-inefficient systems
- Excessive noise
- Complex setup / installation
- Inconsistent temperatures
- Poor aesthetics
- Lack of portability
- Harmful gases / refrigerants

*PATENTED LID TECHNOLOGY



The Innovation

Clearwater transforms cold therapy into a simple, portable, and sustainable recovery solution with its patented thermoelectric lid design (*proprietary IP protection*)

1

No ice or chiller box required — saves cost and complexity

2

1.5°C–40°C range for both cold and heat therapy

3

Solid-state cooling — energy-efficient and eco-friendly

Market Opportunity

TAM \$1.8T in annual wellness spending in the US

SAM \$870M global ice bath market (8.3% CAGR)

SOM 1.8% projected share by FY28 (~\$15M+ revenue)

USA
Largest demand and early adoption

AUS
High wellness adoption, gateway to APAC

EU
30% of global cold plunge sales

CAN
High disposable income and wellness spend

Target Audience



[New GWI study unveils global wellness market leaders](#)

Introducing: **Clearwater Ice Baths**

A complete recovery ecosystem,
starting with SnowCap

SnowCap Thermoelectric Lid *(patent pending)*

The core innovation.

Smart app for temperature scheduling and progress tracking.

Plug-and-play simplicity — no plumbing or setup needed.

Built-in UVC filtration for clean, maintenance-free water.

Insulated Drop-Stitch Tub

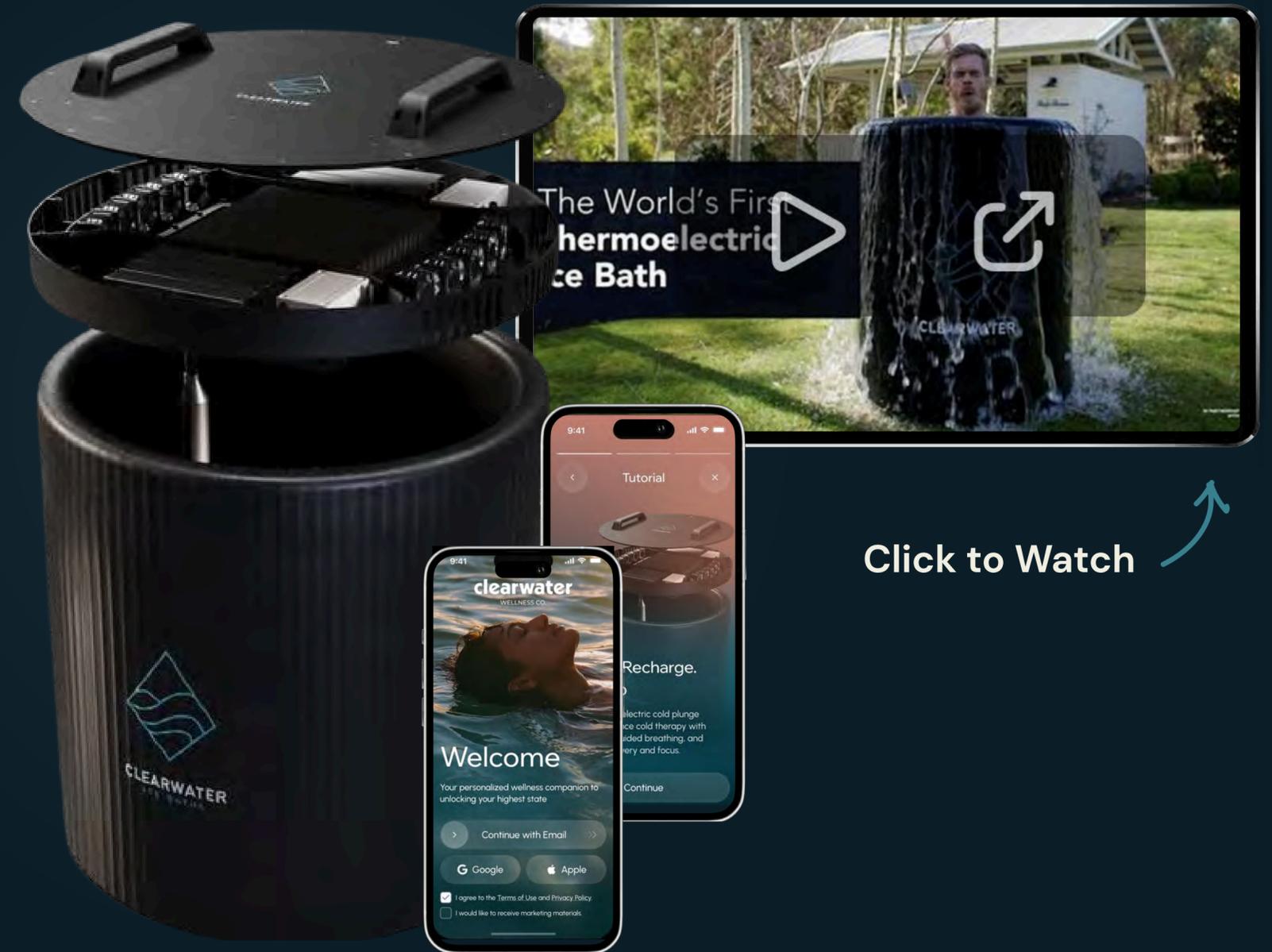
Lightweight, portable, premium design.

