SUN MOON

2025-2026

Business Plan

Naturally Balanced Like Day and Night

74%

NEGATIVELY IMPACTED BY DAILY SNACKING

(Butler & Sheehan, 2024)

WHY DO PEOPLE SNACK?

Busy Schedules

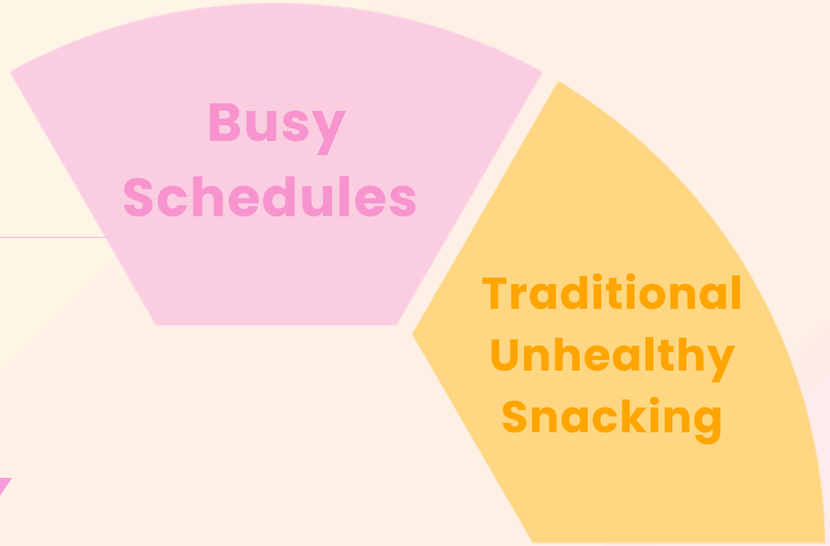
84%

CITE BUSY SCHEDULES



(Butler & Sheehan, 2024)

PROBLEM WITH SNACKING



89%

of snack-sized options are...

UNHEALTHY

60%

CHOOSE UNHEALTHY OPTIONS FOR CONVENIENCE

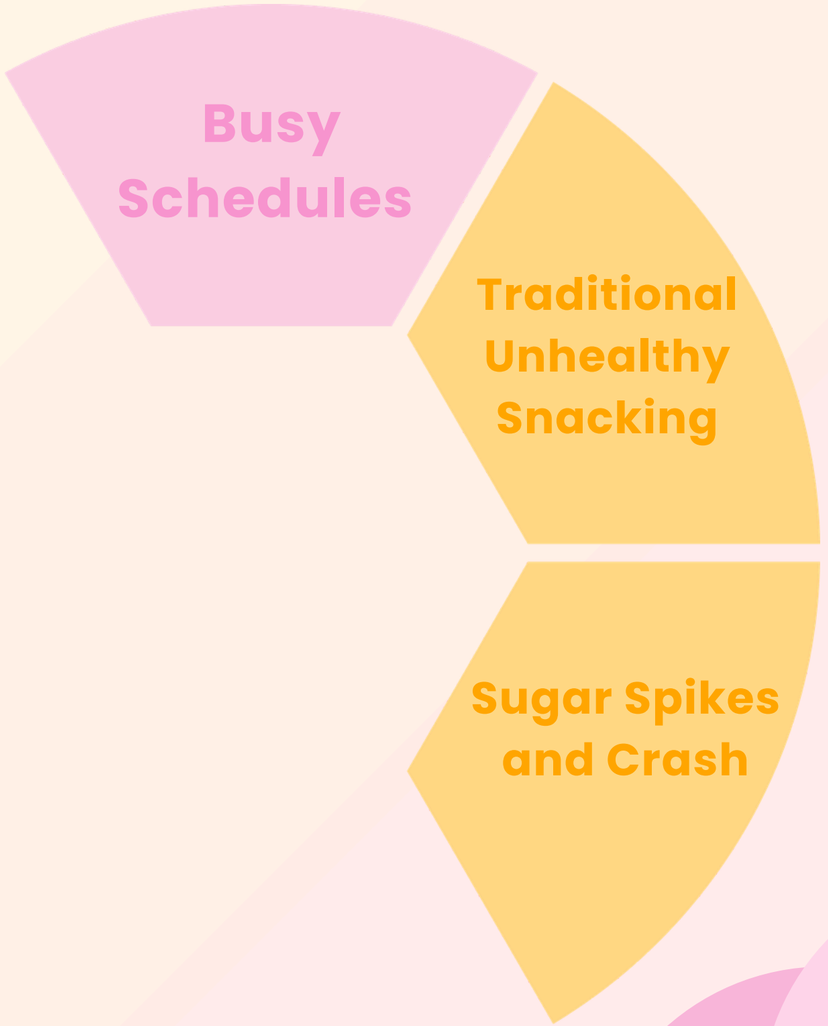
(Butler & Sheehan, 2024)
(Falbe etc., 2023)

