



TOTAL ATHLETIC CARE

# NIA SITY

REDEFINING  
BODY CARE FOR  
ATHLETES

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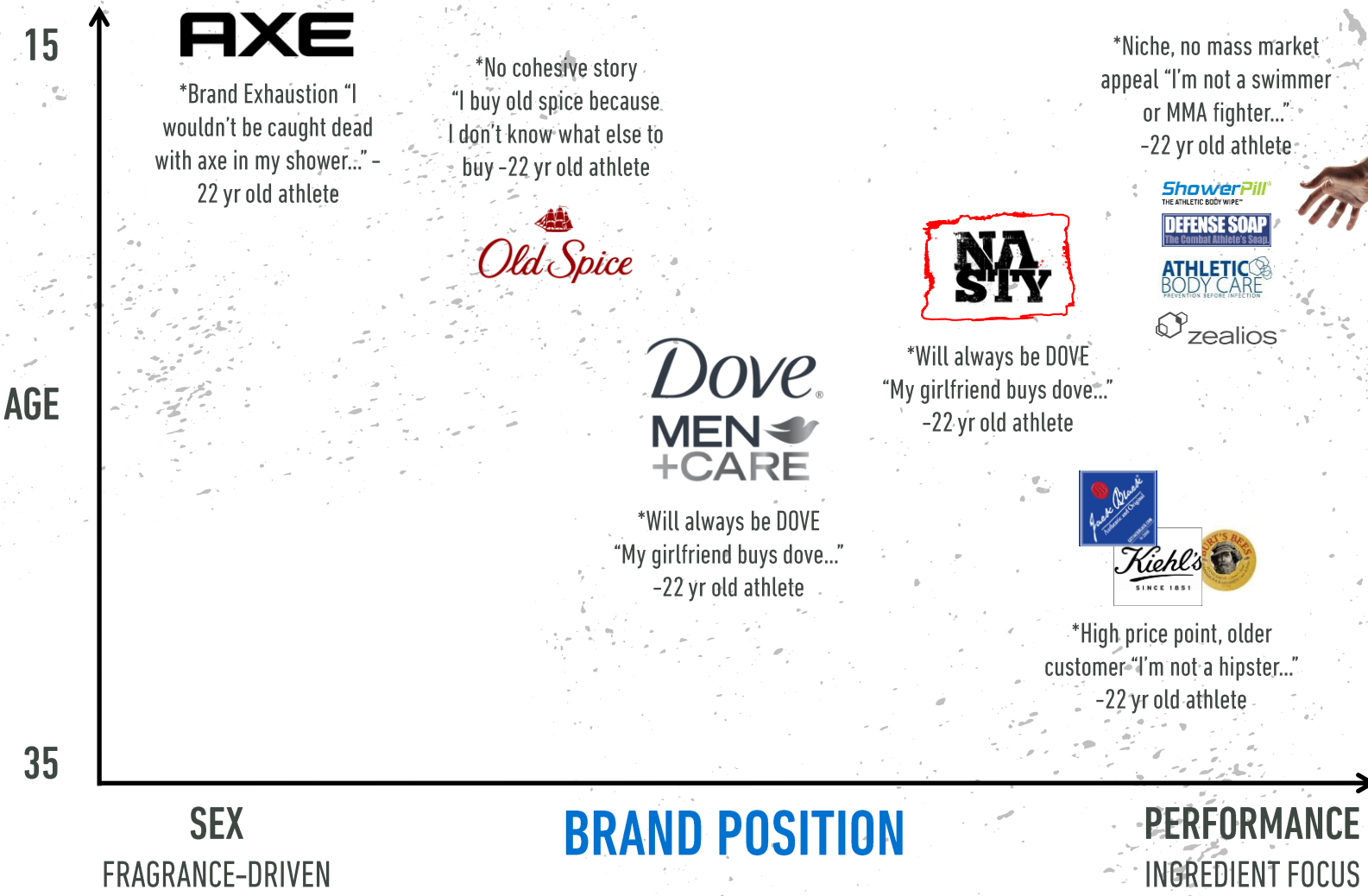


# ATHLETES DEMAND HIGH-PERFORMANCE

	ATHLETIC FOOTWEAR	SPORTS DRINK <sup>2</sup>	SPORTS APPAREL <sup>1</sup>	SPORTS BODY CARE
				
SECTOR SALES	\$19.6B	\$6B	\$36.2B	
MARKET SHARE	47%	75%	5.2%	
MARKET CAP	\$128.5B	\$5B	\$8.2B	



# COMPETITION



**AXE**

\*Brand Exhaustion "I wouldn't be caught dead with axe in my shower..." - 22 yr old athlete

\*No cohesive story  
"I buy old spice because. I don't know what else to buy -22 yr old athlete



\*Will always be DOVE  
"My girlfriend buys dove..." -22 yr old athlete



\*Will always be DOVE  
"My girlfriend buys dove..." -22 yr old athlete



\*High price point, older customer "I'm not a hipster..." -22 yr old athlete

\*Niche, no mass market appeal "I'm not a swimmer or MMA fighter..." -22 yr old athlete



# NASTY: TOTAL ATHLETIC CARE

GOOD TO YOUR BODY...  
SO YOUR DON'T  
HAVE TO BE.