Clearwater App

Interactive temperature control, scheduling, tracking.

Future Products

Wooden Tub (2026), Industrial Tub (*commercial*), Saunas,
and Clearwater Academy.



Click to Watch 

PATENT PENDING ACROSS 158 COUNTRIES (FILED AUG 2023, VALID UNTIL AUG 2026)

Business Model

Three high-margin revenue streams:

01

Direct-to-Consumer (DTC)

Online sales, influencer partnerships, affiliate programs
65% gross margins at scale

02

Retail & B2B

Gyms, spas, boutique wellness centers, distributors.
Targeting repeat institutional orders

03

Licensing

Thermoelectric tech licensed to OEMs (*Japan, South America*)
High-margin royalties

High-margin hardware with low operating costs

Manufacturing

\$800

CAC

\$150

Shipping

\$180

Tariffs

\$277

MSRP

\$3,950

Gross Profit per unit

\$2,613 (65%)

Future plans for licensing and B2B partnerships with wellness studios, gyms, and recovery centers.

These will serve as incremental upside once validated through pilot programs and distribution data.

Go-To-Market Strategy



DTC launch:
influencers, digital
ads, PR, guerrilla



Retail & B2B:
gyms, wellness clubs,
boutique retail



**Licensing
& white-label**

Traction

\$500K

Pre-Sales

*(Indiegogo,
first 8 weeks)*

10K+

Waitlist

33:1

ROAS

*(verified
digital ads)*

500

Units Presold



Why Clearwater Is Unlike Any Other Ice Baths

					
Environmentally-Friendly Thermoelectric Cooling	✓	✗	✗	✗	✗
Plug & Play Design	✓	✗	✗	✗	✓
Chills & Heats	✓	✓	✗	✓	✓
Dual Filtration / Water Purification	✓	✓	✗	✓	✓
App Controlled	✓	✓	✗	✓	✓
Cost Effective	✓	✗	✓	✗	✗

Competitor Reviews

“Connections on top of the chiller are all cheap plastic... minor leaks even with silicone.”
— Amazon Review, 2025

“Product is broken and leaks... creates slipping hazard. No response from company.”
— Nuvio Recovery, Trustpilot (2025)

“Had to hire a plumber; unit worked for a week before failing again.”
— Warrior Willpower, Trustpilot (2025)

Founding Team



Max Chapman

Product and Engineering

An accomplished silicon valley mechanical and product engineer who brings design expertise to the team. Max is inspired by the prospect of being involved in the team that changes the status quo for engineering standards on ice bath design on a global scale.



Laynton Allan

Business and Strategy

Our founder with the business experience navigates and drives the strategy. An exited entrepreneur whose business career kicked off with a memorable Shark Tank experience. Layts is excited by the prospect of global scalability with a category-disruptive e-commerce product.



