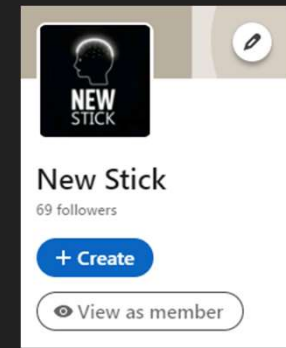




NuStic.life
Ryan@nustic.life

Currently revamping logo, branding, and website



NewStick.io
Ryan@newstick.io

What?

Making supplements & nootropics customizable and convenient

Convenient:

Supplement gum – mastic gum base (good for digestion, can be swallowed)

Shadow products: dissolvable stick, hard-shell gels (gummies)

Customizable:

User creates custom formulas by researching, selecting, saving specific ingredients on our website

Ingredients fall under 3 categories: mental acuity, physical vitality, sleep/recovery

Developing ML/AI model to take personalization to the next level

Why?

LOVE the benefits of supplements/nootropics, but **HATE** pills and powders

- Wastes time
 - challenging to travel with or bring on-the-go

Despise cookie-cutter formulas

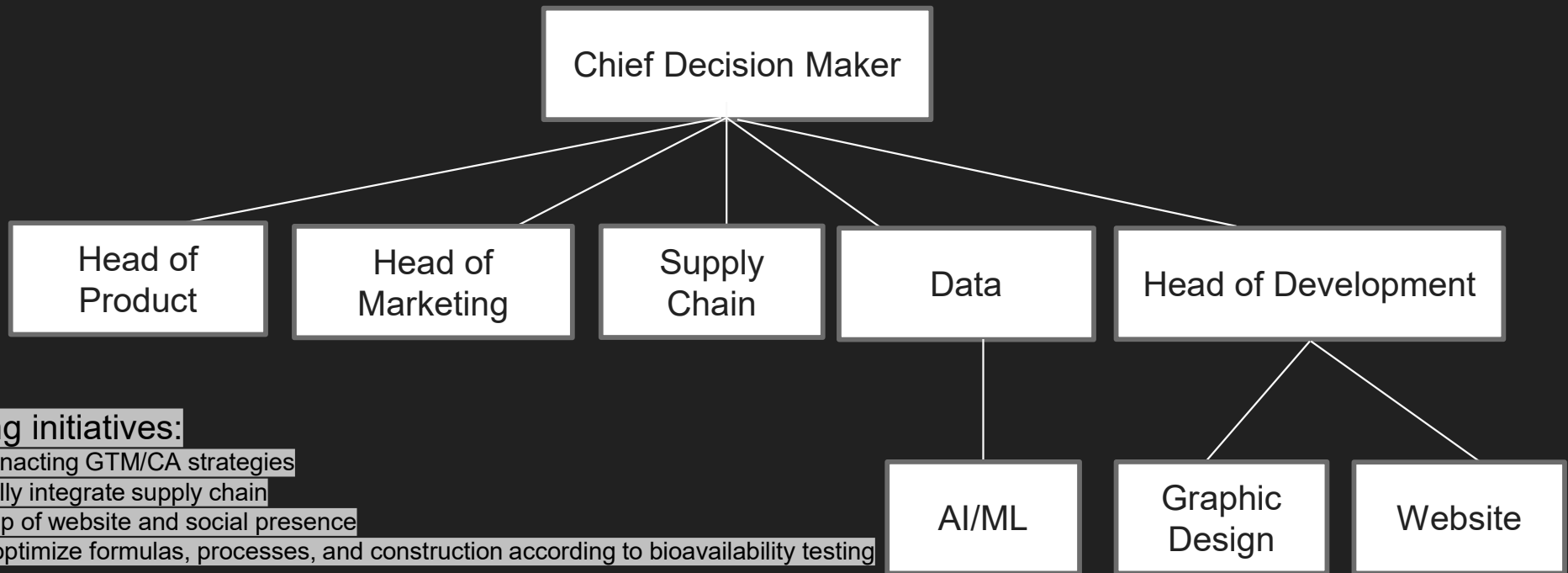
- suspect quality, lack personalization & correct ingredients

Increase awareness of upgraded energies/abilities through supplementation

- A competitor does a good job of aggregating studies that show efficacy

■ <https://takethesis.com/pages/ingredients> - similar functionality will be provided in our revamped website

Org structure, upcoming hiring plans, and initiatives



Upcoming initiatives:

- CDM enacting GTM/CA strategies
- Vertically integrate supply chain
- Revamp of website and social presence
- ML to optimize formulas, processes, and construction according to bioavailability testing

Next hires:

- Under HOP to aid in production so HOP can focus on bioavailability testing
- New HOM – current one has been ineffective & 3-month contract is ending soon

TAM and where we play

- US supplement market alone currently >\$50b

- This doesn't include the US nootropic market which has \$30 billion estimates by 2028 with staggering 15% estimated CAGRs
- Also doesn't include the \$49 billion global chewing gum market

(IBIS, Grand View Research, Statista)

- NeuroGum is the only other nootropic brand that is delivered in gum form

- Yet their ingredient offering is very weak, as is their customizability

- We play into the nootropic/supplement market like a bespoke tailoring service plays into clothing

- Highest quality ingredients (active and inactive)
- Highest level of customization
- We are by no means a cost-cutter in the nootropic space

