



# Pitch Deck

2026



Alex craves  
adventure, not  
the struggle to  
hydrate.

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# Current Solutions Alex Has...



## Water bottles

Cumbersome, Limited Capacity,  
Constant Stops, Non-Ecofriendly.



## Existing hydration packs

Bulky, Inefficient, Restrictive.



## What Alex truly desires

Lightweight, eco-friendly  
hydration, seamlessly fitting  
his active and diverse lifestyle.

# Introducing Barh Life: Patent-Approved Best Alternative Refillable Hydration Solution



## Ultra-Lightweight

Less than five pounds when full;  
only nine ounces empty.



## Eco-Friendly Commitment

Crafted with biodegradable materials.



## Quick Refill, On-the-Go

The two-inch fill cap ensures effortless  
and speedy refills.



## For Every Adventurer & Beyond

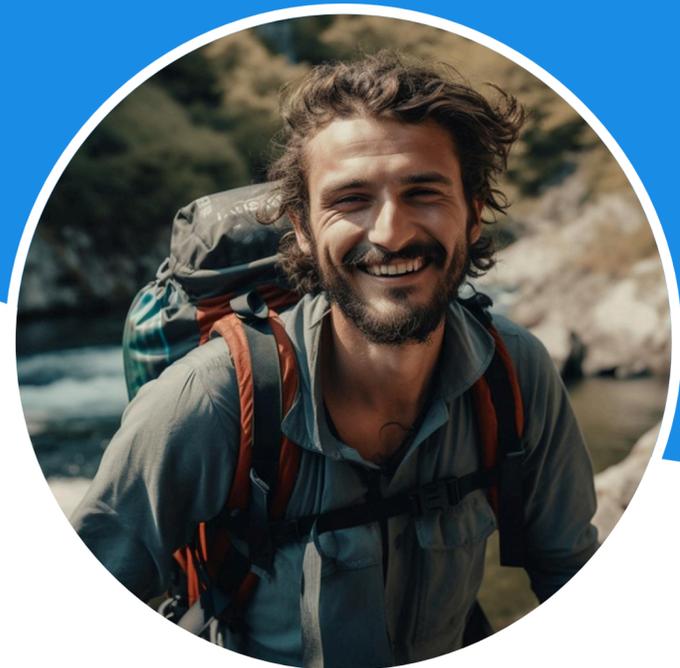
Embracing everyone, from athletes to  
those with healthcare needs

## Versatile Design

Fits under tactical gear – ideal  
for military, government, and  
first responders.



# Barh Life Isn't Just a Product; It's an Experience, Enhancing Lives Daily



## Boosting Athletic

Performance Seamless hydration, prolonged endurance.

## Enhancing Military Efficiency

Less obstruction, more action.

