
WOOBIES SWVF

Company name:
Woobies Inc.

Date:
11/17/2022



**VETERANS SPEND 13% MORE THAN THE AVERAGE U.S. HOUSEHOLD
AND SHOP 7% MORE FREQUENTLY***

33% OF OUR CONSUMERS BUY FROM US AGAIN WITHIN 3 MONTHS*



OUR PRODUCTS

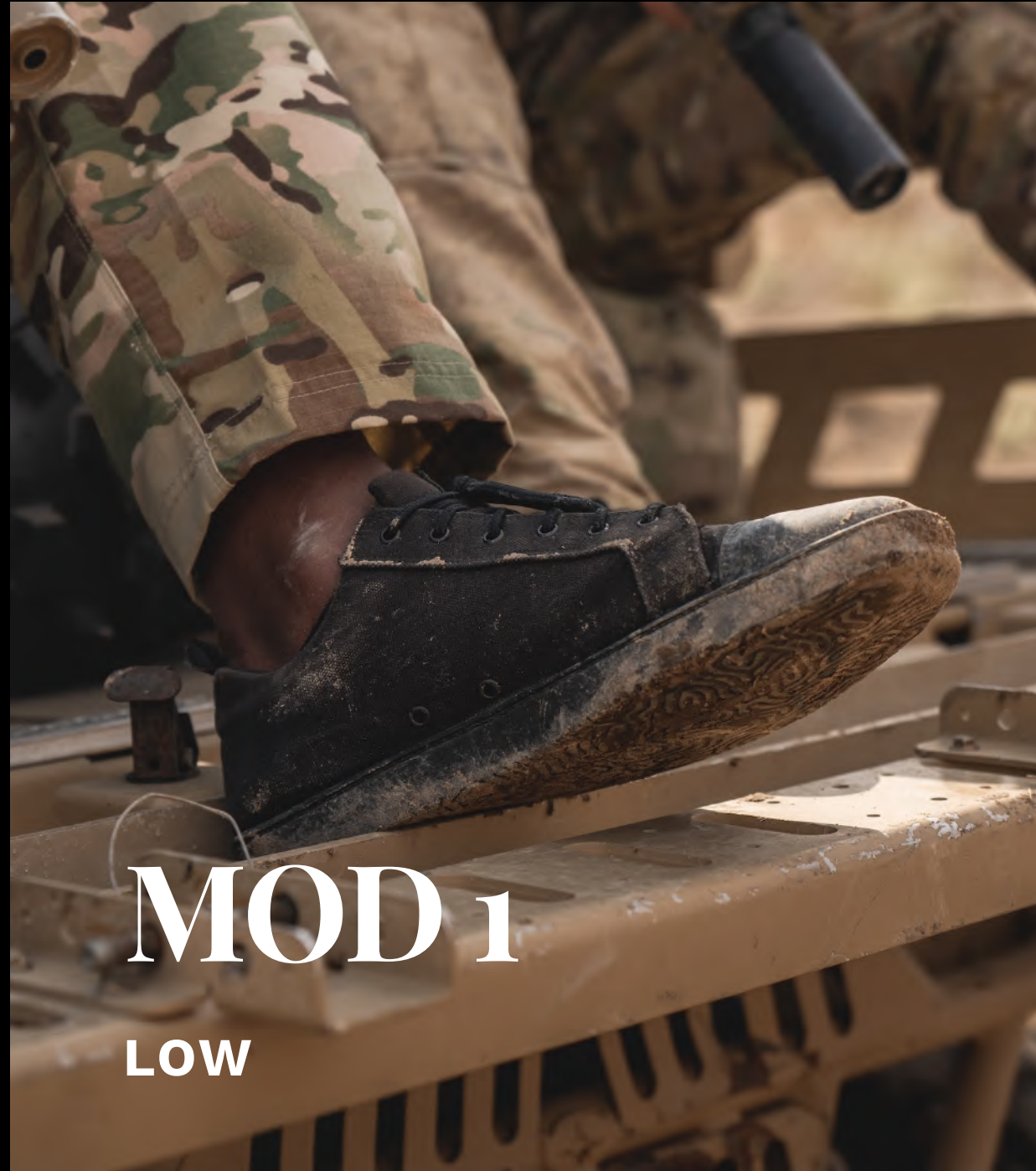
Purpose-Built Technical Footwear and Apparel

Product Features

- Drain Holes
- Canvas / Cordura
- Slip Resistant

Product Growth + Margin

- 197% Increase in Shoe Orders Quarter to Date
- 30 Day Average cash conversion cycle (51% out performance to industry standards)*
- 74% GPM for Shoes



MOD 1

LOW



MOD 2

HIGH

*The industry standard is 55 days growing to 62 days



CUSTOMERS

Freedom Loving Protectors.



