

ELITE®

CLEAN FUEL FOR MODERN WELLNESS



Founder Story

- Grew up in high-crime (97th percentile in MA) Brockton, MA. Sports kept me focused, grounded, and out of trouble.
- First-gen student-athlete, graduated Summer 25' with a Bachelor of Science in Business Management & double minors in Electrical Engineering & Applied Mathematics from Wentworth Institute of Technology.
- Season-ending injury (dislocated patella) led me to uncover the dangers of current sports drinks in the market.
- Inspired by my parents' hustle — my mother built a small house-cleaning business, and my father has worked multiple jobs for years to support
- Founder of Ventura Damon Youth Foundation (VDYSF) — providing uniforms, equipment, and access to sports for underserved youth in Brockton and beyond.
- US Licensed Coach, mentoring players and building safe athletic programs, coaching high-level club soccer in high-crime areas & underserved communities.

Mission: Build the future of hydration — clean, transparent, and engineered to fuel both athletes and the communities that shape them.



I WANT TO BE ...

Erling Haaland



Alex Morgan



Jayson Tatum



Joe Burrow



Treble Winner



2x Women's World Cup Winner



5x NBA Allstar



Heisman Trophy Winner



THE PROBLEM

Marketed as Performance - Linked to a Crisis



HARVARD CASE STUDY ON SPORTS DRINK

7-year study; 4,100 females and 3,400 males
(*Growing Up Today Study II*) Harvard



Source: [Harvard School of Public Health](#)

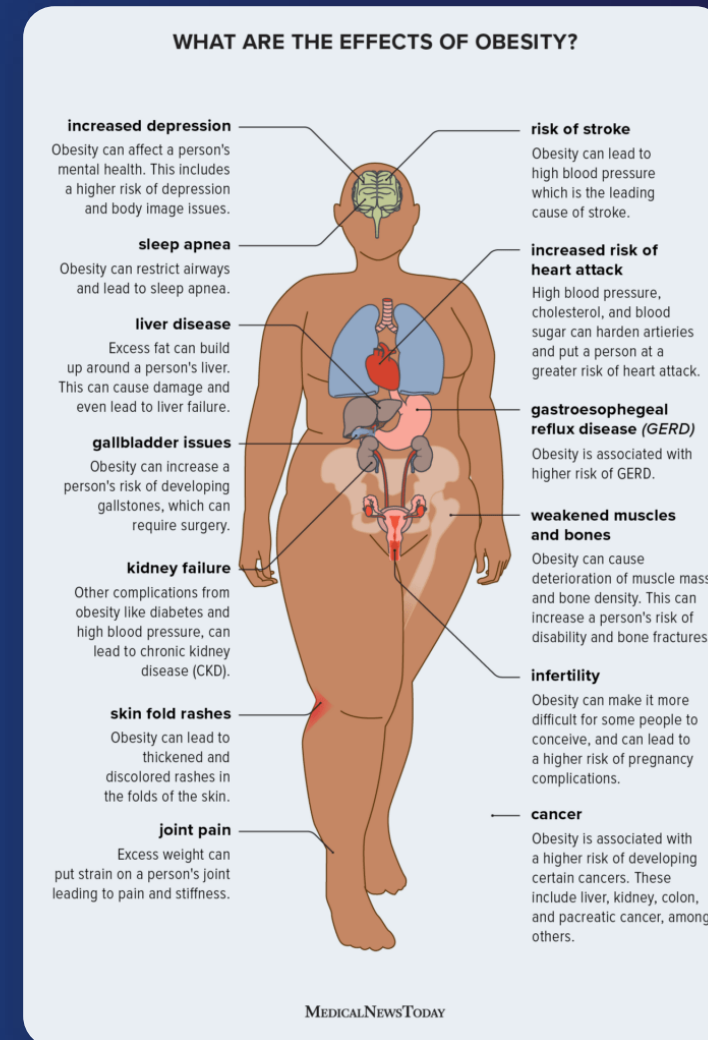
28 oz. SPORTS DRINK = 52.5 g of sugar

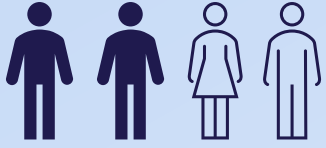
6 GLAZED DONUTS = 48 g of sugar



Source: [American Heart Association](#)

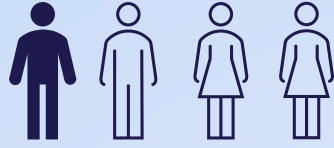
“The more frequently sports beverages were consumed, the greater the association with an increased body mass index leading to overweight/obesity...”