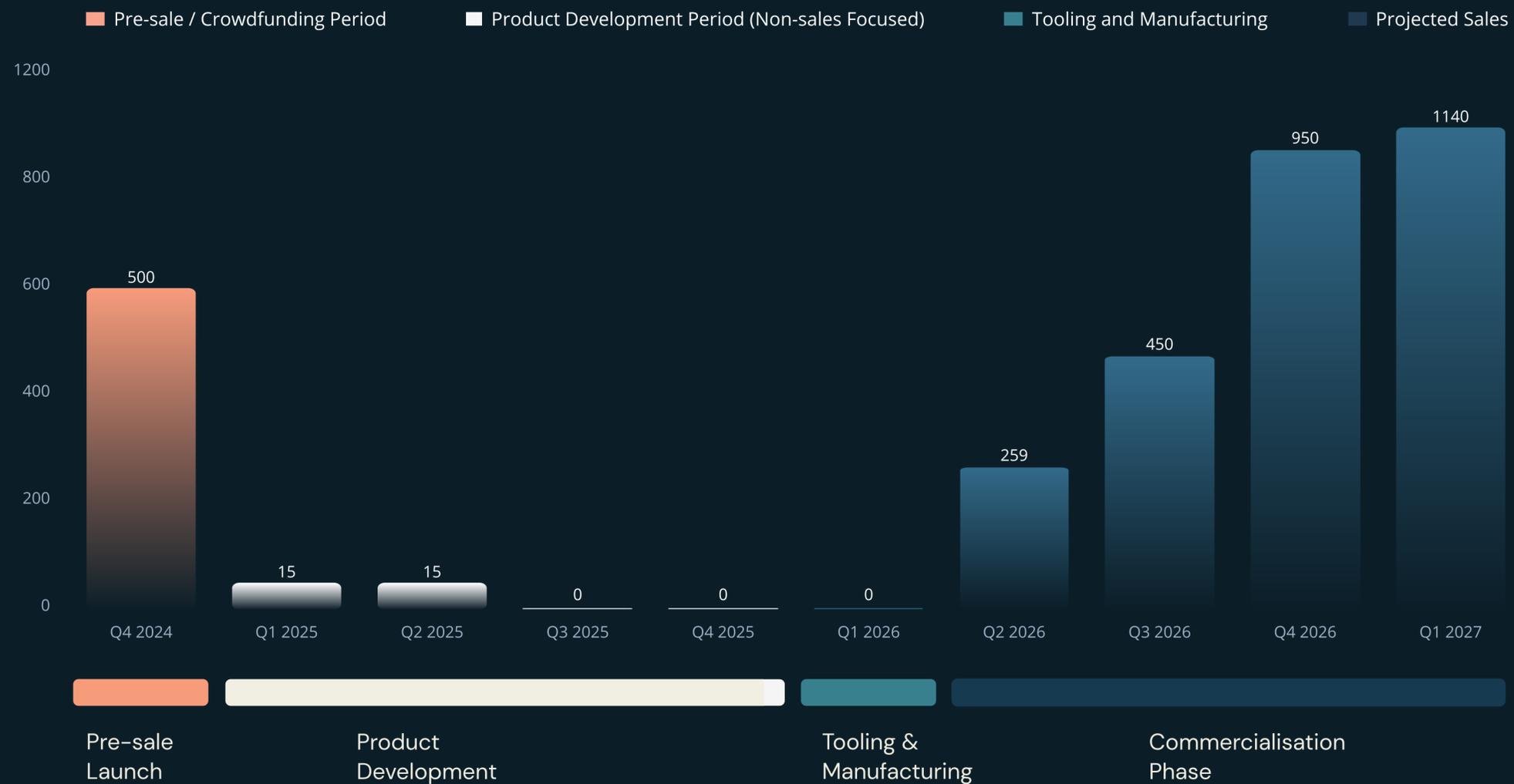
Dr Matthew Guest

Innovation and Growth

Matt is the driving force behind our momentum. A critical care doctor and former Olympian, he brings high performance and creativity to everything we do. Passionate about transforming the ice bath experience, Matt is committed to delivering better outcomes for people worldwide.