Veterans

2M Core Veteran and Active
Duty Members



First Responders

11M High-Income "Protector"
Community



Veteran Adjacent

57M Military Families and
Extended Audiences

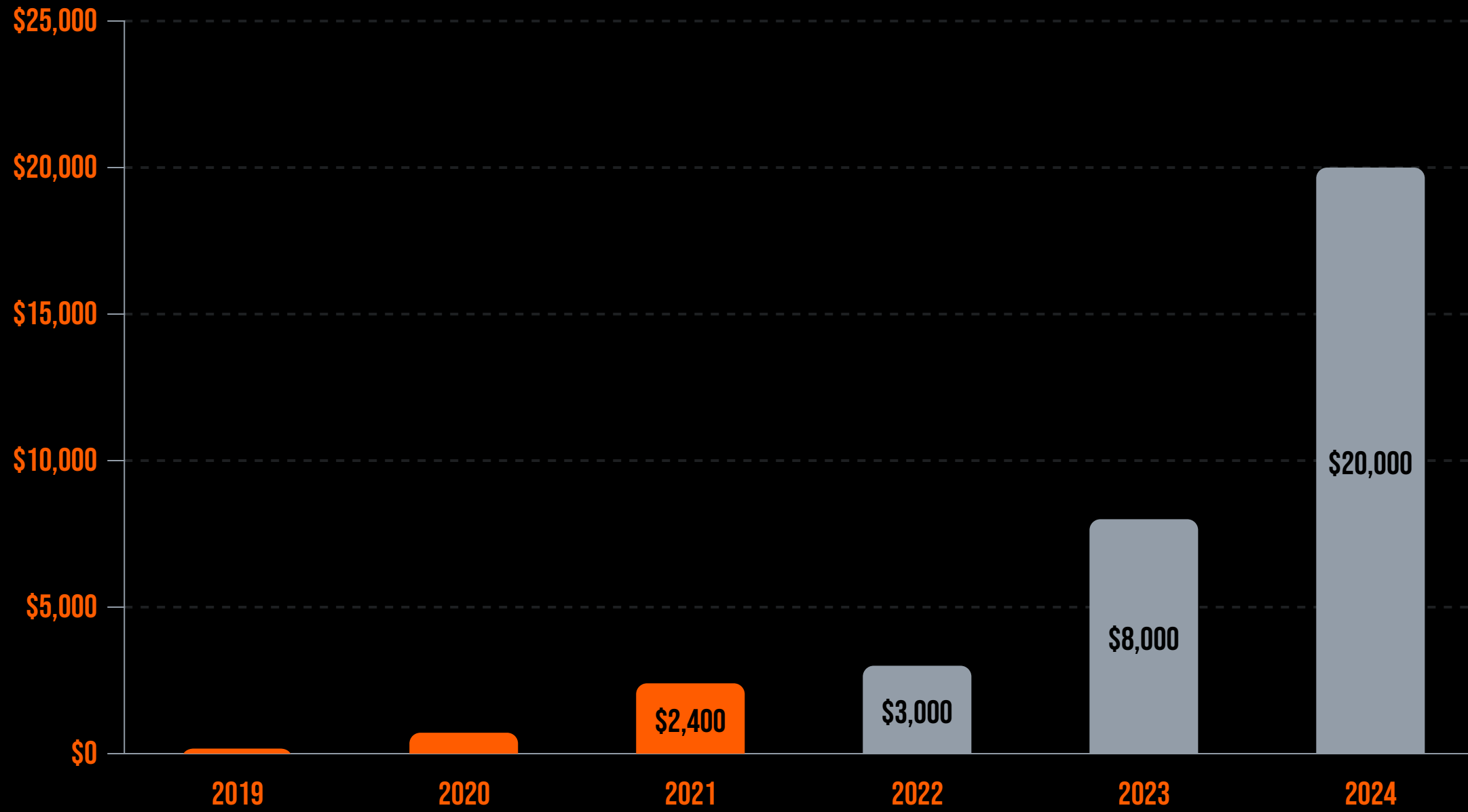
Customer Growth - **35K Email List (72% Open Rate)** • 35% CAGR 2022 • 14% AOV Growth YoY



GROWTH

Predictable • Repeatable • Scalable

● HISTORICAL (000'S) ● ESTIMATED (000'S)

