



TEHIYAS

BRING YOU TO LIFE

TEHIYA

/te·he·yəs/

Hebrew: תחיית Revival



Western Diets Are in Crisis

Bad nutrition and processed foods are driving health epidemics

Intestinal related
diseases

Obesity

Heart Disease

Type 2
Diabetes

**GUT HEALTH GOVERNS 70%
OF THE IMMUNE SYSTEM**

Consumers are better educated than ever about these problems

The Answer Lies Within Us All

The gut microbiome already contains the probiotics needed to combat these issues.

Prebiotics are the biofuel for good gut bacteria



Immunology

A strong immune system

Weight

Maintaining a healthy weight

Physiology

Building physiological strength

Mindfulness

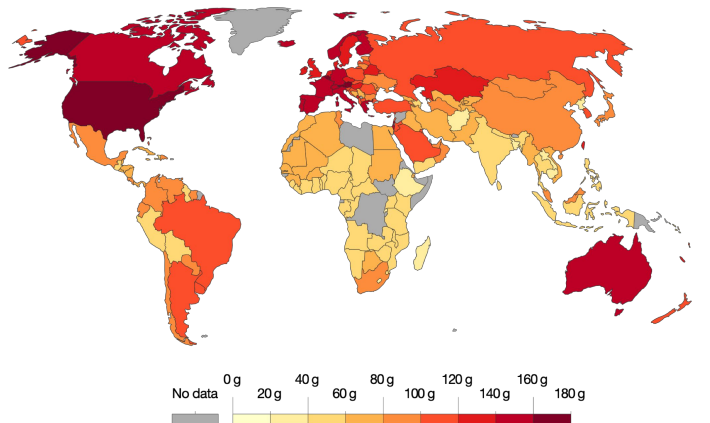
Increasing alertness and energy



Developed nations are victims of convenience

Countries where packaged and fast food intake is high and the availability of naturally unprocessed foods is scarce are most at risk.

Australia, Europe, United States, India



Leading Lifestyles

High income, highly educated, progressive and success and career focused, living to the max



Metrotechs

Highly educated, socially aware, hard-working, ambitious and culturally diverse young singles typically renting apartments in the inner city and inner suburbs



Aspirationals

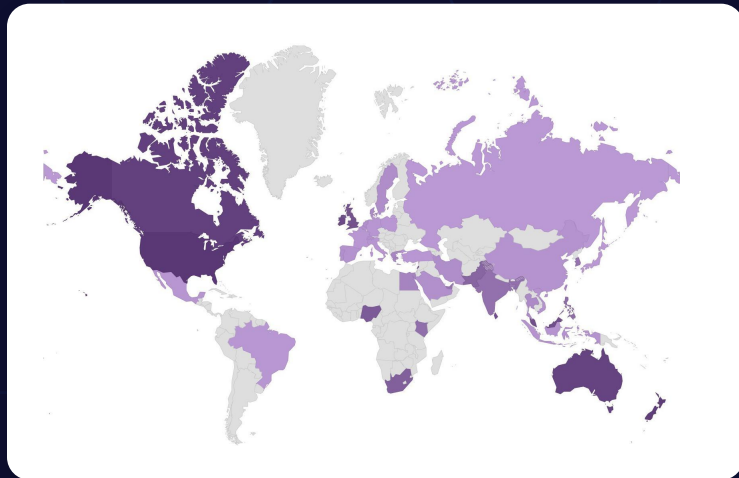
Ambitious, up-and-coming, culturally diverse young families, young singles and couples committed to creating a successful future



Consumers are Hungry for a solution

According to report by Global Market Insights Inc., Prebiotics Market is anticipated to surpass USD 7.5 billion with expected gain at a rate of 11.5% over the period of 2016-2023

Source: Marketsandmarkets.com



Prebiotics interest 2004-2019

Interest in microbiota has reached all areas
of human health and disease.

Surge in funding in 2013.

<http://www.global-engage.com/life-science/list-prebiotics-probiotics-companies-investors/>



preBio is a naturally pristine infusion



Organic Ingredients

Comprised of 50+ whole food ingredients grown organically in the pristine environment of the Pantanal, Southwestern Brazil.



