



### **Company Profile**

Elite Hydration is a clean-label, all-organic, low-calorie beverage made with plant-based ingredients like coconut water, monk fruit, and amla berry extract. It delivers essential electrolytes, antioxidants, and vitamins to support everyday wellness and performance. Free from artificial dyes and preservatives, Elite is built on transparency and modern health values. In the face of a growing American health crisis, Elite's globally compliant formulation reflects our belief that health standards should be consistent worldwide, because the well-being of individuals, communities, and children should never depend on where they live.

---

### **Problem Statement**

The food and beverage industry has historically relied on low-quality ingredients, artificial colors and dyes, and excess sugar. It has also continued to use substances that long-term studies have linked to negative health outcomes, many of which have been banned in other parts of the world. Hydration and sports drinks reflect these outdated practices, offering few clean-label options that align with today's science and wellness expectations. It's time to raise the standard, one solution at a time.

---

### **Problem Solution**

Elite Hydration offers a scientifically formulated beverage that supports daily health and performance, helping people show up at their best every day. Made with plant-based functional ingredients, natural flavors, and all-natural sweeteners carefully measured for optimal energy, Elite is a clean, modern alternative to outdated sports drinks. Our pilot launch of the Tropical Fruit flavor will take place in collaboration with a handful of athletics programs across the Greater Boston area to build brand awareness, gather consumer insight, and establish strong long-term partnerships. We invite you to *Drink Elite. Feel Elite. Be Elite.*



Felipe Pinto (CEO/Founder)