DAY

Short Energy Spikes

↓

Crashes leading to unproductivity



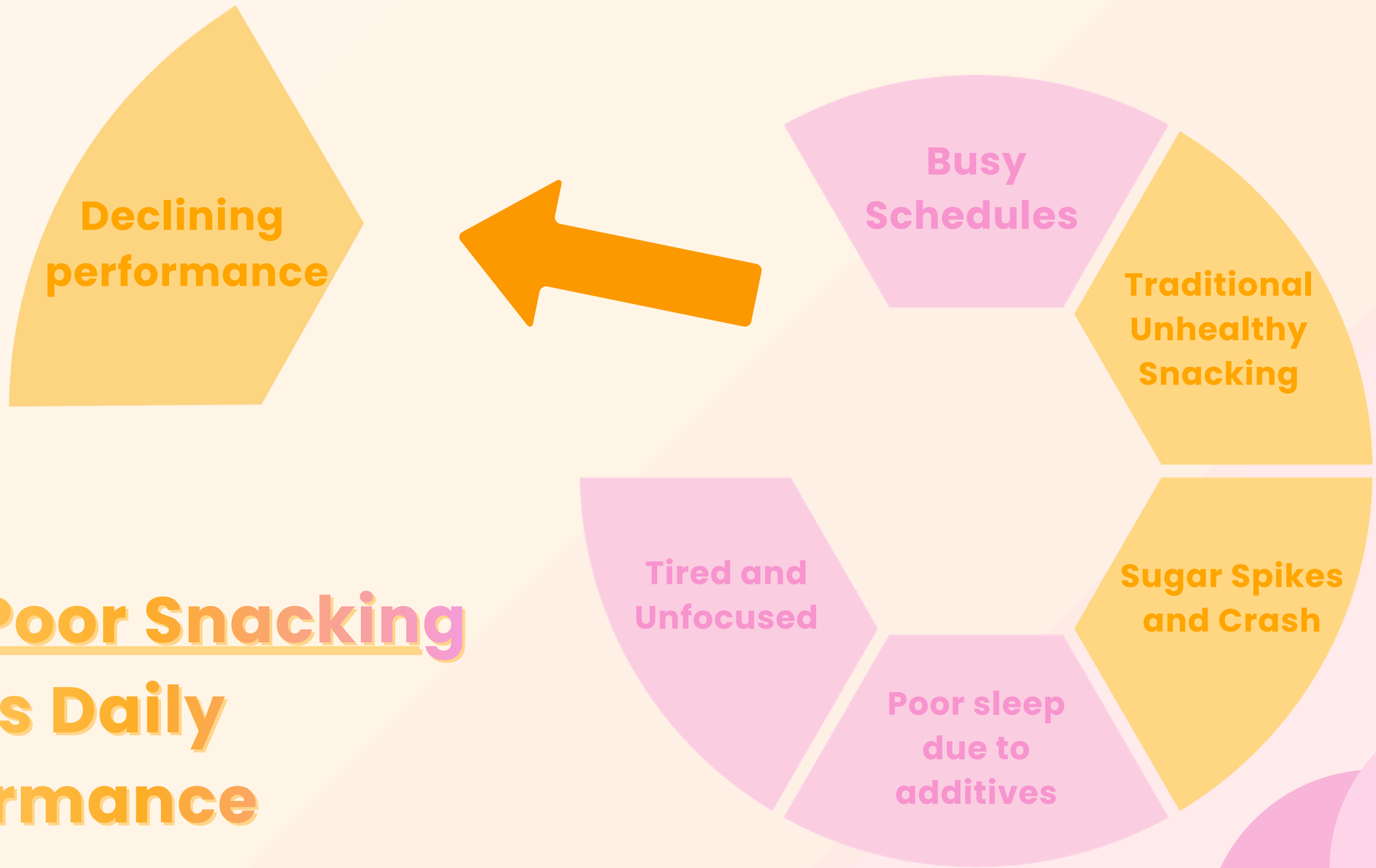
NIGHT

Poor Sleep

Exhaustion



How Poor Snacking Drains Daily Performance



WHO WE ARE

Rayan Garg



CEO

Katally Lin



COO

Cooper Mayhew



CFO

Zain Jaafil



FIN.

