



HAPPY WELLNESS GROUP

NY TECH WEEK

Demo Day II

NEW YORK CITY

TECH WEEK, JUNE 4TH, 2026

THE GERALD W. LYNCH THEATER AT JOHN JAY COLLEGE

524 WEST 59TH STREET, NEW YORK, NY 10019



THE MOMENT THAT DEFINES WELLNESS

Demo Day II will be the most concentrated gathering of wellness capital ever assembled in a single room.

With over **\$10+ billion in active, deployable AUM** represented, this is not just another pitch event — it is a **market-moving moment** for the future of wellness.

Set inside the gorgeous **Gerald Lynch Theater at John Jay College, in the heart of Midtown Manhattan**, over **600 curated investors**, C-suite executives, operators, and category leaders will gather for this showcase. We are expecting significant demand and a waitlist beyond capacity.

This is where the next category-defining wellness brands will be discovered. You will not want to miss this moment.

“When you put the right people in the room, magic can happen.”



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The Main Event

90 MINUTES | 10 COMPANIES

ONE WINNER

Demo Day II will feature **10 of the most innovative and disruptive companies at the intersection of:**

 TECHNOLOGY  CONSUMER PRODUCTS
 WELLNESS  SCIENCE & PERFORMANCE

This is a **fast-paced, Shark Tank–style pitch competition**, delivered in a **high-energy, 90-minute format**.

- Each finalist has **just 3 minutes** to command the room.
- A panel of **top-tier institutional & strategic investors** will judge live.
- The **audience will vote in real time via smartphone** to crown the winner.



Every seat in the room holds real capital. Every pitch can change a company's trajectory.

