



FemTech Nutrition

Strictly Private & Confidential

Women are not just “small men”

The problem began in 1977...

When the FDA banned women from participating in clinical research

which lead to...

Food and drug products only being designed for and tested on men, but marketed to both genders

but in reality...

Men and women have biological differences beyond reproduction

...bringing us to where we are today

No snack products on the market are designed to meet the specific nutritional needs of women



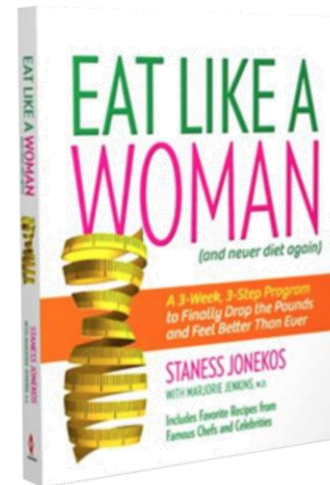
It all started with **the book**

The food industry has been neglecting women

Our founder, Staness Jonekos, wrote *Eat Like a Woman* to shed light on the inequities that exist in women's health & nutrition



- Award-winning television writer, producer, and director
- Women's health advocate
- Launched oxygen media for Oprah Winfrey
- Appearances on The Today Show, Access Hollywood & more!
- Published health author (2 books)



“A 3-week, 3-step program with celebrity recipes”

Nutritional Differences Matter



Dolly Parton



Sheryl Crow



Cristina Ferrare



Padma Lakshmi



A movement is born

Women are discovering that their nutritional needs differ from those of men and asking the right questions...



No more of the old school marketing



Gender differences with nutritional relevance

- ℓℓ Heart & lung diseases
- ℓℓ Brain / cognitive health
- ℓℓ Digestion & hormones
- ℓℓ Life stages
- ℓℓ Bone & joint health

Our Mission

Bring awareness to the fact that **differences matter**, especially when it comes to nutrition!

We are on a mission to provide a variety of tasty treats, inspired by gender-specific science, so women have the fuel needed to support their busy lifestyles.



Time to get **cooking**

ELAW is the bridge between new gender-based science and nutrition

Understood the Science



Staness discovered new gender-specific science that revealed relevant sex differences in women's health & created nutritional solutions

Engineered by Experts



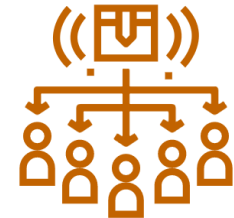
Applied nutritional science with leading experts who created solutions optimizing women's health

Perfecting the Taste



Teamed up with tenured food formulators (formerly with luna bars and detour bars/shakes) to create tasty plant-based snacks

Got Cooking!



Manufactured and distributed products through direct-to-consumer channels



Smart nutrition designed for **women**...

So they can be confident about what they are putting into their bodies

Life Stage Shakes®
For changing needs as we age



Nutritional Bars
For whatever the day brings



Happy Cookies®
For those feel-good moments



...to meet **changing** needs as **life goes on**

Our products cater to women of all ages at different stages of their life journeys



Life Stage Shakes®



Each life stage in a woman's journey requires unique vitamin & mineral support. From her reproductive years, to pregnancy / lactation to menopause and beyond.

Nutritional Bars



Love Bar
Heart-healthy ingredients



Energy Bar
Correct food ratios pre & post workout



Boost Bar
Supports healthy metabolism



Calm Bar
Reduces Stress Levels

Happy Cookies®









Females do not synthesize tryptophan (the precursor to serotonin, our "feel-good" hormone) as efficiently as males. The Happy Cookie is fortified with tryptophan rich ingredients like almonds, rolled oats & flaxseeds.



