



AWESOME
AMINOS™

THE MISSING NUTRIENT THAT
CHANGES EVERYTHING

PROBLEM

01 KIDS AND TEENS ARE SUFFERING WITH LEARNING DIFFICULTIES, ANXIETY AND DEPRESSION WITH **NO NUTRITIONAL SOLUTION** THAT PROVIDES EAAs

The raw materials of what makes brain chemicals - in a format that's accessible for kids.

EAA Powders taste bad, are sweetened with fake sugars or are the wrong ratios.

Pills kids can't swallow.

02 KIDS ARE **PICKY EATERS.**

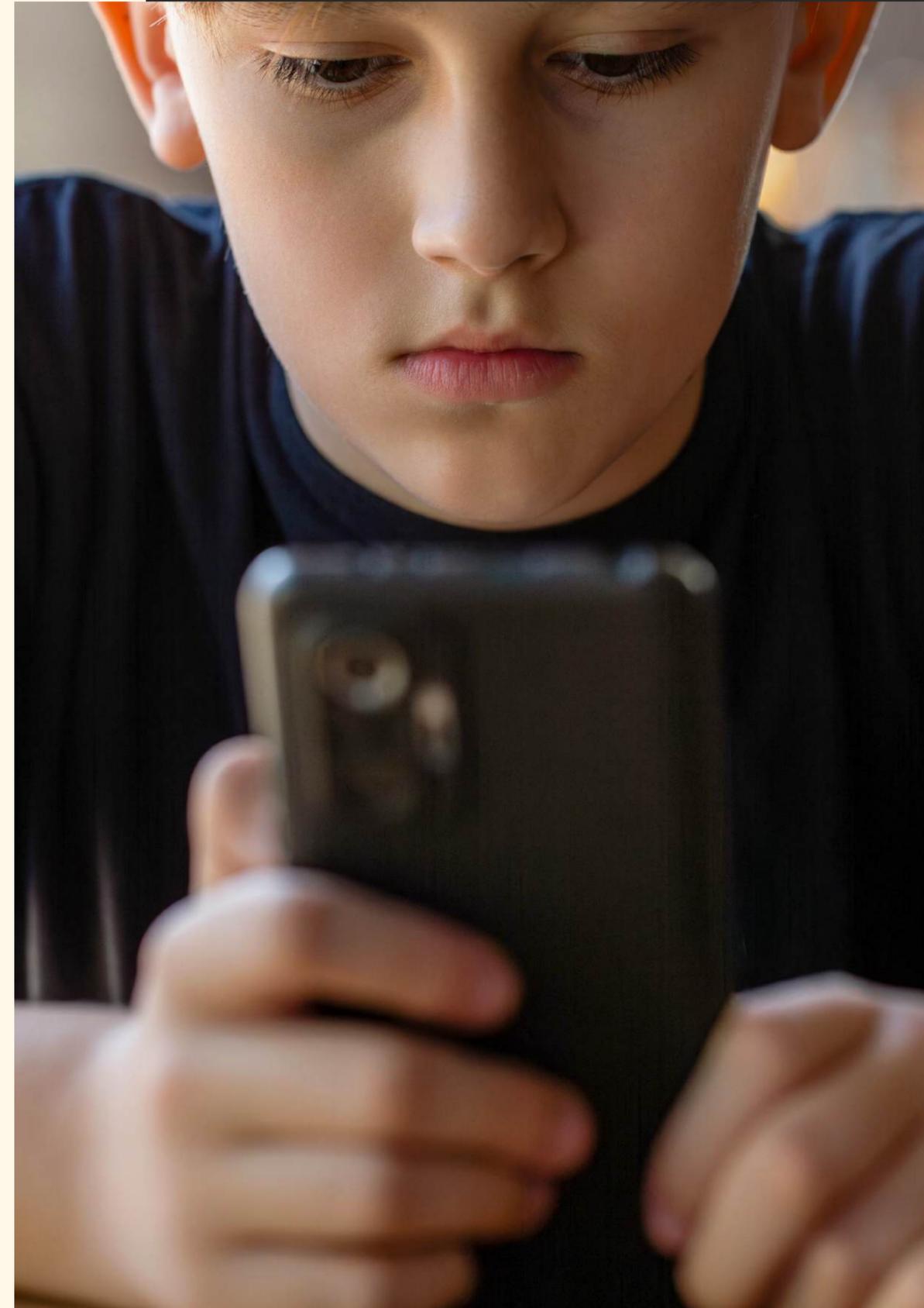
Studies show over **25 million kids in the U.S.** or **35% refuse real food** and are fussy eaters.

Parents say up to **73%** and are stuck negotiating every meal just to get basic nutrition in.