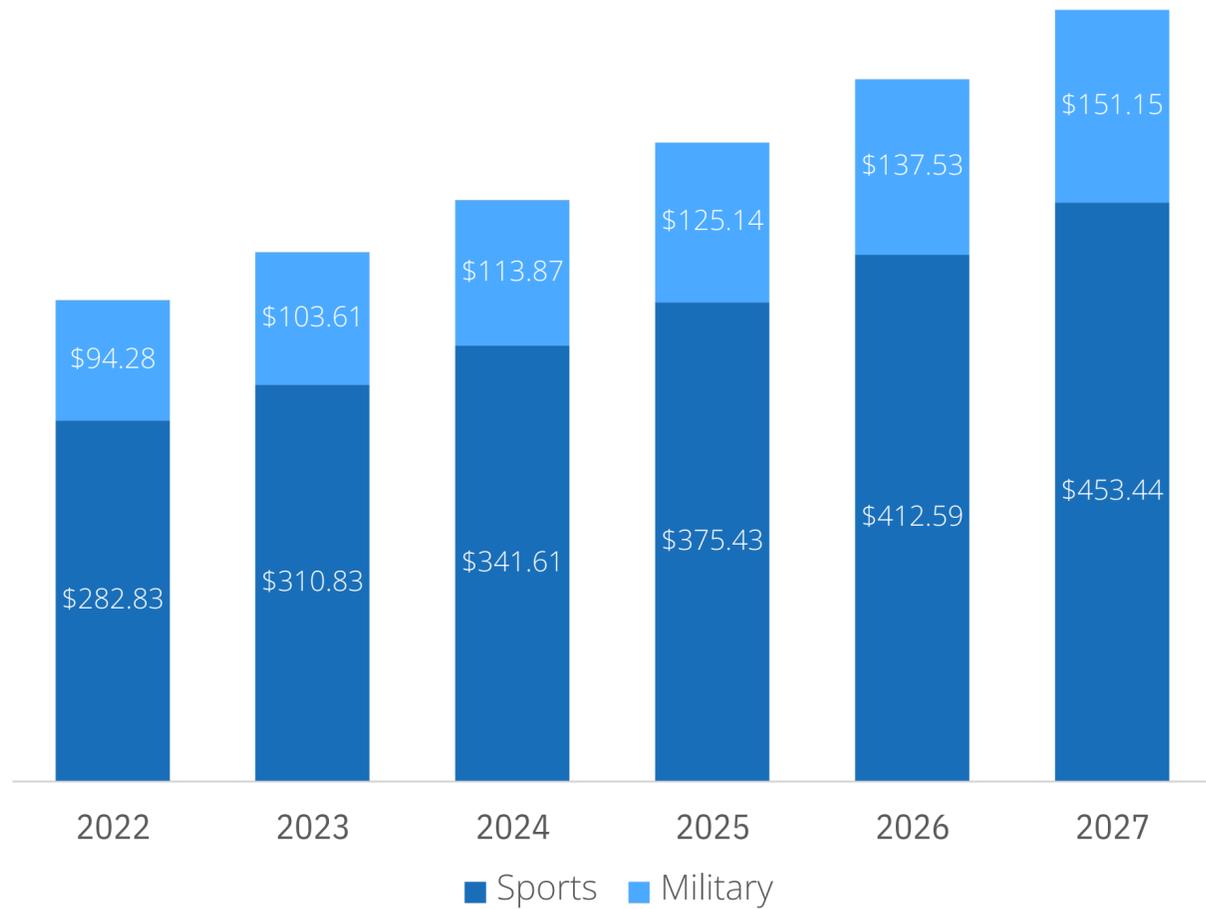
## Empowering Mobility & Well-being

For Every Step, Bump, and Recovery.

