



# FORMULAS

## Formulas Investment Brief

A health-conscious nutrition-based Juice and edible company aiming to become a regional and global leader in the edible supplement industry.

**CONFIDENTIAL**

# Opportunity Notice

This memorandum contains forward-looking statements that involve risks and uncertainties. We use words such as "anticipates," "believes," "plans," "expects," "future," "intends," "seeks," and similar expressions to identify such forward-looking statements.

These forward-looking statements have been based on current expectations and projections about future results, which, although the Founders believe them to be reasonable, are not a guarantee of future performance. You should not place undue reliance on these forward-looking statements.

The Investment's actual results could differ materially from those anticipated in these forward-looking statements for many reasons, including but not limited to the risks described in this section.

You should not rely on this Memorandum for investment, legal, or accounting advice. You should consult your own professional advisors before entering into an Investment Agreement.

Every effort has been made to ensure the accuracy of the information contained in this Investment Memorandum. However, Beban W.L.L do not warrant, guarantee or give any confirmation whatsoever in respect of the accuracy of the information, whether express or implied, and hence no prospective investor will have any claim against Beban W.L.L due to any information contained herein.

## **Prospective investors should be aware that:**

- The value of equity shares will fluctuate, and Investors may not receive back the full amount originally invested
- Changes in legislation may restrict or adversely affect the ability of the Opportunity to meet its objectives as set out in this Investment Memorandum
- There can be no assurance the Opportunity can meet its objectives as set out in this Investment Memorandum

**Investment in private equity is subject to certain risks, and you should not invest in private equity if you cannot afford to lose the principal amount or if you need liquidity. There is no guarantee of a return on or of your investment.**

**Opportunity Disclaimer:** The Company is under Mortgage in Favor of the Industrial Bank of Kuwait

## ***Note extracted from Audited Financial Statements:***

**IBK Loan (Page 9):** The value refers to the amount financed by the Industrial Bank of Kuwait. We have been informed by the Company's management of the outstanding debt balance, which is fully their responsibility.

# Overview of the Opportunity

<b>Legal Structure:</b>	Limited Liability Company	<b>Jurisdiction</b>	Kuwait
<b>Establishment Year:</b>	2017	<b>Business Registration Number:</b>	371270

## About the Business

**Industry:** Food & Beverage, Health, fitness

**Business Description:**

- Established in 2017
- Formulas is a wellness brand offering food and beverage formulas to our customers' bodies and minds.
- Serving B2B and B2C customers with our delicious products.
- Proudly served over 700,000 Formulas products to our loyal customers through our loyal and trusted partners.
- Operated in over 100 POS across Kuwait.
- Our B2B channels include: Restaurants, Cafes, Super Markets, Mini Markets, and gyms.

**The Brand: What does Formulas refer to and why did we choose this name?**

- Formulas refers to the word formula, where we recognize that all of us have different tastes, needs, and deficiencies.
- We are working to provide our customers with their own Formula, through diverse product lines and offerings.
- You can have your own formula through snacks, juices, juice shots, smoothie bowls, and in any form that Formulas provides.

# Overview of the Opportunity

## Current Product Lines



### Cold Pressed Juices

Delicious and healthy Cold Pressed Juices for over 5 years.



### Fruit Cuts

A great selection of our best-selling fruit cuts sold to all our customers throughout Kuwait.



### Smoothie Bowls

Our Smoothie bowls have been a favorite of Formulas loyal customers.

## Soft Launch Product Lines



### Low Acidity Cold Brew

- Low Acidity Coffee for thousands of coffee lovers with Acid Reflux issues.
- Soft Launch Phase



### Protein Popcorn

- Protein Popcorn with various flavors.
- Product Developed
- Pre Launch Phase



### Protein Crackers

- Natural ingredients
- Product Developed
- Pre Launch Phase

# Overview of the Opportunity

## Future Product Lines



**Vitamin deficiency  
Juice Programs**



**Vitamin deficiency  
Edible Programs**



**Diabetic friendly  
edibles programs**



**Insulin resistance  
programs**



**Pregnancy programs**



**Hypertension  
programs**

## Types of products to be developed:

- Snacks, in the form of juices, soups, salads, ice cream, chocolate, chips, bread, biscuits, and many more.

## Milestones

- 7 years worth of experience.
- 700,000+ units sold.
- \$2 Million worth of transactions.
- 5000+ registered customers.
- New product lines beyond Juices and Fruit cuts.