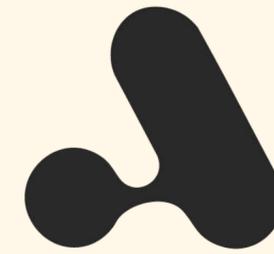
03 THIS LEAVES KIDS **NUTRIENT DEFICIENT** IMPACTING BRAIN CHEMISTRY AND OVERALL HEALTH.³

Studies find that **67% of kids' main calories** come from **ultra-processed food.**

³IF YOU THINK KIDS ARE EATING MOSTLY JUNK FOOD, A NEW STUDY FINDS YOU'RE RIGHT



AMINOS™
AWESOME



THE FIRST GUMMY DELIVERING ALL 9 EAAS TO KIDS. DELICIOUSLY.

Awesome Everyday™ is the first product to address this problem directly—uniquely providing all 9 EAAs, plus 19 vitamins and minerals, and over 55 organic superfoods in a delicious gummy that kids will eat without a fight.

SCIENCE



THE BRAIN RELIES ON ALL **9 ESSENTIAL AMINO ACIDS** (EAAs) TO PRODUCE KEY BRAIN CHEMICALS.

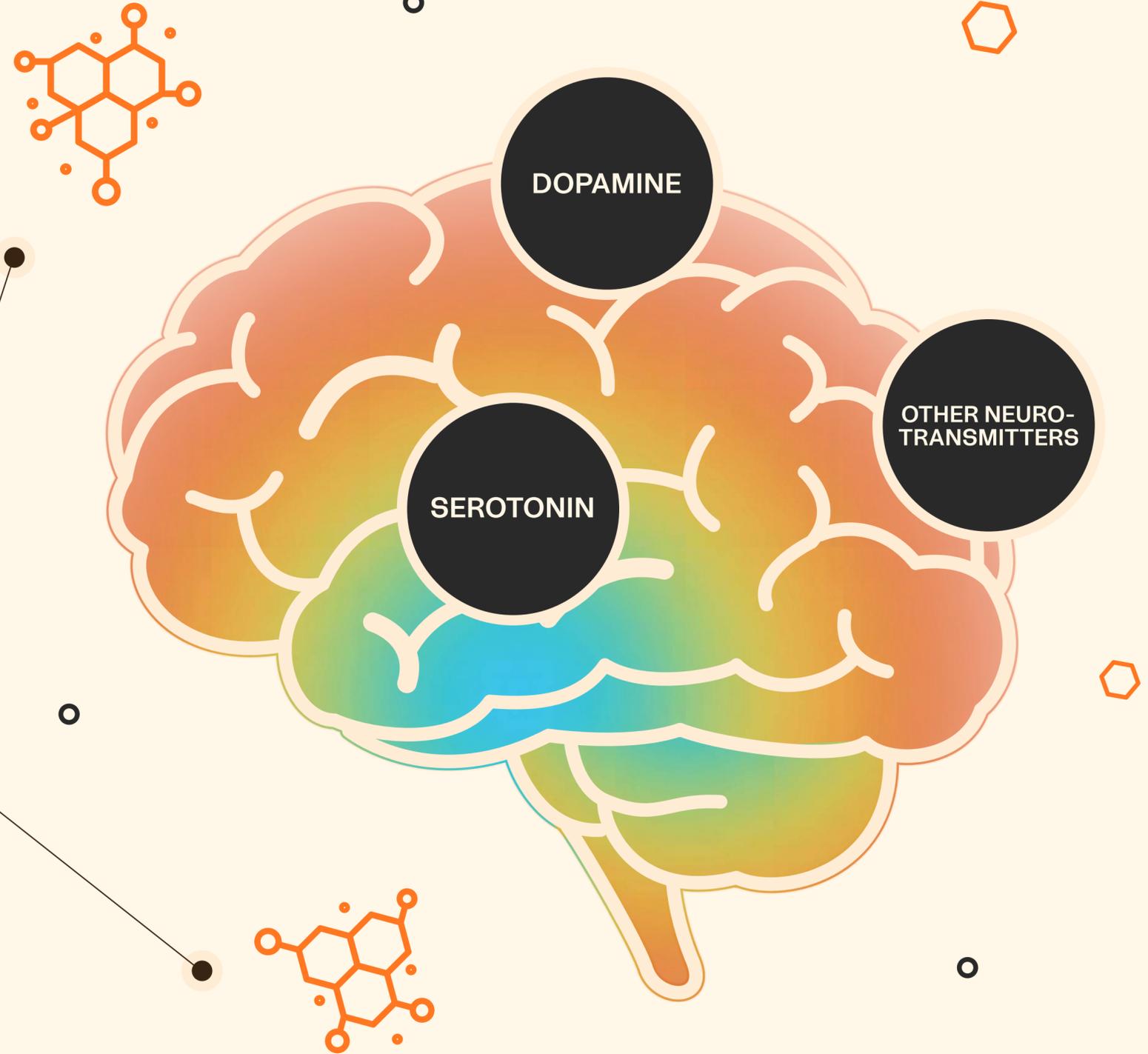


WITHOUT ADEQUATE EAAs, THESE CHEMICALS DROP—AFFECTING HOW WE **FEEL, THINK, AND BEHAVE**



AWESOME EVERYDAY **PROVIDES ALL 9 EAAs** IN DELICIOUS FORMAT KIDS LOVE

ESSENTIAL AMINO ACIDS



THE MENTAL HEALTH CRISIS IS EXPLODING

THE SYSTEM IS **FAILING OUR KIDS.**
WE'RE STEPPING IN WITH A **REAL SOLUTION.**



1 in 5 in the U.S. is struggling with **anxiety** or **depression** (CDC, 2023)¹



Teen suicide rates have risen by **60%** in the last decade²



Emergency room visits for youth mental health have **doubled** since 2011



Antidepressant use among children is **up over 40%**



1 in 3 U.S. high school girls has **seriously considered suicide** (CDC, 2021)