Ary Martinez



CMO

Sun Snacks



Moon Snacks



Sun Snacks



Busy Schedule /No Time

Sun Snacks



Busy Schedule /No Time

Sun Snacks for energy

Sustained Productivity

Moon Snacks



Busy Schedule /No Time

Sun Snacks for energy

Sustained Productivity

Moon snacks to relax

Restful Sleep

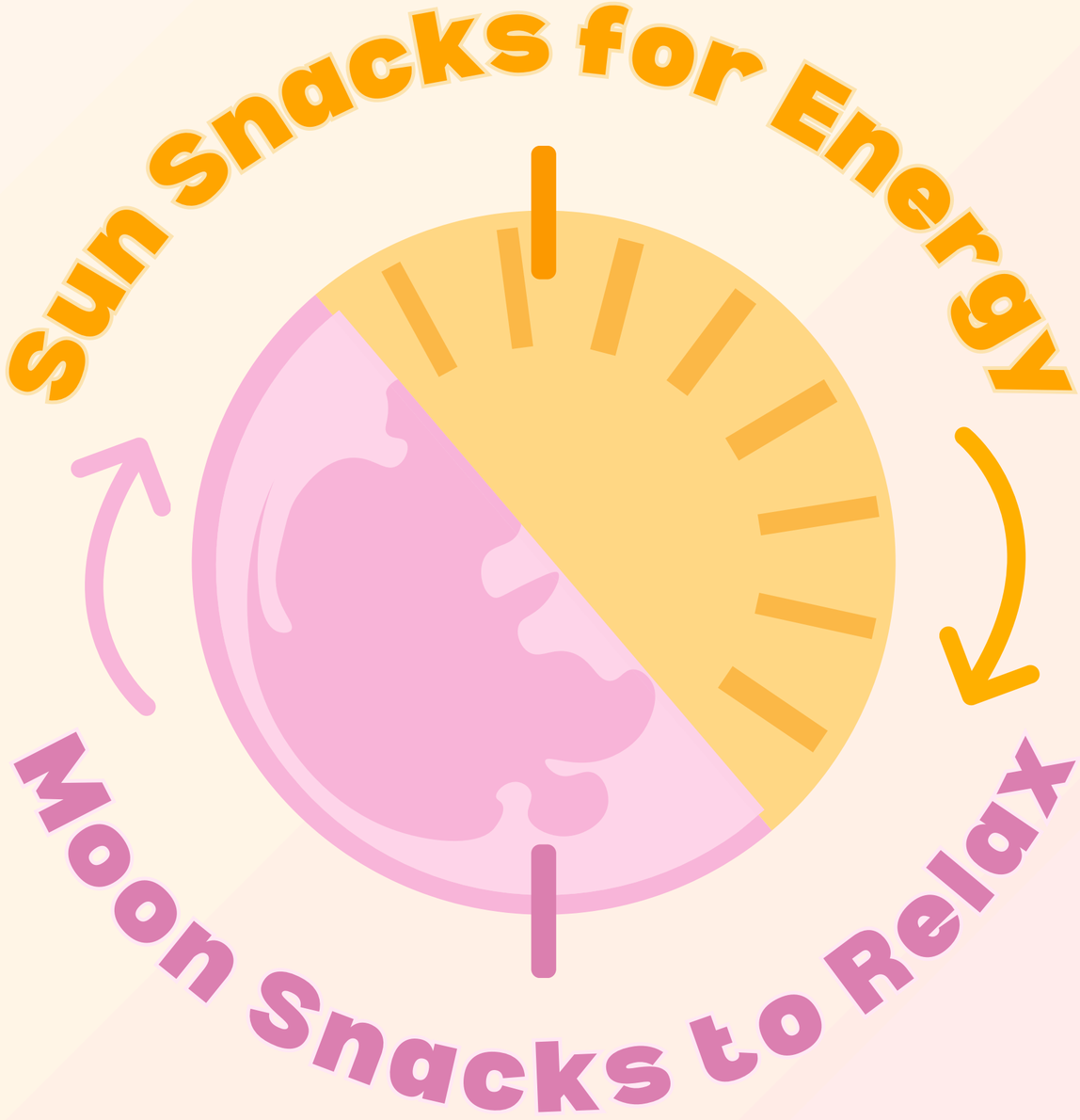

Busy Schedule /No Time
Sun Snacks for energy
Sustained energy & productivity
Moon snacks to relax
Restful Sleep
Refreshed & Ready
Sustainable Cycle

