



# EnlightTea®

C A F E

[www.enlightea.com](http://www.enlightea.com)

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**Corporate Office:** 3111 Camino Del Rio North, Suite 400, San Diego, CA 92108

**Fulfilment Center:** 2127 Olympic Parkway Chula Vista, CA 91915

*[www.Facebook/EnlightTea](https://www.facebook.com/EnlightTea)*

# About EnlighTea®

- EnlighTea Café is to tea, what Starbucks is to coffee
- Love, Light and Luxury Brand
- Premium loose leaf tea
- Tea Beverages & Accessories
- EnlighTea® Cafe Brand established in 2007



# Problems Worth Solving

- No Healthier Alternative to Starbucks
- Mainstream Tea Drinkers Have No "Home"
- No Major Nationwide Tea Cafe Chain
- No Healthy, Social Night Life
- Limited Access to Positive, Loving & Health-Conscious Environments



# Why EnlighTea Cafe?



- Over 100 Healthy Tea Beverages
- We Provide a "Home" for Tea Lovers
- Healthier Alternative to Starbucks
- Socially Safe, Cool & Healthier Environment For All, 7 Days/Week, Early Mornings to Late Nights
- Ongoing Source of Love, Light & Luxury

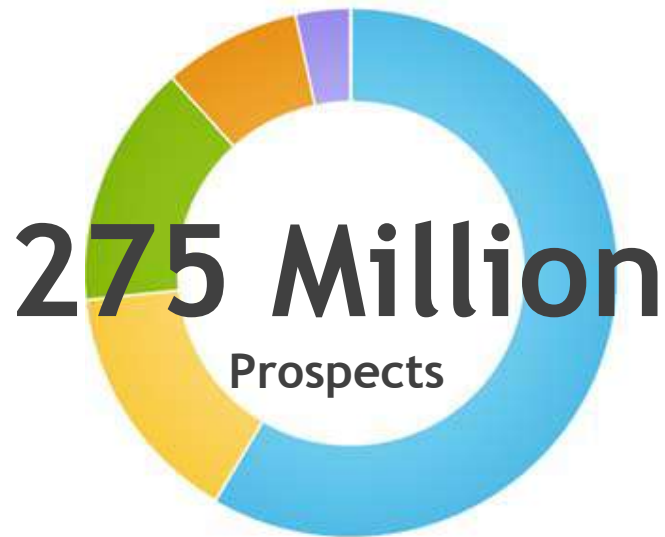


# Market Data

- Americans consume 200M+ cups of tea/day
- Second most consumed beverage next to water, in the world
- 87% of Millennials drink tea
- Starbucks acquired Teavana for \$620M for approximately 350 locations
- “In 2021 the global tea beverage market is estimated to be worth about \$44.3 billion US dollars.” —Statista



# Target Tea Market



- Mainstream America
- Millennials (18-35)
- Baby Boomers
- Specialty Tea Market
- College/High School

Market size: \$178.9B



# Competitive Landscape

Competitors	How Our Solution is Better
<i>Starbucks</i>	We serve 100+ healthier tea beverages
<i>Teavana</i>	Better social and sit-down tea drinking environment
<i>Peet's Coffee &amp; Tea</i>	More High Quality Tea Selections and Tea Expertise
<i>Adagio Teas</i>	We focus on Brick and Mortar and Online Retail Tea Cafe
<i>Argo Tea Cafe</i>	We are positioned to serve Mainstream America and we keep it simple and easy to duplicate



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# Revenue Streams

- Premium Loose Leaf Tea Sales by the Cup & Ounces/Pounds
- Tea and Popular Mainstream Beverages
- Tea and Brand Merchandise
- Food and Snack Items Sold at Cafe





# Projected Profit Margins

- \$4/cup of hot tea = 16 x profit
  - \$4/cup of ice tea = 20 x profit
  - 1,800% = Average markup per cup
  - \$1 million = Average revenue per year
  - \$300,000 = 30% average annual profit margin
- within 5 yrs, or better