Kids as young as **7 years old** are being **prescribed psychiatric drugs**

DIET IS A KEY DRIVER

- The average child's diet is **67% ultra-processed foods**
- Deficiencies in essential nutrients — including amino acids, iron, zinc, magnesium, and vitamin D — are directly linked to **poor mood, brain fog, and low motivation**³
- Most parents have no idea these nutrients are needed to build **dopamine, serotonin, and GABA** — the brain chemicals that drive mood and focus

THIS IS THE PERFECT STORM

- Poor nutrition. Excess screen time. Social isolation.
- All converging to create what experts are calling a **"depression epidemic."**⁴



MARKET TRENDS & REGULATORY SHIFTS

- 01** SSRIs are top-selling drugs in the U.S. for mood and behavior.

- 02** Consumers are concerned about side effects and overprescription

- 03** Our product is not FDA-regulated — it's a natural supplement.

- 04** EAAs are essential nutrients — required for brain chemicals like serotonin and dopamine.

- 05** Consumers want effective, natural alternatives to pharma.

MARKET OPPORTUNITY

TAM

\$40 BILLION

- There are **~2 billion children worldwide**.
- If just 10% of parents buy health supplements for their kids, that's **200 million users**.
- Average spend of **~\$200/year = \$40B market**.

*HALF OF PARENTS REGULARLY GIVE KIDS A DIETARY SUPPLEMENT

SAM

\$3 BILLION

- This is the **U.S. children's supplement market**, narrowed to parents who are health-conscious or concerned about brain health, mood, or ADHD.
- **~60 million kids ages 4–18** in the U.S.
- **35% of parents** actively shop for nutritional products = **~21 million users**
- Average spend of **~\$150/year = \$3B market**.

SOM

\$65 MILLION

- In the next 1–2 years, **Awesome Everyday** aims to capture:
- **25,000 – 105,000** customers
- At **\$50/month**, or **\$600/year** per customer
- **Projected revenue:**
→ **\$15 million – \$63 million** annually