We offer the **only** products designed **for** women

Competitors market products as “for women” but ingredient labels reveal the truth

		thinkThin		TRUWOMEN
Formulated for Women Proper food ratios		✘	✘	✘
Neurotransmitter Performance		✘	✘	✘
Vitamins, Minerals, & Antioxidants		✘		✘
Products for Different Life Stages		✘	✘	✘
Plant-based & Organic Ingredients		thinkThin		TRUWOMEN



The market is **growing** & ELAW is **ready**

Increased health consciousness in the snack category creates perfect tailwinds

Women are the largest spenders in the snack category

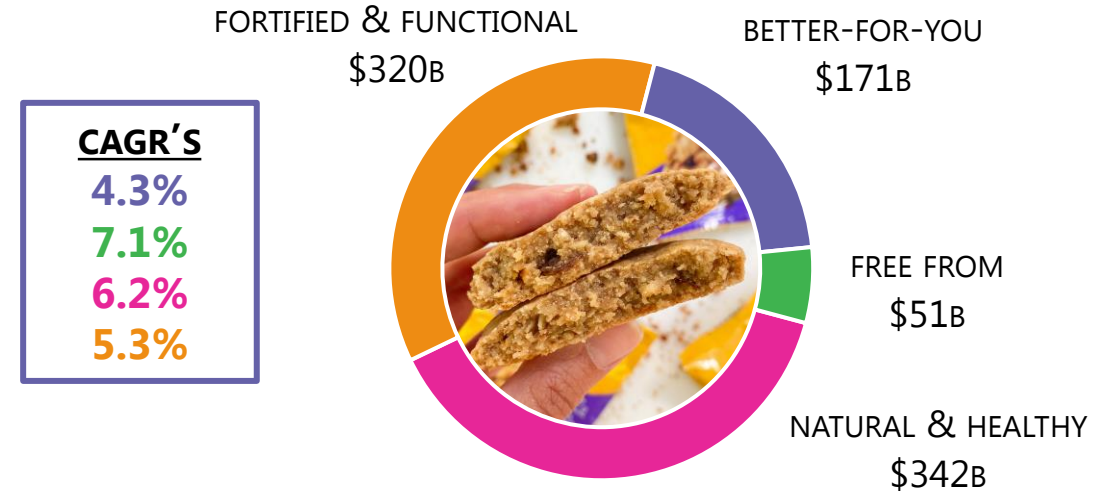
59_M Number of u.s. women with \$10k in discretionary income

\$62_B Total amount spent by women on snack food every year

3 to 4 Number of times 25% of U.S. women snack each day

85% Percentage of women that snack more than men

The health & wellness segment continues to grow



31% Increase in total plant-based food sales since 2017

29% Increase in grocery sales of plant-based foods in the past two years



ELAW products cater to **all** types of women



Millennials /
Gen Z



Moms /
Careerists



Active
Athletes



Baby
Boomers

Our best customer

**Busy
On-the-Go
Woman**

- ℓℓ Age anywhere from 18-65+
- ℓℓ Cares about how she feels & looks
- ℓℓ Lives a busy active lifestyle
- ℓℓ Educated in nutrition
- ℓℓ Concerned about her health & the ones she loves

"I lost 5lbs in one month replacing my afternoon snack with an eat like a woman bar!"
- Geri (Brooklyn, NY)



"Awesome bars for women! they are so delicious, a low calorie and nutritious treat."
- Christine (Atlanta, GA)

"You would never know these cookies are vegan, they are the best tasting cookies ever!"
- Sara (Pasadena, CA)



"Love the boost bar before my workout!"
- Shara (New York, NY)

"Eat Like a Woman peanut butter Happy Cookies are the best!"
- Becca (Amarillo, TX)



We are led by **industry experts...**



Staness Jonekos
Founder & CEO

- Serial entrepreneur
- Health advocate
- Created tv programming as a producer, writer & director
- Published author: *Eat Like a Woman & The Menopause Makeover*



Keith Wright
Angel Investor/Director Business Ops

- Professor Villanova University
- SAP: Senior VP Global Sales Operations
- Published writer CNBC, MarketWatch, TechCrunch
- Global software sales & services leader



James Schreiber
Sales & Distribution

- Former Director of Sales at ThinkThin & Kevita
- Consumer products veteran specializing in building new brands at Sunfed Ranch
- Spent over 20 years at Kraft Foods