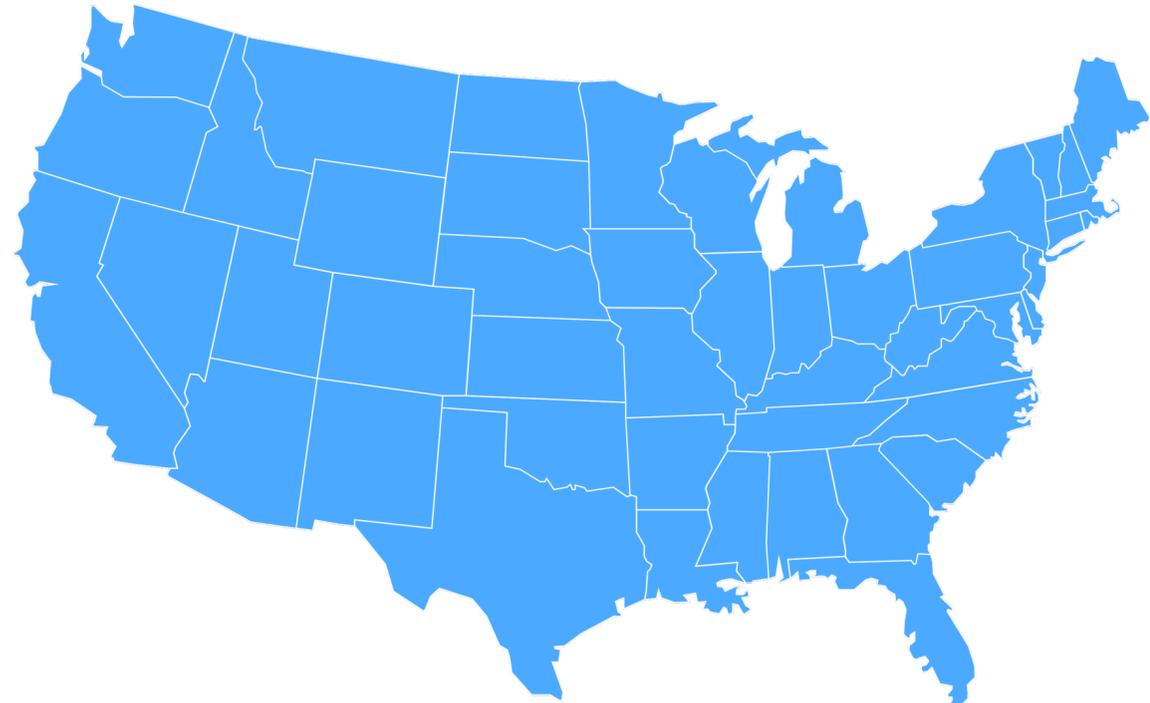
## Disaster Relief

Supporting lives in disasters

# A Rapidly Growing Segment with Massive Potential



Global hydration packs expected to hit \$605M by 2027 growing at 9.9% p.a.



2023	<b>\$135M</b>
2027	<b>\$199M</b>
CAGR	<b>10.2%</b>

**53%**  
Americans aged 6 and over participated in outdoor recreation at least once.

# Why Now - The Confluence of Opportunity



## Surge in Ecommerce E-commerce

Penetration at 21.7%<sup>3</sup>  
supporting our online sales  
channel



A synchrony of trends  
making this the  
opportune moment for  
**Barh Life.**

## Post-COVID Outdoors Boom

~50% of adults in US  
participate in outdoor  
recreation<sup>1</sup> making our target  
market bigger



## Eco-Shift

Sustainable products have an  
overall 17% market share with  
32% share of growth<sup>2</sup> making  
our biodegradable materials  
compelling



# A Look at Our Target Markets – Over 385M Target Customers



+



+



+



+



**>164.2 Million**

Outdoor  
adventure  
seekers<sup>1</sup>

**>39 Million**

Americans with  
motor  
impairments

**>3.6 Million**

Pregnancies  
annually<sup>3</sup>

**>1.3 Million**

Active duty  
military  
personnel<sup>4</sup>

**>185 Million**

Lives affected by  
disaster in  
2022<sup>5</sup>

1. <https://outdoorindustry.org/wp-content/uploads/2015/03/2022-Outdoor-Participation-Trends-Report-1.pdf>

2. <https://www.inclusivecitymaker.com/disability-statistics-in-the-us/>

3. <https://www.marchofdimes.org/peristats/data?lev=1&obj=1&reg=99&slev=1&stop=2&top=2>

4. <https://www.cfr.org/backgrounder/demographics-us-military>

5. <https://reliefweb.int/report/world/2022-disasters-numbers#:~:text=In%202022%2C%20the%20Emergency%20Event,and%20affecting%20185%20million%20individuals.>