AROUND THE CLOCK

SUN MOON



RELAXED AND REFRESHED



ENERGIZED AND PRODUCTIVE



COMPANY OVERVIEW



Tustin, CA

Foods & Beverages Industry

Health & Wellness Industry

Est. October 2025

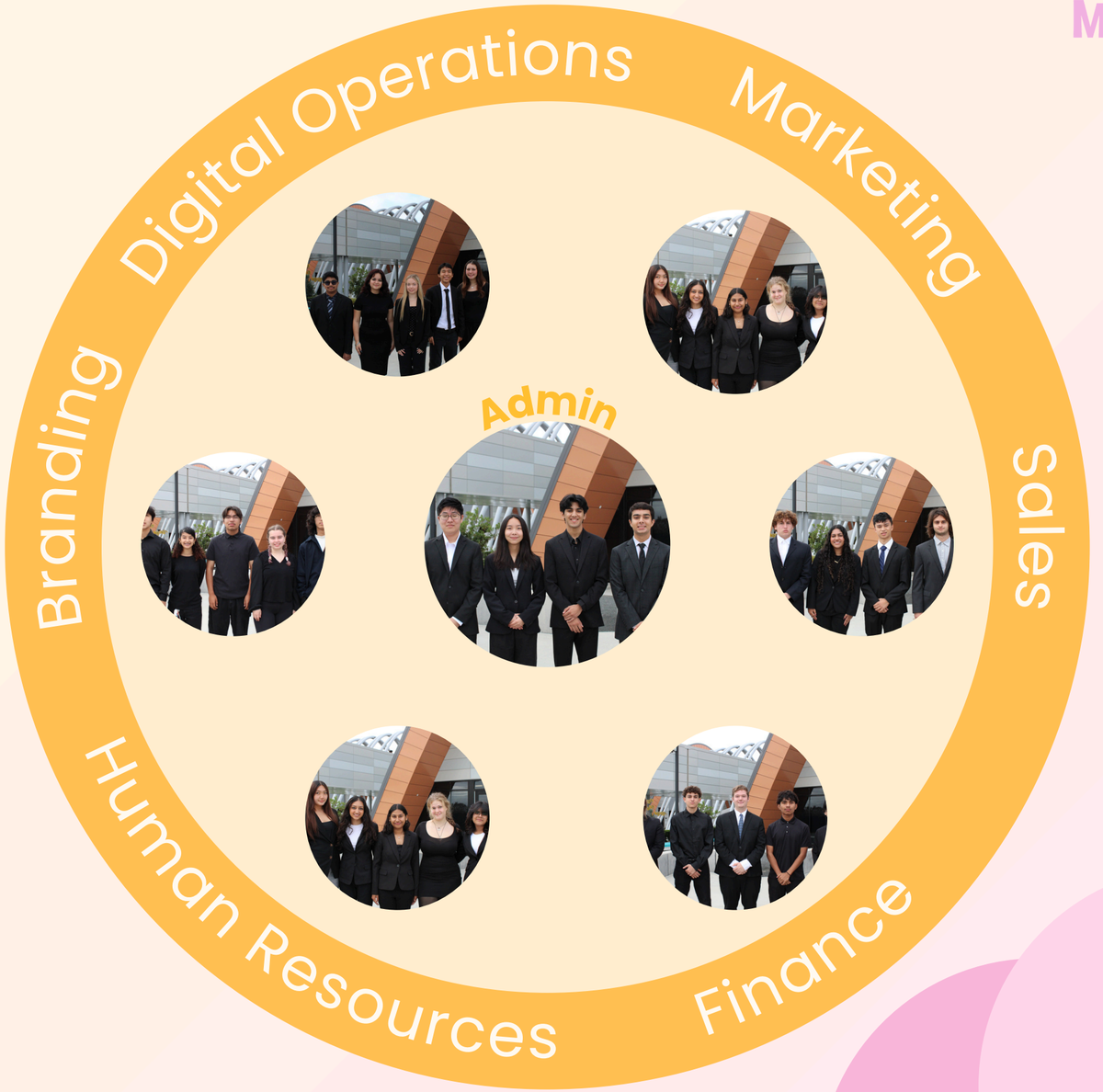
Limited Liability Corporation

Protects personal assets from business risk.

Provides tax flexibility for a new startup.

One vision. One team.
Building balance.

COMPANY ORGANIZATION



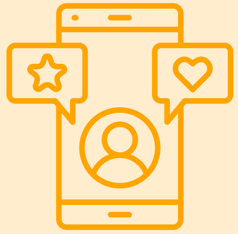
OUR MISSION

"To make wellness *effortless* through dual-purpose functional snacks that naturally fit into your day and support you in *every moment.*"

SMART GOALS

SUN MOON

Short Term (2026)



Recruit 30 influencer ambassadors



30% sales from repeat customers

Long Term (2030)



15% of sales in Europe & launch new snack line



Support regenerative farming in 5 partner farms

CYCLE OF CARE (CSR)



BUSINESS RISKS

Supply Chain Disruptions	OUR MITIGATION	Partnerships with multiple suppliers
Normalization of Poor Nutrition		Digital Nutrition Awareness/Influence
High Production Costs		Wholesale Purchasing of Ingredients





Disodium guanylate

Autolyzed yeast extract

Monosodium glutamate

Calcium disodium EDTA

Hydrolyzed corn protein

Tertiary butylhydroquinone



BUSINESS RISKS

Supply Chain Disruptions	OUR MITIGATION	Partnerships with multiple suppliers
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INDUSTRY ANALYSIS

