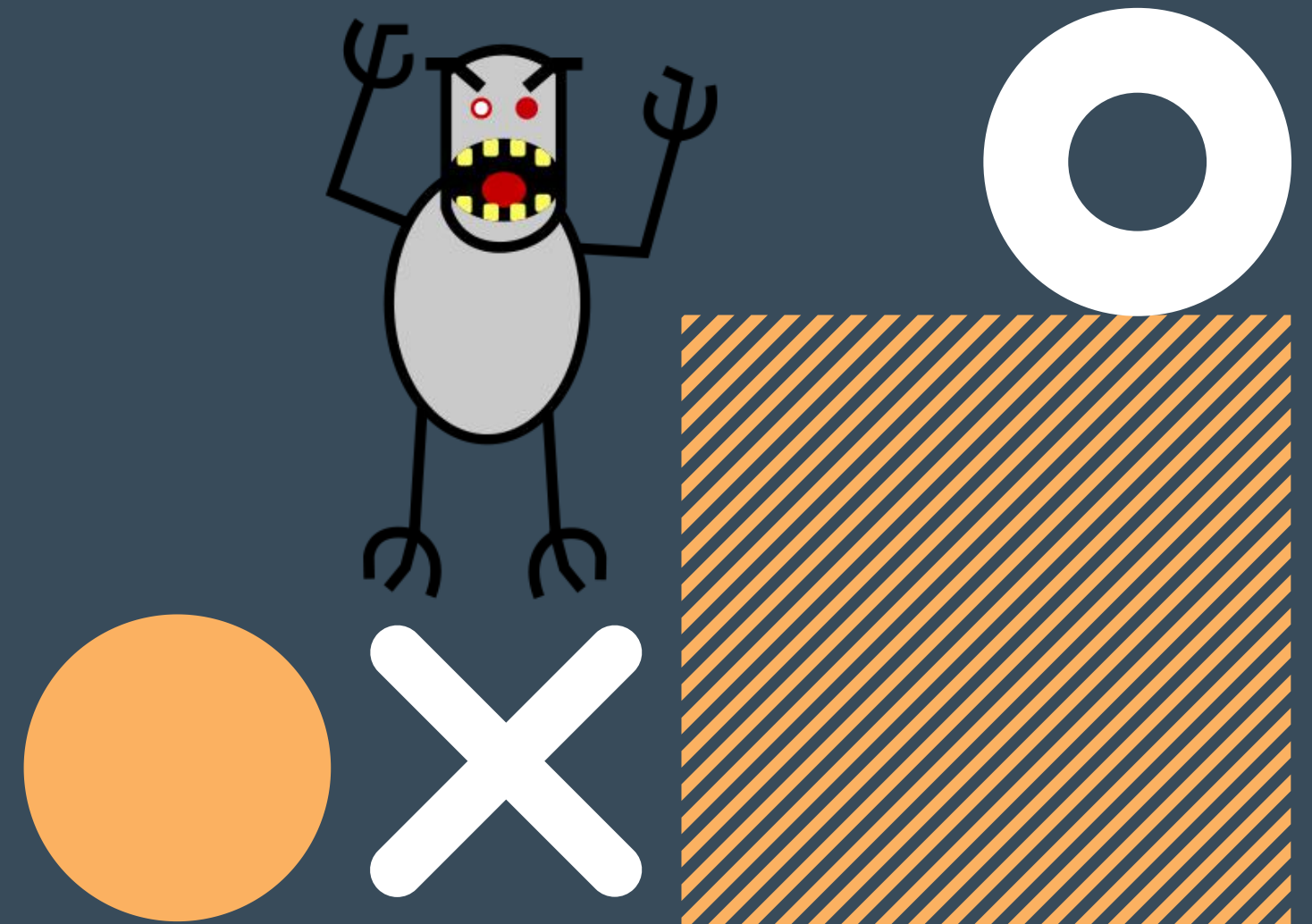


# SEVEN SUMMITS SNACKS



Charge your next adventure with  
chocolate based fuel.



