

Brauus LLC One-Pager



Industry

Foodtech / Biotech

Location

Miami, FL and Geneva, NY

Fundraising to Date

\$1.43M (\$600k equity, \$830k convertible)

Preliminary MVP Sales Data

Sold to all 48 contiguous US states.
11% of orders are repeat customers, representing 26% of volume.

Patent (pending)

PCT/US2020/040243

Trademarks (pending)

Brauus - application #88514983
Nutreat - application #88514988

Clinical Trials

Lead Investigator:
Thomas Wolever, MD, PhD, DM
Protocols INQ-2013a, INQ-2013b
Inquis Clinical Research

Medical Advisor

Leonardo Riella, MD, PhD
Harvard Medical School

Food Science Advisor

Bruno Meireles Xavier, PhD
Cornell University Food Science Dept.

Company Contact Information

Rodolfo Coelho - r@nutreat.com
Cátia Coelho - c@nutreat.com

Company Website

nutreat.com

Management Team

Cátia Coelho - Licensed Psychologist, MS in Mental Health, NSU. Ten years treating patients with mental issues, including severe illnesses and addiction. Nine years at AB Inbev in Quality and HR
Rodolfo Coelho - MBA, Tuck School at Dartmouth. Food & Beverage veteran. Over 2 decades at AB Inbev, Burger King and Kraft Heinz. Co-CEO of VC-backed healthtech AbleTo during founder transition (sold to Optum).

Elevator Pitch

Nutreat solves sweet cravings for people managing diabetes and pre-diabetes. We also solve their BGL anxiety by prominently displaying the Glycemic Load of each product on our labels.

Overview of Business

Brauus was founded in November 2018 as a developer and marketer of functional food & beverage products for the broad diabetes community. Science is at the core of all we do, focusing on blood sugar management, gut health and cellular stress reduction. Our DNA is asset-light, with focus on R&D, Marketing and Sales. Brauus is a digital-first company, which will use insights and data from our DTC model to constantly learn and evolve before taking our products to bricks and mortar retail. We are also developing innovative biotransformation technologies to evolve fruit-based ingredients into diabetes-friendly versions that will be used in our products and sold either as technology or ingredients for the wider food industry.

Problem Solved

Individuals managing diabetes or pre-diabetes have few options to satisfy their sweet cravings. They also have to deal with the uncertainty of what will happen to their blood glucose levels (BGL) each time they try a new snack. Current alternatives are either not very convenient or don't taste good, and none of them display their glycemic numbers to facilitate an informed decision. Nutreat developed a line of low-glycemic sweet products that have their glycemic load clinically determined and prominently displayed on its labels. Nutreat solves BGL anxiety and sweet cravings for people managing diabetes with our first line of Superfood Snacks. At the population level, we face an obesity and diabetes health crisis. One in ten Americans have diabetes, while one in three is at a pre-diabetes stage. Our nutrient-dense snacks contribute to a healthier life through functional ingredients and formulations that use mainstream flavors to delight consumers while allowing them to nurture their bodies.

Product Attributes / Benefits

Low Glycemic
No Sugar Added
Prebiotic Fiber
Antioxidant Rich
Healthy Fats
Plant Based
Allergen Free (except coconut)
Gluten Free
Non GMO
Keto Friendly

Target Consumers / Market Opportunity

People managing diabetes (34M) and pre-diabetes (100M) in the US.
Global diabetes food market estimated at \$7.4B

Consumption Occasions

Snacking as a consequence of sweet craving, as a planned refuel between meals or as a dessert.

Competitive Environment

Most CPGs in the diabetes space are made by big pharma, rarely convenient or indulgent. Clear example: Glucerna (Abbott) and Muniq Life