

BUFFED

**ENERGY TOO POWERFUL
FOR A CAN**

PARENTAL ADVISORY · INVESTOR DECK

*contains language, visuals, and growth metrics not suitable
for boring brands or risk-averse investors. enjoy.*

SEED ROUND · \$2M @ \$10M POST · JUNE 2026

BUFFED IS THE E-COMMERCE STORE OF THE FUCKING FUTURE.

UNHINGED HUMAN BRAND

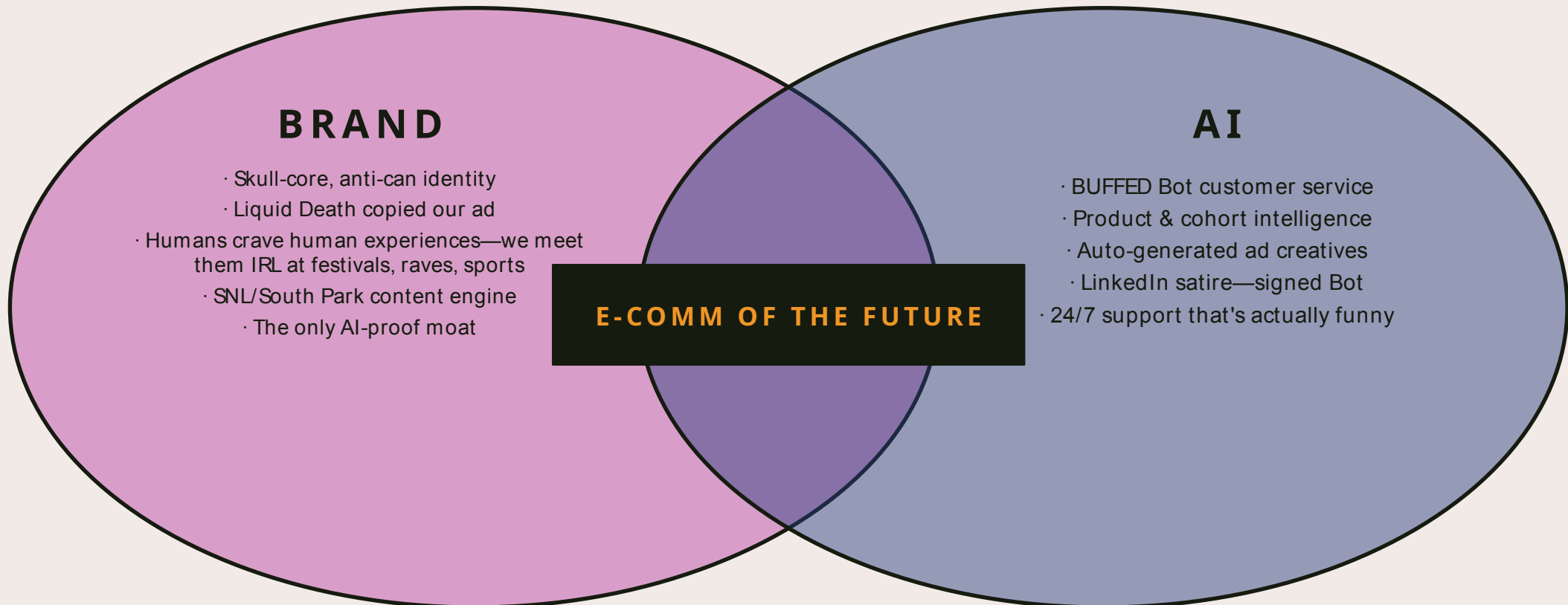
The only thing AI can't copy. Liquid Death proved cans could be culture (they also copied our ad...we call this a Chekhov's gun in the business). We're doing it for powder—louder, weirder, and in a way that connects with humans.

AI DOING THE DIRTY WORK

BUFFED Bot runs support, content, sales, and the LinkedIn satire account. Every output signed—BUFFED Bot. Boring brands can't compete.

