

YUMI

£100k SEIS SEED

Pitch Deck



About Us

Hi, we are **Yumi!** We believe that everyone should be able to **benefit** from the advantages of taking **vitamins and supplements**, that's why we have created Yumi! 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 of range within the market from trusted suppliers.

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



Solution

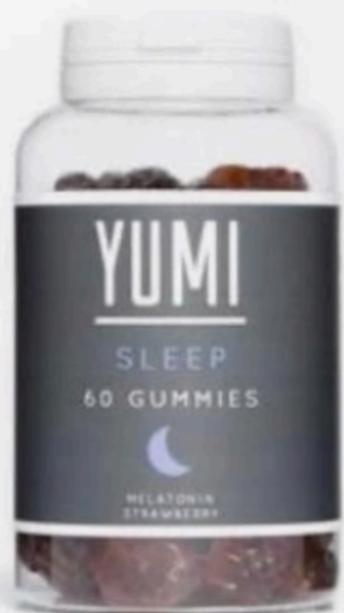
Tasty chewable supplements with a range of dietary **benefits.**

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

(TABS 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



Routes to market



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.