Forecast Units

Projected Sales by Quarter



Key Sale Periods

Jun – Sep: American + European Summer

Nov – Feb: Australian Summer

Strategic seasonality has been budgeted to align production, marketing, and cash flow with peak demand periods.

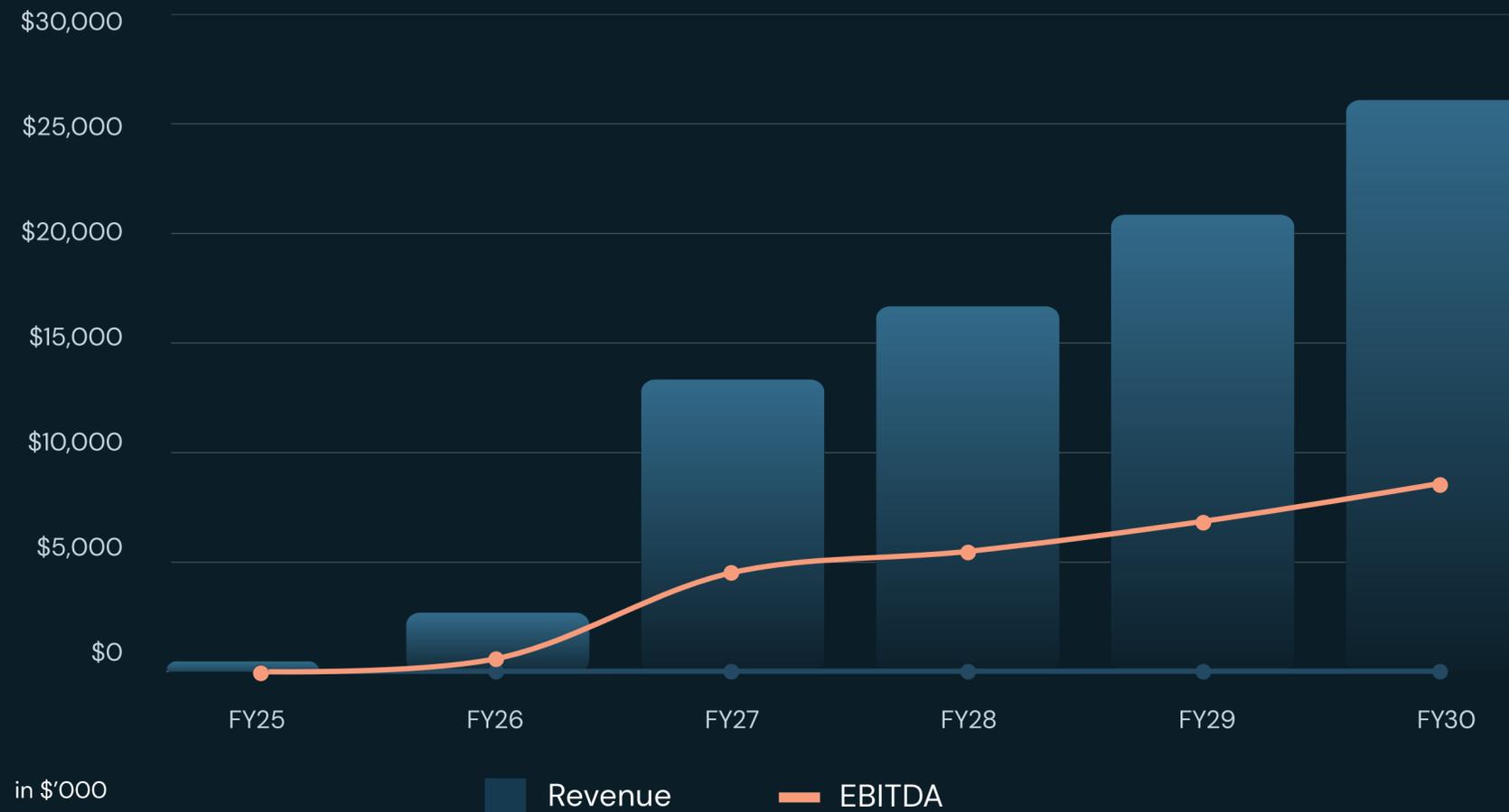
% of Market Share

FY26: 0.3%

2027: 1.6%

Forecast: 4-Year Financial Performance

Revenue and EBITDA growth (in US\$'000)



Generating US \$500k in the first 8 weeks of pre-sale activity provides a strong market signal.

