Tea Time
Round: Round 1
Industry: Food Beverage
Contact: John James, 784-333-3333, james123@gmail.com
Website: www.tealime.com
Summary: We grow and harvest a wide variety of high quality organic local herbs, which we then process and manufacture into herbal teas.

Deal Information

Company Stage: Growth Stage/Expansion
Previous capital raised: $250,000
Monthly burn rate: $10,000
Est. Pre-Money Valuation: $400,000
Amount of capital seeking: $100,000
Current year revenue: $400,000
Date company was founded: March 2013

Summarize your business

We grow and harvest a wide variety of high quality organic local herbs, which we then process and manufacture into herbal teas. The raw materials for the product line are organically grown in the fertile volcanic soils of St. Vincent and are dried using a solar dryer.

List your top 3 competitors and describe them briefly

Caribbean Dreams - Herbal Teas Lipton - Herbal Teas Tisps - Herbal Teas All produce similar herbal teas but our herbs are organically grown and we offer more variety and herbal combinations.

Describe your competitive advantage and barriers to entry

Competitive Advantage: Quality, organically grown herbs, variety of herbal combinations
Barriers to Entry: Trade, Product development

Management qualifications as related to this venture

Management of Tea Time for the past 3 years, and a university degree in Engineering and an MBA (Management)

Current Percentage of Ownership of Founders and Key Employees

% Ownership of John James: 50.0
% Ownership of Bob Johnson: 50.0

Describe your "go-to-market" and sales strategy

- Partner with local and export distributors to sell via retail outlets
- Offer private labeling in select export markets

What is the customer problem your product is solving?

Lack of healthy beverage options on the market for the health conscious consumer

What is your solution?

Large variety of organic herbal tea combinations that taste good while offering remedies to common ailments and overall health benefits

Size your potential market of customers

2 million

What are your customer segments and where are they located?

Targeted at health and quality conscious consumers looking for a local, organically grown tea. This includes persons from the middle and upper class both young and old (20-70 years of age) and especially housewives who influence buying habits. These customers are located throughout the Caribbean, particularly in Trinidad and Tobago, Martinique, Guadeloupe.

Applicant Information

Are you currently full time in this business?
Yes

Has the company been funded in USD$ to date? (Founders and others Cash contribution to date, Loans or Grants)
US $150,000

Number of Full time Employees Including Founders
10-20

Number of Part Time Employees
5

How do you plan to grow?
Increase Production capacity, Heavy Marketing Push, Product development, Exports

List your revenue streams and channels of distribution
Wholesale - from Factory Retail - Distributors Online Sales - Website

Which countries/markets are you targeting over the next 24 months and why?

What type of investment are you seeking?
Equity

Please list and give details on which investors you have engaged to date
None
What do you intend to spend the IR Grant on?
- Purchase an Additional Solar Dryer since Solar Drying is the current capacity constraint
- Marketing campaign

What will be achieved through the spending of this grant money?
Increased production capacity, increased demand through targeted marketing campaign
and contacts with regional distributors

Why will spending the grant money on these things make it more likely for you to get investment?
Company will be able to significantly scale up its operations, resulting in increased local
and airport sales

Type of Company:
1) Limited Liability
Industry (If Other)

Describe Exit Strategy
Trade sale/acquisition/IPO

I AM APPLYING TO THIS PLATFORM TO SEEK AN INVESTMENT READINESS GRANT.
I DECLARE THAT ALL INFORMATION PROVIDED IS ACCURATE & CURRENT
I agree.

Entrepreneur Job Title
Managing Director

Gender
1) Male

Date of Birth
August 18, 1968

Nationality
Venezuelan

Language(s) Spoken
1) English

Highest Level of Education Completed
Graduate

Language(s) Spoken
1) English

Highest Level of Education Completed
Graduate

Name of Institution Where Achieved Highest Education Level
University of the West Indies, Cave Hill Campus

Field of Study
Industrial Engineering & MBA (Management)

Previous Work Experience/Last Previous Employers

LIST INCUBATOR/ACCELERATORS OR OTHER SUPPORT SERVICES YOU HAVE
HAD.
- Loan from St. Vincent Development Bank - Grant from OECS EDU

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## Financial Table

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<th>Financials</th>
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