



***INSANE
OPTIMISM***

GLOBAL DIETARY SUPPLEMENT MARKET SIZE WAS VALUED AT

\$167.8 BILLION
IN 2019

PROJECTED TO REACH

\$306.8 BILLION
BY 2026

9% COMPOUND ANNUAL GROWTH RATE
EXPECTED FROM 2019 TO 2027



CURRENT U.S. VITAMIN & SUPPLEMENT
MANUFACTURING INDUSTRY IS WORTH

\$151.9 BILLION

PROJECTED TO GENERATE A REVENUE OF

\$4.06 BILLION

IN 2023

38% AVERAGE PROFIT MARGIN OF
US SUPPLEMENTS INDUSTRY



OUR SUPPLEMENTS

INSANE PROTEIN + MEAL

MORE THAN A PROTEIN

- MEAL REPLACEMENT
- MULTI-VITAMIN
- DETOX (MILK THISTLE)



PROTEIN + MEAL REPLACEMENT: TOP COMPETITORS

COMPETITORS



20 SERVINGS: \$68.29
10 SERVINGS: \$39.49
42 SERVINGS: \$118.79



14 SERVINGS: \$36.99
28 SERVINGS: \$68.99



16 SERVINGS: \$61.45
TRAVEL PACK (10 STICKS): \$40

PROTEIN + MEAL REPLACEMENT

INDUSTRY STATS

GLOBAL MARKET SIZE FOR PLANT-BASED MEAL
REPLACEMENT WAS ESTIMATED AT

\$4.79 BILLION
IN 2019

PROJECTED TO REACH

\$7.08 BILLION
BY 2027

5.1% COMPOUND ANNUAL GROWTH RATE
DURING THE FORECAST PERIOD

INSANE GREENS

SUPERFOOD GREENS BLEND

- **BODY CLEANSE**
- **ENERGY**
- **DETOX** (*MILK THISTLE*)



SUPER GREEN POWDER: TOP COMPETITORS

COMPETITORS



30 SERVINGS: \$99
SUBSCRIPTION: \$79



30 SERVINGS: \$31.95
60 SERVINGS: \$59.95



30 SERVINGS: \$39.99
60 SERVINGS: \$69.99

SUPER GREEN POWDER

INDUSTRY STATS

GLOBAL GREEN POWDER MARKET SIZE WAS ESTIMATED AT

\$287.90 MILLION

IN 2021

PROJECTED TO REACH

\$673.10 MILLION

IN 2028

12.9% COMPOUND ANNUAL GROWTH RATE
DURING THE FORECAST PERIOD

INSANE PROTEIN + MEAL FINANCIAL PROJECTIONS:

PRODUCTION COST: \$30.50/UNIT

INITIAL COST (2,000 UNITS): \$61,000

RETAIL PRICE: \$88

GROSS PROFIT: \$176,000

INSANE GREENS FINANCIAL PROJECTIONS:

PRODUCTION COST: \$22.75/UNIT

INITIAL COST (2,000 UNITS): \$45,500

RETAIL PRICE: \$55

GROSS PROFIT: \$110,000



UNLOCK YOUR **PLANT-BASED** POTENTIAL

- ✓ **FDA APPROVED**
- ✓ **PLANT-BASED**
- ✓ **NO PRESERVATIVES**

B12 | ZINC | IRON



UNIQUE SELLING POINTS

1. TASTE

2. INGREDIENTS

3. MARKETING

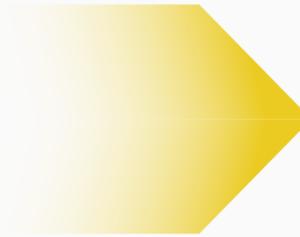
1. TASTE

UNIQUE SELLING POINTS



MOST POPULAR FLAVORS: PROTEIN POWDER

1. CHOCOLATE
2. COFFEE
3. PEANUT BUTTER

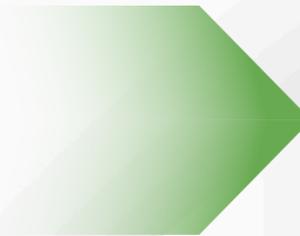


**OUR FLAVOR:
PINEAPPLE COCONUT**



MOST COMMON FLAVORS: GREENS POWDER

1. "ORIGINAL" (VARIES)
2. BERRY
3. WATERMELON



**OUR FLAVOR:
APPLE CINNAMON**

2A. INGREDIENTS

UNIQUE SELLING POINTS



KEY INGREDIENTS:
ORGANIC BROWN RICE PROTEIN
FULL MULTI-VITAMIN COMPLEX
PUMPKIN SEED PROTEIN
PEA PROTEIN
AMINO ACIDS
MILK-THISTLE
MAGNESIUM
IRON
ZINC

