

B"SD



# TEHIYAS

BRING YOU TO LIFE

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# TEHIYA

/te·he·y<sup>s</sup>/

Hebrew: תחיה 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

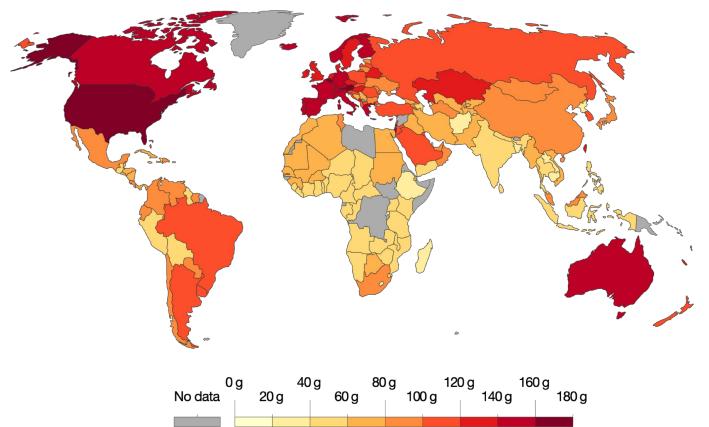
Increasing alertness and energy



# 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

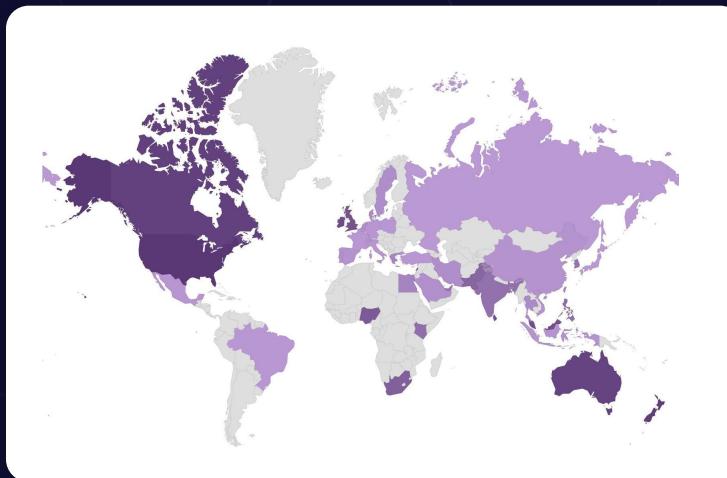
## Aspirationals

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/>

36

100

2016-07

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# 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.



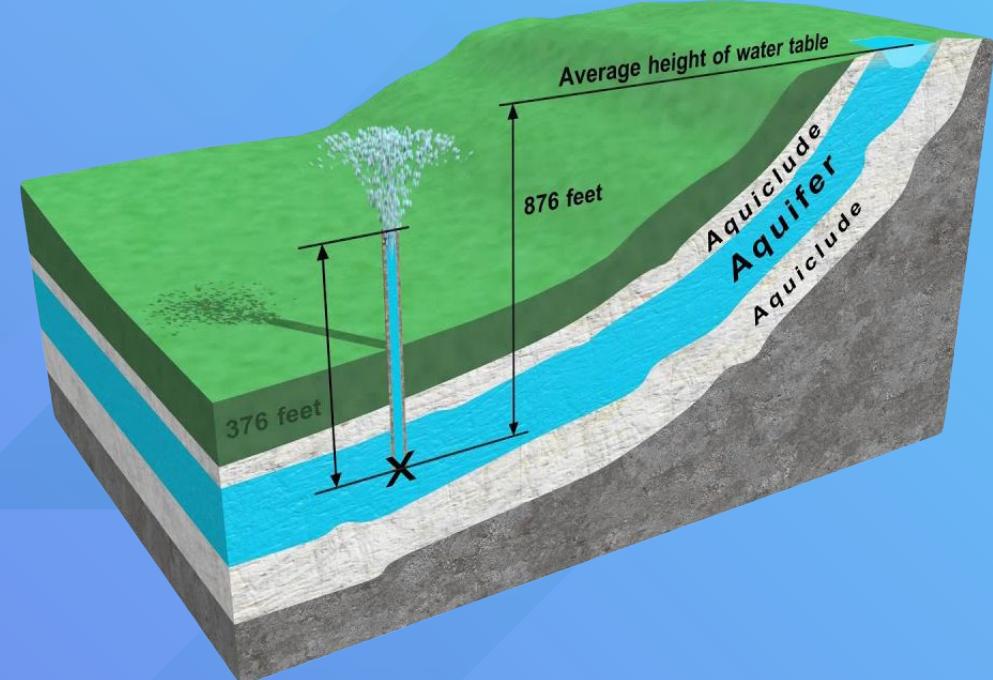
## Fermentation

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







# Tehiyas preBio

## A Premium Prebiotic

### Liquid

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

### Flavor

The product exhibits a distinctive flavor profile and aroma.