Kevin Weatherall
Digital Marketing

- Former Director of Marketing for Detour Bars & grew the business by 10x on Amazon
- Marketing Manager for the Juno Company
- Brand Manager for Wham-O



...backed by a team of **medical experts**



Wendy Klein, MD
Leader in Women's Health

- Co-founder of the Women's Health Center at Stony Point
- VCU Institute of Women's Health
- Co-author / Medical reviewer *The Menopause Makeover*



David Katz, MD
Founding Director Yale University Prevention Research Center

- Medical nutrition contributor for the following outlets:
 - ABC News
 - Dr. Oz
 - The Oprah Magazine
 - New York Times Syndicate



Marjorie Jenkins, MD
Leader in Sex-Specific Medicine

- FDA Office of Women's Health
- Associate Dean of the Laura W. Bush Institute for Women's Health
- Co-author / Medical reviewer *Eat like a Woman*



Early distribution **success** coupled with great PR

With Staness' media contacts, ELAW has access to the best marketing platforms in the U.S.

Early distribution trials



Unprecedented success
with QVC TV launch

**Sold 21,600 bars
in just 8 minutes!**

Tremendous public relations exposure

- Academy Awards
- NAACP Awards
- inStyle Magazine
- OK! Weekly Magazine
- inTouch Magazine
- Eating Well Magazine
- Life & Style Magazine



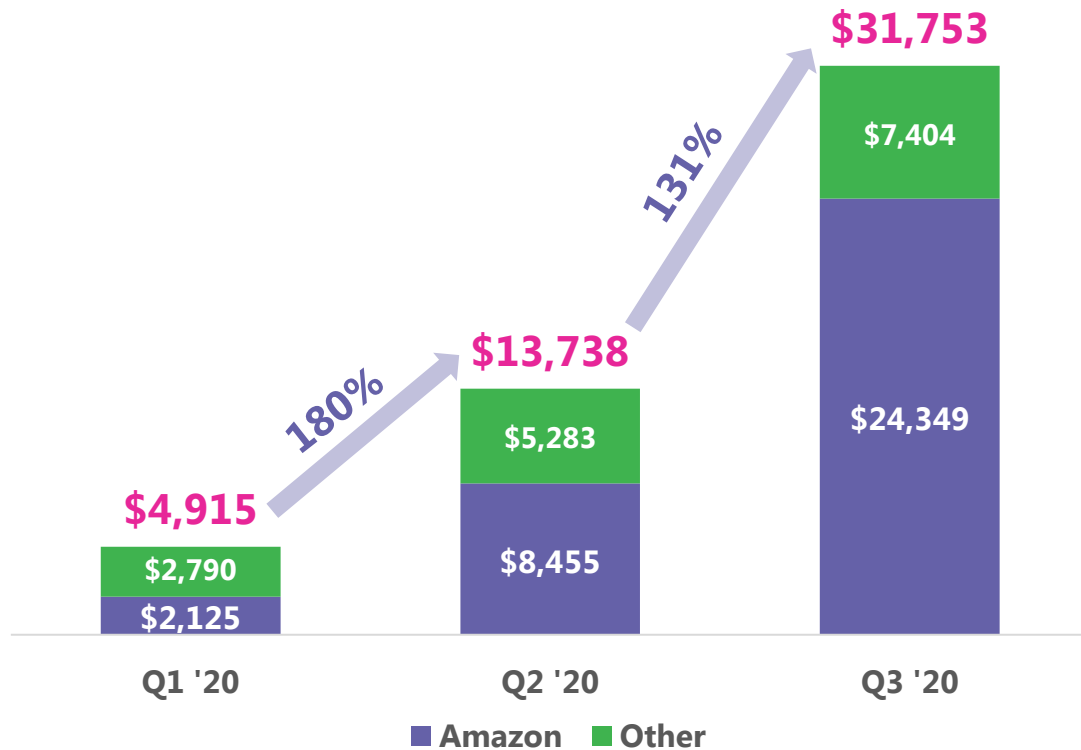
- Today Show
- Access Hollywood
- Fox & Friends
- Oprah Winfrey / Oxygen Media



