



£100k SEIS SEED

Pitch Deck



About Us

Hi, we are **Yumil**! We believe that everyone should be able to **benefit** from the advantages of taking **vitamins and supplements**, that's why we have created Yumil! Everyone can now take their vitamins and supplements in the form of a **tasty gummy**. We are dedicated to providing the **best quality** and **tastiest** chewable vitamins and supplements. We are disrupting a multibillion-dollar industry with an innovative brand, ready to be sold globally.

Problem



Bad tasting and **difficult** to swallow dietary supplements;
most are **tasteless** and difficult to swallow.

Lack or range within the market from trusted suppliers.

Poor penetration of the market with **badly branded**
supplements.

Solution

Tasty chewable supplements with a range of dietary **benefits**.

Good penetration of the online market with a **strong brand**.

We guarantee that once you try our Yumi supplements,
you will wish that all supplements **taste just as good as ours**.



Current Products



Sleep



Hair, Skin & Nails



Multivitamin



Probiotic

Future Products

Gummies

CBD

Apple Cider Vinegar

Zinc

Vitamin D

Other verticals

Powders

Bars

Merchandise

Drinks

Customer Reviews

"These gummies taste **amazing**. My hair feels **stronger** & my nails are **growing** so much. My skin has **cleared** up loads as well. I will be buying these again for sure!"

- Lauren Harris

"Sleeping much **better** and feel more **refreshed** in the morning. Will be buying more."

- Elise B



The Market

\$278B

Worldwide Dietary Supplement Market

(Grandview Research, 2017)

9.6%

Worldwide growth of the market

(Grandview Research, 2017)

\$12.8B

Sales in the market for E-Commerce

(TABSA Analytics, 2016)

7.5%

Of the \$77B US market is now
gummy format

(IBISWorld, 2016)



Market Size

£1.4B - UK

Current addressable market (UK)

- 65% of all adults in the UK have taken some form of supplement in the past year.
- 45% of those that take supplements, take them every day of the week.

£77.8B - US

US market

- Roughly \$1 of every \$3 spent worldwide are by US consumers.
- Additional/complimentary supplements account for 65% of application in the market.

£278B

Worldwide market

Competitive Landscape



B2C

- E-Commerce & online sales
- Online marketing & social media;
easily scalable to reach targets
- Organic growth & SEO

B2B

- Expansion route, especially in the
US market
- Health stores, complimentary stores,
& larger chain stores
- Wholesale into other online stores
& for dropshippers

The Team



Sebastien Vanderlinden

7 years, business dev & marketing experience.

Brought over £600,000 worth of business in previous role in just over a year.



Adam Barker

Bachelor's degree in Business & Finance, Financial Technology at Oxford.

Record business dev in previous role (£250k in a month) & start-up founder.



Joshua Margetts

Model & Bachelor's degree in Graphic Design.

Young Enterprise competition winner.

Unit Economics

RRP per bottle	£13.99
Cost per bottle	£1.77
Co-Packing & Packaging	£0.30
Shipping	£2.32
Cost per new customer	£2.00
Acquisition profit per bottle	£7.60

Traction

The business is already **profitable**, needs cash injection to scale into **new markets**.

£15k+ monthly sales, 18 month target to scale to **£100k** monthly sales.

Strong management team, with >15 years experience.

Marketing; can be **easily scaled** into new markets.

Founders funded the business to this point.

Financial Projections

Already **profitable**, looking for cash injection to scale into **new markets**.

£100k monthly sales by Y3.

Y1 profitable, with all profit reinvested back into the business.

Projections include **30% profit** distributed to shareholders as profit yearly (added as cost).

	Y1	Y2	Y3	Y4	Y5
Turnover (£)	22K	419K	1.80 M	4.46 M	6.89 M
Costs (£)	10K	363K	1.37 M	3.54 M	5.56 M
Net Profit (£)	12K	56K	430K	0.92 M	1.33 M

The Future

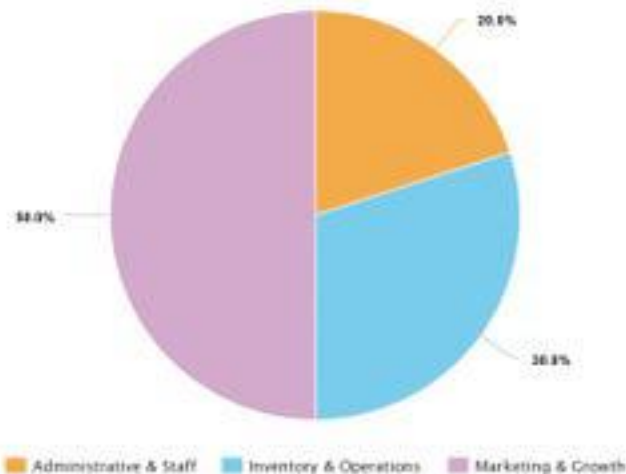
Scale to the **US market**, with a view to scaling across **Australia** and **New Zealand**.

Introduction of **new products** within the next 12 months.

Potential for **wholesale** and expand our brand into different product types.



Funding Requirements



£100k (SEIS approved) is needed to scale the business into new markets, and to grow operationally.

Marketing

- Scale budget for e-commerce sales.
- Includes budget for amazon, influencers & new markets and opportunities.

Inventory + Ops

- Increase inventory, upgrade warehouse & increase product line.

Admin & Staff

- Bring in marketing expertise and admin costs & fees.

The background of the slide is white and decorated with several round vitamins. In the top left corner, there are three red vitamins, two of which are clearly embossed with the word 'YUMI'. In the bottom left corner, there are two orange vitamins, also embossed with 'YUMI'. In the bottom right corner, there are two light pink vitamins, embossed with 'YUMI'.

Get in touch

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