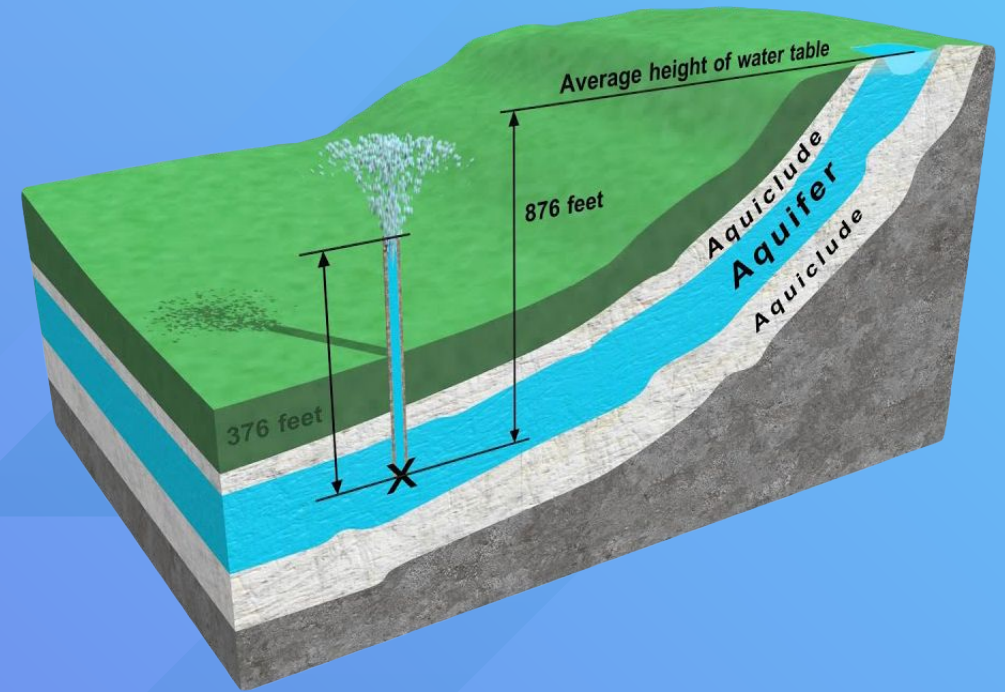
Fermentation

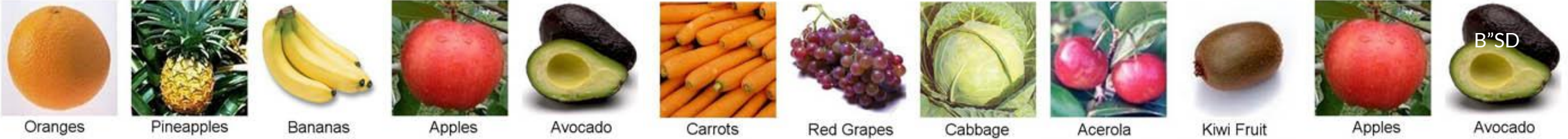
Fermented into densely concentrated phyto-nutrients via the traditional Japanese 3-step Fermentation process.



Ultra pure water

Grown and refined using ultra-pure water from one of the world's largest naturally confined aquifers





Oranges Pineapples Bananas Apples Avocado Carrots Red Grapes Cabbage Acerola Kiwi Fruit Apples Avocado



Azuki Beans Melons Brown Rice Tomatos Pumpkins Chick Peas Cassava Root Green Bell Pepper Brazil Nuts Sugar Beets Tomatos Pumpkins



Peas Barley Grain Corn Lemons Sweet Potatos Peaseed Mate Leaves Cinnamon Lemons Sweet Potatos



Jalo Beans Roxinho Beans Sesame Seeds Rye Grain Carambola Watermelon Chick Beans Anise Seeds Lentil Beans Lemon Grass Rye Grain Carambola



Guava Soy Beans Plums (prunes) Pears Cashew Nuts Oats Cloves Millet Ginger Root Passion Fruit Leaves Pears Cashew Nuts



Carrots Red Grapes Cabbage Acerola Kiwi Fruit Mangos Papaya Corn Grain Zedoary Root Lotus Root Acerola Kiwi Fruit

Flavor

The product exhibits a distinctive flavor profile and aroma.

Liquid

Available as a pure fermented liquid in capsules or bottle
-1 months supply

Packaging

Presented with clean lines and premium attributes.
Packaged in 215 mL violet glass bottle with screw cap.

Tehiyas preBio

A Premium Prebiotic

Tehiyas preBio passes directly into the large intestine where it catalyses our essential gut bacteria.