Real World External Factors

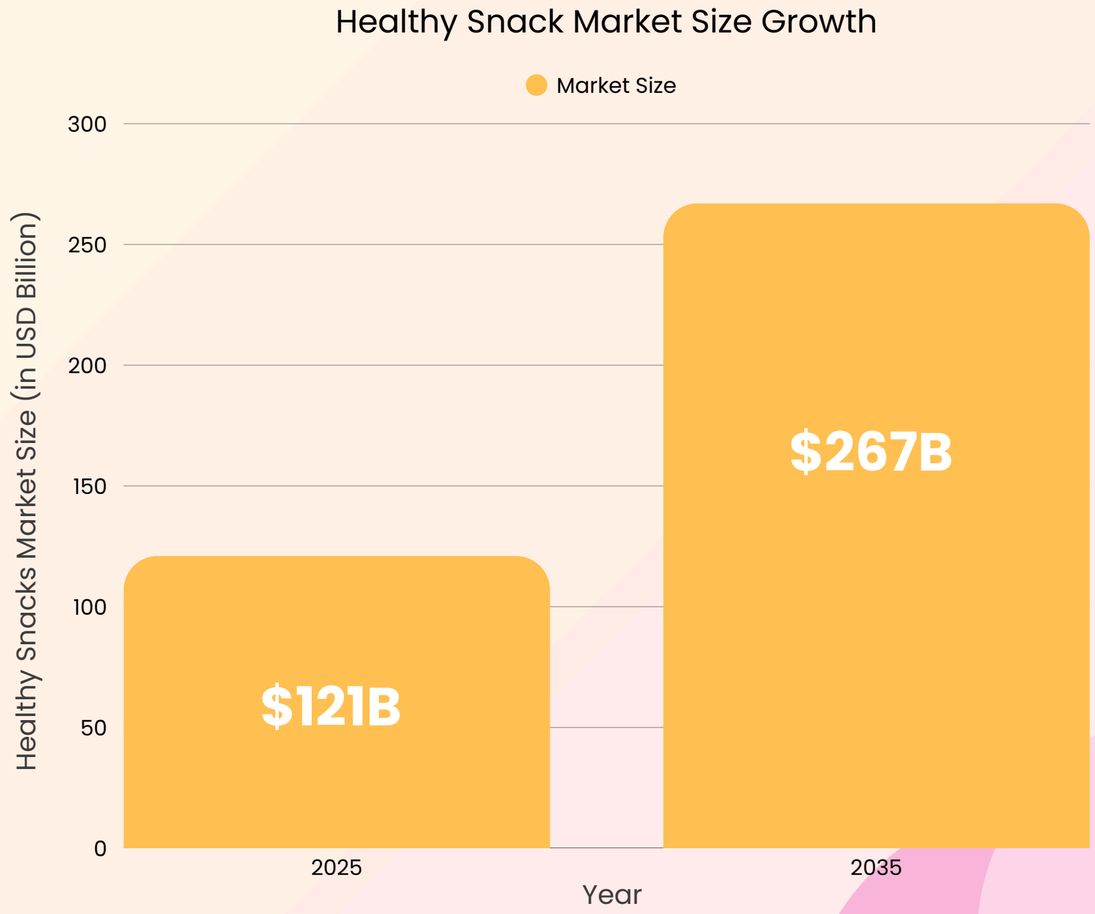
~$121 Billion Industry

→120% Growth rate over 10 years

Untapped Potential

56%
Replace Meals with Snacks

70%
Want healthier snacking options



(Precedence Research, 2025), (National Library of Medicine, 2022), (CDC, 2023)

MARKET ANALYSIS

Real World

	KIND	That's it.	LÄRABAR The Original Real Fruit & Nut Bar™	SUN MOON
Multifunctional Benefits				☀
Natural Ingredients	☾		☾	☀
Science-Backed	☾	☾		☀
Flavor Versatility	☾		☾	☀
Wellness-Focused		☾		☀

