C O R T H E A

Nutrition GmbH

Premium nutritional supplement as a daily sachet. The complete daily profile, released pH-controlled through the Coated Beads technology, by subscription and through pharmacies and five-star hotels.

PROBLEM

Supplementation is a mass market, noticeable effect stays the exception. Conventional products release every active at once in the stomach, the least favourable place for absorption. People who feel nothing rarely stay. Adherence is the real lever.

SOLUTION

CORTHEA DAILY delivers the complete daily profile in one sachet, without mixing. Two bead types release their content pH-controlled, across five time-staggered profiles: water-soluble, lipophilic and sensitive actives each where they are absorbed.

WHY NOW

In consumer products, convenience wins. One sachet in the morning against a handful of capsules across the day, alongside a construction built for better absorption, for which the proof is being built now. CORTHEA grew out of the Health Club, out of daily work with real customers. What is missing are two proofs that no supplier in the premium segment holds today: the scientific evidence on the complete product and visible customer growth. **The Founder Circle delivers exactly those two.** After that, financing the growth becomes a choice among interested parties.

BUSINESS MODEL

Three channels with separate economics. B2B partners across hotels, pharmacies and experience partners as the first pillar with recurring subscription revenue, D2C subscription at **149 EUR** per monthly dose as the second wave, license and general distribution subordinate. Box net 135.45 EUR, contribution margin 63 to 74 percent, launch to scale tariff.

TRACTION

- around 700 DAILY packs sold, a further 500 contractually secured
- Repeat purchase rate 35.1 % of attributable D2C buyers (n around 140)
- D2C revenue around 30,000 EUR gross since market launch, without marketing budget
- Hotel deal 100,000 EUR net, 1,000 packs
- Health Club Network over 1,000 customers in three years

FINANCIAL PLAN, PLAN

NET REVENUE Y1 / Y2 / Y3	EARNING POWER Y1 / Y2 / Y3	LTV / CAC
1.52 4.29 8.08	0.29 1.23 2.34	330 / 100 = 3.3x
EUR million, base path on measured retention, model v2.2	EUR million, EBITDA before growth programme, margin 19 / 29 / 29 %, stress case Y3 around 0.43m, solvent throughout	EUR contribution margin per customer against paid CAC, payback 1.2 months

Founder Circle, convertible loan

500,000 EUR

MINIMUM TICKET	CAP, PRE-MONEY	INTEREST	CONVERSION BONUS
25,000 EUR	4.5m EUR	5 % p.a., on repayment only	20 %

CUT-OFF DATE	CONVERSION INTO
31 Dec 2028	atyp. silent partnership, then shares

At conversion, subscribers settle at the more favourable of the two values. Interest is not included in the conversion. The Founder Circle acts as one position for the Series A.

Use of funds: goods purchase for the next batch EUR 200,000. Brand, advocates and communication EUR 170,000, which produces the social proof. Science board and real-world study EUR 50,000, which produces the scientific proof. Regulatory, shop and reserve EUR 80,000.

Participation: convertible loan → atypical silent partnership → company shares, by preference.