# The Team

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**Christine Reimer**  
**(CEO)**

BSc; MBA. Former athlete/nerdy scientist.



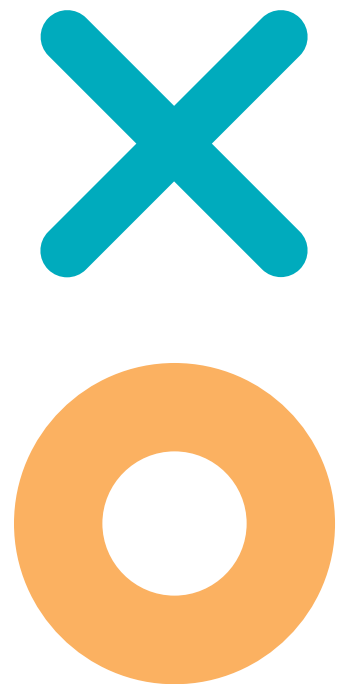
**Kristyn Carriere**  
**(COO)**

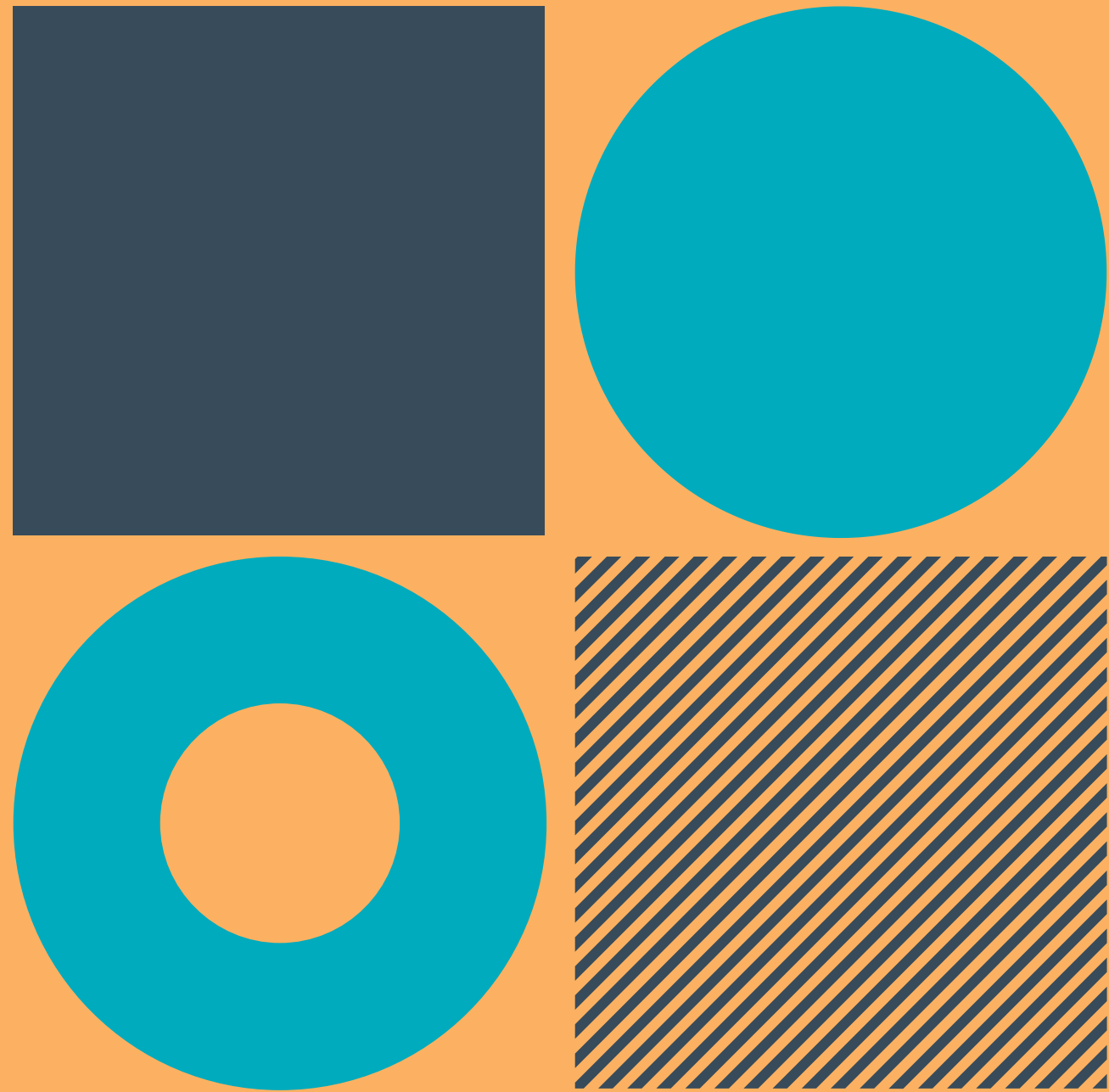
BSc Nutrition and Food Science; Marathoner.



