

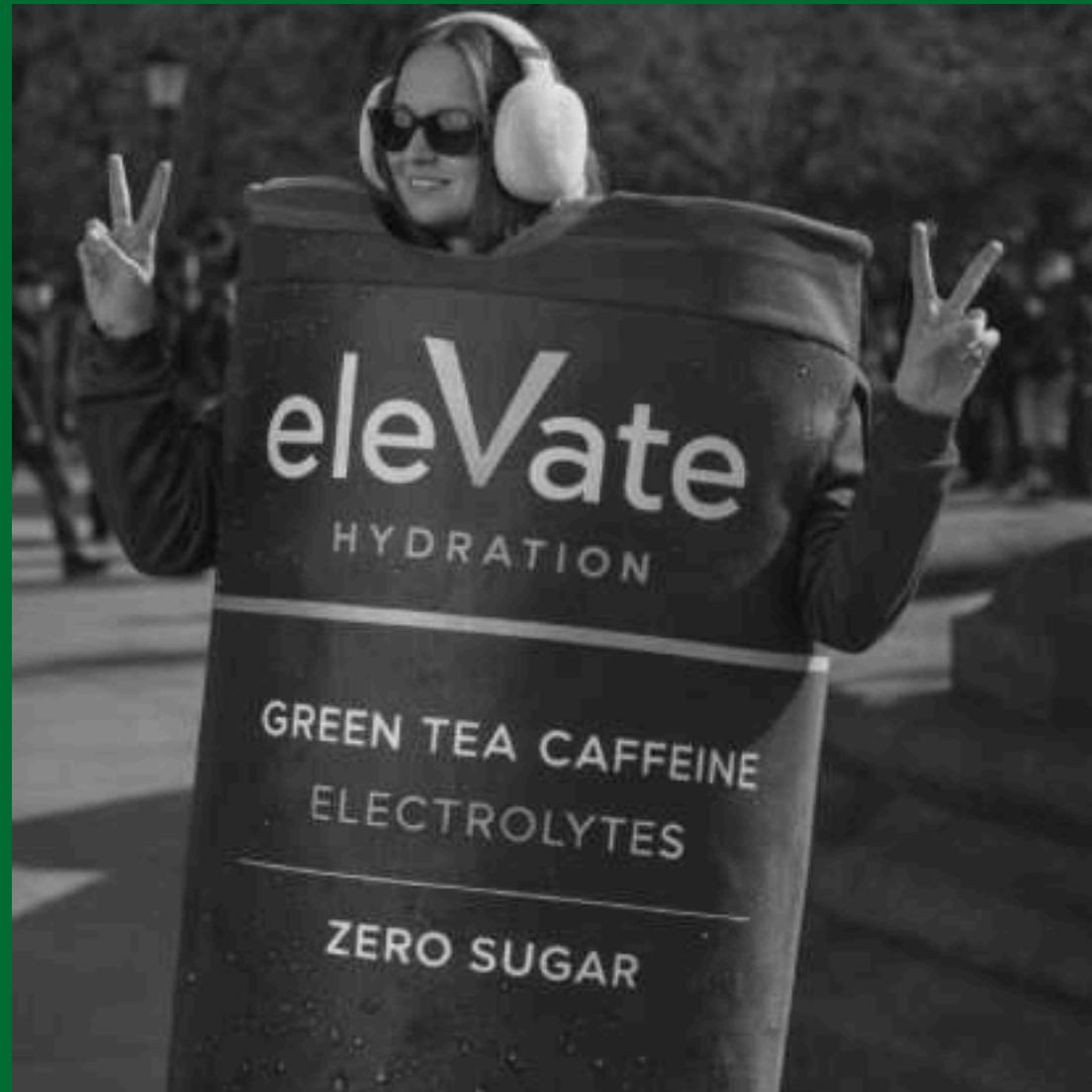
THE FUTURE OF PERFORMANCE

ELEVATE

COMING SOON.....USA 2026

WORLDS #1 PERFORMANCE DRINK

NATURAL ENERGY & HYDRATION DESIGNED FOR THE LONG GAME



THE PROBLEM

MODERN PERFORMANCE RUNS ON SPIKES AND CRASHES

Early mornings bleed into long workdays where professionals rely on coffee, energy drinks, and quick caffeine fixes just to keep up with the constant demands of life. These short bursts of stimulation create temporary energy but often lead to crashes, inconsistent focus, and mental fatigue.