50%

Of adults in **2030**
will be **obese**



25%

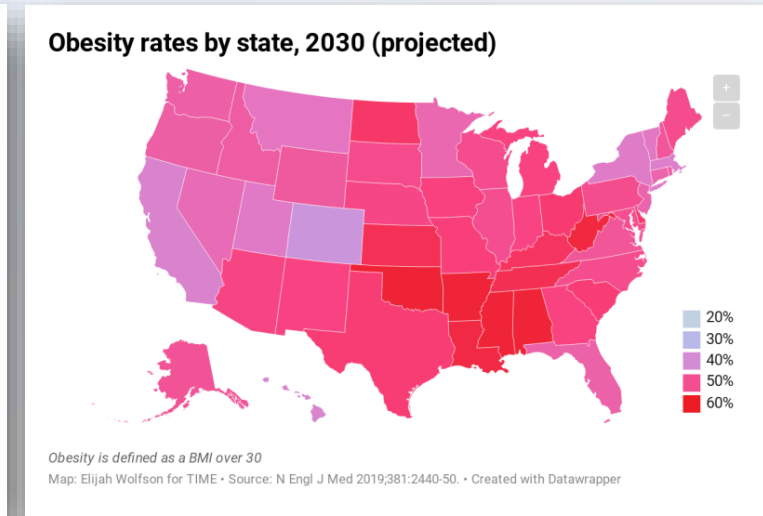
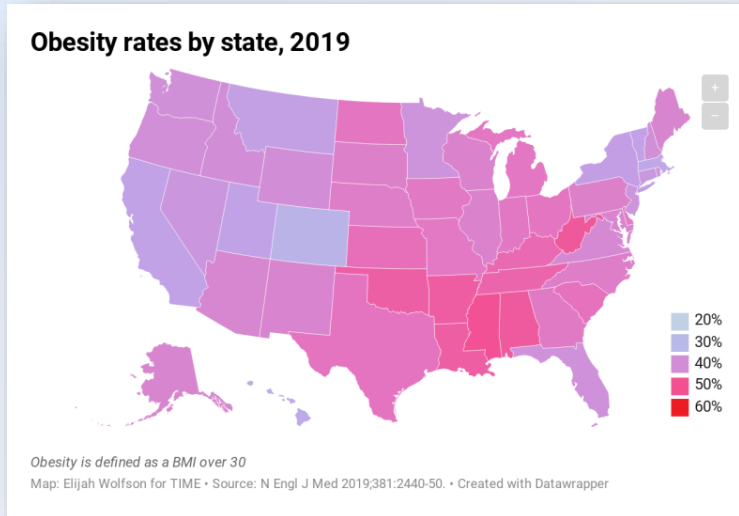
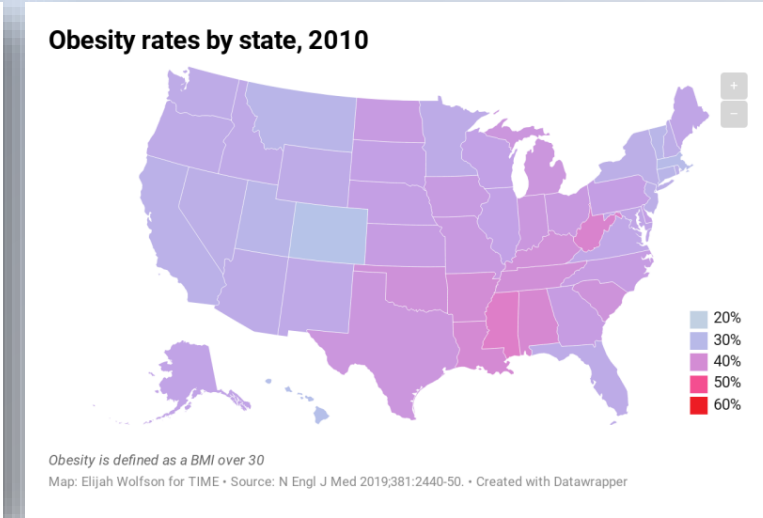
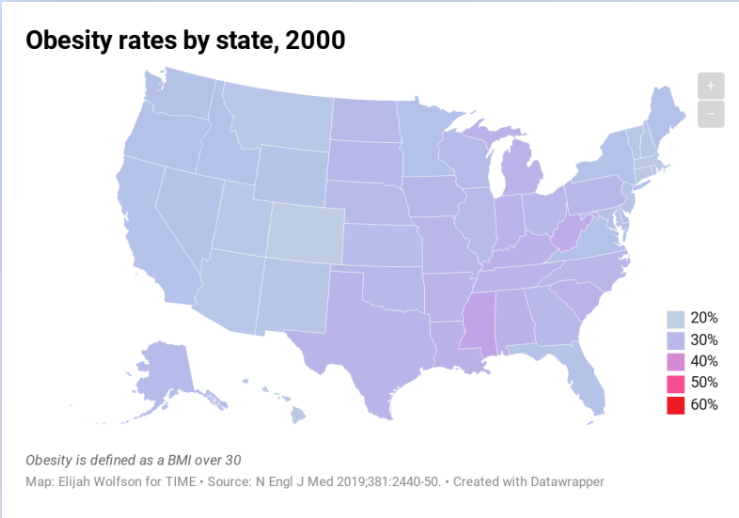
Of adults in **2030**
will be **severely obese**