HUMANS CRAVE HUMAN CREATIONS · MACHINES SHOULD DO THE SHIT WE HATE

THE VENN OF UNFAIR ADVANTAGE



the brand can never be commoditized by AI · the back-office can never out-compete a brand running on AI rails

THE BIGGEST INNOVATIONS IN ENERGY DRINKS:

300mg OF CAFFEINE

more caffeine isn't innovation, it's a panic attack

BCAAs & CREATINE THAT DON'T EXIST

ask Bang about their class action

FLAVORS THAT TASTE LIKE CANDY

Sour Patch Kids, Warheads, Swedish Fish—we're drinking dessert

NAMING YOURSELF AT GAMERS

cough* G(amer) Fuel *cough

MADE-UP PROPRIETARY BLENDS

if the label doesn't list mg, the mg isn't there

WE'RE DECLARING WAR ON CANS.

BUFFED is a premium energy drink POWDER with real organic ingredients that work—not just trick your body into not being tired.



ORGANIC MUSHROOMS

Lion's Mane, Cordyceps & Maitake. Promote nerve growth factor, working memory & cognitive aging.

because real brain fuel beats fake taurine.

BACOPA MONNIERI

Clinically studied nootropic for learning, memory consolidation & focus under stress.

the smart-drug Celsius pretends to have.

L-THEANINE + L-TYROSINE

Smooth, jitter-free focus. Tyrosine sharpens cognition under load; Theanine kills the crash.

because no one wants to vibrate at their desk.

ACETYL L-CARNITINE

Crosses the blood-brain barrier. Powers mitochondria, supports clean energy + recovery.

the molecule that makes 'clean energy' actually clean.

B VITAMINS

Thiamine, Niacinamide, Pantothenate, B6, B12. Convert food into usable cellular energy.

energy from glucose > energy from lies.

ZERO SUGAR · ALLULOSE

Tastes like candy. No insulin spike, no crash, no aftertaste.

sugar is for losers. stevia is for cowards.

POWDER > CANS.

the part of the pitch where the math is undeniable

	CANS	BUFFED POWDER
UNIT ECONOMICS	\$1.50 COGS per can	\$0.40 COGS per stick
SHIPPING	heavy, expensive, dented	lightweight, indestructible
SHELF LIFE	12-18 mo carbonated	24+ mo dry
INGREDIENT LIMITS	won't dissolve / breaks down	we put real shit in there
WAREHOUSE FOOTPRINT	warehouses full of water	warehouses full of margin
MARGIN PROFILE	~30-40%	70%+

WE'VE BARELY TRIED.

BUFFED has been a side-quest for 2 years while Saunder ran growth at a Series B startup. Here's what happened with no full-time founder, no paid budget, and two SKUs.

\$443K

GROSS REVENUE

all-time, two SKUs, ~\$0 ads

5,823

ORDERS

across 2,930 customers

\$151

LTV

gross per customer · all-time

22.6%

REPEAT RATE

662 of 2,930 came back

\$45.61

AOV

up from \$38 · +20% in 18mo

2.78%

CONVERSION

trailing 12mo, solid for CPG

WHEN THEY COME BACK, THEY DON'T LEAVE.

our repeat cohort buys 5+ times. our own moms aren't this loyal.

5.4

ORDERS PER RETURNING CUSTOMER

662 repeat buyers placed 3,555 orders · ~\$162 each

WHAT THIS MEANS

- 22.6% of our 2,930 customers came back—and the ones who came back came back HARD.
- Repeat-cohort LTV is \$162. Blended LTV is \$151.
- 97 active subscribers on Stay.ai and a Klaviyo stack we've barely flexed—all pure upside.
- Best-in-class CPG repeat rate is 30-40%—we'll get there with the basics.

OUR NUMBERS EMBARRASS THE "BIG" BRANDS.

Saunders consulted on the marketing & attribution stacks for the biggest collagen and supplement brands in the world. Here's what their economics look like.