At the same time, hydration is frequently overlooked during busy days, leaving many high performers overstimulated, mentally drained, and physically underhydrated.

PEOPLE ARE LOOKING FOR A BETTER WAY TO SUSTAIN ENERGY, FOCUS, AND HYDRATION THROUGHOUT THE DAY



ELEVATE

ABOUT ME

My name is Sophie Greenfield, and about a year ago, I realized how inefficient my morning routine had become. Every day, I was drinking three separate beverages to function at my best: a glass of water, a second glass of water with electrolytes, and a cup of coffee for the caffeine. It worked and made me feel great, but it felt unnecessarily complicated. I started thinking about why there wasn't a single drink designed to deliver hydration, electrolytes, and clean caffeine together in a more intentional way.

At the same time, having a severe nut allergy my entire life has made me extremely conscious of what I consume. Trying new beverages can often feel risky, which made ingredient transparency and clean formulation especially important to me.

Elevate was created to address those problems. It combines hydration, electrolytes, and natural caffeine into one drink that's designed for people who want sustained energy, mental clarity, and clean ingredients. Elevate represents structure, discipline, and the pursuit of becoming 1% better every day, the same mindset that guides how I approach my life.



ELEVATE

A NEW CATEGORY: COGNITIVE HYDRATION™

750MG ELECTROLYTES

120MG CAFFEINE

ZERO SUGAR



ELEVATE

Elevate is built for cognitive hydration, fueling both the mind and body for sustained performance.

Elevate combines pure spring water, natural green tea caffeine, L-theanine, and a balanced electrolyte blend of sodium, magnesium, and potassium to deliver steady energy, mental clarity, and hydration without crashes associated with traditional energy drinks.

With zero sugar, no artificial dyes, and a nut-free certification, Elevate prioritizes clean ingredients and optimal performance.



ELEVATE

CLEAN HYDRATION. STEADY MENTAL CLARITY.

HYDRATION

Pure spring water forms the foundation of Elevate.

A precision electrolyte blend of sodium, potassium, and magnesium supports fluid balance, muscle function, and sustained performance.

FOCUS

Natural green tea caffeine delivers steady energy without sharp spikes.

L-theanine works alongside caffeine to promote calm, sustained mental clarity, and improved focus throughout the day.