HARVARD
T.H. CHAN
SCHOOL OF PUBLIC HEALTH

- [Harvard T. H. Chan School of Public Health](#)

[Source](#)



The Future of Hydration

60% fewer calories. 75% less sugar. 100% science-backed.

Nutrition Facts

Serving size 16.9 fl oz (500mL)

Amount per serving
Calories 50

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g 0%

Cholesterol 0mg 0%

Sodium 110mg 5%

Total Carbohydrate 11g 4%

Dietary Fiber 0g 0%

Total Sugars 10g

Includes 8g Added Sugars 16%

Protein 0g

Vitamin D 10mcg 50% · Niacin 8mg 50%

Calcium 10mg 0% · Vitamin B₆ 0.9mg 50%

Iron 0mg 0% · Vitamin B₁₂ 1.2mcg 50%

Potassium 314mg 6% · Magnesium 19mg 4%

Vitamin C 69mg 80% · Zinc 1mg 10%

Vitamin E 5mg 35%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Water, Sugar, Coconut Water Concentrate, Natural Flavors, Citric Acid, Potassium Citrate, Fruit and Vegetable Juice (Color), Sea Salt, Sodium Citrate, Monk Fruit Extract, Magnesium Glycinate, Acetic Acid, Vitamin E, Vitamin B3, Zinc Gluconate, Vitamin D3, Vitamin B6, Vitamin B12.

I'm not trash. Our bottle is made from recycled plastics. Please continue the cycle.

Nutrition Facts

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Contains 10% Juice

REFRIGERATE AFTER OPENING FOR BEST TASTE

GLUTEN FREE · CAFFEINE FREE · PLANT-BASED



3 ANTIOXIDANTS
6 VITAMINS



4 ELECTROLYTES
5 MINERALS



Tropical Fruit Punch

Hydration Beverage

Naturally Flavored

16.9 fl oz. (500 mL)

Drink **ELITE**. Feel **ELITE**. Be **ELITE**.
No Artificial Colors, Flavors, or Sweeteners.
Chosen by Athletes. Backed by Science.