Supplement Facts

Serving Size: 1 Scoop (47.8 g)
 Servings Per Container: 30

Amount Per Serving		%DV	Amount Per Serving		%DV
Calories	190		Phosphorus	350 mg	28%
Total Fat	5 g	6%	(as Phosphorus Chelate, Tricalcium Phosphate)		
Saturated Fat	2.5 g	13%	Iodine (as Potassium Iodide)	283 mcg	189%
Total Carbohydrates	18 g	7%	Magnesium	110 mg	26%
Dietary Fiber	4 g	14%	(as Magnesium Citrate)		
Total Sugars	4 g	†	Zinc	10 mg	91%
Includes 3 g Added Sugars		6%	(as Zinc Arginate Chelate (TRAACS™))		
Protein	18 g		Copper	10 mg	1,111%
Vitamin A (as Palmitate)	200 mcg RAE	22%	(as Copper Bisglycinate Chelate (TRAACS™))		
Vitamin C (as Ascorbic Acid)	67 mg	74%	Manganese	0.87 mg	38%
Vitamin D (as Cholecalciferol)	16.7 mcg	84%	(as Manganese Citrate)		
Vitamin E (as Succinate)	107.8 mg	719%	Chromium	68.4 mcg	195%
Thiamin	1.05 mg	88%	(as Chromium Picolinate)		
(as Thiamine Mononitrate)			Molybdenum	80 mcg	178%
Riboflavin (as Vitamin B2)	1.33 mg	102%	(as Molybdenum Glycinate Chelate (TRAACS™))		
Niacin (as Niacinamide)	1.3 mg NE	8%	Sodium	125 mg	5%
Vitamin B6	2.25 mg	132%	Potassium	160 mg	3%
(as Pyridoxal-5-Phosphate Monohydrate)			(as Potassium Glycinate, Potassium Iodide)		
Folate	105 mcg DFE	26%	L-Glutamine	200 mg	†
(as Biofolate® (from (L-5-Methyltetrahydrofolate Calcium))			L-Glycine	200 mg	†
Vitamin B12	3.59 mcg	150%	Dimethylglycine HCL (DMG HCL)	100 mg	†
(as Methylcobalamin)			L-Cysteine HCL	66.7 mg	†
Biotin	90 mcg	300%	L-Taurine	66.7 mg	†
Pantothenic Acid	2.1 mg	42%	L-Threonine	66.7 mg	†
(as D-Calcium Pantothenate)			Lysine HCl	66.7 mg	†
Calcium	200 mg	15%	Milk Thistle Extract	66.7 mg	†
(as Calcium Citrate, D-Calcium Pantothenate, Tricalcium Phosphate)			(80% Silymarin)		
Iron	7.4 mg	41%	N-Acetyl L-Cysteine	66.7 mg	†
(as Ferrochel® Ferrous Bisglycinate Chelate)					

% Percent Daily Value (DV) is based on a 2,000 calorie diet.
 † Daily Value (DV) not established.

Other Ingredients: Pea Protein Isolate, Oatmeal Flour, Coconut Oil Powder 50%, Raw Cane Sugar, Fibersol, Natural Flavoring, Organic Brown Rice Protein Concentrate, Organic Pumpkin Protein, Stevia

2B. INGREDIENTS

UNIQUE SELLING POINTS



KEY INGREDIENTS:

GREEN TEA LEAF EXTRACT
 SPINACH LEAF EXTRACT
 GINKGO LEAF EXTRACT
 BEE POLLEN POWDER
 BEET ROOT POWDER
 DIGESTIVE ENZYMES
 ALKALINITY BLEND
 MILK-THISTLE
 CHLORELLA
 PROBIOTICS
 SPIRULINA
 VITAMIN C
 FOLATE