Tehiyas preBio aids the absorption of vitamins, detoxify the body, alkalize the digestive tract, support the immune system.



Competitors are focused on traditional supplements

Blackmores

MARKET
LEADER

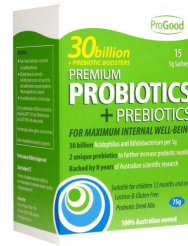


Wide distribution: pharmacy, supermarkets. Range of 6 Probiotics Plus (immune strength, daily health, women, kids, bowel support). Capsules and Sachets

Established, well respected brand with broad appeal. Daily + segmented by age

\$30

ProGood



Select distribution, DTC (website)

Appeals to sportspeople. Recommended by Sports Assocs. ~ \$30

\$30

Herbs of Gold



Smaller range. Capsules. Distributed throughout most of Aust capitals + online

Appeal: individuals seeking specialist digestive support

\$30

Tehiyas preBio has the competitive edge

preBio delivers a unique mix of Prebiotic and Probiotic health benefits found nowhere else.

The fermentation allows for easy and rapid absorption into the gut epithelial cells, precisely where they are needed.

Highest phytonutrient concentration

preBio contains the highest number of single origin, concentrated whole food ingredients for a prebiotic product (including 56 fruit, vegetables, nuts, seeds, grains and herbs).

Crafted under unique conditions

The pantanal land the plants grow on is rich and untouched by artificial chemicals and man-made fertilizers. The water used to feed the plants is pure, having been naturally filtered over thousands of years.



Proprietary fermentation

Using a proprietary 3-step fermentation process (based on the ancient Japanese fermentation tradition), pPreBio is able to retain all the original phytonutrients of the original plants

Business Model

Product is sourced from wholesaler for white labelling. The supplier has clinical data which will be of use when entering other country markets, including Europe, which require scientific validation of any claims.

Australian Distribution



RETAIL PHARMACY







Through retail pharmacists in capital cities
Sydney, Melbourne, Brisbane, Perth, Darwin, Adelaide.
Distribution and warehousing through vital.ly –
Australia's largest and major distributor of
healthcare products to this market.

DIRECT TO CONSUMER



Through online store heavily focused
on upselling to subscription based
model for ongoing replenishment

vital.ly

	UNIT COST	SALES PRICE	GROSS PROFIT %
 Bottle (Wholesale)	US\$ 10.95 / AU\$ 15.95	US\$ 20.95 / AU\$ 29.95	47
 Capsules (Wholesale)	US\$ 11.80/ AU\$ 16.95	US\$ 17.46 / AU\$ 24.95	32
 Bottle (Online)	US\$ 10.95 / AU\$ 15.95	US\$ 44.95 / AU\$ 64.95	75
 Capsules (Online)	US\$ 11.80 / AU\$ 16.95	US\$ 34.95 / AU\$ 49.95	66

Target Market

Initial Target Market is health-conscious quality-seekers in Australian capital

PERTH



CAIRNS

Townsville

Rockhampton

Sunshine Coast

BRISBANE

Gold Coast

Newcastle

SYDNEY

Wollongong

CANBERRA

MELBOURNE

HOBART

Position against Blackmores on the traditional Japanese 3-step Fermentation process and resulting higher quality and rapid absorption, right at the epithelial cells where they are needed