CHANGE THE  
GAME GET NASTY



# THE NASTY BRAND



nas·ty [ˈnas-tee] adj nas-ti-er, -est – disgustingly filthy (slang) FORMIDABLE: “The rookie has a nice fastball, but his best pitch is a nasty curve.”



NASTY - represents the same value-based ideals inherent in sports and athletics: Dedication, Passion and Play.



NASTY - redefined as a compliment in sports. Is commonly used from pick-up basketball games to professional play-by-play



# STARTING LINEUP



## RECOVER



**POWER TOWELS  
WORKOUT WIPES**



EFFECTIVE FAST CLEAN WHEN THERE'S NO TIME TO SHOWER



FEED AND CONDITION SKIN: GRACIAS, SHEA BUTTER



BREAKS YOU DOWN TO BUILD YOU UP: STRONGER: @FRUITBLENDSEXTRACT



## PREPARE



**OIL DEFENSE BODY  
& FACE WASH**



ATTACK OIL BUILD-UP: WHAT UP, PEPPERMINT OIL



COOL DOWN AND CONDITION SKIN: SHEA BUTTER MAKES THAT HAPPEN



STRENGTHEN AND CONDITION SKIN: SHEA BUTTER MAKES THAT HAPPEN



## CHARGE



**MAX HYDRATION  
BODY & FACE WASH**



WAKE UP TIRED SKIN, GET BLOOD PUMPING: CAFFEINE IS A DOUBLE THREAT



HYDRATE AND RESTORE BALANCE: THANK YOU, ALONE & SHEA BUTTER



EASE IRRITATION AND SCRAPES: TREE OIL'S GOT YOUR BACK

# MARKET OPPORTUNITY

**Men's Grooming  
Market  
\$7.4B**

**Men's Body Care  
Market  
\$4B**





# WINS



NASTY  
launch;  
online  
subscription

Whole Foods  
(FL Region)

Walmart &  
JET.com  
Distribution

Q1-2017

Q3-2017

Q1-2018

Q3-2018

2019

Q2-2016

Q2-2017

Q4-2017

Q2-2018

Q4-2018

Site single  
& bundled  
purchasing

Live on Amazon  
#1 New Product  
Release Amazon

Paid Marketing  
Push

Amazon's **Choice**



“  
*A smart and worthwhile buy*  
*Great product for a quick refresh*”

# SUMMARY FINANCIALS

NUMBERS TBD  
PLEASE DESIGN  
SIMILAR TO SUMMARY  
FINANCIALS  
AND I WILL UPDATE

USES	AMOUNT	%
Digital Marketing	\$90,000	45%
Strategic Partnership	20,000	10%
Inventory	40,000	20%
Salary	20,000	10%
Legal	20,000	10%
Working Capital	10,000	5%
TOTAL	\$200,000	100%

# MARKETING IN PROGRESS



Ryghtside Media

+Digital Marketing Partner

+Geo-targeted campaign to support whole foods sales

+Social and Influencer campaigns to support amazon sales



Bone Collector

## #NastyMoveOfTheMonth Campaign



Influencers



16k



175k



188k



1.1M

# CAPITAL RAISE



USES	AMOUNT	%
Digital Marketing	\$90,000	45%
Strategic Partnership	20,000	10%
Inventory	40,000	20%
Salary	20,000	10%
Legal	20,000	10%
Working Capital	10,000	5%
<b>TOTAL</b>	<b>\$200,000</b>	<b>100%</b>



Raising \$200,000  
seed financing for  
15% equity



Kickoff NASTY's  
first sustained  
marketing effort



Replenish inventory  
and introduce new  
product – Prepare  
Power Towels



9-month runway to  
target milestones  
+ \$1.2 million  
revenue run-rate  
+ 3,000 subscribers

# MARKETING PARTNERSHIPS

## POST CAPITAL RAISE



+Prep school for elite young athletes

+Supply Body X Face Wash and Body Wipes in locker rooms and 150 room hotel

+Student access for focus groups and product development

### #NastyMoveOfTheMonth Campaign



+Series promoting best dunkers in the world



+Committed players include top college players and NBA all stars (Zion Williams, Duke | Donovan Mitchell, Utah Jazz)



6.2k



140k



250k



3.7M

# OUR GOAL

ESTABLISH - AND  
OWN - THE  
TOTAL ATHLETIC  
CARE MARKET

**\$13B**



SUNSCREENS



BODY, HAIR, & FACIAL PRODUCTS



DEODORANT



INNOVATIVE PRODUCTS

TOTAL ATHLETIC CARE

# NASTY SITY

TOTAL ATHLETIC CARE

Redefining Body Care for Athletes  
Scott Greenhouse, Founder  
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