

Investment deck
Summer 2022



People that struggle with nutrition, especially those with medical conditions, are chronically underserved by existing products which are often unappetising, demeaning and ineffective.

Our mission is to comprehensively meet the nutritional needs of people that struggle to maintain a regular diet.



We do this by designing **effective, fun**
and **dignified nutrition products**



Inspired by Lewis' grandma Pat

Jelly Drops were designed by Lewis after his late Grandma Pat, who had dementia, became completely unresponsive and the family told to expect the worst - she was rushed to hospital and found to be severely dehydrated.

Thankfully after 24 hours on IV fluids Pat returned to her normal happy self and went on to enjoy a good quality of life for years after, however Lewis was shocked by how difficult it was to help his grandmother meet her basic nutritional needs.

Wanting to help, Lewis spoke with psychologists, carers, doctors and even lived in his grandmother's care home to understand the situation better (see TEDx talk [here](#)).

He noticed that whilst many struggled with drinking and eating via conventional meals - they all loved sweets and immediately understood how to engage with the format. This provided the inspiration to design a solid form of hydration and nutrition, in the format of a sweet.

The result was Jelly Drops! 



Jelly Drops is a platform technology to deliver nutrition



Starting with a pioneering approach to hydration selling via [jellydrops.com](https://www.jellydrops.com)

25k
customers!

UK & US



Innovation of the Year



First company accepted onto their innovation accelerator

★ Trustpilot



95%
water

Now a thought leading brand in innovative care solutions



100m
views!

*Videos of
Jelly Drops*

METRO

sky news

BBC NEWS

BBC RADIO

5 live

attn:

INDEPENDENT

NOW THIS

Evening Standard. DAILY Mirror

Daily Mail

BBC RADIO

4

DAILY STAR

BBC WORLD SERVICE

BBC RADIO

4

reddit

YAHOO! NEWS

msn

Product development adding value and margin

Snackpots *Launched Feb 2022*

Developed with the largest domiciliary care company in the world (currently piloting)