Mass Market Brand

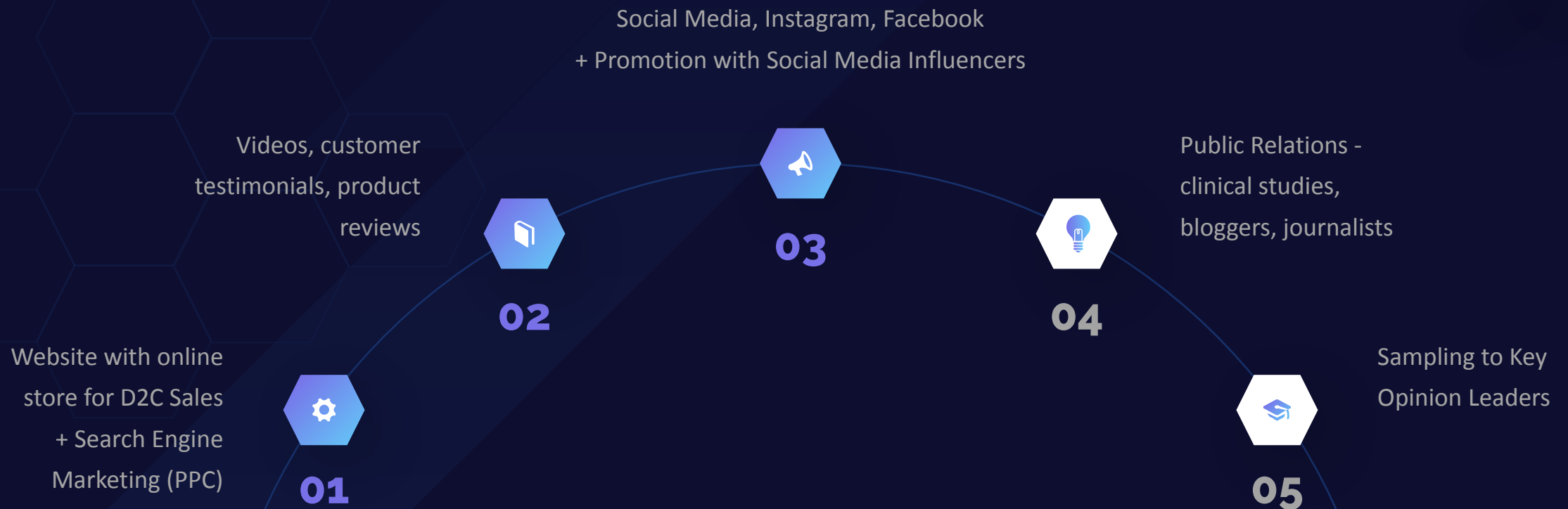


VS

Premium Market Brand



Marketing Plan



Our Team



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FOUNDER

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Victoria Davidov
FOUNDER

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Mike Plener
CONSULTANT

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vital.ly

Wholesale Distribution

- Australia's largest healthcare Distributor
- Warehousing and logistics

Shaun Eliastam



Key Adviser / Insider

- National Business Development
- Manager, Medical Director
leading clinical management software

 fluidic

PR & Marketing

- Award winning medical marketing agency based in Sydney, Australia

Capital Requirement

ROUND 2

▼ 2019

1,000,000

x

\$0.50

=

\$500,000

Shares

Per Share



Equivalent to 33% share of the company.