MARKET ANALYSIS

Virtual Enterprise External Factors

2nd

Largest VE Market



66K

Active Transactions



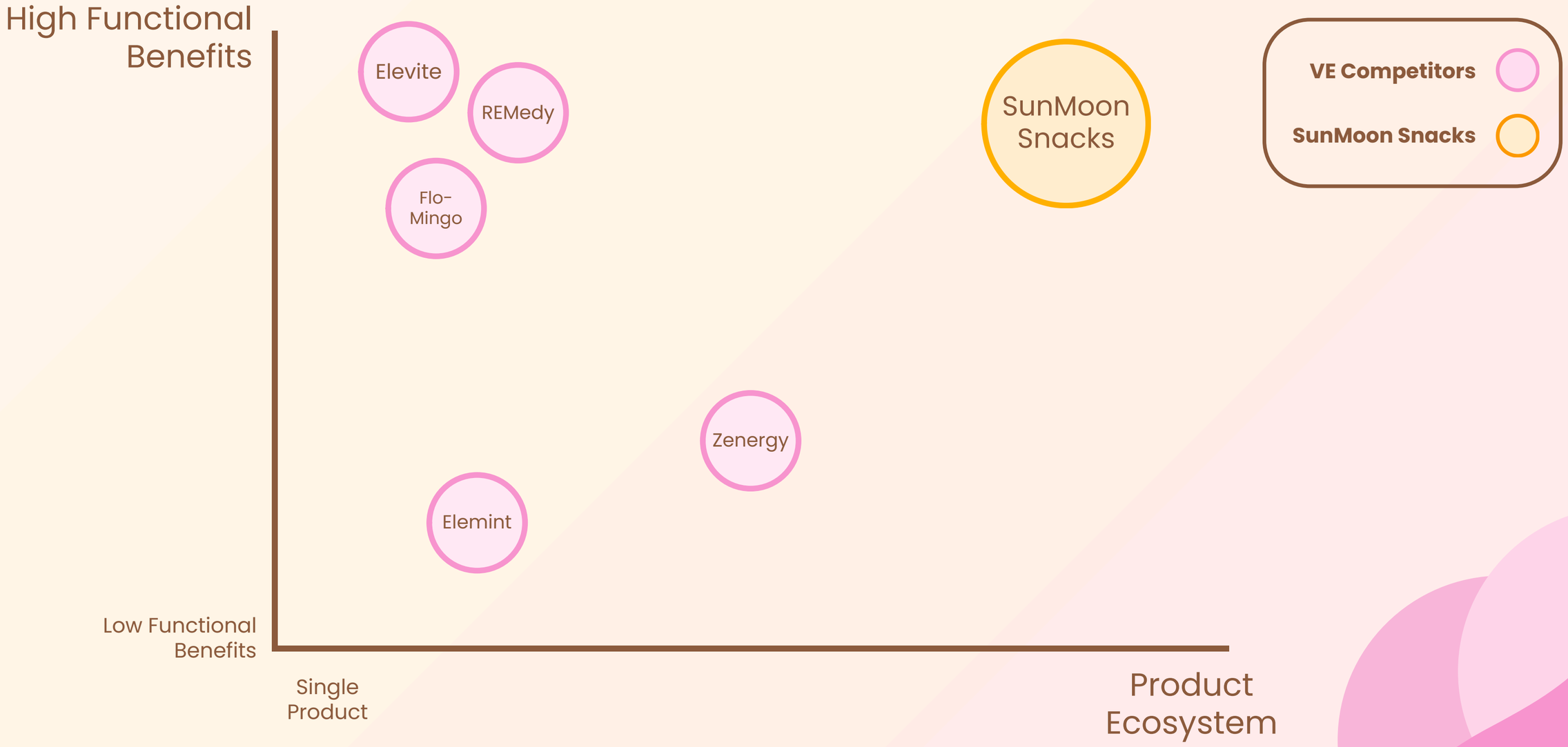
$60M

Incoming Volume



COMPETITIVE POSITIONING

VE Market

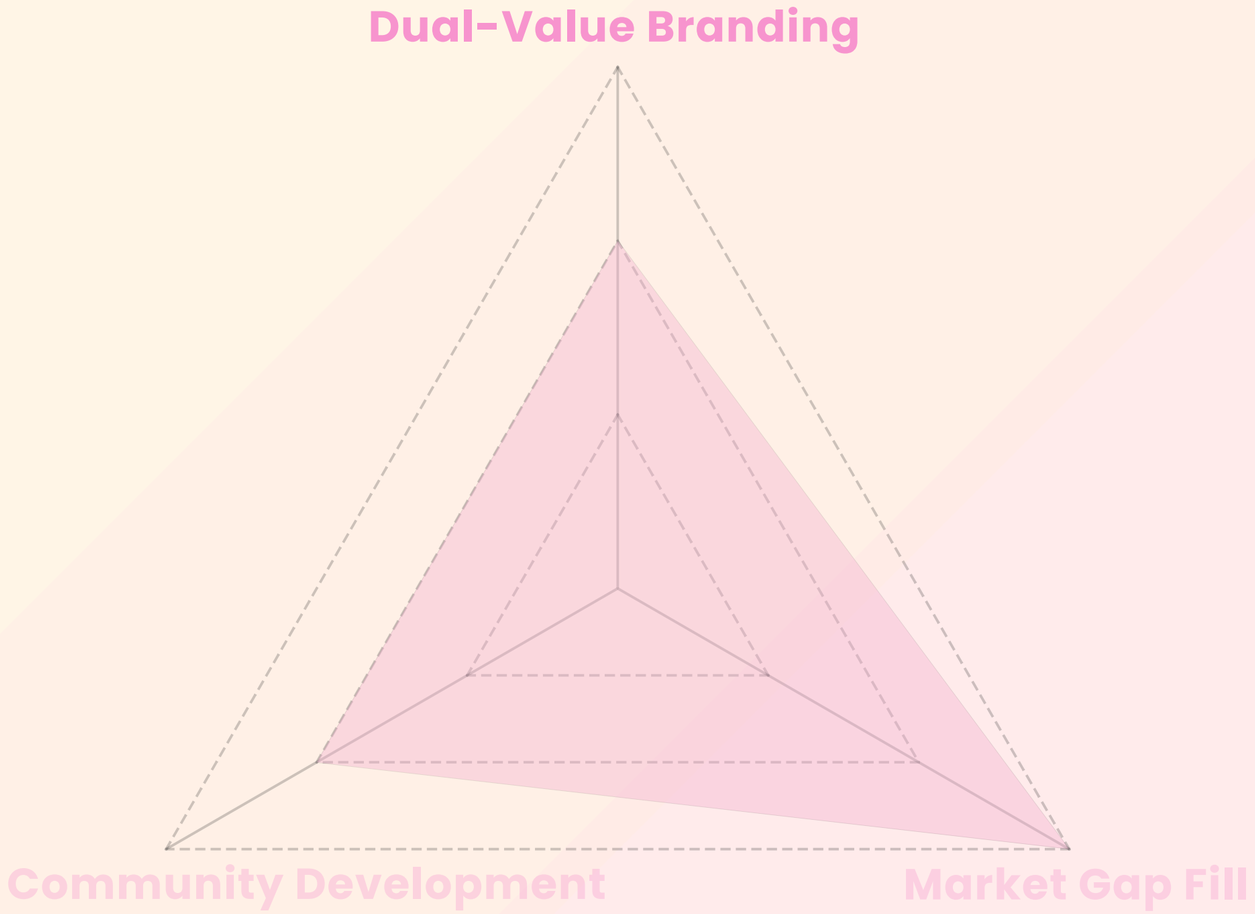


STRENGTH ANALYSIS

Dual-Value Branding