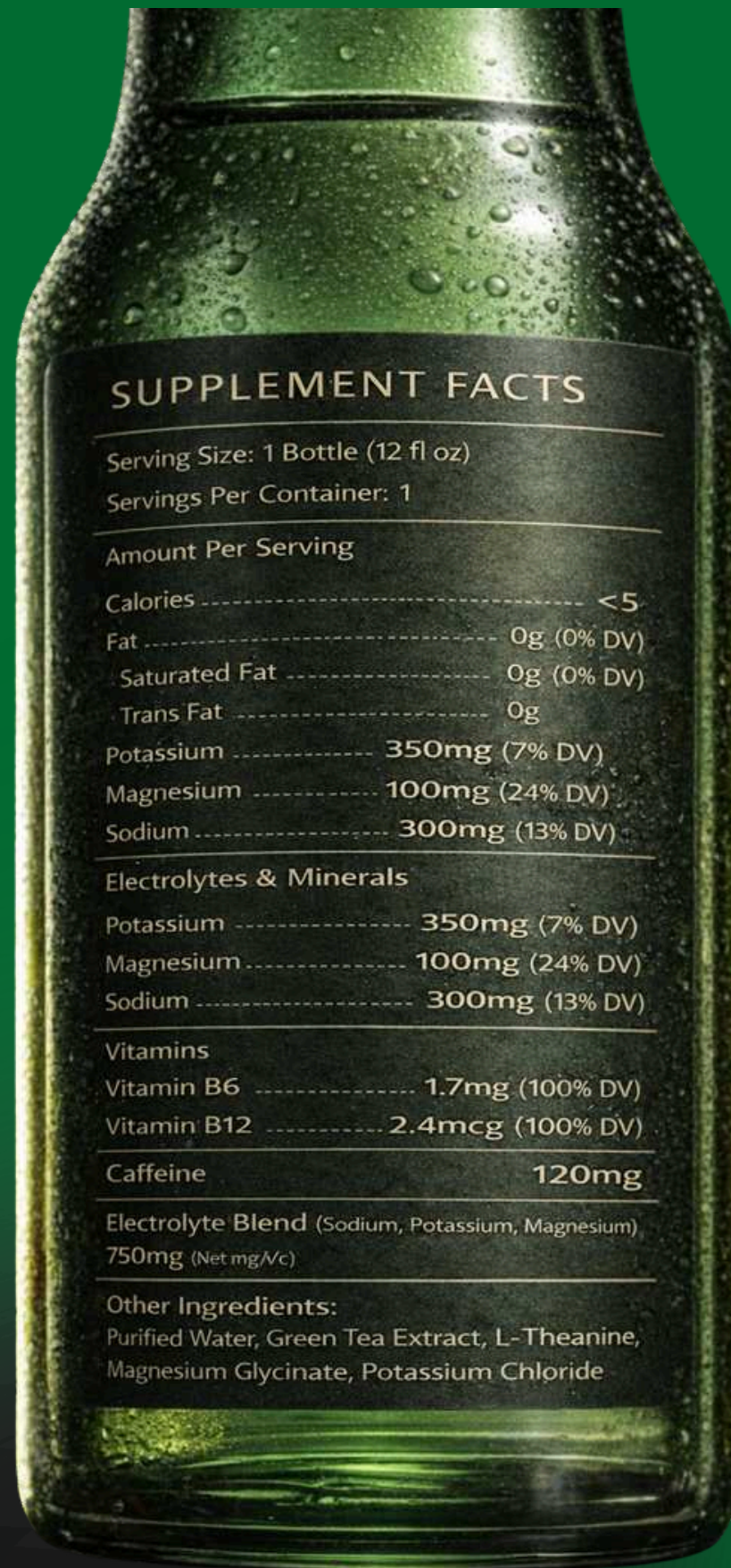
CLEAN

Elevate contains zero sugar and no artificial dyes.

It is also nut-free certified and formulated with clean ingredients to support overall wellness.

HYDRATION WITHOUT CRASHES. FOCUS WITHOUT JITTERS.

THE FORMULA



SUPPLEMENT FACTS

Serving Size: 1 Bottle (12 fl oz)

Servings Per Container: 1

Amount Per Serving

Calories <5
Fat 0g (0% DV)
Saturated Fat 0g (0% DV)
Trans Fat 0g
Potassium 350mg (7% DV)
Magnesium 100mg (24% DV)
Sodium 300mg (13% DV)

Electrolytes & Minerals

Potassium 350mg (7% DV)
Magnesium 100mg (24% DV)
Sodium 300mg (13% DV)

Vitamins

Vitamin B6 1.7mg (100% DV)
Vitamin B12 2.4mcg (100% DV)

Caffeine 120mg

Electrolyte Blend (Sodium, Potassium, Magnesium)
750mg (Net mg/Vc)

Other Ingredients:

Purified Water, Green Tea Extract, L-Theanine,
Magnesium Glycinate, Potassium Chloride

Elevate is built to deliver clean hydration and sustained mental performance through a carefully balanced formula. Elevate combines pure spring water, essential electrolytes, natural green tea caffeine, L-theanine, and vital B vitamins. Each ingredient plays a key role in supporting hydration, cognitive focus, and consistent daily performance.

HYDRATION FOUNDATION



Elevate's main ingredient is pure spring water, selected for its natural mineral purity and clean, refreshing taste. It is sourced from a naturally protected spring in the Ouachita Mountains near Hot Springs, Arkansas. This spring has been drawing from a deep granite-based aquifer that naturally filters the water through layers of rock and mineral deposits.

The formula is further enhanced with a balanced electrolyte blend of sodium, potassium, and magnesium, which help the body maintain hydration levels, regulate cellular function, and support physical endurance during long workdays, workouts, and high-output environments.

The formula includes a targeted electrolyte blend of 350 mg potassium, 300 mg sodium, and 100 mg magnesium to support effective hydration and cellular function.

Potassium helps guide water into cells to maintain intracellular hydration, while magnesium supports muscle function, recovery, and energy metabolism. Sodium improves fluid absorption and helps the body retain the water it consumes, allowing electrolytes to work together to maintain hydration during long workdays, workouts, and high-output environments.

ENERGY & FOCUS

Elevate delivers 120mg of natural caffeine from green tea extract, which provides a moderate and steady level of alertness that enhances one's concentration without the sharp spikes commonly associated with synthetic caffeine.

This caffeine is paired with 200 mg of L-theanine, an amino acid that's naturally found in tea leaves that works synergistically with caffeine to support calm, sustained focus. L-theanine helps smooth the stimulating effects of caffeine by promoting relaxed alertness, reducing jitters, and supporting improved mental clarity and attention.