**Leanna Carriere**  
**(CIO)**

Elite Athlete, Super Mom, Product Tester





# Problem



Is there a chocolate product out there that tastes good and fuels activity?

# The checkout aisle



# Carb gels and other endurance fuels



# Chocolate bars and other treats





# Solution

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A Functional Treat - We designed a chocolate bar to fuel adventurers and athletes with simple nutrients they need to keep going.

# Story of Everest and Robin







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**Christine, you do business,  
is this a good idea??**

**Conducts very perfunctory  
secondary market research**

**YES, this could be great!**



# Market Surveillance

Endurance enthusiasts, weekend warriors, super moms

## Idea Focus Groups

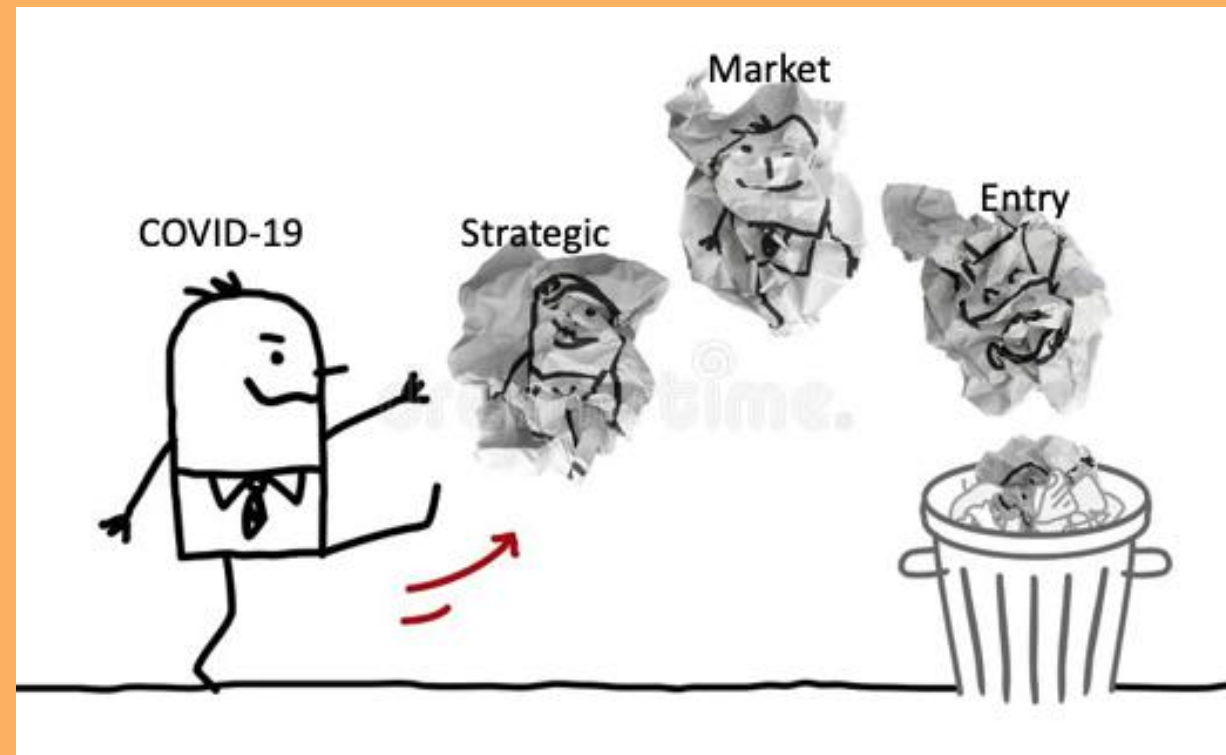
Edmonton & Calgary

Iterative process

Good news... nobody thinks we're crazy

## Product Focus Groups

Vancouver, Edmonton, Calgary, Austin, Seattle, Boulder



# Endurance Bar



# Everyday Bar



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# Flavours

The Seven Summits collectively describes the tallest mountain peaks on each of the seven continents.

Our product range pays homage to those mighty mountains.

1

## Everest

Our bold Dark Chocolate balanced with Himalayan Rock Salt (and an infusion of Goji Berries).

2

## Aconcagua

Our blended South American Dark Chocolate combines Inca Berries with crunchy cocoa nibs.

3