# Founders Background

## Founders Background

### Talal Al Ibrahim

Co-Founder & CEO



**Current:** Full-time

**Post Investment:** Full-time

- **Education:** WP Carey School of Business – Arizona State University.
- Bachelors in Economics and International Business Degree.
- F&B production and distribution for over 10years
- A well-rounded experience in multiple industries, including Human Resources consulting, BD consulting, Tech start ups with a focus on Revenue and Growth , but mainly and most importantly F&B production and distribution for over 10 years.

# Investment Opportunity

## Investment Ask

USD 412,500

## Equity Interest

13.75%

## Valuation

USD 3,000,000

## Use of Funds

### Working Capital (USD 123,750)

To scale up production, logistics and Food Supplier Commitments.

### Industrial Bank of Kuwait (USD 123,750)

Exit the bank to allow non Kuwaiti Investors to join the company.

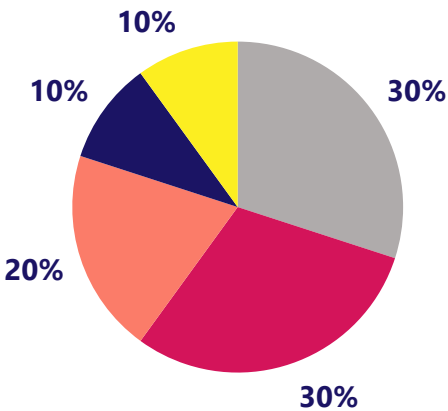
### Marketing (USD 82,500)

For B2C channels and Platforms

### Product Development + R&D (USD 41,250)

### Administration & Legal (USD 41,250)

Team Building/ Hiring technical + Managerial staff



- Working Capital
- Industrial Bank of Kuwait
- Marketing
- Product Development + R&D
- Administration & Legal

## Cap Table

Investor	Investor Type	Pre-investment	Post-investment
Talal Al Ibrahim	Founder	99%	85.25%
Anwaar Al Ibrahim	Shareholder	1%	1%
Incoming investor(s)	Crowdfunding Investor(s)	-	13.75%

# Income Statement

The figures presented below are in **USD**:

## Income Statement

	2022	2023	2024	Jan –Mar 2025
<b>Revenue</b>	<b>141,727</b>	<b>315,047</b>	<b>382,545</b>	<b>128,872</b>
Direct cost	(49,418)	(100,741)	(137,717)	(46,394)
<b>Gross Profit</b>	<b>92,309</b>	<b>214,306</b>	<b>244,828</b>	<b>82,478</b>
General & Administrative Expenses	(77,857)	(93,396)	(128,408)	(44,628)
Depreciation	(27,624)	-	-	-
<b>Net Profit/(Loss)</b>	<b>(13,172)</b>	<b>120,910</b>	<b>116,420</b>	<b>37,850</b>

\* Numbers are extracted from Company’s management accounts.



# Income Statement

The figures presented below are in **USD**:

## Forecasted Income Statement

	Apr – Dec 2025	2026	2027	2028	2029
Revenue	573,128	1,950,000	4,875,000	7,800,000	10,920,000
Direct cost	(206,326)	(702,000)	(1,755,000)	(2,808,000)	(3,931,200)
Gross Profit	366,802	1,248,000	3,120,000	4,992,000	6,698,800
Expenses					
Staff cost	(177,011)	(351,000)	(421,200)	(505,440)	(631,800)
Rent	(25,740)	(63,180)	(75,816)	(90,979)	(113,724)
General & Administrative Expenses	(15,636)	(67,275)	(80,730)	(96,876)	(121,095)
Commission	(3,530)	(12,636)	(15,163)	(18,196)	(22,745)
Net Profit/(Loss)	144,885	753,909	2,527,091	4,280,509	6,099,436

# Statement of Financial Position

The figures presented below are in **USD**:

## Statement of Financial Position

	2022	2023	2024
<b>Current Assets</b>			
Trade Receivables	36,810	49,616	36,002
Cash and cash equivalents	1,583	260	7,787
Inventory	4,205	4,536	4,335
<b>Total Current Assets</b>	<b>42,598</b>	<b>54,412</b>	<b>48,124</b>
<b>Long-Term Assets</b>			
Property, Plant and Equipment	13	13	13
<b>Total Long-Term Assets</b>	<b>13</b>	<b>13</b>	<b>13</b>
<b>Total Assets</b>	<b>42,611</b>	<b>54,425</b>	<b>48,137</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and other payables	26,031	46,450	22,712
<b>Total Current Liabilities</b>	<b>26,031</b>	<b>46,450</b>	<b>22,712</b>
<b>Long-Term Liabilities</b>			
<b>IBK Loan</b>	<b>211,710</b>	<b>211,710</b>	<b>211,710</b>
<b>Total Long-Term Liabilities</b>	<b>211,710</b>	<b>211,710</b>	<b>211,710</b>
<b>Total Liabilities</b>	<b>237,741</b>	<b>258,160</b>	<b>234,422</b>
<b>Equity</b>			
Share Capital	6,489	6,489	6,489
Reserves	-	-	3,245
Shareholders' current account	(188,446)	(317,961)	(196,019)
Retained earnings /(accumulated losses)	(13,173)	107,737	-
<b>Total Equity</b>	<b>(195,130)</b>	<b>(203,735)</b>	<b>(186,285)</b>
<b>Total Equity and Liabilities</b>	<b>42,611</b>	<b>54,425</b>	<b>48,137</b>

\* Numbers are extracted from Company's management accounts.

FORMULAS 2.0

Formulas 2.0 is a vision we aim to achieve and launch in year 3 of our business plan (Phase 2)

**What is Formulas 2.0:** Formulas aims to revolutionize the F&B and Supplements industry through a new concept that is exciting and promising, building an Edible Supplement company to compete indirectly with leaders in the supplement production and reselling industry (IHerb as an example).

**How?** Formulas will focus on developing a formula for the most pressing chronic illnesses, vitamin deficiencies, nutritional needs, allergies, through diverse product lines that are nutritionally formulated.

**Methodology:** Under the supervision of Doctors, Food scientists, food manufacturing facilities, powered by technology for a seamless customer experience, Formulas would be able to fulfill this dream. Formulas would own the recipes and outsource most of the production to specialized facilities.

**Macro Strategy:** Formulas will prioritize the most pressing deficiencies to tackle, based on market need and demand.

Roadmap – Year 1 to 5 (Financials)

Year	# OF B2B CHANNELS	B2C CHANNELS SALES	PRODUCT LINE DEVELOPMENT	COUNTRY	TOTAL MONTHLY SALES
2026	75+	\$156,000	4 LINES	KUWAIT	\$699,816
2027	150+	\$311,040	6 LINES	GCC	\$1,944,000
2028	250+	\$583,000	10 LINES	GCC	\$4,860,000
2029	300+	\$874,800	15 LINES	GCC	\$7,776,000
2030	TBD	TBD	TDB	MENA	TBD

# Growth Plans

## Sales Strategy

- Firstly, add 100+ POS over the next 12 months, ensuring continued growth of our current lines which are Fruit Cuts and Juices. This would be a quick win, especially that we are working with logistics partners for facilitating deliveries and finances, so we would only need to increase current production to achieve this quick yet big win.
- Secondly, launch our 3 new products into all channels necessary, this includes: (Protein Popcorn, Protein Crackers, and Cold brew)
- Thirdly, build our whole B2C channels from scratch. This would include a new brand identity on social media, social media account management, professional photography and videography, as well as developing a whole strategy for each platform with set KPIS. This would ensure an increase of sales and liquidity for working capital over the long run. It would also lower of dependency on B2B channels.
- After Hiring the necessary team, we will start working in parallel to grow the company, through, B2B, B2C, Sales, Marketing, and most importantly product development. All will align to achieve our ultimate goals of becoming a leader in this industry.
- Following setting a strong foundation and model, we will swiftly take this model beyond Kuwait to achieve our vision.

## Marketing Strategy

- We will devise a marketing strategy that is an extension of our vision, mission, and sales strategy. Our marketing strategy will be clear and dynamic, ensuring one that reflects our brand identity, while adapting to each channel's needs.
- Products will also have their own marketing strategy, allowing each product to showcase its value to its targeted and intended audience.
- We would like to become synonym with healthier options and replacements to your current consumables.
- Content will have a clear and set strategy, ensuring trust in our brand, as well as up to date with the present trends and developments.
- KPIs will be set to ensure brand clarity, product marketing objectives, sales targets through marketing campaigns, as well as customer satisfaction.
- SEO strategy will be developed, and the marketing budget would be allocated based on each channel's performance and potential.
- Customer Satisfaction will be monitored across all channels, and we will have a proactive team ensuring that customers are retained for years to come.