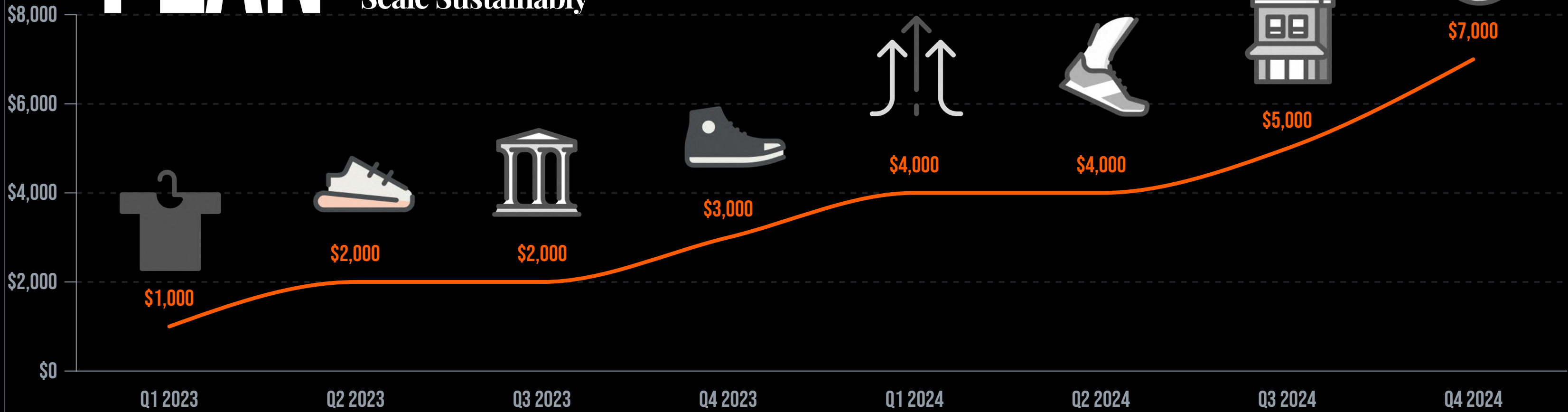


- 2019 / 2020 - Early Community Development
- 2021 - Product-Market Fit Achieved
- 2022 - Supply Chain Optimized & Cost Engineered
- 2023 - Scale D2C • Enter B2G
- 2024 - Scale D2C • Scale B2G • Wholesale + Retail



PLAN

Scale Sustainably



2023

Refocus on the target market and expand products specific to their unique needs for work and identity

- Introduce new apparel products
- Introduce retro inspired shoes
- Introduce female fitted shoe
- Introduce first work shoe
- Focus on large Govt Contracts

2024

Focus on operations to meet wholesale scale needs to preserve margin and growing customer loyalty

- Thoughtfully scale production
- Introduce patented trail runner
- Secure proper wholesale agreements
- Initial expansion for international



TEAM

Not Our First Rodeo...



MASON • CEO



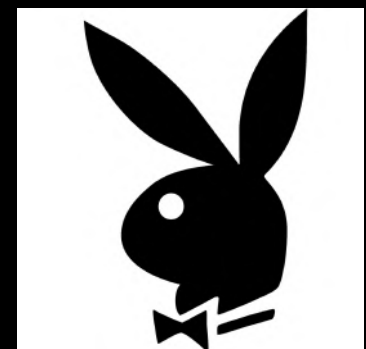
BRADY • BIZOPS



ALAN • GROWTH



EDGAR - PARTNERSHIPS



36 YEARS OF MILITARY EXPERIENCE



10 CLOSED M&A DEALS



\$155M CAPITAL RAISED



20X SCALED REVENUE



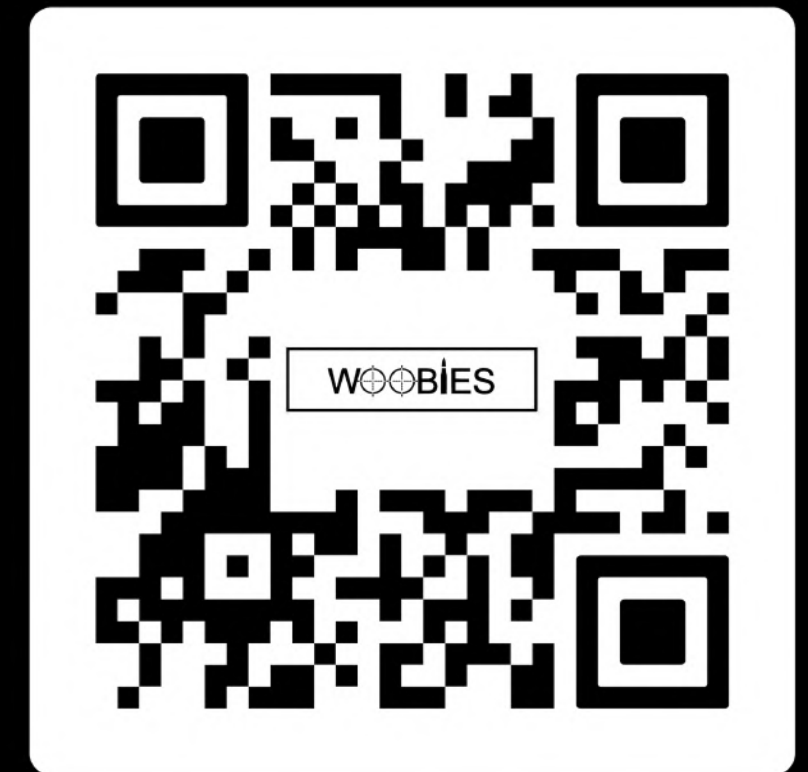
15 PRODUCT LINES LAUNCHED



ASK



- **\$1M REMAINING IN CONVERTIBLE DEBT (\$1M RAISED)**
- **\$250K REMAINING ON PROMISSORY NOTES (\$250K RAISED)**
- **MINIMUM INVESTMENT: \$50K**



SCAN HERE