# Competition

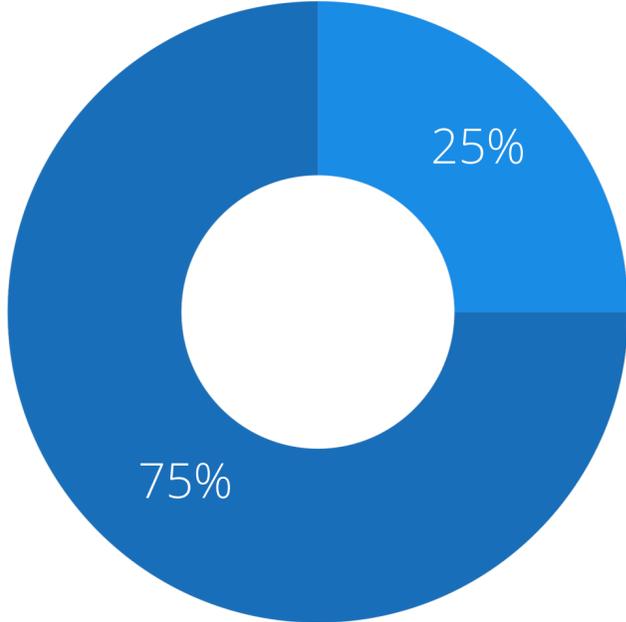
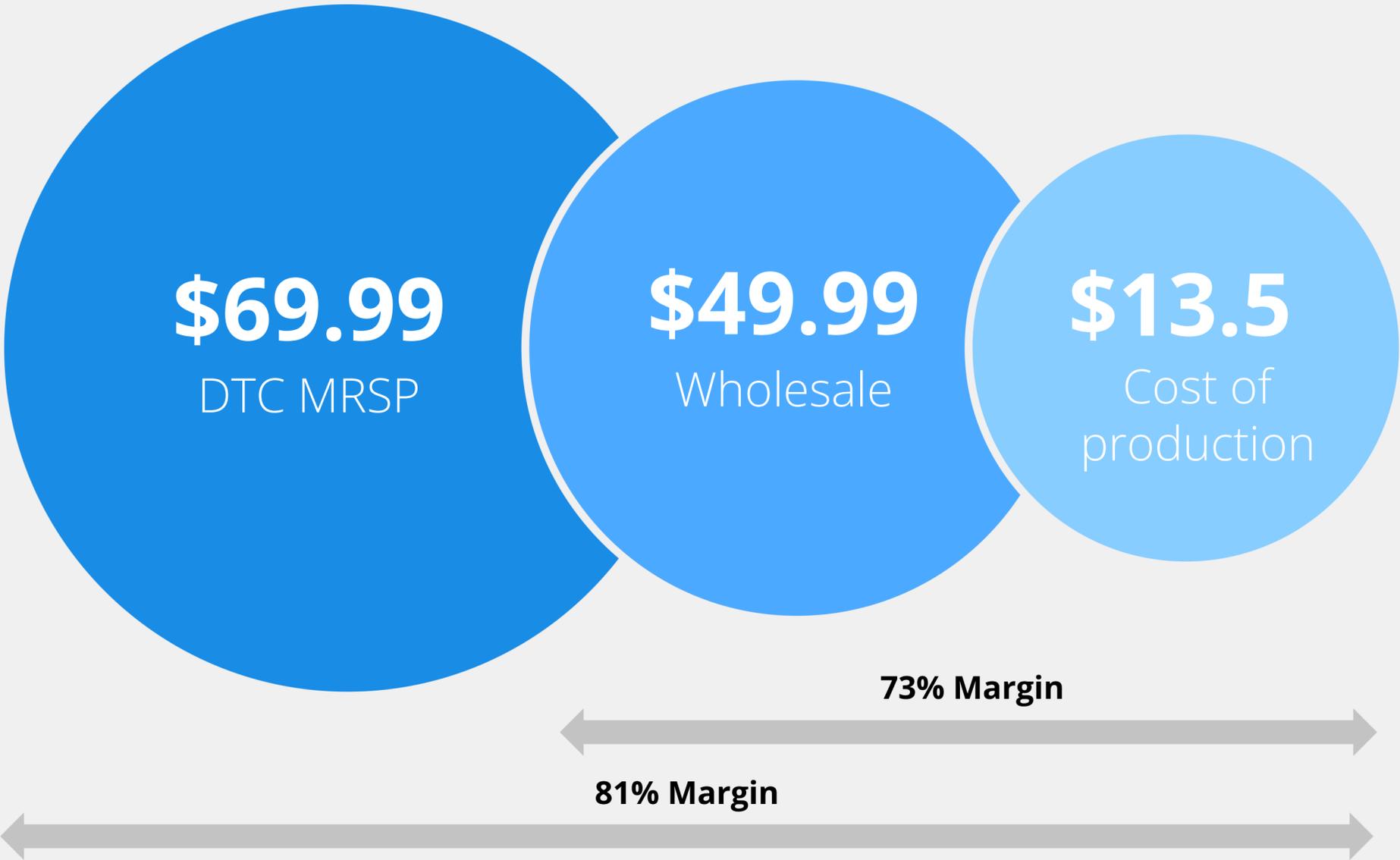


	barh	CAMELBAK	OSPREY	REI Shop
Fully biodegradable	✓	✗	✗	✗
Weight	1 weight icon	2 weight icons	3 weight icons	2 weight icons
Slimmer design with military and government applications	✓	✗	✗	✗
Interchangeable detachable antibacterial straw	✓	✗	✗	✗
Accessible & easy to use	✓	✓	✗	✓