Supplement Facts

Serving Size: 10.17 g (Approx. 1 Scoop)
 Servings Per Container: 30

Amount Per Serving	%Daily Value	Amount Per Serving	%Daily Value
Calories 40		Sunflower Lecithin Powder 1,500 mg	†
Total Carbohydrate 6g	2%	Energy Blend 300 mg	†
Dietary Fiber 5g	18%	Beet Root Powder, Green Tea Leaf Extract, Ginkgo Leaf Extract, Bee Pollen Powder	
Total Sugars <1g	†	Alkalinity Blend 300 mg	†
Protein 3g		Suma Root Powder, Grape Seed Extract, Milk Thistle Seed Powder, Aloe Vera Leaf Powder	
Vitamin C 50 mg	56%	Probiotic Blend 250 mg	†
(from Acerola Fruit Extract)		Inulin, <i>Lactobacillus acidophilus</i> , <i>Lactobacillus bulgaricus</i> , <i>Bifidobacterium</i> <i>bifidum</i> , <i>Bifidobacterium longum</i> , <i>Streptococcus thermophilus</i> .	
Folate 50 mcg DFE	13%	Stevia Leaf Extract 130 mg	†
(from L-5-Methyltetrahydrofolate, Calcium)		Enzyme Blend 100 mg	†
Choline 12 mg	2%	Bromelain, Papain, Cellulase, Lipase, Protease	
(from Choline Bitrate (as VitaCholine™))			
Calcium 34mg	3%		
Iron 2.37mg	13%		
Sodium 95mg	4%		
Potassium 109mg	2%		
Green Health Blend 3,000 mg	†		
Apple Fruit Powder, Broccoli Head Powder, Spinach Leaf Powder, Dulse Algae Powder			
Soluble Fiber (Fibersol®-2 brand) 2,000 mg	†		
Proprietary Detoxification Matrix 1,735 mg	†		
Spirulina Whole Plant Powder, Chlorella Powder, N,N-Dimethylglycine HCl, Emothion® S-Acetyl-L-Glutathione, N-Acetyl-L-Cysteine			

† Daily Value not established.

Other Ingredients: Organic Cassia Bark Powder, Natural Flavor, Silicone Dioxide.

3. MARKETING OVERVIEW

UNIQUE SELLING POINTS

SOCIAL MEDIA        

WE'LL UTILIZE THE POWER OF **ALL** SOCIAL MEDIA PLATFORMS THROUGH PAID & ORGANIC MARKETING

EMAIL CAMPAIGNS

MAINTAIN & GROW OUR LIST OF SUBSCRIBERS WITH SALE ALERTS, EXCLUSIVE OFFERS & MORE.

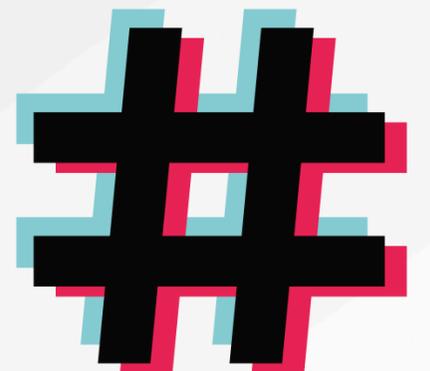
STATE-OF-THE-ART WEBSITE

NOT ONLY WILL OUR WEBSITE BE FUNCTIONAL, BUT IT WILL REPRESENT OUR BRAND IN OUR UX & AESTHETIC.

GOOGLE ADS

PAID MARKETING CAMPAIGNS THAT RUN THROUGH THE GOOGLE DISPLAY NETWORK (GDN) FOR MAXIMUM REACH.

INFLUENCER MARKETING



INSANE OPTIMISM
APPAREL



RACER TRACK SUIT

COST PER ITEM: \$10.90

RETAIL PRICE PER ITEM: \$84

QUANTITY: 1,600

TOTAL COST: \$17,440

GROSS PROFIT: \$134,400

NET PROFIT: \$116,960



LONG SLEEVE COMPRESSION SHIRTS

COST PER ITEM: \$4.50

RETAIL PRICE PER ITEM: \$33

QUANTITY: 400

TOTAL COST: \$1,800

GROSS PROFIT: \$13,200

NET PROFIT: \$11,400



MUSCLE GYM TANKS

COST PER ITEM: \$2.76

RETAIL PRICE PER ITEM: \$22

QUANTITY: 1,575

TOTAL COST: \$4,347

GROSS PROFIT: \$34,650

NET PROFIT: \$30,303



INSANE
OPTIMISM



LAYERED COMPRESSION SHORTS

COST PER ITEM: \$7.20

RETAIL PRICE PER ITEM: \$36

QUANTITY: 1,600

TOTAL COST: \$11,520

GROSS PROFIT: \$57,600

NET PROFIT: \$46,080



- 1. 25 FASCINATING SUPPLEMENTS INDUSTRY STATISTICS [2023]: DATA - ZIPPIA.
[HTTPS://WWW.ZIPPPIA.COM/ADVICE/SUPPLEMENTS-INDUSTRY-STATISTICS/](https://www.zippia.com/advice/supplements-industry-statistics/).**
- 2. THE LATEST SUPPLEMENTS INDUSTRY STATISTICS 2023 YOU SHOULDN ... -
GITNUX. [HTTPS://BLOG.GITNUX.COM/SUPPLEMENTS-INDUSTRY-STATISTICS/](https://blog.gitnux.com/supplements-industry-statistics/).**
- 3. DIETARY SUPPLEMENTS MARKET SIZE & TRENDS [2023 REPORT].
[HTTPS://WWW.GRANDVIEWRESEARCH.COM/INDUSTRY-ANALYSIS/DIETARY-SUPPLEMENTS-MARKET](https://www.grandviewresearch.com/industry-analysis/dietary-supplements-market).**