All-Natural Spring Water
Mineral-rich, providing a clean, refreshing base for everyday hydration



Coconut Water
Refreshing source of electrolytes aiding in hydration.



Cane Sugar
Fast-acting carbohydrates for energy, carefully measured to stay light



Monk Fruit
Naturally derived, zero-calorie sweetener offering a clean sweetness



Natural Sea Salt
Key electrolytes to maintain hydration, muscle function, and fluid balance

60% FEWER CALORIES &
75% LESS SUGAR*

*Per 16.9 fl oz serving vs. leading sports drinks. Data on file.



VENTURA DAMON
YOUTH FOUNDATION
A percentage of every purchase supports youth athletes. Learn more at VDYouthFoundation.org



Visit us on social and online at drinkelite.us

Distributed by Ventura Damon LLC, Boston, MA 02115

60% FEWER CALORIES &
75% LESS SUGAR*

*Per 16.9 fl oz serving vs. leading sports drinks. Data on file.



VENTURA DAMON
YOUTH FOUNDATION

A percentage of every purchase supports youth athletes. Learn more at VDYouthFoundation.org





Sustainability using recycle materials*
see appendix for sustainability slides

ELITE[®]

All-Natural Sports Drink



All-Natural Spring Water
Mineral-rich, base for everyday hydration



Coconut Water
Rich in Electrolytes & Nutrients



Sea Salt
Great Source of Essential Electrolytes



Monk Fruit Sweetener
All-Natural 0-calorie sweetener



Artificial colors, dyes, flavors, and sweeteners



Artificial stabilizers or emulsifiers



Unnecessary preservatives



GMOs
(genetically modified organisms)



50
calories





Elite

Prime

Gatorade Zero

Body Armor

Vitamin Water

Price Point

\$2.99
16.9 fl oz

\$2.99
16.9 fl oz

\$3.49
16.9 fl oz

\$2.99
16 fl oz

\$3.19
16.9 fl oz

Calories

50

20

10

90

90

Electrolytes



Total Added Sugar

8 g

0 g

0 g

21 g

22 g

No Artificial Sweeteners , Preservatives or Dyes



6 vitamins • 5 minerals • 3 antioxidant sources



Minority Owned Brand

Built by a first-generation athlete, coach, and founder





WIT Rapid Pitch
Fall '22

Leopard Launch Pitch Competition
Spring '23



WIT ACE CO-OP for Entrepreneurs
Spring '23





WIT ACE CO-OP for Entrepreneurs

Fall '23



Elite Taste Testing Event

Fall '25



Samual Adams BTAD Bootcamp

Spring '25



2026



HUGE MARKET WITH SIGNS OF GROWTH

Total Addressable Market:

Functional Beverage
(est. CAGR 6.5% 2022-2030) ➔

TAM
\$148.4 Trillion USD

Serviceable Available Market:

Sports Drink
(est. CAGR 3.2% 2022-2027) ➔

SAM
\$12.2 Billion USD

Serviceable Obtainable Market:

1% of \$12.2 Billion Sports Drink Market
(est. CAGR 3.2% 2022-2027) ➔

SOM
\$122 Million USD

Sources:
[Precedence Research](#)
[McKinsey & Co.](#)
[Glanbia](#)



MARGINS

@ 50k units as of 2/01/25

\$1.61

Total Production Cost

\$0.64

Profit Margin

\$2.25

Revenue

(D-T-C, Wholesale, Distributor)

28%

Gross Profit Margin



MEET THE ADVISORY TEAM & THE ELITE FOUNDATION



Quincy Amarikwa

Advisor,
CEO/Founder, Perfect Soccer
(13 yr. MLS career)



Josh Belinsky

Advisor,
Co-Founder,
Slate Milk



Joseph F. Lehrberg MS, RD

Advisor,
Senior Manager,
Medical Affairs at Atrium Affairs



Michael Santora

Advisor,
CEO & Founder, Logic



Felipe Pinto

Founder & CEO,
Ventura Damon LLC



Shawn Allien

CFO & Head of Operations,
Assistant Personal Finance
Coordinator, Hippocratic



Malcolm Flaherty

Business Development Lead
Pepsi Merchandising Lead,
PepsiCo



Brianna Khang

CBO
Ventura Damon LLC



Samantha Fadool

Marketing Manager
Graphic Designer,
Marketing Designer, Zywave



Andrew Coelho

Sales & Marketing Intern
Ventura Damon LLC
Williams College Summer Internship Program