LARGEST COLOSTRUM BRAND

\$600+

CAC

\$130 · AOV

0.22x AOV : CAC

LARGEST SUPPLEMENT BRAND

\$150

CAC

\$65 · AOV

0.43x AOV : CAC

BUFFED (today, mostly organic)

<\$30

BLENDED CAC

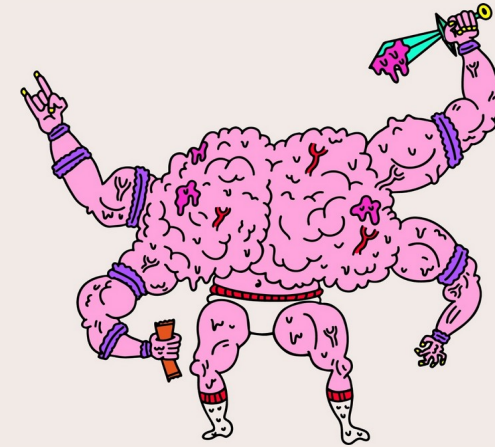
\$45.61 · AOV · \$151 LTV

5x+ LTV : CAC

*the bet: hand a marketer who scaled
those brands \$1.1M in ad budget*

EVERYWHERE I'VE GONE FULL-TIME, IT'S EXPLODED.

the bet is simple: put me on BUFFED full-time



97TH FLOOR

Led biz dev—the Don Draper to Fortune 500 brands. Pitched & sold household names on virality, SEO, PPC.

DISRUPTIVE ADVERTISING

Pioneered & built out the Paid Social offering. Later built Email/Lifecycle and Amazon Ads from zero.

TRIPLE WHALE

Led Product Marketing & Demand Gen. Helped raise \$60M+. Consulted top DTC brands on attribution & growth.

FERMAT (most recent)

Led demand gen, then built Agency + Self-Service from zero. SVP Growth as company pivoted to Agentic Commerce. Levered into \$45M Series B.

BUFFED has been on the back-burner for 2 years. Imagine what it looks like with full-time focus + capital.

LIQUID DEATH COPIED OUR AD.

that's not a slide. that's a fact. a \$1.4B brand looked at what we were doing and decided to do it too. we'll take it as a compliment.



PRODUCTS ARE EASY TO COPY · BRAND IS NEXT TO IMPOSSIBLE

MEET BUFFED BOT.

the terminator of boring brands. signs every output. doesn't give a fuck. raises the round on weekends.



CUSTOMER SUPPORT

24/7, on-brand, savage. Answers tickets faster than a human can find the unsubscribe link.

LINKEDIN SATIRE

Posts unhinged hot takes that make CPG marketers screenshot us into Slack channels we'll never see.

CREATIVE FARM

AI-generated variant ads, all signed by BUFFED Bot, all unhinged. The brand voice is the system prompt.

PRODUCT INTELLIGENCE

Reads every review, every comment, every DM. Tells us what flavor to launch next and what to kill.

INVESTOR Q&A (this deck)

Investors get their own BUFFED Bot to ask anything. CAC, margins, why we hate cans. Live, witty, sourced.

INTERNAL OPS

Inventory pings, ad spend anomalies, fraud flags. The boring stuff machines should've been doing all along.

DO YOU KNOW WHAT 1% OF \$96B IS?

global energy drinks market · 2024 · projected to hit \$177B by 2032. we'll take a sliver.

\$61B

MONSTER BEVERAGE

market cap

\$25B

RED BULL

est. valuation

\$8.4B

CELSIUS HOLDINGS

market cap

\$1B+

GHOST ENERGY

ABI partnership

\$1.8B

ALANI NU

Celsius acquisition

\$1.4B

LIQUID DEATH

Series E (2024)

we don't need much of it. but enough.

GO-TO-MARKET

four lanes. priced in the use of funds. all amplified by BUFFED Bot.

