

A stylized, dark green illustration of a plant with several leaves and small, round berries or fruits, positioned on the left side of the image.

Just Vitamins, Fibers & Minerals

LIQUID FOOD  
ECOSYSTEM

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LIFE





# CHAPTER 1

## Introduction



# Introduction

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Sustainability is no longer an option, it is an expectation. Time has come to step up and positively contribute to the global community that we are all part of.

We proudly present LiFE, a 40 gram powder sachet packed with organic supplements designed to give the human body basic nutrition in terms of minerals, vitamins and fibres.

Mix and shake the 40 gram powder with your preferred liquid for example water, milk, oat milk, etc and enjoy a great tasting experience without compromising on quality.

In less than 1 minute you will have your LiFE ready to go!

## Vision

We are a force for good. We positively contribute to the community we are part of and if necessary we transform it.

## Mission

We develop, produce and market great tasting organic food supplements designed to support human performance while on the go.

## Philosophy

We believe that human beings are power plants. Human beings deserve nutritious food that taste great. With the right fuel human beings has the opportunity to become the best version of themselves. To embark on this journey we bring together best-in-class team mates sharing mutual trust, integrity and loyalty.





# CHAPTER 2

## Value Proposition

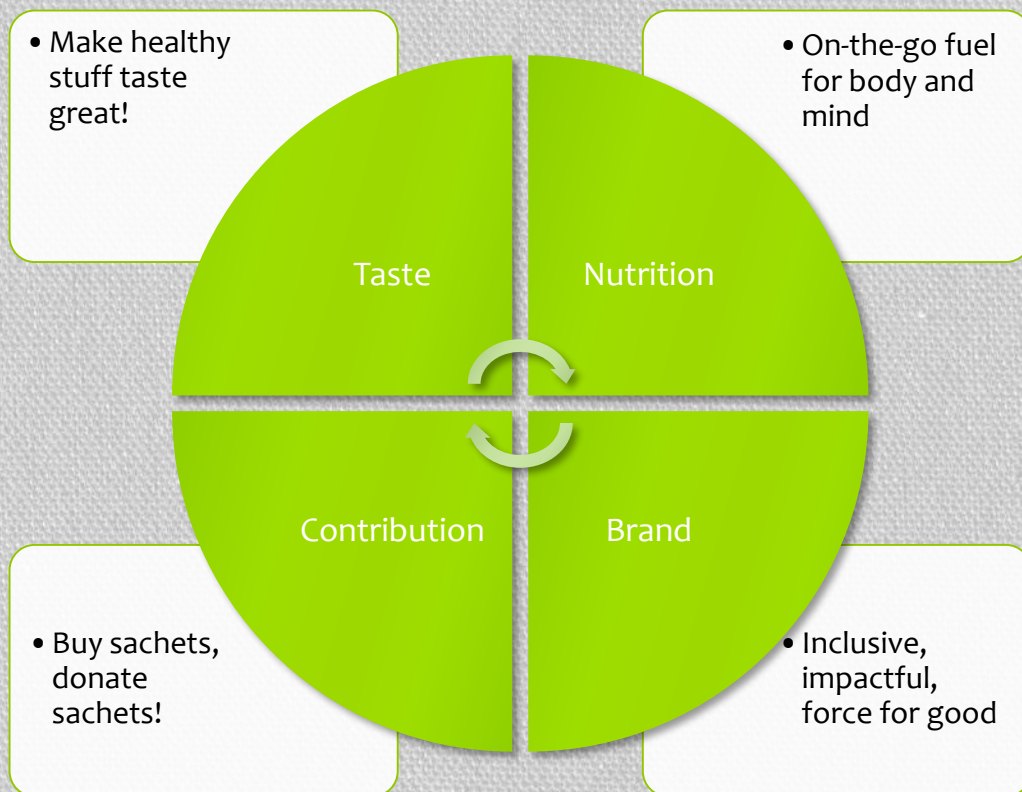


# Value Proposition

LiFE is universal. It is inclusive. It is democratic. It is fuel for 7.7 billion human beings.