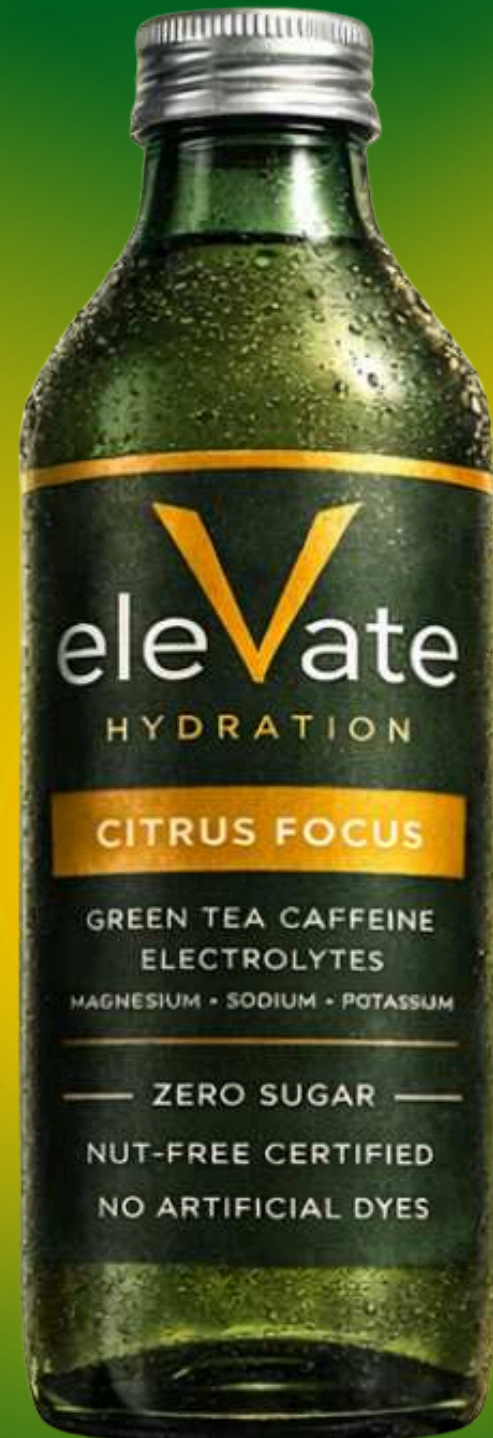
CLEAN FOUNDATION

Elevate is formulated with clean, functional ingredients designed for consistent daily use by high performers. The beverage contains zero sugar, no artificial dyes, and is nut-free certified.

Clean ingredients are crucial for products that are intended to support focus, endurance, and long-term wellness. Artificial stimulants, excess sugar, and synthetic additives commonly found in other drinks can create short bursts of energy followed by fatigue, jitters, and inconsistent performance. At Elevate, we prioritize natural caffeine, balanced electrolytes, and carefully selected functional ingredients.



ELEVATE FIRST FLAVORS



Elevate will be introducing four flavors to start: Original, Citrus Focus, Cherry Drive, Berry Clarity

ORIGINAL



The original flavor is designed for those who appreciate clean and functional ingredients without added flavoring. It delivers crisp hydration with subtle green tea notes, allowing the natural character of the drink to come through. Because it contains real green tea caffeine and no added sugars or masking flavors, the taste has a slightly bitter edge, which is a signal of the clean ingredients powering it. The goal of this flavor is to be simple, functional, and intentionally pure.

