



SUMMARY

Blue Toad Is A Premium Lifestyle Brand That Delivers Targeted Therapeutic Functional Mushrooms & Botanical Stacks.

“Our Vision Is To Build A Brand That Truly Matters To Our Customers By Engaging Their Daily Goals, Struggles & Health Needs, Then Passionately Delivering On That Engagement Throughout Their Wellness Journey.”

PROBLEM

Our Food & Health Systems Are Broken. Decades Of Highly Processed Foods, High Sugar Intake, Over Prescribed Opioids & Antibiotics Are Responsible For Creating A Culture Where 67 Million Americans Have Complex Metabolic Health Issues.

69% Of Americans Are Overweight Or Obese & **50+ Million Americans Have Chronic Pain.**

88 Million American Adults (1 in 3) Are Pre-Diabetic, **34.2 Million Are Diabetic.**

Depression Affects over 18 Million Adults (1 in 10), & Accounts For \$23 Billion In Annual Lost Workdays & Over **41,000 Suicides Annually.**

OPPORTUNITY

Functional-Mushrooms are Fast Becoming Mainstream To Combat Post Pandemic Global Health Health & Wellness Concerns (Millennial & Gen-X).

The First Wave Of U.S. Functional-Mushroom Brands Have Focused Heavily On Consumer Marketing & Missed The Opportunity To Utilize **Patented Ingredients** & Deliver Effective Protocols Via **Wellness & Outpatient Clinics, MD's/ ND's & Chiropractic Offices.**

We Solve this Problem With Great Tasting & Highly-Functional SKU's Using Patented/ FDA Approved Ingredients, Wrapped In A Brand That Consumers Can **TRUST** Throughout Their Health Journey.

We Are Alone In Focusing On Legal Consumer Need-State **Therapeutic Botanical Microdose** Protocols.

SOME OF OUR CURRENT SOLUTIONS



Multiple CPG Delivery Formats & A Broad Portfolio Of SKU's **Ready To Launch** - We Understand That Gut-Health Is Key To A Healthy 5-HT2A Serotonin Response. We Use Patented & Clinically Validated Ingredients Giving Consumers Need-State Solutions w/ FDA Approved Functional Product Claims.

We Are Leveraging Our **Extensive Innovation & Manufacturing Experience** & Offering Disruptive Delivery Formats like; Elixirs, Chocolate, Fermented Tea & Coffee Beverages, Soft Chews & Gummies, Fermented Tinctures, Portable Nebulizers, Etc. These Additional Product Formats Offer Blue Toad™ The Opportunity For Deeper Market Penetration (Clinical) & Our In-House Innovation & Design Capability Allows Us To Quickly Deliver On Market Trends.

INNOVATION & PARTNERSHIPS

Our Core Focus Is To Develop **Novel Ingredients & Protocols** That Have Broad Impact On Specific Need-States, & The Biological Homeostasis Of Our Customers While Also Modulating 5-HT2A, CB1 CB2/ GPR55/ TRPV1 (& Other) Receptors & Their Binding Molecules. These Improvements Include Balancing Of The Glutamatergic & ECS Systems, Efficacy Of Receptors/Agonists, Speed To Action, Long Term Potentiation (LTP), Bioavailability, Etc. Key Areas Of R&D Are Effective Delivery Formats, Co-Extraction, **Fermentation & Metabolites**, Use Of Botanicals For Full Entourage Effects, Effective Need-State Stacks, Specific Myco Strains (ie: **Amanita Muscaria**) & Their Whole-Plant Constituents For Maximum Therapeutic Outcomes.

Our Research Partner, ISU (Idaho State University) **Psychopharmacology Lab**, Is A Well Equipped State-Of-The-Art Zebrafish Preclinical Drug Discovery Lab. Zebrafish Are Valuable Biomedical Models & Our ISU Lab Is Able To Run Hundreds Of Protocols Per Day To Ensure Speed To Outcome. ISU's Initial Research Grant Has Already Been Filed.



OMNICHANNEL SALES & MARKETING STRATEGY

We Are Capitalizing On Our **Channel Experience** While Putting A Heavy Emphasis on DTC Strategies (Email, Micro-Ambassadors, SEO, Amazon, FAIRE, Etc.), As Well As Wellness Channels; 19,000 Clinics & Spas, 2,700 Outpatient Clinics, 300K MD Practices, 6K ND Practices, & 70K Chiropractic Offices. We Will Activate Our Brand With The Support Of Our World-Renown Brand & Media Partners Smash Brand® & Stella Rising®.

WE ARE VERY DIFFERENT

- Early Stage CPG Revenue Driven
- Parallel Path Of Drug Discovery
- Post Clinical Legal Botanical Microdose Products
- ISU University Research Partnership
- Decades Of Innovation & Operating Experience



INDUSTRY

Food & Beverage/ Clinical Microdosing

Y1 HEAD COUNT

3

CONSUMER LAUNCH

Q3 2023

CORPORATE & INNOVATION LAB

3100 N Lakeharbor Lane
Suite 184
Boise Idaho 83703

PHONE

800.732.0472

WEBSITE

www.BlueToadBotanicals.com

C-LEVEL LEADERSHIP

Paul Frantellizzi - Founder/ CEO/ CINO
Pamela Peters - Co-Founder/ COO
Rem Fox - CFO
*Strong Advisory Board

KEY CONTACT

Paul Frantellizzi
Paul@BlueToadBotanicals.com
208.914.1015

CORPORATE STRUCTURE

Delaware C-Corporation

FUNDING STAGE

Pre-Revenue Seed Round

FOUNDER CAPITAL

\$250K +

Y1 MONTHLY BURN

\$10,000

CURRENT CAPITAL ROUND

\$10K Minimum Investment/ \$250K Max

INVESTMENT VEHICLE

Convertible Note

TERMS

5% @ 36 Months

CONVERSION VALUATION CAP

\$2.5mm

DISCOUNT ON CONVERSION

20%

DEBT

None

CURRENT CAP TABLE

Founders Equity - 82.5%
Employee Pool - 10%
Advisory Pool - 7.5%

INTELLECTUAL PROPERTY

Ownership Of All Brand Domains, Trademark, Proprietary Processes & Formulas, Trade Secrets, Patents To Be Filed in Q4 2023.

EXIT

Expected In 3-5 Years Via Industry Consolidation

SCAN HERE TO REVIEW OUR WEBSITE