01

DTC / SHOPIFY

Where we already win. 85% direct today. Paid social + creative engine to scale from \$400K → \$5M+ ARR.

02

AMAZON

Court ran the Amazon ads launch at a \$30M+ agency. Plug-and-play category we haven't even turned on yet.

03

RETAIL

Sprouts, Erewhon, Whole Foods, gym chains. Powder fits where cans can't (gym lockers, gas station counters, backpacks).

04

FESTIVALS & SPONSORSHIPS

EDM tours, F1, climbing gyms. Liquid Death did LiveNation. We'll do the venues that hate Liquid Death.

MORE FLAVORS. MORE SKUS. SAME BRAND.



BUFFED

HERO LINE

Re-run Pineapple Thrash + Venom Berry (proven sellers, 83% of revenue). Launch Fruit Punch + Peach Mango to expand the flavor wall.

BUDGET

\$150K

PUMP POWDA

EXPANSION

Turns your BUFFED into a jittery, tingly mess. Face melts, veins pop, muscles explode into god-like workouts. L-Citrulline + Beta-Alanine + Betaine.

BUDGET

\$50K

MEGA-BUFFED

CATEGORY CREATION

The caffeine-quit / taper stack in Peach Mango. For people leaving cans behind. A category that doesn't exist yet.

BUDGET

\$45K

\$2M @ \$10M POST.

where it goes (in order of how much it will hurt your accountant):

MARKETING \$1.40M	70%	Ads \$800K · Creative \$150K · Affiliate \$175K · Festivals \$175K · Social \$50K · Billboards \$50K
PRODUCT \$245K	12%	BUFFED re-run + 2 new flavors \$150K · PUMP POWDA \$50K · MEGA-BUFFED \$45K
FOUNDERS & TEAM \$250K	13%	Saunders full-time at \$250K (option 2: \$750K to also bring on Court + Adam full-time)
OPERATING BUFFER \$105K	5%	Working capital · inventory float · legal · the boring stuff that keeps the lights on
TOTAL	100%	\$2.0M

THIS DECK IS BORING ON PURPOSE.

The real pitch lives at

PITCH.BUFFED.ENERGY

ASK BUFFED BOT ANYTHING

"what's your CAC?"

"why won't Celsius crush you?"

"are you actually going to make it?"

Live, witty, sourced. Powered by every artifact in this deck + real Shopify data.

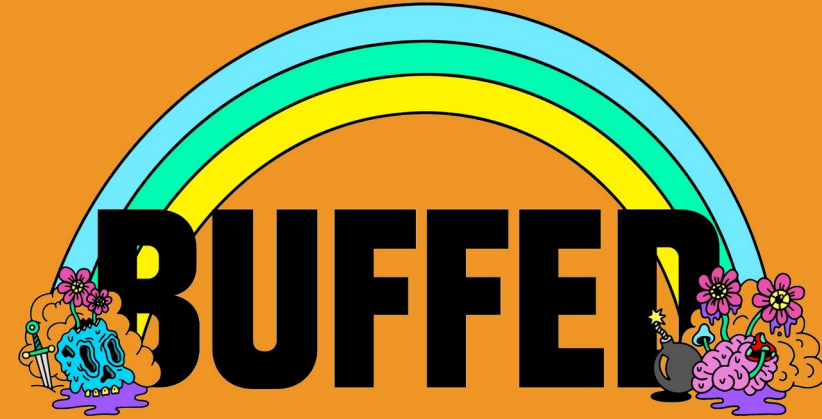
OR JUST GIVE ME THE PDF, NERD

For investors who prefer their decks in PDF form delivered to a Gmail account they check on Tuesdays.

One click. No bot. Boring.

LET'S BUILD THE

**BILLION-DOLLAR
ENERGY DRINK
THAT ISN'T A CAN.**



THE ASK

\$2,000,000

SAFE · \$10M post-money · accepting VC + angel checks

CONTACT

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if you've made it this far, you're already in.