		Non-prescription nootropic brands					
Factor	New Stick	Thesis	First Person	Neuro Gum	Brain Luxury	Focus Factor	Mind Lab Pro
Customization	strong	mid	mid	weak	weak	weak	weak
Convenience	strong	mid	strong	strong	mid	mid	weak
Ingredients	strong	strong	mid	weak	weak	weak	mid
Quality	strong	unknown	mid	weak	weak	unknown	strong
Price	very high	high	mid	low	high	low	mid
Appearance, Branding, Partnerships	in progress	strong	strong	mid	poor	poor	mid

Patents

(both now approved)

U.S. Patent Application No. 63/512,781, filed July 10, 2022

Customizable Nootropic Materials, Methods For Customizable Nootropic Materials, And Mechanisms For Improving The Accessibility Of Nootropic Materials

Discloses products like our signature nootropic gum, dissolvable stick, gels

Discloses ui / how our website lends itself to max customizability

U.S. Patent Application No. 63/516,578, filed July 31, 2023

Machine Learning Techniques For Predicting Personalized Supplements Tailored To User Data

Describes methodology for incorporating ML algo to personalize supp formulas

User inputs quantifiable/qualitative data so ui can output specific formulas/doses

Traction

Customer discovery:

Over 60 targeted interviews have directly guided our product direction and user interface

Many questions were quantifiable on a 1-5 scale so we could track data points

Closed paid-beta:

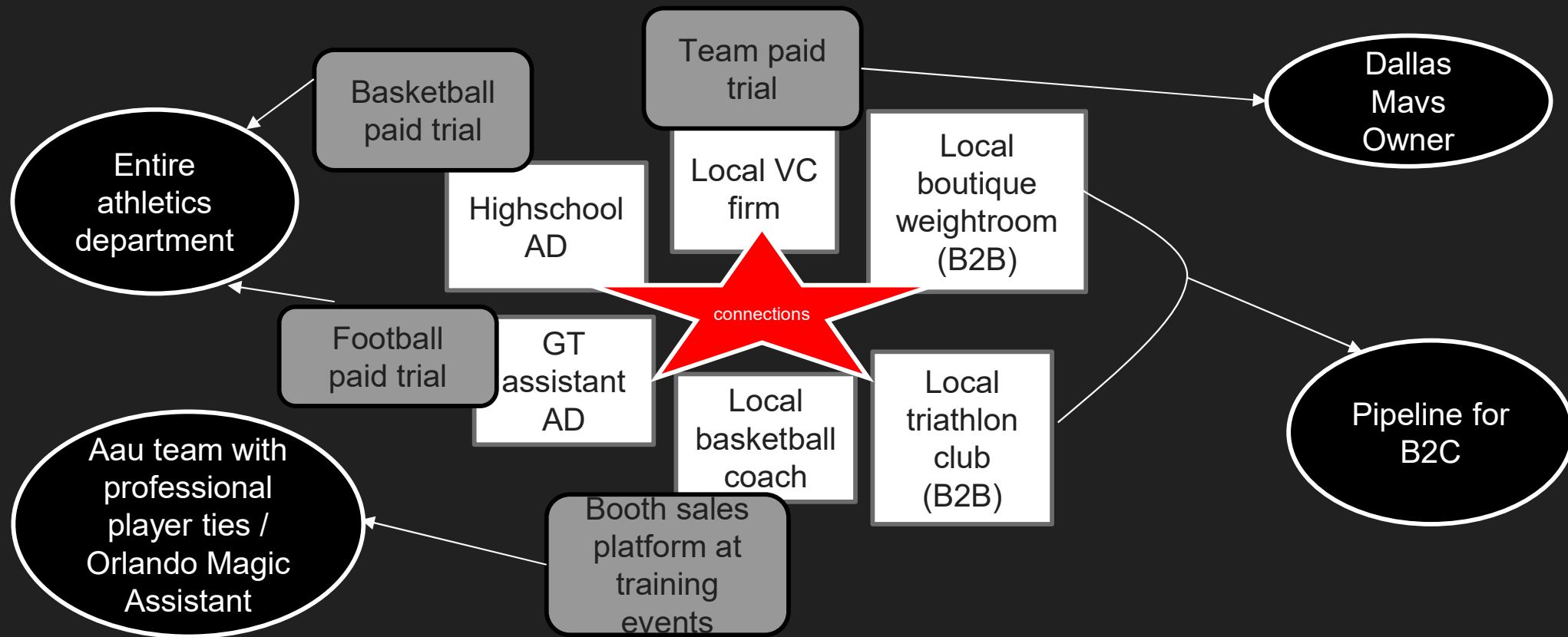
10 diverse users paid \$100 to test / provide feedback

Enabled us to iterate past an MVP, and into a “market-ready” viable product

GTM/CA strategy framework

Get product into circulation by utilizing

Land and Expand:



Other growth initiatives/pipelines:

- Present data from positive feedback and reviews
- **Publish short form content** (blogs, videos, infographics) in collaboration with strength coaches, supplement/health experts, and neurologists targeted at athletes/biohackers/wellness & fitness community
- **Samplings** at wellness events, fitness centers, and health expos
- **NIL deals** with discount codes for annual subscriptions
- **Paid beta testers** to convert to annual subscriptions and refer others

KPIs

North Star metric:

- Avg customer duration

Other key metrics:

- Avg customer lifetime value
- Gross/Net retention and churn
- Avg # of formulas/ingredients per customer order

General closing considerations

“Competition is for losers.”

-Peter Thiel

New Stick isn't here to compete with other nootropic brands:

- Nobody else focuses on making supplements/nootropics customizable and convenient
- Nobody else has a mastic-gum-based supplement

This is a **deeply important matter** for the founder, and he's **determined** to see this through