CITRUS FOCUS



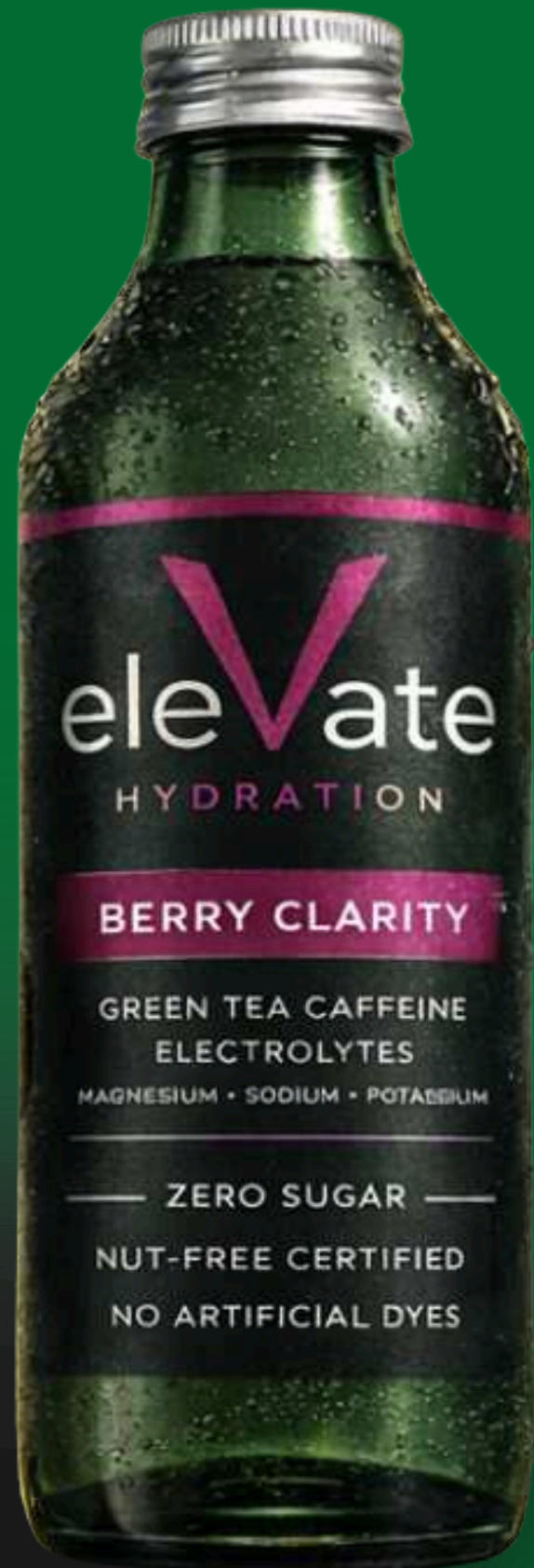
Citrus Focus builds on the clean foundation of Elevate with a bright blend of natural citrus flavors designed to awaken the senses and enhance mental clarity. Citrus has long been associated with increased alertness and refreshment, as its natural aroma and acidity stimulate the senses and help promote a feeling of energy and focus. The light, crisp citrus profile balances the subtle bitterness of green tea caffeine, creating a refreshing taste that feels both energizing and smooth.

CHERRY DRIVE



Cherry Drive delivers a deeper and richer flavor profile designed for those who prefer a slightly bolder taste while still maintaining Elevate's clean and functional foundation. The natural cherry notes add a smooth sweetness and subtle tartness that balance the bitterness of green tea caffeine, creating a more rounded and satisfying flavor experience. Cherries are also commonly associated with endurance and recovery, making the flavor feel both energizing and refreshing.