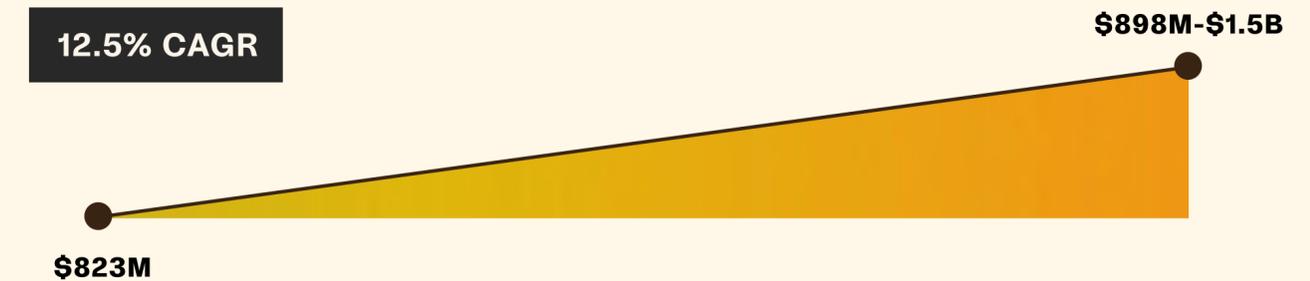
*U.S. PEDIATRIC SUPPLEMENT INDUSTRY PROSPECTIVE

MARKET TRENDS

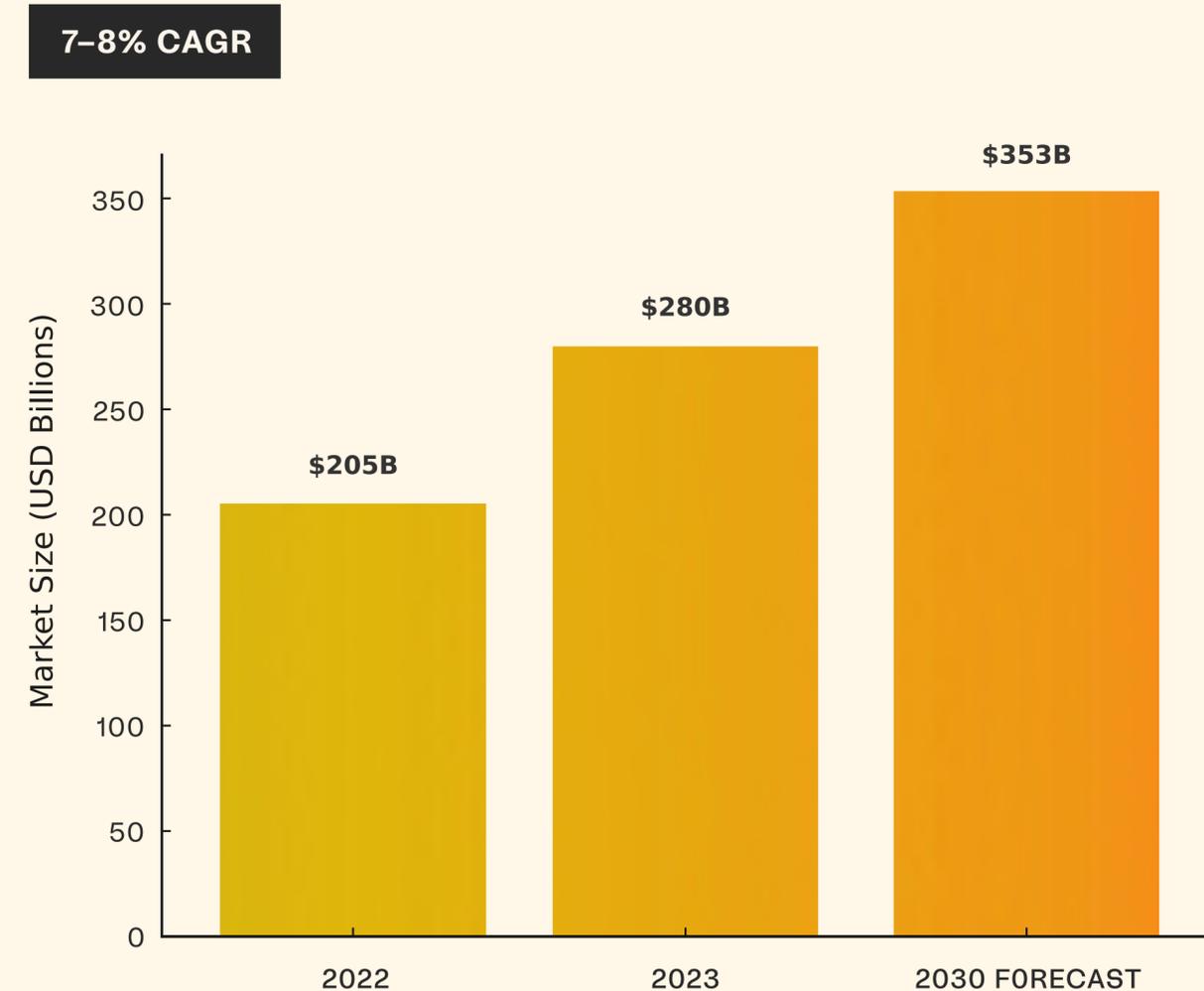
Why It Matters

- Parents increasingly **seek targeted nutrition** (brain, mood, immunity) — fueling cross-category product innovation.
- **Gummy nutrients and functional drinks overlap in concept:** pediatric-focused, science-backed, health-forward.
- Trend synergy gives **Awesome Everyday** a strategic advantage in tapping **both booming supplements and functional drink markets.**