## Denali

Combining rich Milk Chocolate with the all-American favourite, PB&J

4

## Kilimanjaro

Tanzanian Dark Chocolate highlighted with dried Banana and subtle Green Cardamom.

5

## Elbrus

Combining rich Milk Chocolate with dried Russian Berries and crunchy Kasha.

6

## Vinson Massif

Our bold Dark Chocolate with an invigorating lift of Winter Mint.

7

## Carstenz Pyramid

Our bold Dark Chocolate blended and with Indonesian Coffee and smooth Vanilla.

# Future Products

**Hike Packs, Drinks,  
Kickstart, Refuel, Relax**

7 Formats x 7 Flavours

49 opportunities to fuel peoples adventures





# Where are we?

- **Market Validation**  
100 target participants, 10% international, ASTM guidelines
- **Co-Manufacturing**  
Pilot round of co-manufacturing with RFA and CFIA certified facility is confirmed
- **ATB BoostR**  
Local Crowdfunding initiative - \$10k Goal  
July 27 - August 31, 2020



# The Potential

- **\$50 Billion USD (2018)**  
Global Sports Nutrition Market
- **Direct to Consumer Food**  
\$17 Billion dollar Ecommerce market  
Up 22% from 2019 to 2020
- **ATB BoostR**  
Local Crowdfunding initiative - \$10k Goal  
July 27 - August 31, 2020

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# Revenue Model

How our products are sold

## 1 - Market traction & breakeven

The first 4000 bars will be sold 100% Ecommerce (BoostR) to demonstrate product market traction

## 2 - Path to profitability

The next 20000 bars will be sold 45% Online, 45% in person, and 10% will be used for promotions and giveaways.