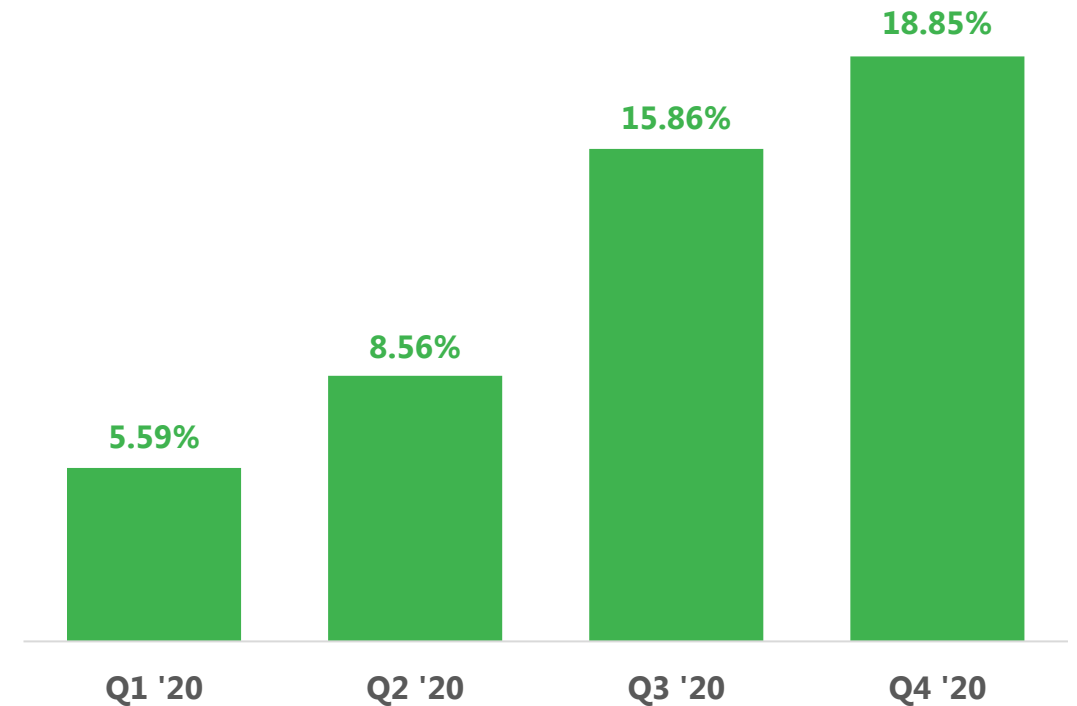
Strong response to online trials

The Eat Like a Woman story, brand, and products resonate with key customer segments