Doubled proportion of first time subscribers since launch

Significant reduction in COGS when produced at comparative scale



Plus vitamins

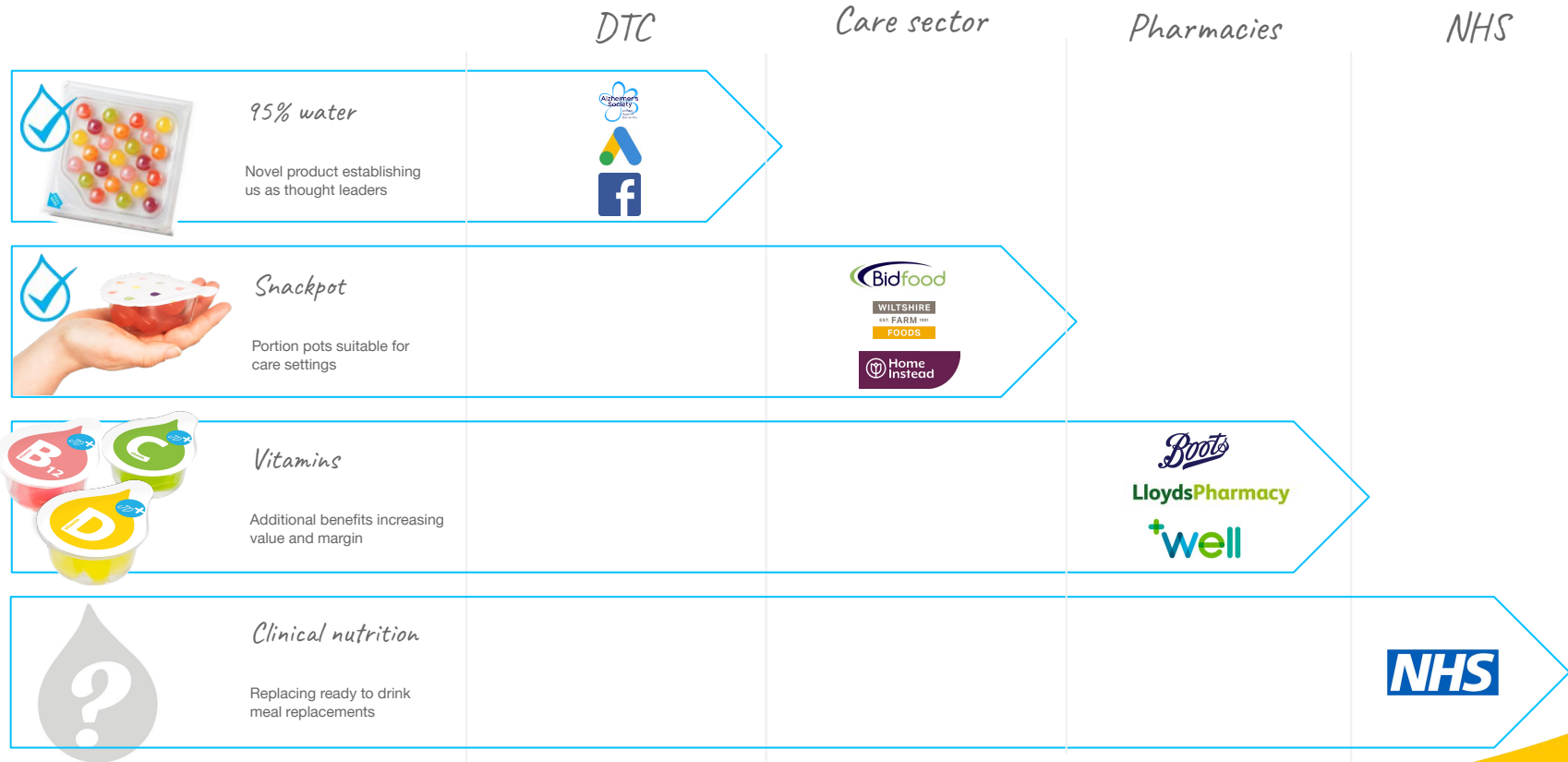
In development

Targeting launch in Q2 2023

<1% increase in COGS

25% price increase forecast

Growing existing channels and unlocking scalable b2b markets



Enabling us to go after huge nutritional markets

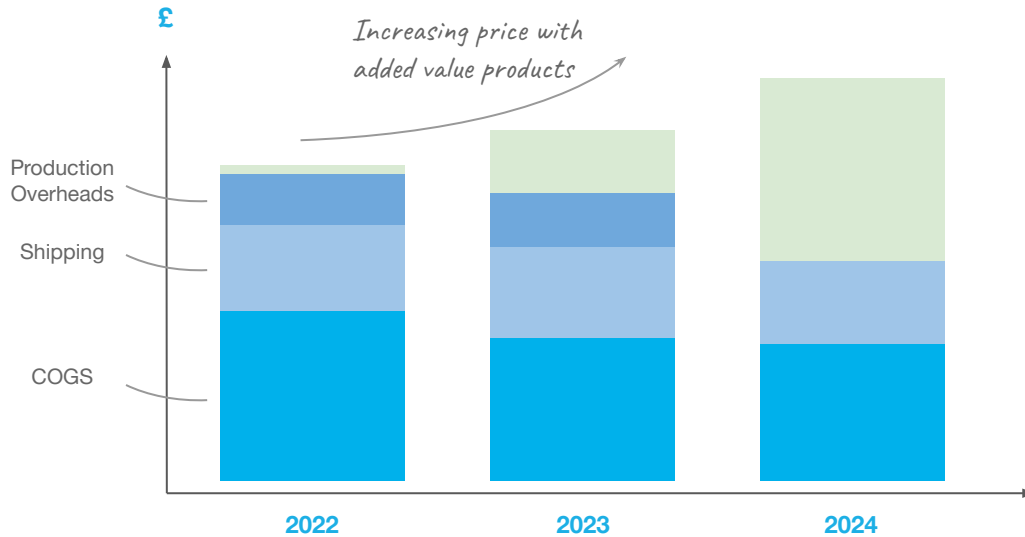


Clinical nutrition



Dietary supplements

Outsourcing production to increase profitability



2022
We have produced in house to date in order to develop the unique production process

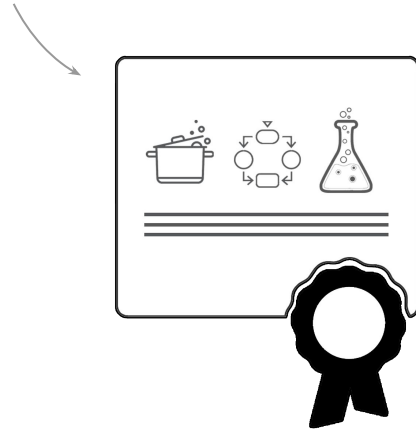
2023