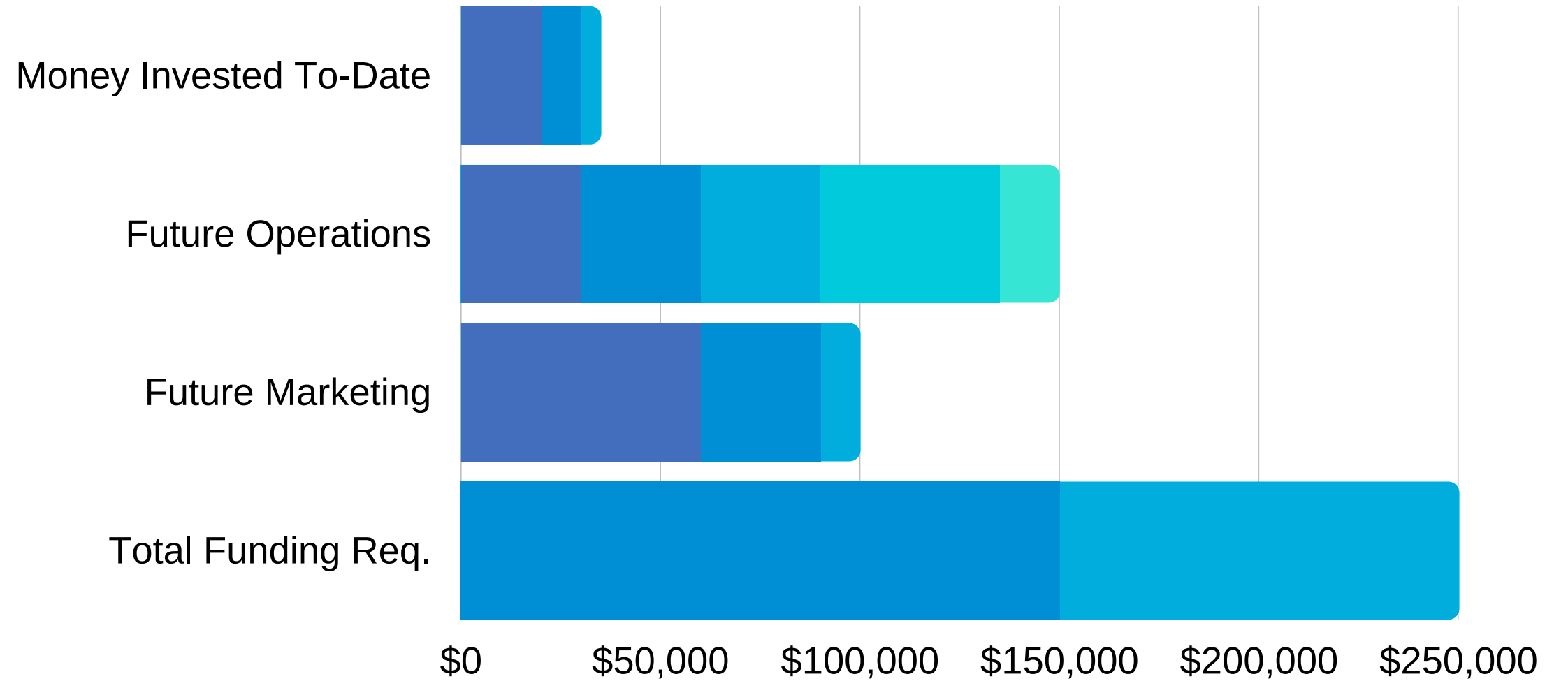
Profit margins will be 25%

# The Ask



# \$250K

To scale the business operations and marketing activities



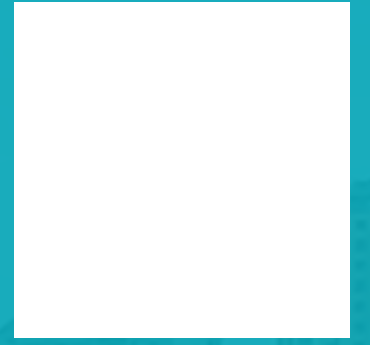
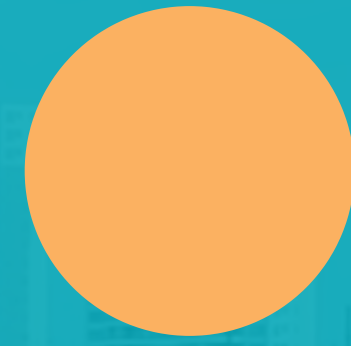
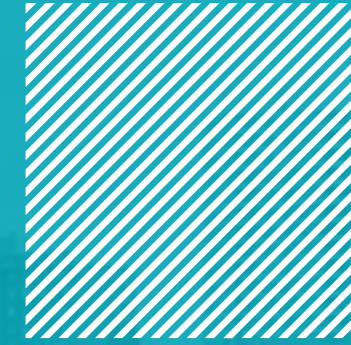
## \$150k

To produce 2nd round of 20,000 units (optimized for product mix based on round 1)

## \$100k

For marketing, 3rd party logistics (for DTC) and distribution to sports stores in western Canada





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# Thank You