G-2-M Strategy

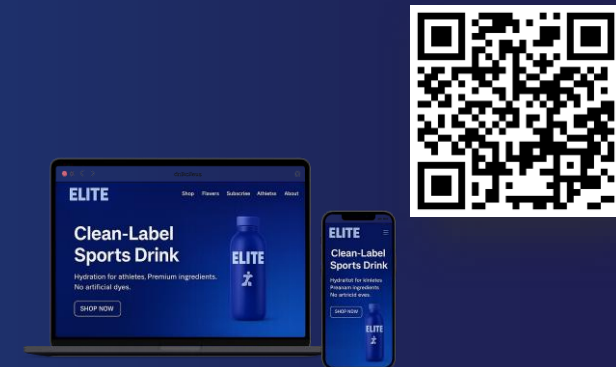
Professional Sports Drink (B2B)

Marketed and sold to high-level athletic programs, leagues, and teams (*volume*)

- Bulk partnerships = predictable, high-volume contracts
- Target: 15 regional partners, Year 1



Direct-to-Consumer (DTC Growth Engine)



Strategy Sequencing(*link*): Build contracts (B2B) + DTC → generate volume + momentum → enter retail with negotiating leverage.



Investment Updates + Fund Raising

Current Funding

Traction to Date

- \$75k raised (friends & family)
- \$12k realized revenue
- \$14k non-dilutive (grants, stipends, pitch)

Pipeline / Near-Term

- \$30k+ in active POs
- Sodexo pilot roadmap (6 months)

Dynamic Team

- Experienced team with successful CPG brands
- Minority-owned business
- Advisors with decades of experience in the CPG industry both US & EU markets

Opportunity

**SAFE Seed round \$200k ;
\$4 million valuation cap**



ELITE



Citrus Mango



Tropical Fruit Punch



Zesty Lemon-Lime



Açaí



Fueling a Healthier Future, One Sip at a Time
Drink Elite. Feel Elite. Be Elite.
#StayHydrated #DrinkElite

Felipe Pinto

CEO/Founder

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774-419-6543

drinkelite.us

@drinkelite.us



Appendix...




SUSTAINABILITY

Materials and Attributes

SHAKE WELL

Made with **fresh** ingredients.
Keep refrigerated.





I'm not trash. Our bottle is made from recycled plastics. Please continue the cycle.

Nutrition Facts	
Serving size	1 Bottle
Amount per serving	
Calories	5
% Daily Value	
Total Fat 0g	0%
Sodium 190mg	8%
Total Carbohydrate 1g	0%
Protein 0g	

Not a significant source of saturated fat, *trans* fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.



INGREDIENTS: WATER, INDIAN GOOSEBERRY FRUIT JUICE, ASHWAGANDHA EXTRACT, SEA SALT, XANTHAN GUM, SUCRALOSE, NATURAL LEMON-LIME FLAVORS, CITRIC ACID, SODIUM BENZOATE AND POTASSIUM SORBATE (PRESERVATIVES), BLUE 1, YELLOW 5.
















This product has not undergone laboratory testing. Consumer discretion is advised. Please consult with a healthcare professional if you have specific concerns or conditions. Avoid consuming more than 5 liters a day.