U.S. PEDIATRIC SUPPLEMENT MARKET GROWTH



GLOBAL FUNCTIONAL BEVERAGE SECTOR



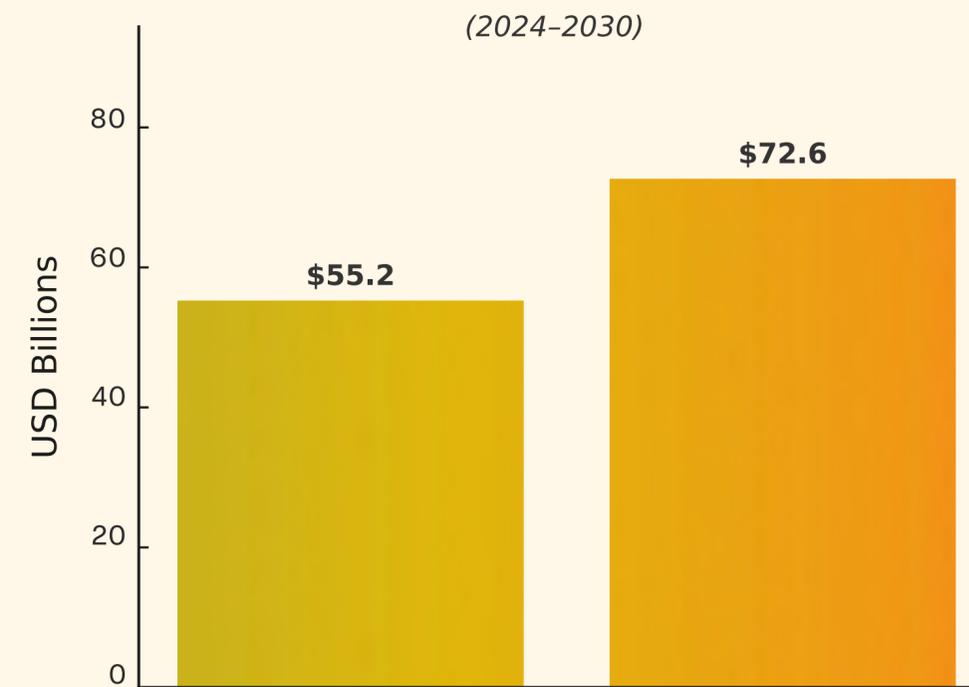
MARKET TRENDS

What This Means

- Parents are spending more than ever on **brain, mood, and immunity support** for kids
- **Gummies and functional nutrition formats** are leading the category
- The market is shifting from **basic vitamins to targeted, science-backed solutions**
- **The opportunity is clear:** parents are looking for better options. Awesome Everyday is positioned to meet that demand.

GLOBAL CHILDREN'S SUPPLEMENT MARKET

4.7% CAGR



PRODUCT OVERVIEW



Complete Nutrition

The world's first gummy with 9 essential aminos + vitamins & superfoods.



Brain Boosters

L-tryptophan & L-phenylalanine support kids with ADD/ADHD.

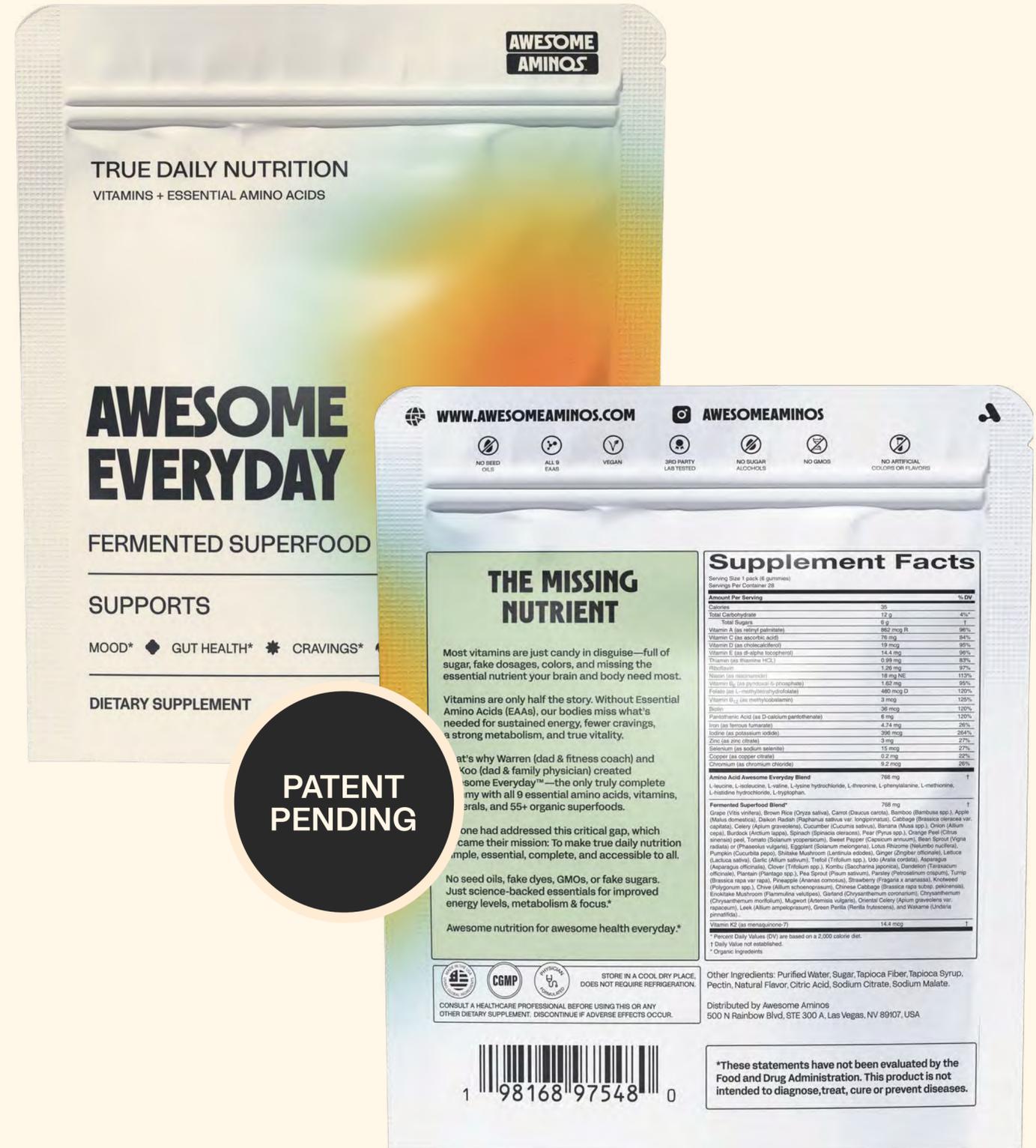


Smart Dosing

Formulated to fuel mood, focus, and lasting energy.