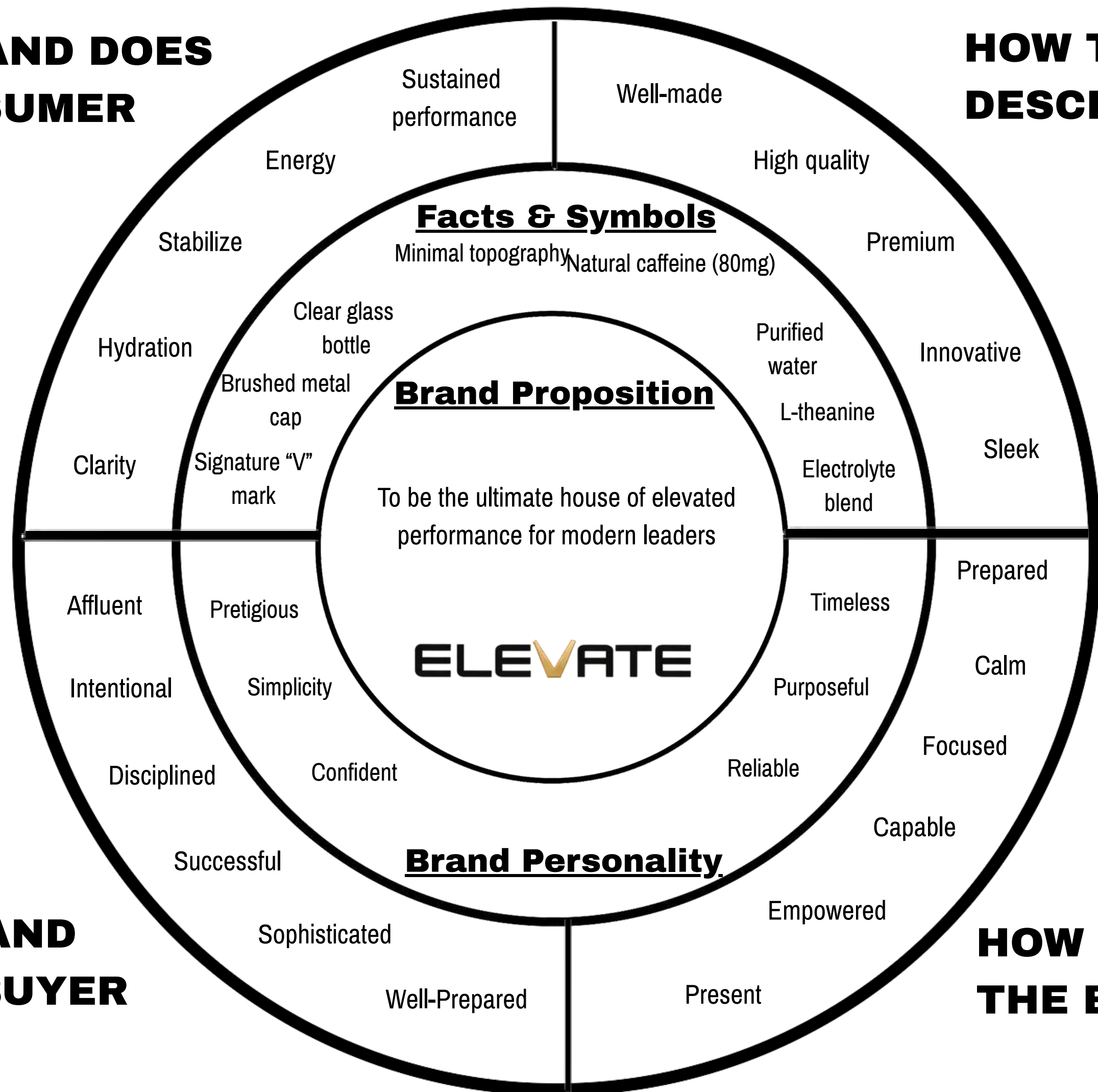
BERRY CLARITY



Berry Clarity introduces a vibrant blend of berry flavors that bring both brightness and functional benefits to the Elevate lineup. Berries are naturally rich in antioxidants, which help support the body's defense against oxidative stress and contribute to overall cognitive and physical wellness. These compounds are often associated with improved brain function, mental sharpness, and long-term cellular health. The naturally tart and slightly sweet berry profile also helps balance the subtle bitterness of green tea caffeine, creating a smooth, refreshing taste that feels both energizing and clean.

WHAT THE BRAND DOES FOR THE CONSUMER

HOW THE BUYER WOULD DESCRIBE THE BRAND



HOW THE BRAND MAKES THE BUYER LOOK

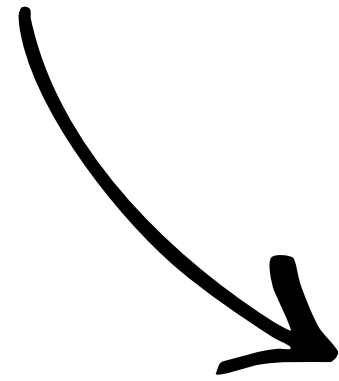
HOW THE BRAND MAKES THE BUYER FEEL

ARCHETYPE



TARGET MARKET

THIS IS JACK



35 Years Old

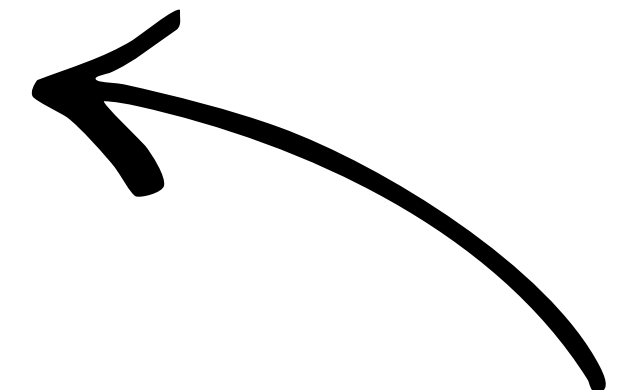
Private Equity Vice President

- NYC-based
- \$350K income
- Works 10+ hour days
- Trains 4x/week
- Drinks 3 coffees daily