# Business Model



## Sales Channels



### B2B - Wholesale

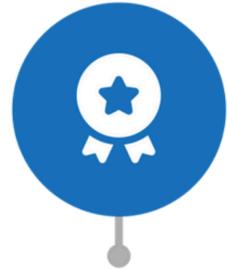
- Corporations
- Sporting Good stores
- Luxury Brands
- Healthcare
- Military and government entities



### Online B2C

- In-house website
- Amazon
- Target
- Walmart

# Milestones & Future Roadmap



## Milestones Achieved

- Secured Patent: Our innovation legally protected.
- Secured Manufacturing Partner: Set the production gears in motion.
- Secured UPS as First Customer: Validation from a logistic giant.
- Engaging Elite Partnerships: In conversation with Department of Defense and brands including Brand Jordan, Louis Vuitton, and Christian Dior.

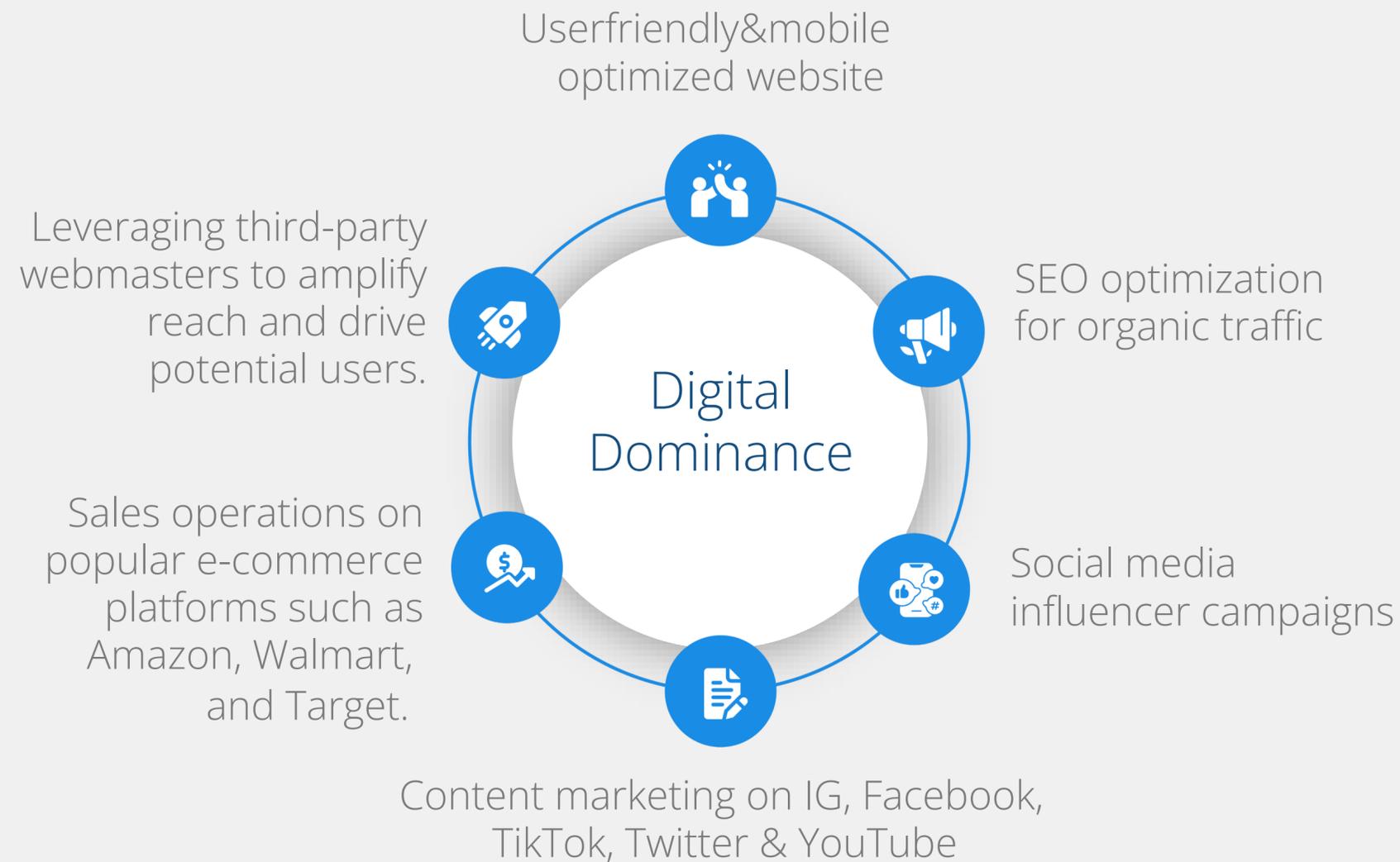
## Q3-Q4 2023

- Raise funding of \$3M
- Formalize B2B sales channels with wholesalers as customers
- Onboard in-house sales & marketing team
- Establish manufacturing partnerships outside of China

## 2024 & Beyond

- Ramp up online marketing for B2C sales
- Introduce licensing sales with luxury brands
- Heavy investment in PR activities
- Raise further rounds if needed

# Go-To-Market Strategy



## Partnerships & Collaborations



### Sports Organizations

- o Co-Branding Opportunities with organizations centered around activities such as running, biking, fishing, hunting, and hiking.
- o Exclusive Promotions for preferred vendors for event and merchandising integration.