- FY25 foundational year: ~\$471K revenue, 20 influencer units seeded, 10K waitlist conversion.
- Marketing investment to drive brand awareness and sales velocity.

During CY2026 we are targeting:

- **\$2.7M+** in REV
- **\$1.7M** of GP (65%)
- **\$629K EBITDA** (23%)

All numbers in USD

Convertible Note

Raising US\$1.2M (A\$1.84M) via Convertible Note to deliver our first production run and launch a scaled sales and marketing push - turning pre-orders and organic demand into an engine for growth.

325K

TOOLING

550K

1ST MANUFACTURING RUN

125K

OPERATIONAL CAPITAL

100K

MARKETING & BRAND GROWTH

This round funds the transition from pre-sales to full-scale production, targeting EBITDA positive within FY26.

Convertible Note Terms

Min 50k investment

24-month maturity

7% annual interest

AUD \$6m (US\$3.9M) valuation cap

20% discount

Noteworthy

- 01** → Early investor interest from key industry and sports figures signals strong market confidence.
- 02** → We're prioritising execution over drawn-out fundraising, which is why this round is capped at a modest US\$3.9M valuation - with a clear path to \$30M by 2027.

Developing Roadmap

December 2023 –
August 2025

PRODUCT DEVELOPMENT

Product Design, Global
Patent, Establish
Manufacturing Partnership

October
2024

ESTABLISH MARKET APPETITE

Pre-sell 500 units on
Indiegogo, and establish
business baselines.

March
2026

LAUNCH + SCALE

Scale into identified markets –
USA and AUS. Obtaining .3% of
the market share in FY26 and
1.6% of the market share in FY27.

January
2026

NPD

SnowCap V2
Build / Monetize Community.
Establish Strategic Licensing
Partnerships.

Why Now / The Opportunity



The cold-water recovery market is booming globally, yet legacy solutions remain bulky, expensive, and outdated.



Clearwater has proven demand (*U\$500K pre-sales in 8 weeks*) and is now scaling with a technology that's cleaner, quieter, and smarter.



Backed by patented solid-state cooling tech, high margins, and repeat purchase potential through consumables and accessories.



With production funded and brand momentum building, this is a rare chance to own the category before it goes mainstream.



Clearwater is targeting up to 1.8% share of the USD 870 million global ice-bath market (8.3% CAGR) by FY28 - underpinned by proven demand, scalable manufacturing, and high-margin unit economics.

