THE WORLD’S FIRST SPORTS FUEL FOCUSED ON CTE

CHRONIC TRAUMATIC ENCEPHALOPATHY
REPETITIVE BRAIN TRAUMA CAUSED BY HARD KNOCKS
POWERED BY A TEAM THAT CAN DELIVER

DAVID KNIGHT
FORMER GLOBAL CHIEF MARKETING OFFICER FOR GATORADE INTERNATIONAL.

DR. BOB MURRAY
FORMER HEAD OF GATORADE SPORTS SCIENCE INSTITUTE FOR 23 YEARS.

JOSH BLACK
FORMER HEAD OF GATORADE ASIA & GLOBAL SPORTS / SCIENCE ADVISORY BOARD.

BRIAN ESPOSITO
FOUNDER OF EIE, AVEYOU BEAUTY, BT ENTERTAINMENT AND PICO TECHNOLOGY.
THE BACK STORY
SIZE OF THE PRIZE IS HUGE

US CANNABIS INDUSTRY EXPANDING EXPONENTIALLY.

$3.3 BILLION

$8.0 BILLION

$45.0 BILLION
OLD GANJA BRANDING IS DONE. THE TIME TO BUILD GLOBAL BRANDS POWERED BY SCIENCE, EXTRACTS & HEALTH IS NOW.
MORE DEMANDING THAN EVER BEFORE

THE NEW CANNABIS CONSUMER IS SMARTER, SAVVIER AND MORE SOPHISTICATED THAN THE INDUSTRY HAS EVER SEEN BEFORE.
THE CONSUMER HAS EVOLVED

WINNING WITH THESE NEW CONSUMERS WILL BE DRIVEN BY HOW WELL WE CONNECT EMOTIONALLY AND FUNCTIONALLY.
CBD HAS THE POTENTIAL TO BE THE NEXT VITAMIN C – THE NEXT ‘SUPER SUPPLEMENT’ OF SPORT.
EARLY MOVER ADVANTAGE

EARLY-MOVER ADVANTAGE REALIZED BY CREATING SCIENTIFICALLY ADVANTAGED PRODUCT WITH AUTHENTIC ATHLETIC ATTITUDE.
OUR APPROACH
SPORTS FUEL POWERED BY CBD

A SPORTS FUEL COMPANY POWERED BY SCIENCE, PLANTS, DATA, CONSUMER INSIGHTS & EMOTIONALLY DRIVEN MARKETING.
OUR DEEP UNDERSTANDING OF SCIENCE & ATHLETES WILL ENABLE US TO BUILD PRODUCTS FOR CONSUMERS THAT WORK.
1. ADVANCED PRODUCT FORMULATION.
2. UNIIQUE PRODUCT APPLICATION TURF – BRAIN +.
3. CBD FOR ATHLETES. CREATED BY ATHLETES.
4. PROTECT. RECOVER. PERFORM.
AUDIENCE

PRIMARY AUDIENCE

CORE ATHLETES
Performance Driven
“No Rest Days”

SECONDARY AUDIENCE

HEAVY ACTIVES
Fitness Lifestyle
“Keep Pushing Harder”
THE BRAND
THE HUMAN BRAIN IS THE MOST COMPLEX & COMPLICATED MUSCLE IN THE BODY. IT GUIDES OUR DECISIONS, INSTINCTS AND REFLEXES. HOW IT PERFORMS DETERMINES VICTORY OR DEFEAT.

WE CAN WRAP IT IN TAPE, COVER IT WITH A HELMET OR CREATE LAWS TO PROTECT IT, BUT THE FIELD OF PLAY IS A BATTLEGROUND. BRAIN INJURIES ARE NOW ALMOST AS COMMON AS SPRAINS, STRAINS & MUSCLE TEARS.

WHAT IF A BEVERAGE COULD PROTECT & HELP ATHLETES RECOVER FROM SUCH TRAUMATIC INJURIES.

BACKED BY SCIENCE & PLANT-BASED MEDICINE, CT3 IS THE WORLD’S FIRST SPORTS FUEL FOCUSED ON CTE. CHRONIC TRAUMATIC ENCEPHALOPATHY. REPETITIVE BRAIN TRAUMA CAUSED BY HARD KNOCKS ON THE FIELD OF PLAY.

PROTECT. RECOVER. PERFORM. CT3.
CT3 IS PLANT-BASED SPORTS FUEL

CANNABIDIOL (CBD)
Cannabidiol is showing tremendous promise in the treatment of traumatic brain injuries primarily by reducing brain swelling.

TEA
Tea has a range of therapeutic and herbal benefits and will form the base flavors of the products.

TRANS-RESVERATROL
Trans-Resveratrol has an oxygenating effect on the sports recovery process. It’s also a powerful anti-inflammatory.
CT3 is plant-based sports fuel.
**LAUNCH STRATEGY**

**PRE-LAUNCH**

- **T-4 Weeks**
  - **Objective**: Build hype for the brand pre-launch.
  - **BIG Idea**: Raise awareness of issue through PR and brand spokesperson.

**LAUNCH**

- **Launch**
  - **Objective**: Build Brand / Drive Sales.
  - **BIG Idea**: Launch with athlete driven marketing campaign.

**AMPLIFY**

- **+ 12 Weeks**
  - **Objective**: Expand Sales.
  - **BIG Idea**: Expand via National Grocery, Hyper and Mass Sales.

**SUSTAIN**

- **Ongoing**
  - **Objective**: Create content people can’t stop talking about & want to share socially.
  - **BIG Idea**: Amplify brand message through brand-produced content, social channels and other marketing efforts.
INVESTMENT OPPORTUNITY
INVESTMENT OPPORTUNITY

PROPOSED TRANSACTION

• CT3 looking for a strategic investor to invest up to $10M to fund the development and launch of the CT3 brand, manufacturing, launch marketing plan and go-to-market.

• Investor would receive equity in the business on an agreed pre-money valuation.

• Preference given to strategic investors looking to bring cash & other benefits into the business that make strategic sense for CT3.

• Founders will build, operate & manage the business with contracts with the operating entity.

• Investors paid-back higher share of first dividends to clear initial capital investment costs.

TRANSACTION DETAILS
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