"I can't believe how amazing these taste—especially with so many nutrients packed in. My kids actually ask for them every day!" — Megan mom of 3



PATENT PENDING

THE MISSING NUTRIENT

Most vitamins are just candy in disguise—full of sugar, fake dosages, colors, and missing the essential nutrient your brain and body need most.

Vitamins are only half the story. Without Essential Amino Acids (EAAs), our bodies miss what's needed for sustained energy, fewer cravings, a strong metabolism, and true vitality.

That's why Warren (dad & fitness coach) and Koo (dad & family physician) created **Awesome Everyday™**—the only truly complete gummy with all 9 essential amino acids, vitamins, minerals, and 55+ organic superfoods.

Someone had addressed this critical gap, which became their mission: To make true daily nutrition simple, essential, complete, and accessible to all.

No seed oils, fake dyes, GMOs, or fake sugars. Just science-backed essentials for improved energy levels, metabolism & focus.*

Awesome nutrition for awesome health everyday.*

Supplement Facts

Serving Size 1 pack (6 gummies)
Servings Per Container 28

Amount Per Serving		% DV
Total Carbohydrates	12 g	4%
Total Sugars	5 g	1
Vitamin A (as retinyl palmitate)	862 mcg R	96%
Vitamin C (as ascorbic acid)	75 mg	145%
Vitamin D (as cholecalciferol)	19 mcg	95%
Vitamin E (as d-alpha tocopherol)	14.4 mg	96%
Thiamin (as thiamine HCl)	0.99 mg	9%
Riboflavin	1.28 mg	97%
Niacin (as niacinamide)	19 mg NE	115%
Vitamin B6 (as pyridoxal 5-phosphate)	1.62 mg	96%
Folate (as L-methyltetrahydrofolate)	480 mcg D	120%
Vitamin B12 (as methylcobalamin)	3 mcg	120%
Biotin	30 mcg	120%
Pantothenic Acid (as D-calcium pantothenate)	6 mg	120%
Iron (as ferrous fumarate)	4.74 mg	26%
Iodine (as potassium iodide)	208 mcg	245%
Zinc (as zinc citrate)	3 mg	27%
Selenium (as sodium selenite)	15 mcg	27%
Copper (as copper citrate)	0.2 mg	20%
Chromium (as chromium chloride)	9.2 mcg	26%
Amino Acid Awesome Everyday Blend	768 mg	1
L-leucine, L-isoleucine, L-valine, L-lysine hydrochloride, L-threonine, L-phenylalanine, L-methionine, L-histidine hydrochloride, L-tryptophan.	768 mg	1
Fermented Superfood Blend*	768 mg	1
Grape (Vitis vinifera), Brown Rice (Oryza sativa), Carrot (Daucus carota), Bamboo (Bambusa spp.), Apple (Malus domestica), Daikon Radish (Raphanus sativus var. longipinnatus), Cabbage (Brassica oleracea var. capitata), Celery (Apium graveolens), Cucumber (Cucumis sativus), Banana (Musa spp.), Onion (Allium cepa), Burdock (Arctium lappa), Spinach (Spinacia oleracea), Pear (Pyrus spp.), Orange Peel Citrus sinensis peel, Tomato (Solanum lycopersicum), Sweet Pepper (Capsicum annuum), Bean Sprout (Vigna radiata) or (Phaseolus vulgaris), Eggplant (Solanum melongena), Lotus Rhizome (Nelumbo nucifera), Pumpkin (Cucurbita pepo), Shiitake Mushroom (Lentinula edodes), Ginger (Zingiber officinale), Lettuce (Lactuca sativa), Garlic (Allium sativum), Trefal (Trifolium spp.), Udo (Aralia cordata), Asparagus (Asparagus officinalis), Clover (Trifolium spp.), Kombu (Saccharina japonica), Dandelion (Taraxacum officinale), Parsley (Parsley spp.), Fava Bean (Favum sativum), Parsnip (Pastinaca sativa), Turnip (Brassica rapa var. rapa), Pineapple (Ananas comosus), Strawberry (Fragaria x ananassa), Koenigseed (Pisagium spp.), Chive (Allium schoenoprasum), Chinese Cabbage (Brassica rapa ssp. pekinensis), Eshiitake Mushroom (Flammulina velutipes), Garland Chrysanthemum (Chrysanthemum), Chrysanthemum (Chrysanthemum morifolium), Mugwort (Artemisia vulgaris), Oriental Celery (Apium graveolens var. rapaceum), Leek (Allium ampeloprasum), Green Pea (Pisum sativum), and Wakame (Undaria pinnatifida).	768 mg	1
Vitamin K2 (as menaquinone-7)	14.4 mcg	1

*Percent Daily Values (DV) are based on a 2,000 calorie diet.
† Daily Value not established.
* Organic Ingredients

CGMP
CONSULT A HEALTHCARE PROFESSIONAL BEFORE USING THIS OR ANY OTHER DIETARY SUPPLEMENT. DISCONTINUE IF ADVERSE EFFECTS OCCUR.