From next year we will outsource the Snackpot SKU to a UK based manufacturing partner

2024
All production to be outsourced to manufacturing partners in the UK and the US saving on overheads and US shipping



Technology and brand protected with Intellectual Property

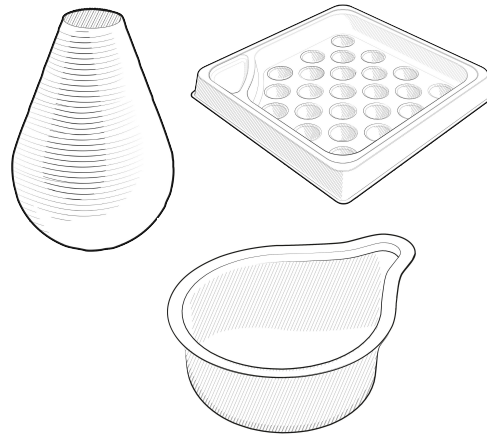
At examination stage in territories:
UK, EU, US, Canada, Japan & Australia



Patents

sugar-free
laxative-free
water sweet

Granted in UK, EU, US & Japan



Design Rights

drop shape &
packaging




Trademark

logo and wordmark

Over £1m sold since launch

18 months from concept to launch


Prototype gets 100m views!



2018

£25k


R&D + Patent User Testing



2019

£200k

Built factory & Launched!