The Venue

THE GERALD W. LYNCH THEATER
AT JOHN JAY COLLEGE

THURSDAY, JUNE 4TH

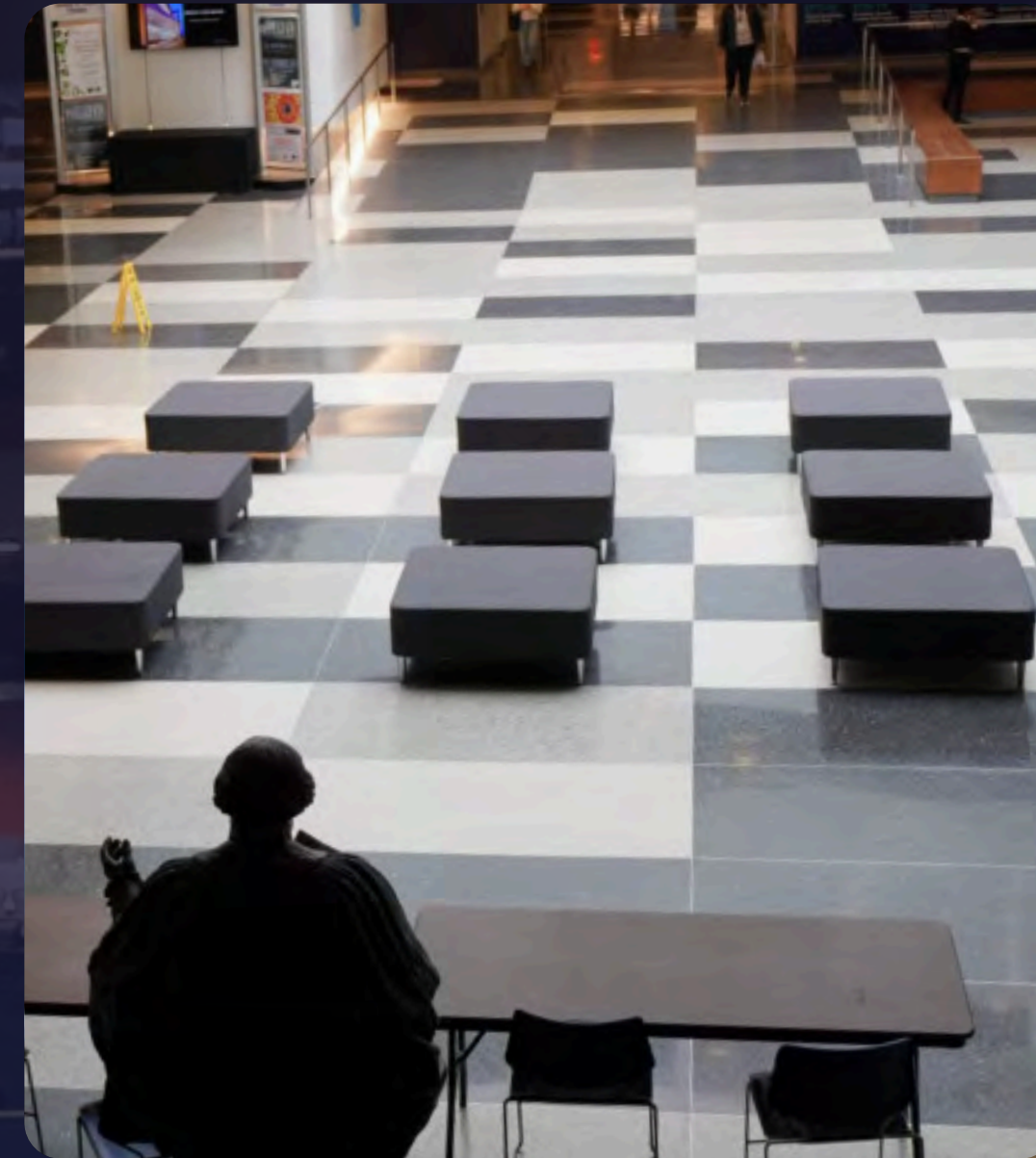
VIP Reception (Invite Only) **1-2PM**

Networking/Exhibiting **2-3PM**

Main Event & Awards **3-4:30PM**

Post-Event Mingling **4:30-5PM**

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Why Invest With Happy Wellness?

Happy Wellness is an investment group & advisory affiliated with a FINRA-member broker/dealer.

Peter Darrow,
Managing Partner,
Happy Wellness Group

We support founders, investors, and strategic partners with expert guidance and access to our curated network.

Our objective is to de-risk your investment by leveraging our ecosystem—bringing domain expertise, capital, and relationships—to drive toward successful exits. We manage a large syndicate composed of angels, VCs, & family offices, as well as host private events for our community.

Find us on LinkedIn 
[happywellnessgroup.com](https://www.happywellnessgroup.com)

A Look Back – DEMO DAY I

CLICK TO VIEW RECAP:
[2025 VIRTUAL DEMO DAY](#)

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PITCHES

100+

ATTENDEES

70+

STRATEGIC
INTRODUCTIONS

\$8m

COMMITTED
CAPITAL

Featured Pitches

Smooth
Commerce

ROCK



Scotts



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WINDY CITY
MUSHROOM

SAINT

HOLY!
WATER

AWESOME
AMINOS

Esker

clearwater
WELLNESS CO.

SOMETHING
Southern
· SPIRITS ·

Sponsorship Opportunities

Benefit/Feature	Tier 4 “Pre-Seed”	Tier 3 “Seed”	Tier 2 “Series Round”	Tier 1 “IPO”
Curated Intros From Our Network*	✗	✓ 3 intros	✓ 6 intros	✓ 12 intros
On-Stage Presence	✗	✓ On-stage mention by HWG team	✓ 1-min welcome remarks	✓ 2-min welcome remarks
Panelist Invitation (during the event)	✗	✗	✗	✓ Granted
Virtual Webinar For HWG Community	✗	✗	✗	✓ Granted
HWG Partner Consultation	✗	✗	✓ Granted	✓ Granted
Co-Branded Naming Rights	✗	✗	✓ Granted	✓ Granted
Newsletter Inclusion To Entire HWG Ecosystem	✗	✓ Small advertisement	✓ Large advertisement	✓ Prominent advertisement
Logo & Signage	✓ Digital-only	✓ Print & Digital	✓ Print & Digital	✓ Print & Digital
Exhibitor Table At Event	✓ Granted	✓ Granted	✓ Granted	✓ Granted
VIP Lounge Access	✓ VIP Lounge access	✓ VIP Lounge access	✓ VIP Lounge access	✓ VIP Lounge access
VIP Seating	✓ 1 guest	✓ Up to 2 guests	✓ Up to 4 guests	✓ Up to 6 guests
PR/Website/Mentions	✓ Press release, website, social mention	✓ Press release, website, social mention	✓ Press release, website, social mention	✓ Press release, website, social mention
Price	\$2,500	\$5,000	\$10,000	\$25,000
Sponsorships Available	5	3	2	1

*Capital raising founders must be formally engaged with HWG for eligibility. *Limited in-kind sponsorship opportunities available upon request.*