Daytime Energy / Nighttime Recovery

Filling Market Gap
Healthier Functional Options

Local Community Partnership
Sustainability/trust

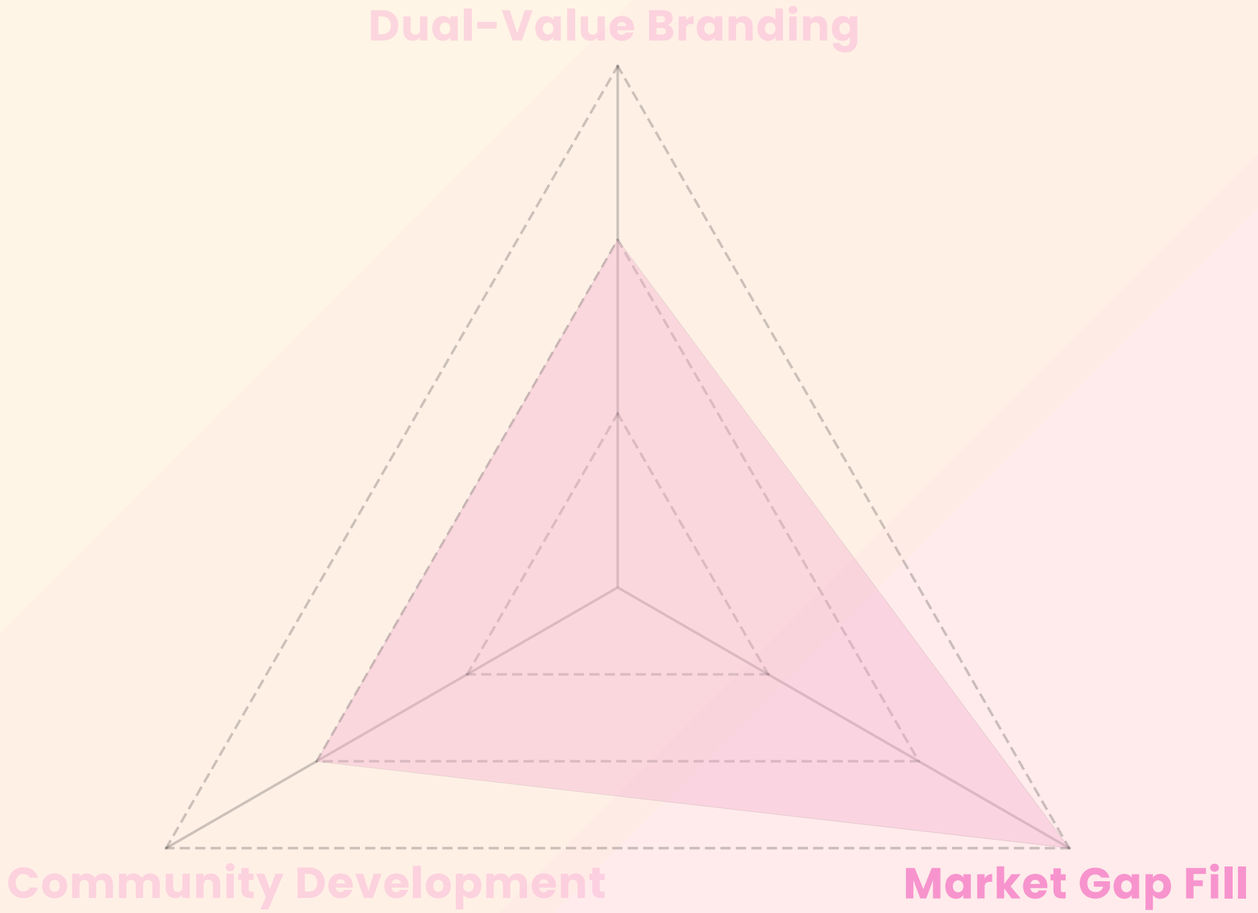


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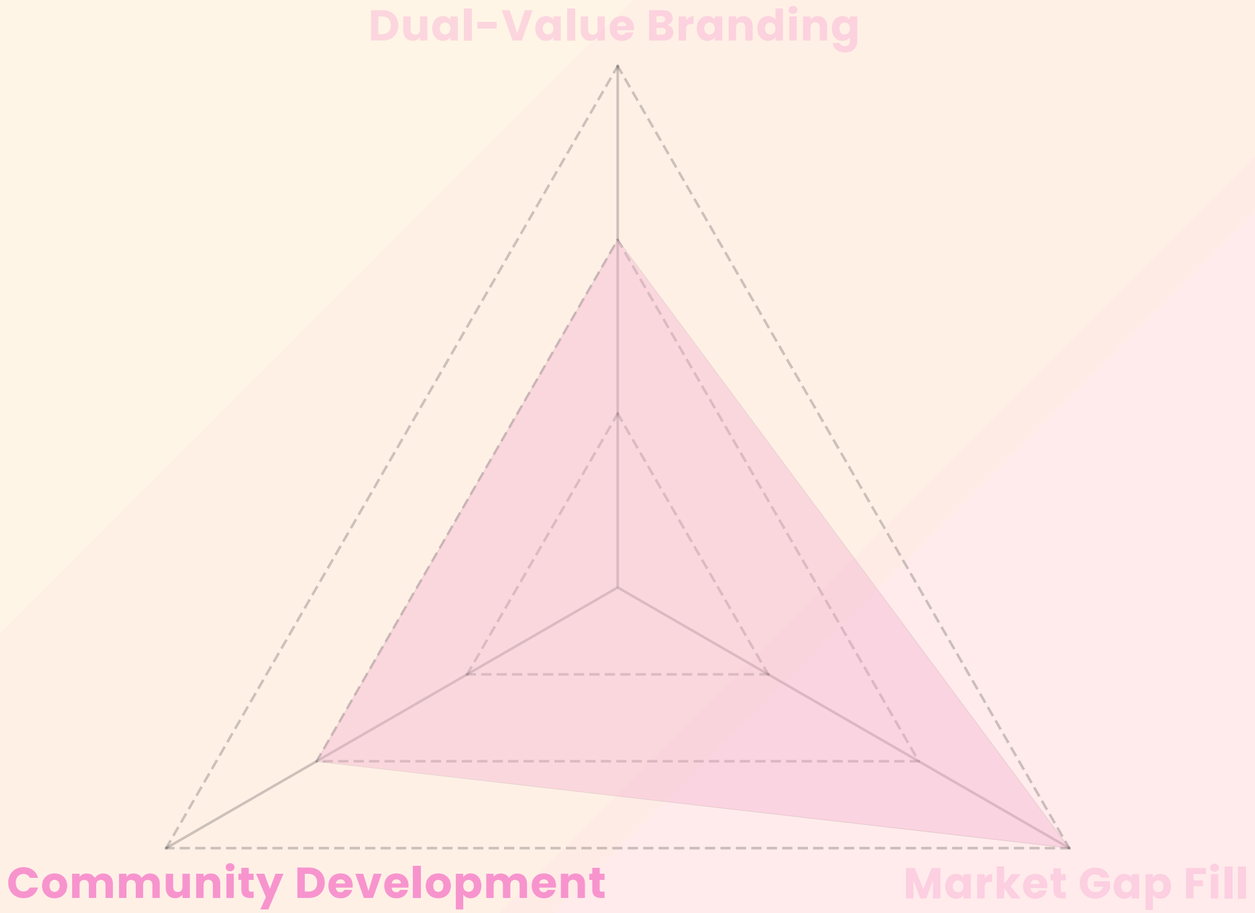