2020

£250k


Start selling to US mailing list



2021

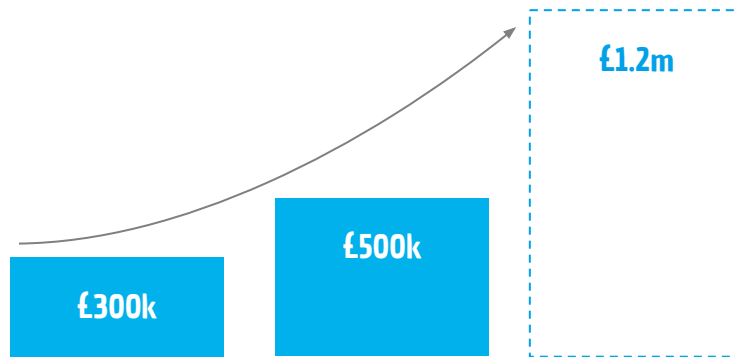
£850k

New Product + Full US launch



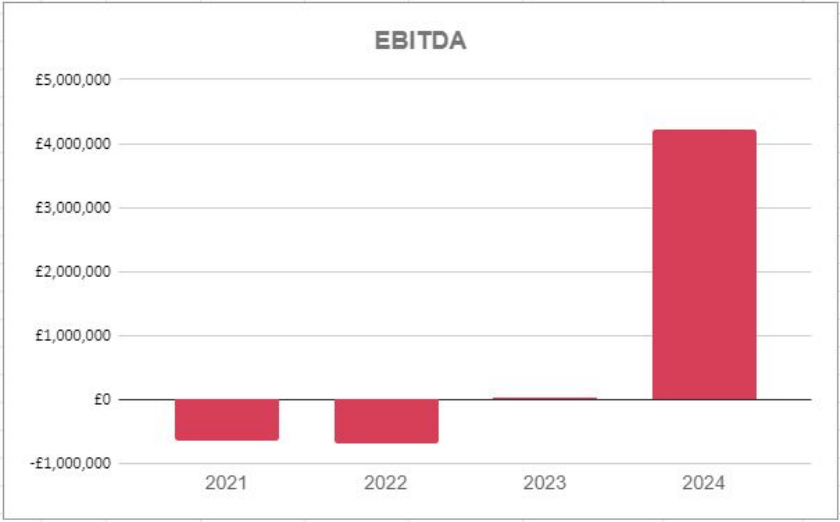
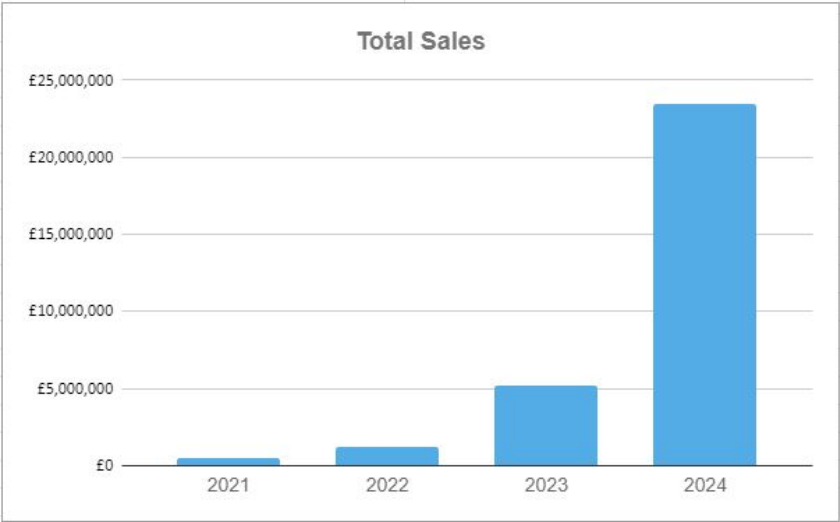
2022

£1m



Investment

£25m annual revenue in 3 years



Executive team to deliver

An award-winning founding team driven to effect social change - we met during our postgraduate studies in Innovation Design Engineering (MA/MSc) at Imperial College London and the Royal College of Art.



Lewis Hornby Founder & CEO

MEng, MSc, MA (RCA)

Civil Engineering First Class Honours
Enterprise Fellow Royal Academy of Engineering



University of
BRISTOL



Claudia Arnold COO

MSc, MA (RCA)

Product Design BA (Hons)
15 years running independent record label Blow Up

ual: central
saint martins

blowup

We've worked together before

Previously founded CleanTech startup



BraunPrize
2018

Royal College of Art
INNOVATIONRCA



hello
tomorrow

We're joined by an amazing board of directors



Steven Joseph

Chairman

Founder and Executive Chairman of Tangerine, overseeing the development of the business into one of the largest independent confectionery companies in Europe with an EBITDA of £20 million, before its acquisition by Valeo Foods in 2018.



Mike Parsons

Non-Executive Director

Founder of Barchester Healthcare, an independent care provider, running over 200 care homes and employing over 17,000 staff.

BARCHESTER
Celebrating life



Mark Philip-Sorensen

Non-Executive Director

Experienced director and investor within FMCG including at Mindful Chef until its acquisition by Nestle and Oily Nutrition until its acquisition by Unilever.

Mindful
Chef

Raising £750k this summer

Below are a few of our amazing shareholders.



Edward Chandler
Formerly Chairman of Global
Corporate Finance at Deutsche Bank



Jez Moulding
Formerly President of North American
Pharmaceuticals at Sanofi



Volker Sydow
Formerly Director of Sexual
Wellbeing at Reckitt Benckiser



Lucien Ezros
Director of Moms Home Care



James Kraft
Formerly Managing Director
at Virgin Care



Tony Davidson
Executive Creative Director at
Wieden & Kennedy



David Duncan
Formerly Finance Director at
Barchester Healthcare



Chris Browne
Co-founder of Ted Baker