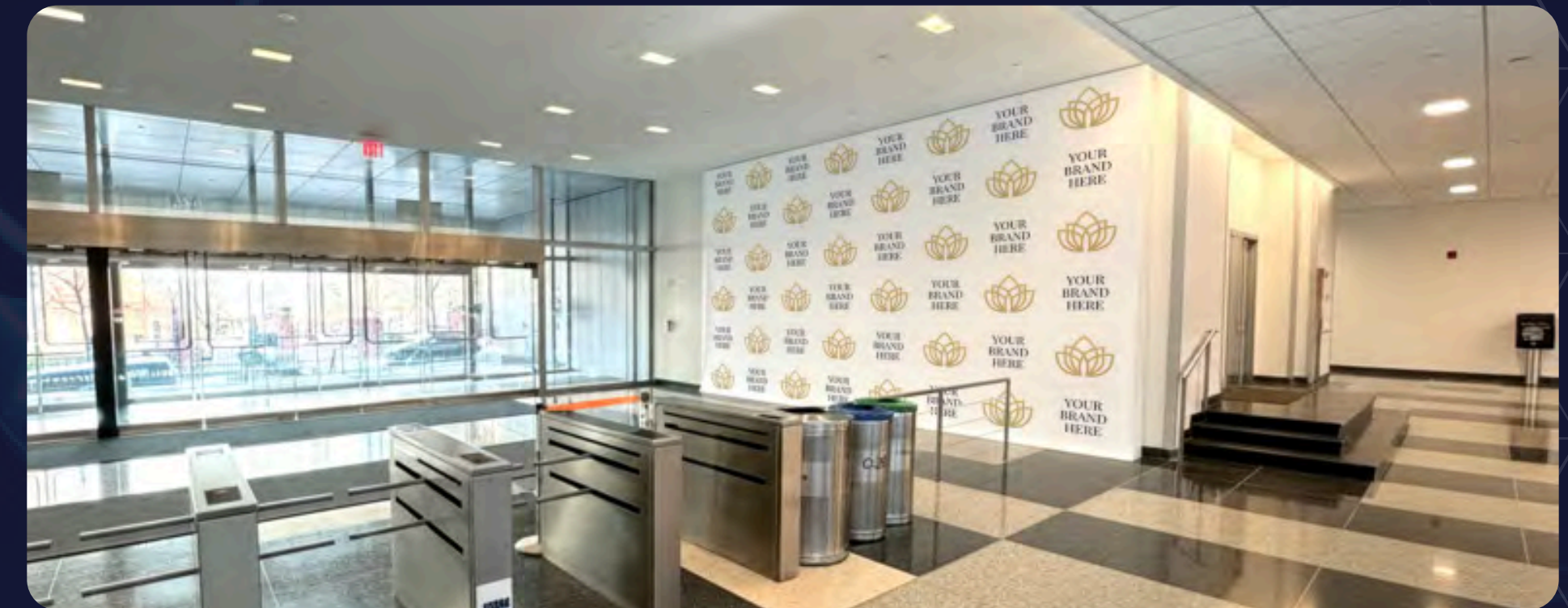


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Venue Signage Opportunities

Sponsors receive prominent on-site placement across the **Gerald Lynch Theater**, ensuring meaningful visibility during key moments of the event.



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VENUE PARTNER

The Gerald W. Lynch Theater At John Jay College



About John Jay College

John Jay College of Criminal Justice of The City University of New York, an international leader in educating for justice, offers a rich liberal arts and professional studies curriculum to upwards of 15,000 undergraduate and graduate students from more than 135 nations. In teaching, scholarship and research, the College approaches justice as an applied art and science in service to society and as an ongoing conversation about fundamental human desires for fairness, equality and the rule of law. For more information, visit www.jjay.cuny.edu.

Since opening its doors in 1988, the Gerald W. Lynch Theater has been an invaluable cultural resource. The Theater is a member of CUNY Stages, a consortium of 16 performing arts centers located on CUNY campuses across New York City and the CUNY Dance Initiative.

The Theater is home to the Lincoln Center's Mostly Mozart Festival & White Light Festival, as well as the New Yorker Festival, Mannes Opera, the World Science Festival, and the revival of Mummenschanz. The Theater has hosted live and recorded events including David Letterman's My Next Guest Needs No Introduction, Inside the Actor's Studio,

Carnegie Hall Neighborhood Concerts, Comedy Central Presents one-hour specials, the American Justice Summit, the NYC Mayoral Democratic Debates, and the launch of Jay-Z's REFORM initiative. The Theater is home to premiere galas, conferences, international competitions, and graduations. For rental information, and a schedule of events, please visit www.GeraldWLynchTheater.com.

The Gerald W. Lynch Theater at John Jay College

524 West 59th Street (between 10th & 11th Avenues), New York, NY



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Thank You!

Stay tuned for **Demo Day III**, in Los Angeles, Oct 2026

FOR INQUIRIES: E-MAIL
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