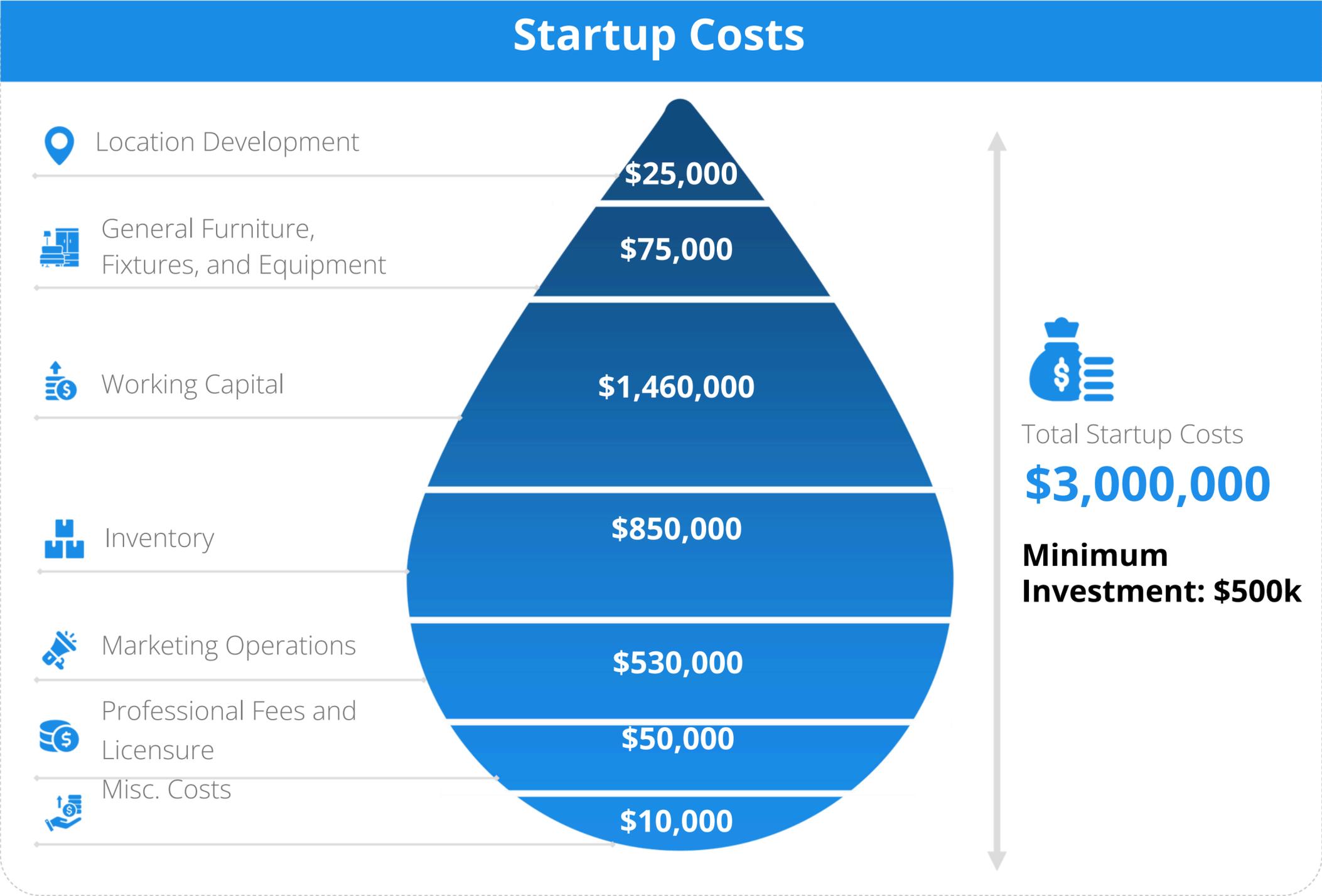
### Governmental Outreach

- o Comprehensive sales literature aimed at decision-makers within military and government bodies.
- o Bidding on SAM.gov
- o

# Raising \$3,000,000

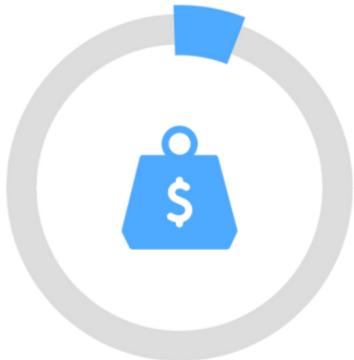


Raising **\$3M for 30% Equity** (Post-Money Valuation: \$10M)  
**Minimum Investment: \$500k** (≈ 5% equity, pro rata)



Equity – 30% stake

**OR**



Debt – 6% interest for 24 months period

# Financials



Year	1	2	3	4	5
Revenue	\$2,346,240	\$4,692,480	\$7,038,720	\$9,150,336	\$11,437,920
Cost of Revenue	\$589,310	\$1,178,619	\$1,767,929	\$2,298,307	\$2,872,884
<b>Gross Margin</b>	<b>74.88%</b>	<b>74.88%</b>	<b>74.88%</b>	<b>74.88%</b>	<b>74.88%</b>
<b>Gross Profit</b>	<b>\$1,756,931</b>	<b>\$3,513,861</b>	<b>\$5,270,792</b>	<b>\$6,852,029</b>	<b>\$8,565,036</b>
<b>Expenses</b>					
Payroll	\$605,000	\$860,050	\$1,129,859	\$1,469,718	\$1,795,187
Facility Costs	\$40,000	\$41,200	\$42,436	\$43,709	\$45,020