Eat Like a Woman revenue growth in online channel trials

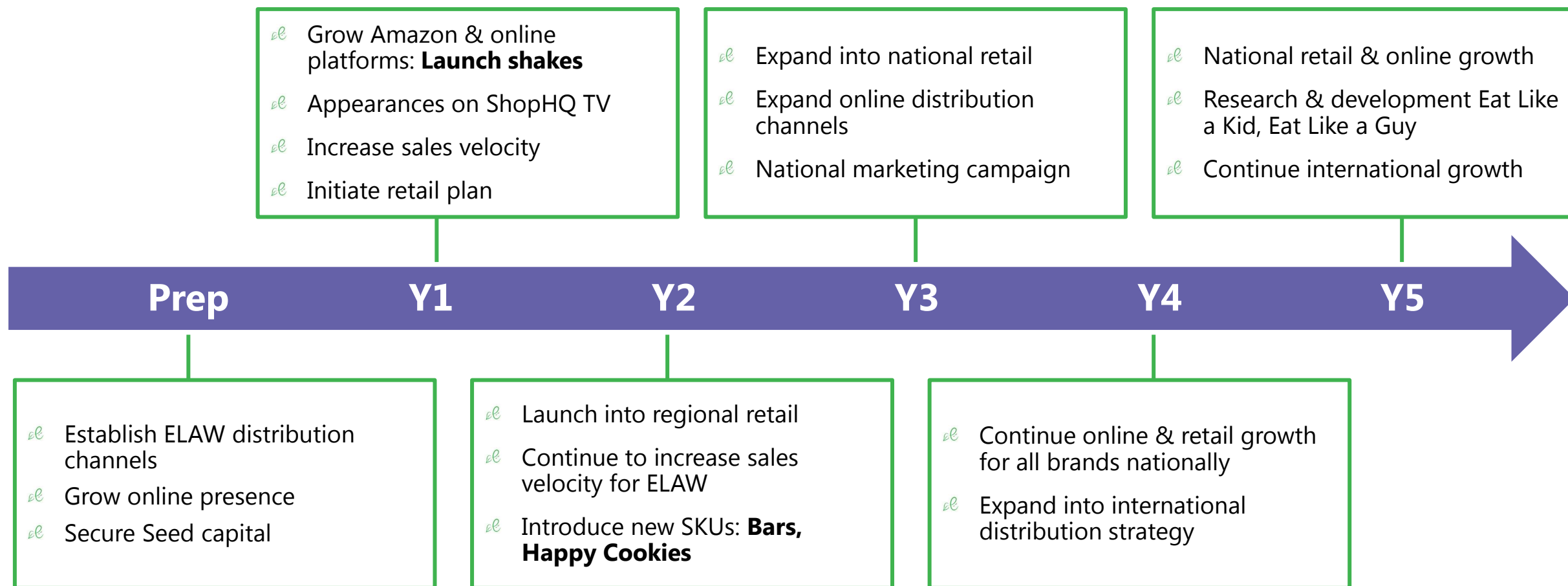


Conversion rate of Amazon customers continued to grow on a quarterly basis



After proof of concept, the **future** is bright

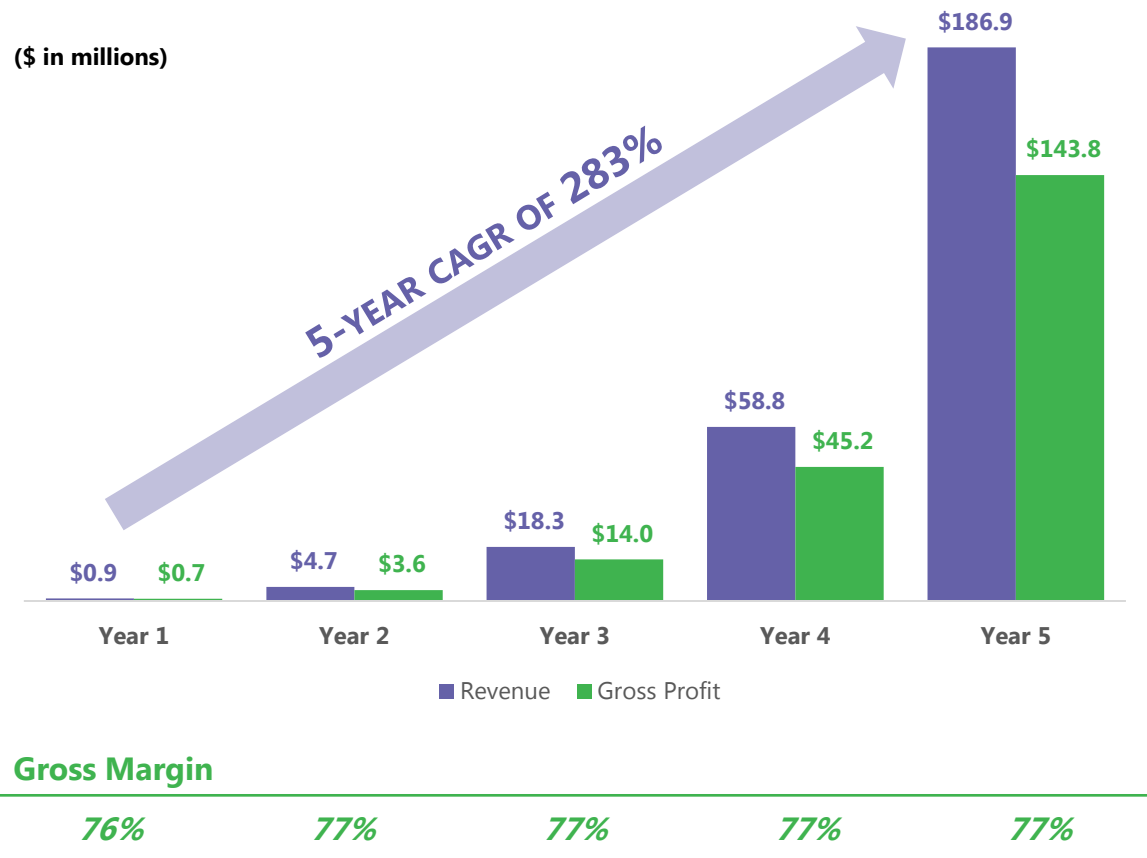
We achieved all our pre-revenue goals with momentum heading into 2024