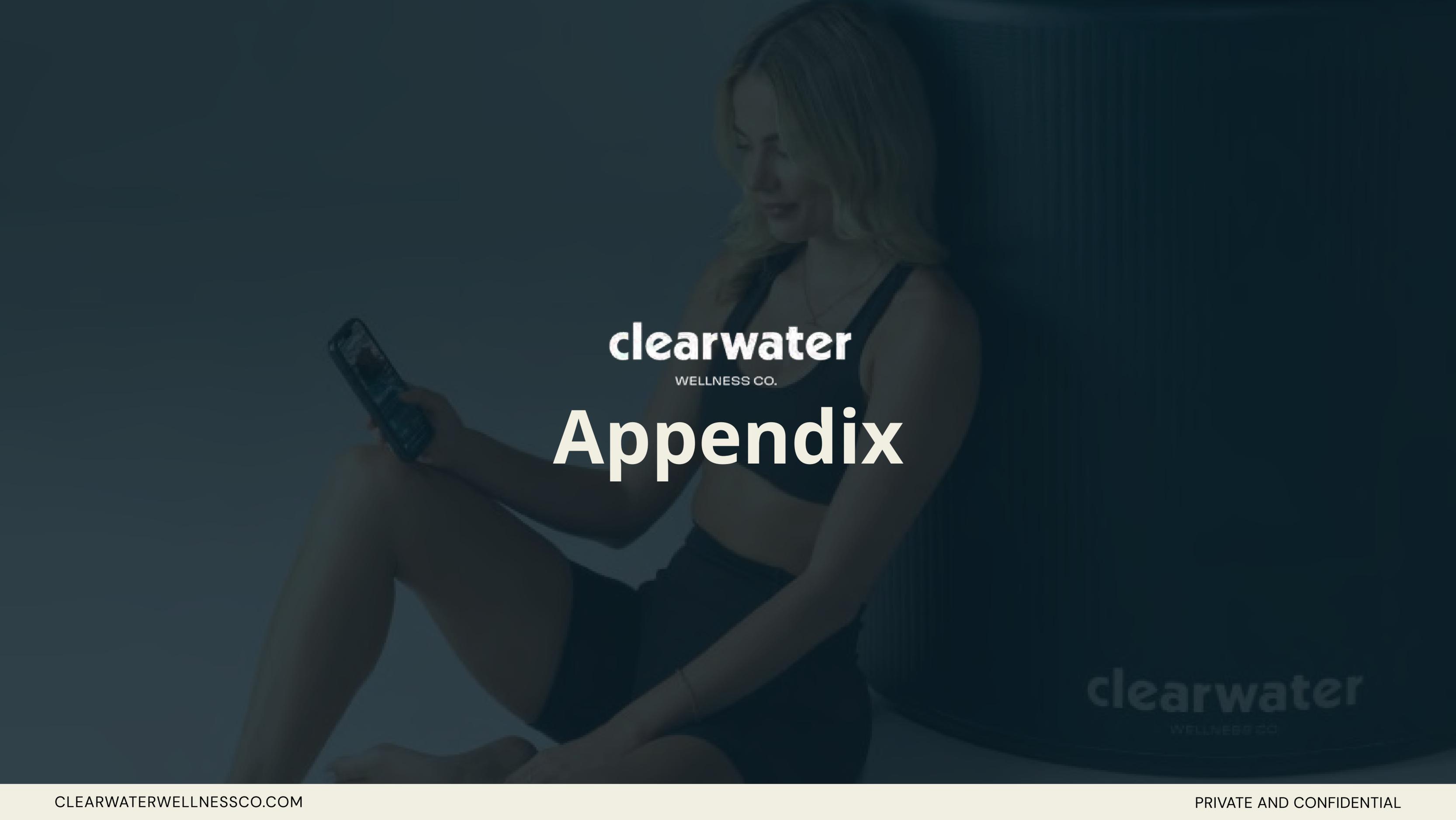


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Join us in redefining recovery –
one ice bath at a time.

FOR INVESTMENT OPPORTUNITIES:
CONTACT: LAYNTON@CLEARWATERICEBATHS.COM



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Appendix

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Future Products



Grounding Mats
& Accessories



Wooden Tub
(2026)



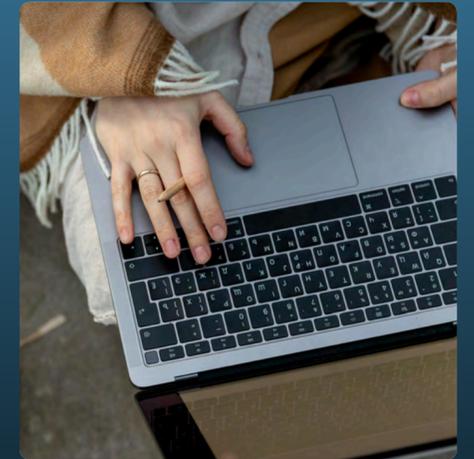
Industrial Tub
(commercial)



Contrast
Therapy Tub



Saunas



Clearwater
Academy