LiFE brings together key vitamins, fibres and minerals without compromising on taste. Making healthy stuff taste great is mission critical.

But LiFE is so much more. It is an opportunity for customers to contribute. When buying sachets customers get to donate sachets to charity. Make a real difference by voting with your wallet.





# Value Proposition

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*“We become what we eat.  
Choose wisely.”*



## What we claim

- LiFE consists of carefully selected minerals, fibers and vitamins.
- Organic, vegan, lactose-free, gluten-free, dairy-free, no added sugars, no coloring, no preservatives, no nuts.
- LiFE is consumed in-between breakfast, lunch and dinner.
- LiFE comes in sachets, which are shaken (not stirred) with preferred liquids including water, oat milk, almond milk, etc.
- The shake and drink process takes less than 1 minute to prepare and is ideal for those who are the on-the-go.
- Eco-friendly packaging.

## What we don't claim

- We don't claim that by consuming LiFE your physical or mental performance will improve.
- We don't claim to cure nor prevent any type of diseases.
- We don't claim that LiFE shall replace breakfast, lunch and dinner.
- We don't claim that consuming LiFE will make you lose weight.





# CHAPTER 3

Products - LiFE



# Benefits

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*“LiFE comes in 5 flavours. Each sachet is shaken with a preferred liquid preferably 200 ml cold water or oat milk. Each serving contains 200-225 calories and takes 1 minute to prepare.”*



- Stimulates nervous system, growth and repair
- Helps gross and fine motor skills
- Supports physical performance
- Drives cognitive performance
- Impacts metabolism
- Pre- and post work-out

## Product flavours and names

Chocolate & Coconut: Cheeky Choccy Wowza

Coconut & Vanilla: I'm Coconuts About You

Raspberry: My Name is Red, Just Red

Dark Berries: Dark Side of the Berry

Lemon & Saffron: Not So Mellow Yellow





# CHAPTER 4

## Brand Language



# Brand Inspiration

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*“Strive not to be a success,  
but rather to be of value.”*

*Albert Einstein*

## **LiFE** **Liquid Food Ecosystem**

Life is our most precious gift.

We only have one life and we need to nurture it, take care of it, look after it.

Whether for ourselves, our family, our friends or others, life is all important. It is shaped by our dreams, our aspirations, our experiences, our history.

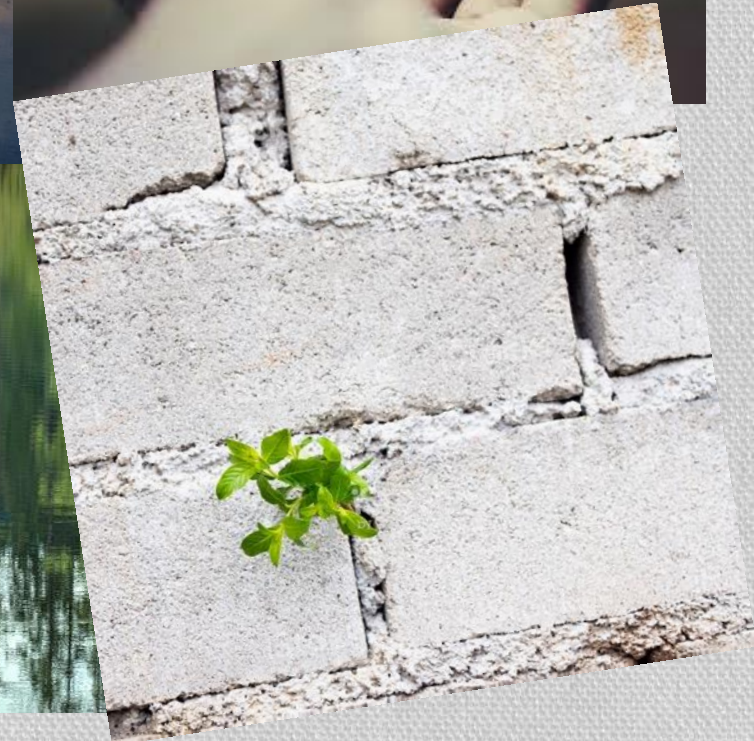
It is the essence of every single thing in the universe.