Buy Back

\$100,000

slots of left over
investment



\$180,000

Brand, Marketing,
Advertising



\$50,000

Operational setup and
premises



\$180,000

Cost of Goods

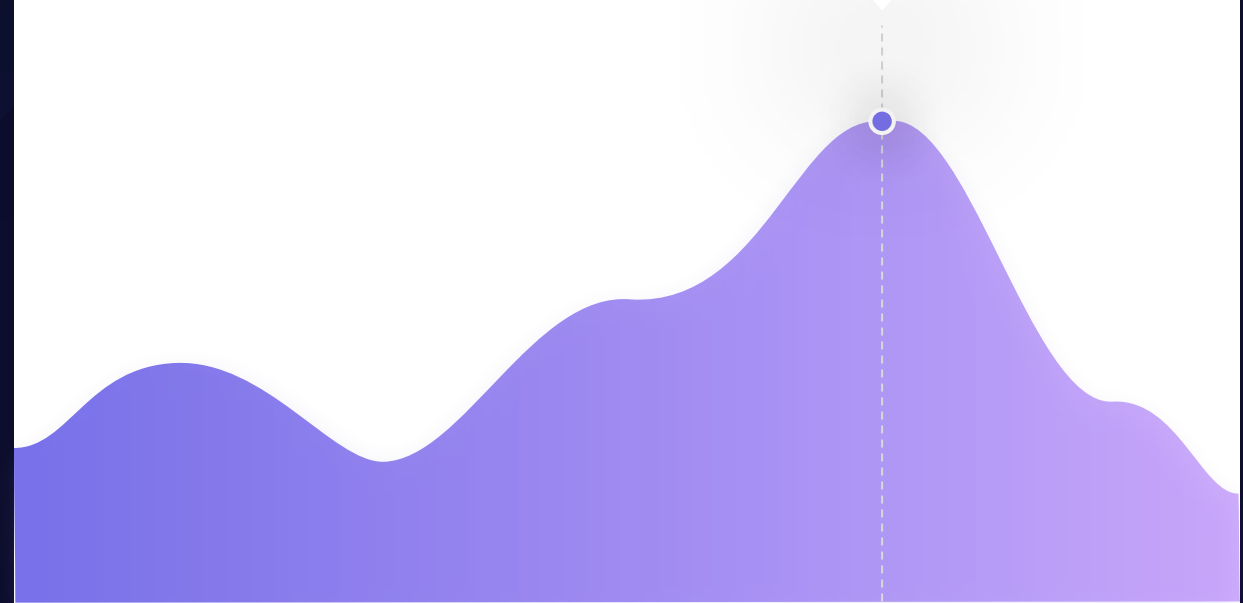


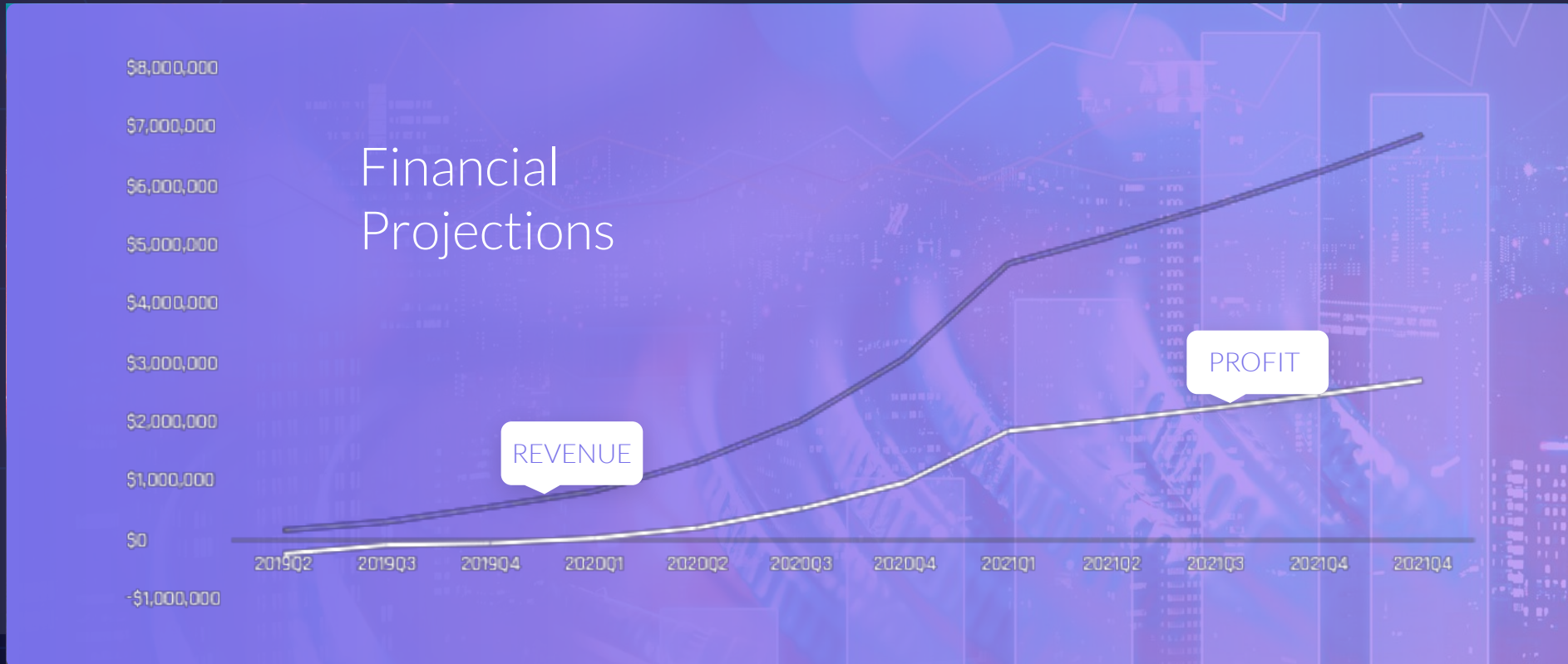
\$90,000

Wages

Capital Raised

\$500,000





June 30, 2020

\$508,235 at 16% net profit

June 30, 2021

\$11,145,301 at 37% net profit

Contact Us

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A 3D illustration of a human digestive system, specifically the large intestine, rendered in a translucent blue color. The intestine is shown in a coiled, anatomical position. Numerous red, rod-shaped bacteria are depicted floating around and attached to the surface of the intestine, representing the gut microbiome. The background is a solid blue color. The text "Thank You" is overlaid in the center in a large, white, sans-serif font.

Thank You