Design and Business Development Costs	\$46,925	\$93,850	\$140,774	\$183,007	\$228,758
Professional Fees and Licensure	\$25,000	\$35,000	\$49,000	\$68,600	\$96,040
Insurance Costs	\$24,200	\$34,402	\$45,194	\$58,789	\$71,807
Marketing Costs	\$288,588	\$577,175	\$865,763	\$1,125,491	\$1,406,864
Travel Costs	\$17,597	\$35,194	\$52,790	\$68,628	\$85,784
Miscellaneous Costs	\$6,053	\$12,107	\$18,160	\$23,608	\$29,510
Payroll Taxes	\$46,283	\$65,794	\$86,434	\$112,433	\$137,332
<b>Total Operating Costs</b>	<b>\$1,099,645</b>	<b>\$1,754,771</b>	<b>\$2,430,410</b>	<b>\$3,153,982</b>	<b>\$3,896,303</b>
<b>EBITDA</b>	<b>\$657,286</b>	<b>\$1,759,090</b>	<b>\$2,840,381</b>	<b>\$3,698,046</b>	<b>\$4,668,733</b>
<b>Net Profit</b>	<b>\$451,350</b>	<b>\$1,217,223</b>	<b>\$1,965,447</b>	<b>\$2,554,403</b>	<b>\$3,219,463</b>
<b>Profit Margin</b>	<b>19.24%</b>	<b>25.94%</b>	<b>27.92%</b>	<b>27.92%</b>	<b>28.15%</b>



# Become a part of our journey

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