STORE IN A COOL DRY PLACE. DOES NOT REQUIRE REFRIGERATION.

1 98168 97548 0

Other Ingredients: Purified Water, Sugar, Tapioca Fiber, Tapioca Syrup, Pectin, Natural Flavor, Citric Acid, Sodium Citrate, Sodium Malate.

Distributed by Awesome Aminos
500 N Rainbow Blvd, STE 300 A, Las Vegas, NV 89107, USA

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent diseases.

BUSINESS MODEL

One-Time Purchase	Subscription Model	Wholesale
MSRP: \$65	MSRP: \$52	Wholesale Price: \$36
COGS: \$14	COGS: \$14	COGS: \$14
Gross Profit: $\$65 - \$14 = \$51$	Gross Profit: $\$52 - \$14 = \$38$	Gross Profit: \$22
Gross Margin: $\$51 \div \$65 = 78\%$	Gross Margin: $\$38 \div \$52 = 73\%$	Gross Margin: 61%

WE USE A **MULTI-CHANNEL STYLE** DESIGNED FOR **RAPID SCALE & DEEP CONSUMER ENGAGEMENT:**



Direct-to-Consumer (DTC)



TikTok Shop & Social Commerce



Amazon



Retail Expansion



Subscription Model



Wholesale / B2B

PRODUCT EVOLUTION

While our current focus is 100% on scaling our hero product, Awesome Everyday, we've built a **long-term roadmap for future growth**. As we gain traction and solidify our market presence, a carefully timed rollout of additional products will follow, extending the brand while staying true to our mission.



GTM STRATEGY



01

HIGH-CONVERTING
PAID ADS

02

TIKTOK
LAUNCH

03

AMAZON
LAUNCH

04

NEUROPSYCHOLOGIST
& ATHLETE
ENDORSEMENTS

05

INFLUENCER
AMPLIFICATION

06

IN-PERSON
TRADE SHOWS

FINANCIALS

TOP-LINE REVENUE PROJECTIONS



YEAR 1

50k units @\$50 per unit =
average 4k per month



YEAR 2

220k units @\$50 per unit =
average 18k per month



YEAR 3

1m units @\$50 per unit =
average 80k per month

FUNDRAISING OVERVIEW

PRE-SEED ROUND
INITIAL INVESTMENT OPPORTUNITY

RAISING: \$1,000,000

- INSTRUMENT: SAFE (SIMPLE AGREEMENT FOR FUTURE EQUITY)
- VALUATION CAP: \$10,000,000 OR 25% DISCOUNT (WHICHEVER IS MORE FAVORABLE TO THE INVESTOR)
- CURRENT RUNWAY: ~5 MONTHS
- PROJECTED RUNWAY (POST-RAISE): 12-15 MONTHS

WHAT THIS ROUND UNLOCKS

- 01** CATEGORY AWARENESS: OWNING “BRAIN HEALTH FOR KIDS & TEENS”