26 Years Old

Works at a Tech Startup

- SF-Based
- \$180K income
- Back-to Back Meetings
- Early morning workouts
- Optimizes for focus & longevity



THIS IS EMMA







THE MODERN PERFORMANCE PROFESSIONAL

HIGH-INCOME PROFESSIONALS OPTIMIZING PHYSICAL & COGNITIVE PERFORMANCE

DEMOGRAPHIC PROFILE

-  **Age:** 25–38
-  **Income:** \$150K – \$500K+
-  **Primary Cities:**
NYC, SF, LA, Austin, Chicago
-  **Industries:** Technology, Finance,
Consulting, Startups

PERFORMANCE LIFESTYLE

-  2–3 coffees daily
-  9–12 hour workdays
-  Trains 3–5x per week
-  Invests in premium wellness
& productivity
-  Early adopter of performance
products
-  Actively seeks energy, focus &
optimization

FINANCIAL SNAPSHOT

Single Bottle

Retail Price	COGS	Gross Profit
\$3.49 per 12oz bottle	\$1.05 per 12oz bottle	\$2.44 per 12oz bottle

Gross Margin:

~70%

12-Pack Value Pack

Retail Price	COGS	Gross Profit
\$24.99 per 12oz pac	\$12.60 per 12-pack	\$12.39 per 12-pack

Gross Margin:

~50%

COMPETITIVE LANDSCAPE OVERVIEW

Brand	Price	Caffeine	Sugar	Electrolytes
Celsius	\$3.31/12 oz can	200mg	0g	10mg
Red Bull	\$3.43/12 oz can	114mg	38g	5mg
Monster	\$3.43/16 oz can	150mg	41g	5mg
Brewed Coffee	\$3.00/12 oz	150mg	0g	5mg
Liquid IV	\$1.98/stick	0mg	11g	500mg
LMNT	\$1.83/stick	0mg	0g	1000mg
Elevate	\$3.43/12 oz bottle	120mg	0g	750mg

ALL OF THESE COMPETITORS ARE THE FULL SUGAR ORIGINAL VERSION, THERE ARE MANY SUGAR FRE OPTIONS FOR THESE BRANDS

CREATING BUZZ ON SOCIAL MEDIA



ENERGY TO ELEVATE.

SOCIAL MEDIA PARTNERSHIPS WITH



JEFF NIPPARD

FITNESS INFLUENCER



ZAN CARVER

FINANCE INFLUENCER



GARY VEE

SERIAL ENTREPRENEUR/TECH INVESTOR

ELEVATE INFLUENCER STRATEGY

Elevate can take inspiration from Poppi's vending machine strategy while "elevating" it into something more premium and performance-driven. Instead of the playful and colorful vending machines that Poppi created, Elevate would introduce sleek matte-green "Performance Fridges" delivered to high-leverage founders, fitness leaders, and business creators. Each fridge would be stocked with all four Elevate flavors and positioned as a status symbol for high performers. These installations would appear in office tours, podcast studios, and morning routine content.



TARGETING HIGH-PERFORMANCE AUDIENCES WHERE THEY THINK, TRAIN, AND INVEST

Elevate would implement a targeted paid media strategy focused on platforms that influence our target market. We would advertise on outlets such as Forbes, Business Insider, Men's Health, and Women's Health, along with podcasts like The Money Guys, will allow Elevate to reach founders, executives, and ambitious professionals who prioritize sustained energy and mental clarity.



ELEVATE LIVE ACTIVATION

Elevate's primary activation would feature pop-up cognitive hydration stations designed to bring an engaging and hands-on brand experience directly into the heart of our target cities. Each station would showcase Elevate's beverages, giving visitors the opportunity to sample both the original and flavored variants while learning about the drink's benefits. Branded signage featuring our signature "V" logo, display cases of the drink, and knowledgeable employees will help create an immersive environment that makes it easy for consumers to discover how Elevate supports sustained energy and mental focus throughout the day.

These activations would be strategically located in high-traffic areas where our target audience naturally gathers, including South Congress in Austin, Market Street in San Francisco, Wilshire Boulevard in Los Angeles, the West Loop in Chicago, and Washington Square Park in New York City. Visitors will receive free samples and branded merchandise, which are designed to spark curiosity and encourage sales.