   

GLUTEN FREE · CAFFEINE FREE

Great source of antioxidants

MATERIAL SOLUTIONS	RECYCLABILITY	GREENHOUSE GAS EMISSION
 PET Polyethylene terephthalate	 28%	 0.288 kg CO ₂ eq per 100 grams
 HDPE High-density polyethylene	 30%	 0.233 kg CO ₂ eq per 100 grams
 PP Polypropylene	 17%	 0.228 kg CO ₂ eq per 100 grams

 GLASS Sand - Silicon dioxide or Limestone - Calcium carbonate and sodium carbonate	 ~33%	 0.125 kg CO ₂ eq per 100 grams
 ALUMINIUM	 ~65%	 2.187 kg CO ₂ eq per 100 grams
 FOOD GRADE PET	 28%	 0.288 kg CO ₂ eq per 100 grams
 FOOD GRADE HDPE	 30%	 0.233 kg CO ₂ eq per 100 grams
 FOOD GRADE PP	 17%	 0.228 kg CO ₂ eq per 100 grams

 **Materials Sustainability**
Sustainability Flash Cards



SUSTAINABILITY



Built on a Supply Chain That Scales

Partners trusted by billion-dollar beverage brands — ready for Elite.



EXIT STRATEGY

Strategic Acquisition or IPO in 5–7 Years

📊 Recent Market Activity

- Dr Pepper Snapple → Bai Brands (\$1.7B, 2016) – Clean-label hydration success.
- Coca-Cola → BodyArmor (\$5.6B, 2021) – Expanding sports hydration.
- Coca-Cola & Keurig Dr Pepper → Celsius Holdings (\$1.5B+ investment) – Functional beverage growth.
- Celsius Holdings acquired Alani Nu for \$1.8B (2/2025)
- Pepsi Co. to acquire probiotic soda brand Poppi for \$2 billion (3/2025)

🔑 Potential Exit Paths

- **Acquisition** – Boston Beer Co., Coca-Cola, Keurig Dr Pepper, PepsiCo
- **Private Equity** – Scale rapidly before exit
- **IPO** – If milestones align, follow Bai's or Celsius' path



Spending *MORE* Living *LESS*

47	<u>Saint Barthelemy</u>	80.8	2023 est.
48	<u>United States</u>	80.8	2023 est.
49	<u>Gibraltar</u>	80.7	2023 est.



Life expectancy and per capita healthcare spending (PPP adjusted), 2021

Country	Life expectancy ▲	Health spending, per capita
United States	76.4	\$12,197
Germany	80.8	\$7,518
United Kingdom	80.8	\$5,467
Austria	81.3	\$6,690
Netherlands	81.4	\$6,785
Canada	81.6	\$6,278
Belgium	81.9	\$6,022
Comparable Country Average	82.3	\$6,345
France	82.4	\$6,106
Sweden	83.1	\$6,228
Australia	83.3	\$6,226
Switzerland	83.9	\$7,582
Japan	84.5	\$4,899

Notes: Comparable countries include: Australia, Austria, Belgium, Canada, France, Germany, Japan, the Netherlands, Sweden, Switzerland, and the U.K. See Methods section of "How does U.S. life expectancy compare to other countries?"

Source: KFF analysis of [CDC](#), [OECD](#), [Japanese Ministry of Health, Labour, and Welfare](#), [Australian Bureau of Statistics](#), and [UK Office for Health Improvement and Disparities](#) data. Get the data [PNG](#)





US Products vs EU Products



**U.S.
Version**



INGREDIENTS: Water, Sugar, Dextrose, Citric Acid, Salt, Sodium Citrate, Monopotassium Phosphate, Modified Food Starch, Natural Flavor, Glycerol Ester Of Rosin, **Red 40**, Caramel Color.

**Germany
Version**



INGREDIENTS: Water, Sugar, Maltodextrin, Citric Acid, Mineral Salts (0.2%), Sodium Chloride, Sodium Citrate, Monopotassium Phosphate, Black Carrot Juice Concentrate, Safflower Extract, Natural Apple Extract, Natural Flavourings, Sucralose and Acesulfame K.

FOOD BABE
Visual Flavors



**Then:
Glass
Container**

Water, Sugar
Potassium,
Lemon Juice



Now: Plastic Container

Water, Sugar, Dextrose
Citric Acid, Natural Flavor,
Sodium Citrate, Salt,
**Monopotassium Phosphate,
Modified Food Starch,
Glycerol Ester of Rosin,
Blue 1, Red 40**