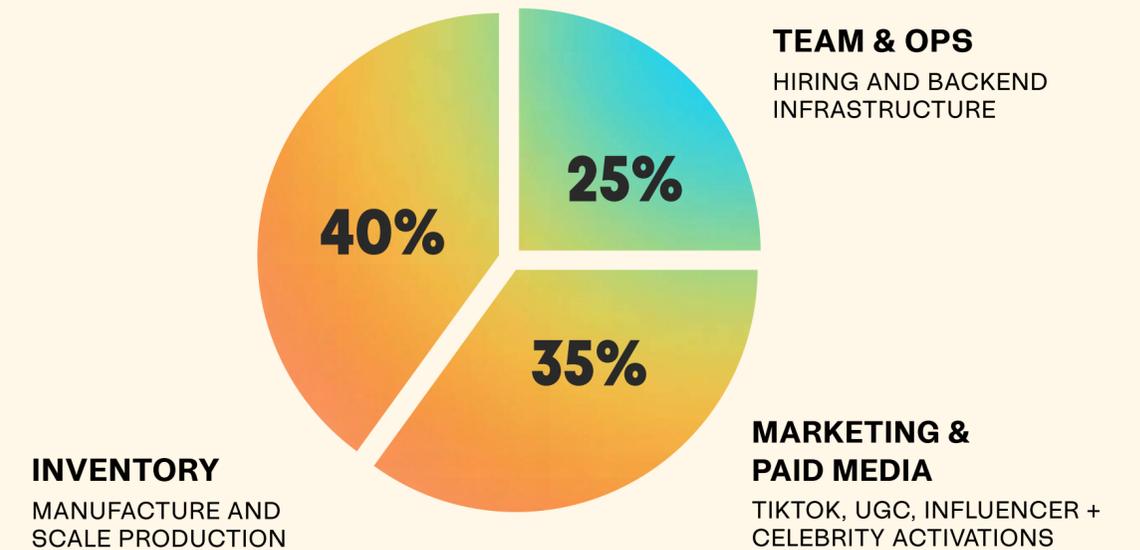
- 02** SCALED TIKTOK SHOP & DTC GROWTH VIA INFLUENCER CAMPAIGNS

- 03** POTENTIAL LICENSING + CELEBRITY COLLABS

- 04** RETAIL PARTNERSHIPS WITH TOP CHAINS

USE OF FUNDS

ESTIMATED ALLOCATION

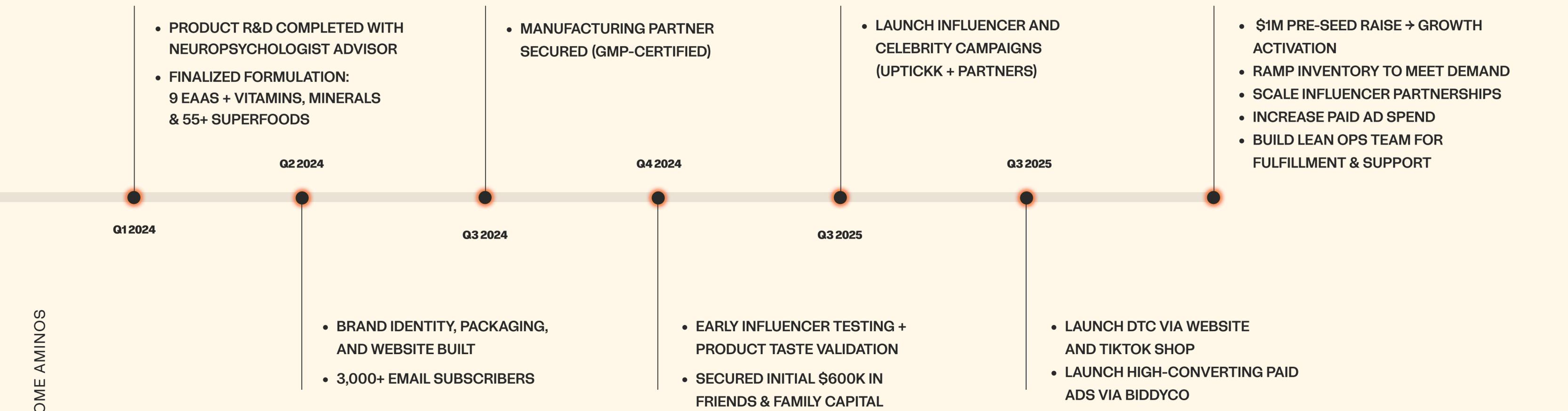


ROADMAP & TRACTION

PAST ACHIEVEMENTS

NEXT 6 MONTHS (2025)

MILESTONE



THE TEAM

ELITE OPERATORS, ADVISORS & CREATIVES FROM THE WORLD'S TOP CPG BRANDS



WARREN GEIS

Founder & CEO

Entrepreneur and brand architect with a passion for innovation and execution. Leads strategy, product development, and go-to-market for Awesome Pop and Awesome Aminos.



WILLIAM GREENWALT

Supply Chain & Distribution Director

20+ years in beverage distribution. Formerly scaled national retail channels for Red Bull & Boochcraft. Deep expertise in GTM strategy, logistics, and retail velocity.



KELLY REEDY

Branding Specialist

Renowned CPG brand builder behind Perfect Bar and Janssen's. Brings deep experience in storytelling, packaging, and strategic positioning for food and beverage brands



BIDDYCO

Creative & Performance Marketing Partner

The creative force behind campaigns for SmartyPants Vitamins and more. Experts in performance-driven content across TikTok, Meta, and YouTube.



PIRAWNA

Amazon & TikTok Growth Partner

Pirawna is a leading Health and Nutrition focused Amazon & TikTok Shop agency with over 170 brands and \$1B in managed revenue annually. Their 85 person strong US based team works with brands like C4, Bloom, Cymbiotika, Nello,



GLEN BERG

Head of Ecommerce Ops

Currently leads tech and conversion for Nello. Specializes in DTC optimization, CRO, PPC and digital infrastructure.

nello

COMPETITIVE LANDSCAPE

WHY AWESOME EVERYDAY WINS

	 AWESOME EVERYDAY	 grüns	 AG1®	 hiya™	 NKO NUTRITION
Verified Real Dosages	✓	✗	✓	✓	✓
Fermented Organic Superfoods	✓	✗	✗	✗	✗
All 9 EAAs	✓	✗	✗	✗	✓
Delicious Taste	★★★★★	★	★	✗	✗
Ready To Go Serving	✓	✓	✗	✗	✗
True Complete Nutrition	✓	✗	✗	✗	✗
Vitamins & Minerals	✓	✓	✓	✓	✗

AWESOME AMINOS™

LET'S BUILD THE FUTURE OF FUNCTIONAL NUTRITION TOGETHER!

The first amino acid gummy built for kids' brains.

WARREN@AWESOMEAMINOS.COM