WESTSIDE HIGHWAY BUZZ



THE WEST SIDE HIGHWAY IS AN IDEAL LOCATION TO PROMOTE A HEALTH-FORWARD DRINK BECAUSE IT ATTRACTS A STEADY FLOW OF ACTIVE, HEALTH-CONSCIOUS YOUNG PROFESSIONALS, RUNNERS, AND CYCLISTS. ADDITIONALLY, PROXIMITY TO MAJOR NYC NEIGHBORHOODS LIKE CHELSEA AND TRIBECA ENSURES EXPOSURE TO A TREND-SETTING AUDIENCE AND CAN CREATE VIRAL CONTENT OR BUZZ ON SOCIAL MEDIA.



EXCLUSIVE NYC singles are told to DITCH dating apps and walk on West Side Highway - where eligible men and women flock to find their summer fling at running clubs and pickleball courts



COLLABS WITH

HEALTHY TRENDY WELLNESS RETAILERS



**BUTTERFIELD
MARKET** 3 LOCATIONS



EREWHON 11 LOCATIONS



**CHICAGO
HEALTH FOODS** 2 LOCATIONS



**CENTRAL
MARKET** 10 LOCATIONS

ON-PREMISE PROMOTION

Elevate is taking its functional cognitive hydration experience directly to where busy professionals and wellness-minded consumers work, train, and create. On-premise placements will include Equinox gyms, WeWork coworking spaces, and tech company campuses such as Google, Meta, and Salesforce, allowing Elevate to reach high-performing professionals who prioritize both productivity and wellness throughout the day. Each location will feature sleek branded displays, chilled ready-to-drink Elevate glass bottles, and sampling stations designed to encourage trial and repeat consumption.



OFF-PREMISE PROMOTION

Elevate's off-premise strategy will focus on high-visibility, in-store activations that position the brand as a premium functional beverage directly at the point of purchase. The goal is to capture attention, highlight the product's performance benefits, and convert shopper curiosity into immediate trial. In-store displays will feature sleek matte-black case stacks accented with vertical gold strips to reinforce Elevate's luxury performance positioning.

These displays will be placed in high-traffic areas such as end caps, grab-and-go stations, and checkout zones to maximize visibility and encourage impulse purchases. Elevate will prioritize placement in retailers such as Whole Foods, Erewhon, Sprouts, and other upscale urban grocery and wellness markets that align with the brand's premium positioning.





ELEVATE

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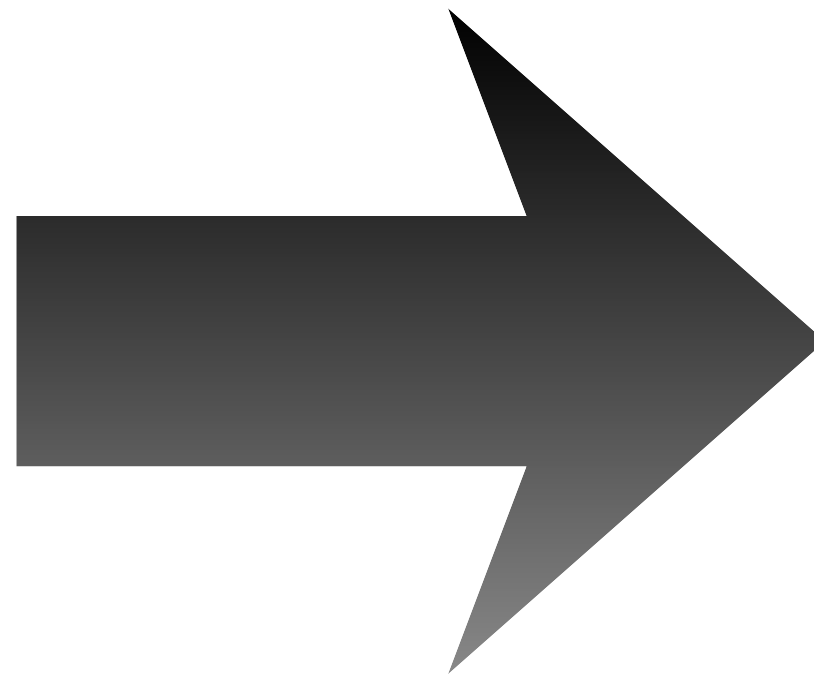
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PHASE 1

- Launch in 5 major cities: NYC, SF, LA, Chicago, Austin
- Partner with healthy, high-end local retailers
- Leverage social media marketing
- Sell online via Website, Amazon & TikTok Shop



PHASE 2

- Expand into nationwide grocery stores
- Enter WorkWork & other commercialized spaces
- Create big box packs following strong velocities

ELEVATE COMING TO A CITY NEAR YOU