With LiFE, we want to create a Liquid Food Ecosystem that enables people to live a better life through healthy, quality and honest nutrition.



# LiFE is Nature

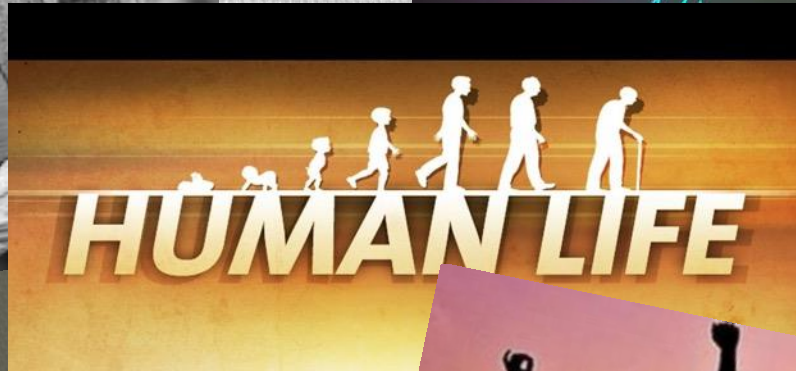
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# LiFE is Human

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LiFE is Diverse

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Biology

Expectancy

Health

Mind

Spirituality

Spirit

Contemplation

Geography

Growth

History

Immortality

Vitality

Eternal

Longevity

Body

Quality

Love



LiFE is Fun!

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What **COLOUR** is your LiFE?

Drink up your LiFE!

LiFE is like a bag of cocoa

Drink LiFE to the fullest!

Positive side effects of LiFE are entirely intentional

I am CocoNuts about you!



LiFE is Easy

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**Can I have  
some LiFE  
today?**

Noah, 12



# LiFE Products

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*The current five LiFE products have been developed to provide a range of nutrients and benefits to physical and cognitive performance.*

*Ingredients used are chia seeds, maca powder, flaxseed, Lion's Mane mushroom powder, coconut milk powder, cocoa powder, raspberry powder, saffron, turmeric, camu camu berry, etc.*

*These ingredients are high in minerals, vitamins and fibre. They help boost the metabolism, encourage growth and repair, facilitate cognitive processes (memory, for instance), etc.*

## **Chocolate and coconut – Cheeky Choccy Wowza**

Our first brain child, a boy.

I was looking for a crowd-pleaser. Developed as something that everyone would like. This one is very balanced in terms of fat, carbs, and protein. Very good pre or post-workout drink. This one was very much geared towards exercise and is more masculine in nature.

## **Raspberry - My Name is Red, Just Red**

Our second brain child. It's a girl.

More delicate but with a hint of sourness. Developed to speak more to women. Easy to drink and nice in flavour. Very feminine, delicate, petite.

## **Coconut & vanilla – I'm Coconuts About You**

Our third brain child - definitely a boy and not planned.

Having run out of cacao powder, we mixed coconut and added some vanilla and boom shakalaka! Just like the older brother chocolate and coconut, this one is also very good in terms of exercise in general.



# LiFE Products

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*There is a sixth LiFE product currently being developed, which will explore coffee as a flavour and as a healthy ingredient.*

## **Dark Berry - Dark Side of the Berry**

Our fourth brain child, we're not sure yet if a boy or girl. Blackcurrant was included to create a product with a higher content of vitamin C, so it is a little more complex.

## **Lemon & Saffron – Not So Mellow Yellow**

Our fifth brain child – has the personality of a strong, powerful girl.

The idea was to make something that could also help with general inflammation and depression. Includes lemon, saffron, camu camu berries and turmeric.

This is akin to the most talented kid in the family but also the most eccentric. It plays with bitter, sweet and sour. It is very different than the other four products.





*“Let food be thy medicine and medicine be thy food.”*

**- Hippocrates**