# Reg D 506c Securities Offering

- Share price based on pre-money valuation = \$1.08
- Terms:
  - Series B Preferred Stock
  - Convertible into 1.5 Shares of Common Stock within 2 years
  - Over 50% return on investment upon conversion

\*\*\* Disclosure: this offering is only available to accredited investors and all terms, risk factors, and disclosures are detailed in the full Reg D 506c EnlighTea Holdings Offering document



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# Milestones

Date	Milestone
<i>November 1, 2019</i>	Raise up to \$5,032,800
<i>December 31, 2019</i>	Open our 1 <sup>st</sup> permanent Corporate EnlighTea Cafe
<i>December 31, 2021</i>	\$1 Million in Annual Revenues 1 <sup>st</sup> Location
<i>December 31, 2024</i>	Position Company for IPO with Goal of \$100+ Million in Annual Revenues

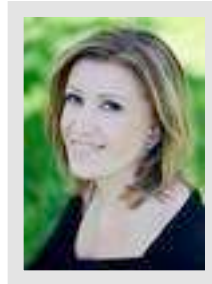


# Team and Key Roles



James Pham

CEO & General Manager



Elizabeth Pham

VP and Secretary



Jonathan Hughes

Dir of Sales & Marketing



Michael Jacobs

Executive Board of Director



Yoichi Kato

Interim COO



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# Advisors and Resources



**Darlene Fahl, Certified Tea Specialist**

World tea traveler, tea trainer, and author. Experienced owner, operator & trainer of retail & restaurant chains.



**Jim Amos, Chairman at Planet Tasti**

Chairman Emeritus of Mail Boxes Etc, past Chairman International Franchise Association and serves on numerous boards, award winning author.



**Lorette Farris-iBOSS Investor Compliance**

20+ years' experience in the financial services industry, serving in Investment Banking, Mergers & Acquisitions and Business Brokerage.



**John Shin**

CEO/Founder, Axianta Financial Partners  
Billionaire, Philanthropist, Executive Producer  
Of Think and Grow Rich: The Legacy, EnlighTea Advisor.



**Marlon Paz, Securities Attorney**

Partner in top DC law firm Locke Lord, specializing in securities law. He served in senior positions during his 6-year tenure with the SEC.



# Celebrity Endorsements



*EnlighTea is Fantastic and Sencha with Agave is the best tea I've tasted in ages! **Brian Smith - UGG Boots Founder***



*EnlighTea is the best and you should drink it too! Coming to a town near you soon.*

***David Stanley - Elvis' Brother***



*I'm a BIG fan of EnlighTea! My favorite is Green Tea with Wild Blue Berries!*

***Frank Shankwitz - Make-A-Wish Foundation Founder***



*If you haven't tried you have to! It's my favorite brand of tea! **Kitty Shankwitz***



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# Celebrity Endorsements



*It's so enjoyable and it has stimulated my mind!*  
**Ron Klein (God Father of Inventions)**



*What you put in your body is important, and I highly recommend EnlighTea. This stuff is incredible! I use it at home, keep it on the shelf and drink it before I go to bed. I recommend it for all of my friends, family, fans, associates, all across the globe.*

**Greg S. Reid (speaker, author, film maker)**



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# EnlighTea: Official Tea of MMA

## For Immediate Press Release

(San Diego, CA)— EnlighTea® Café and DogBoxer! Lance Foreman, owner of DogBoxer and DogFather of MMA, has endorsed EnlighTea® Café ('EnlighTea®') as the "Official Tea of MMA"...

John Hughes is the owner of PosterAndPrint.com with 4.5 million in online traffic. With his marketing savvy, strong ties with Lance Foreman and DogBoxer, we now enter the new millennium with EnlighTea®, the "Official Tea of MMA"!

Due to their connections in the MMA arena, Lance and John Hughes, also Director of Marketing for DogBoxer and EnlighTea®, will be introducing EnlighTea® to their contacts at several Las Vegas and San Diego hotels and casinos.



Lance Foreman



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## Thank You! Q&A

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