### Packaging

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

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
		Capsules (Wholesale)	US\$ 11.80 / AU\$ 16.95	US\$ 17.46 / AU\$ 24.95
		Bottle (Online)	US\$ 10.95 / AU\$ 15.95	US\$ 44.95 / AU\$ 64.95
		Capsules (Online)	US\$ 11.80 / AU\$ 16.95	US\$ 34.95 / AU\$ 49.95



# Target Market

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



Premium Market Brand



VS

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

PERTH





# Marketing Plan





# Our Team



Jeffrey Yaakov Richman  
FOUNDER

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Mike Plener  
CONSULTANT

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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*



PR & Marketing

- Award winning medical marketing agency based in Sydney, Australia



# Capital Requirement

ROUND 2

**1,000,000**

Shares

**\$0.50**

Per Share

▼ 2019

**\$500,000**

=



Equivalent to 33% share of the company.

Buy Back

**\$100,000**

slots of left over  
investment



# Allocation of Funds



**\$180,000**

Brand, Marketing,  
Advertising



**\$50,000**

Operational setup and  
premises



**\$180,000**

Cost of Goods

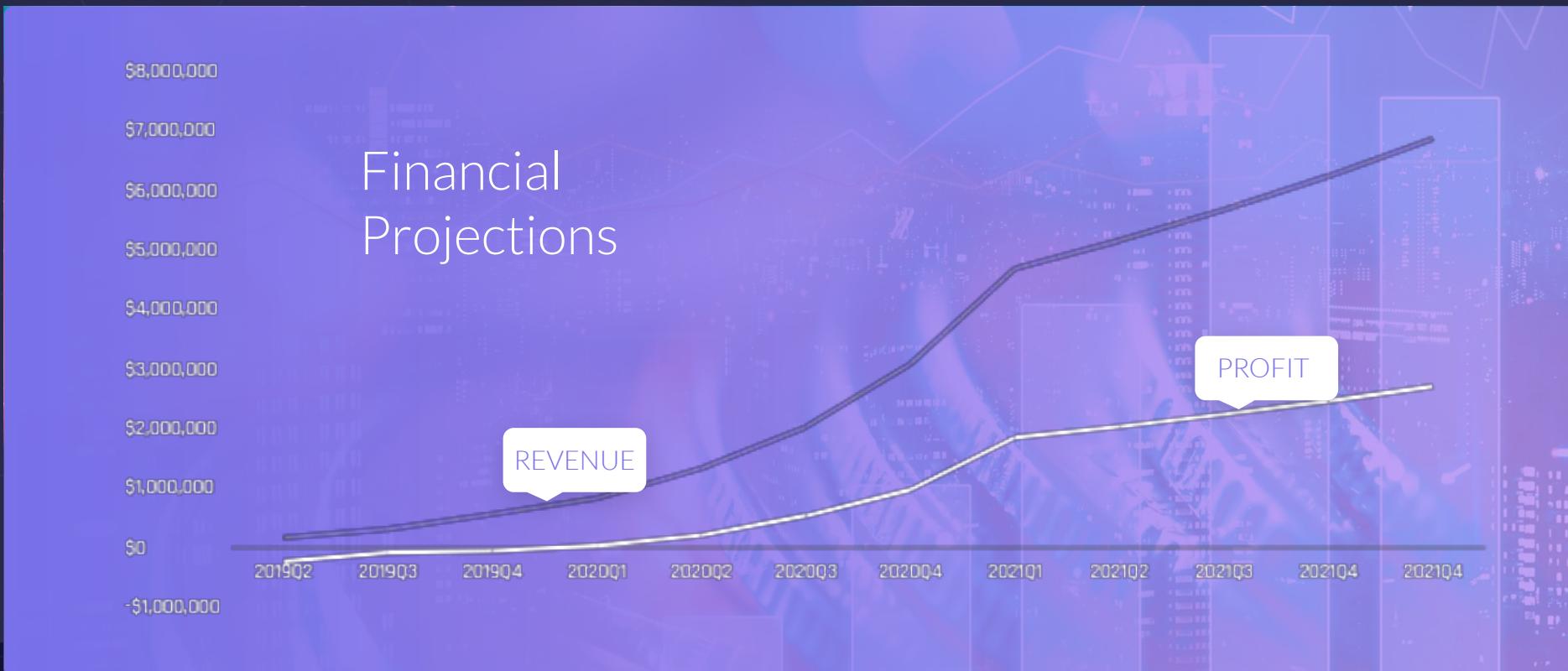


**\$90,000**

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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# Thank You