



## Company Profile

**Founded:** 2021

**Industry:** Sports Nutrition

**Stage:** Concept

**Funding:** Pre-Seed. Seed Round beginning July 2021

**Cash Awards/ Grants:** \$6,500

**Capital Seeking:** \$330,000

### Use of Funds:

40% Product  
25% Marketing  
20% Operations  
15% Legal

**Location:** Poughkeepsie, NY

**Employees:** 3

### Executive Team:

Cofounder & CEO: Linda Alvarez, MD, MBA

Physician, National Exec. Treasure

Cofounder & COO: Stephanie Schrauth, MBA

VP, Product & Brand Strategies

CMO: Ashley Christensen

Sr Strategist, Content & Comms. Campaigns:

Google, Salesforce, Dole

### Advisory Board:

Andrea Ippolito

Rebecca Dengrove

**Law Firm:** Jusmedico Law Group

### Company Contact Information

Linda Alvarez

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### Company Website

<https://www.levellenutrition.com>

**Tagline:** Fuel like a woman, so you can run like a girl.

**Summary:** LEVELLE'S mission is to create nutritional products tailored to female endurance athletes based on their individual needs and supported through scientific research. For too long, female athletes have been neglected in the sports nutrition field. We envision a world where women no longer need to compromise on nutrition for the sake of performance. We aim to level the sports nutrition field so you can RUN LIKE A GIRL.

**Opportunity:** Women physiologically fuel differently than men. Specifically, women rely less on carbohydrates. However, sports nutrition products are formulated based on men's physiology. The result is a myriad of physical side effects that female athletes endure during competition and training. Currently, only 2.5% of sports nutrition products "target" female athletes but offer no clarification if they are specifically formulated *for women*. Adding insult to injury, many female athletes feel their bodies are the problem, instead of the products available on the market.

**Solution:** After hearing the undeniable theme of physical pain caused by such nutrition products, Levelle Inc was formed to meet the needs of the growing female athletic market. Our flagship product is Levelle Set, a natural ingredient endurance gel that provides a steady release of usable energy *without a side serving of agony*. Levelle Set is made using low glycemic index, plant-based ingredients - easing digestion while providing sustained fuel. Our gel is tailored to the athlete's metabolic rate through a short questionnaire completed by the customer that categorizes her into one of three prepackaged formulas. Of the customers interviewed, 88% stated they were willing to take an extra step and complete a survey to receive a more personalized product.

**Market Size:** US Sports Nutrition Market: \$13.16B. The sports nutrition market is highly fragmented with an average market share of 2.1%. Our approach is acquiring 5% of the 5 largest companies, approximately \$238M.

**Target Market:** Beachhead Market - Female Marathoner. In 2018, Sports Market Analytics recorded over 21 million female participants in the sport of running and jogging. For these athletes, the symptoms experienced from current products is a true "pants on fire" problem. LEVELLE plans on targeting athletes prior to their marathon race day by having a presence at qualifying races, half marathons and women-only racing events focusing on the Northeast. Levelle will develop strong partnerships with regional and women-centered running groups as customers rely heavily on word-of-mouth recommendations for products. While we are focused on the female marathoner, we understand our products can benefit other women. We plan to expand into other traditional and non-traditional endurance sports in the coming years as well as expand into other sports nutrition products.

**Competitive Advantage:** The products available on the market have high sugar and carbohydrate content, unclear serving sizes, and are riddled with artificial ingredients. These products are sold by the box (10-24 packets) ranging in packet unit price from \$1.29 - \$3.90. Women frequently have to try multiple products via box purchases before they find their marathon day fueling. Levelle not only provides a product formulated for women, but one that is accurately proportioned to her metabolic rate. Of the 2.5% of products that target women, the focus is on "getting skinny" or "looking sexy." As a brand, we are focused on how the female body functions, not how it looks. We want to empower our customers to consider themselves athletes - as many women, despite competing in multiple events a year, feel insecure asserting that status.

**Business Model:** Direct to Consumer sales through Levelle's e-commerce site. Products sold as a one-time sample (\$3.50) or box (\$49) purchase. Production costs replicate industry standards at \$0.02-0.05 per gram depending on batch order size, yielding approximately \$19 profit per box sold. Female marathoners tend to buy multiple boxes of products year-round as they train, so we expect a high rate of repeat purchases.