Large consumer products companies are **acquisitive**

Growth and profitability outlook sets ELAW up to be acquired by a strategic buyer

ELAW Preliminary Projections



Acquiror

Target

TTM Revenue



\$2.9 BILLION



18x



6x



5x



4x



3x



Inequalities are getting **global recognition**

Top institutions are focusing their money and attention on these issues creating tailwinds



McKinsey Health Institute

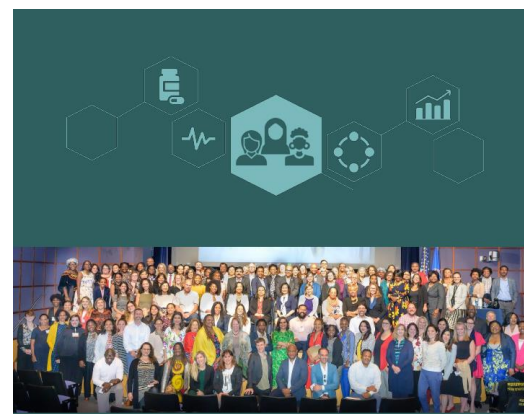
BILL & MELINDA GATES foundation



“There is a moral imperative to address the women’s health gap and improve the lives and livelihoods of billions of women worldwide.”

“Women spend 25% more time in ‘poor health’ than men.”

“Investing in women’s health shows positive return on investment (ROI): for every \$1 invested, ~\$3 is projected in economic growth.”



Women’s Health Innovation Opportunity Map 2023

50 High-Return Opportunities to Advance Global Women’s Health R&D

A report of the Innovation Equity Forum, sponsored by the Bill & Melinda Gates Foundation and US National Institutes of Health

“Menopause—a life stage that 1 billion women experience worldwide each year—presents an estimated US \$600 billion opportunity for innovations to manage symptoms”

“A \$300 million investment in women’s health research could generate \$13 billion in economic returns.”

“By 2030, the women’s health market could range from \$97 billion to upwards of \$1.2 trillion”



ELAW has received interest from national brands

Retailers, shopping platforms, and even the White House are eager to work with ELAW

National Retailers

Walmart 

 **Albertsons**[®]

**Kroger**[®]

Shopping Platforms

 **QVC**

**SHOP
HQ**

**UNFI**[™]
BETTER FOOD. BETTER FUTURE.

Research Programs



**BILL & MELINDA
GATES** *foundation*



Now is the time for additional capital to **grow**

Today's Ask

\$1.0M

12-24 Month Target

\$1.5-2.0M

🌱 **Products & Operations (70-80%)**

- 🌱 Manufacturing larger production runs
- 🌱 Warehousing
- 🌱 Fulfillment

🌱 **Marketing Expenses (10-20%)**

- 🌱 E-commerce
- 🌱 Amazon
- 🌱 Social media influencer campaigns

🌱 **Professional Fees (10%)**

- 🌱 Legal & accounting
- 🌱 Graphic designers



Thank You!

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