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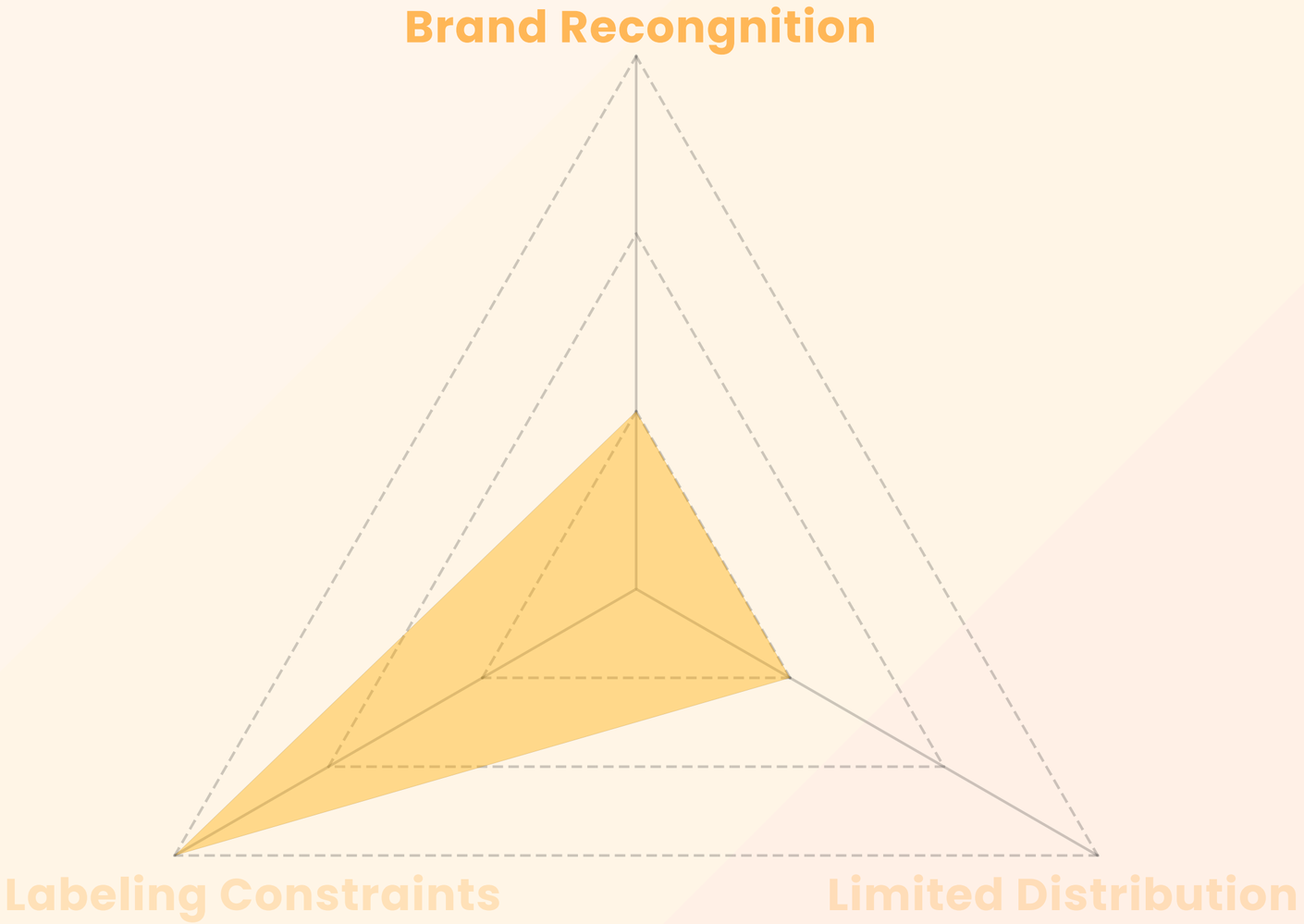
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WEAKNESS ANALYSIS

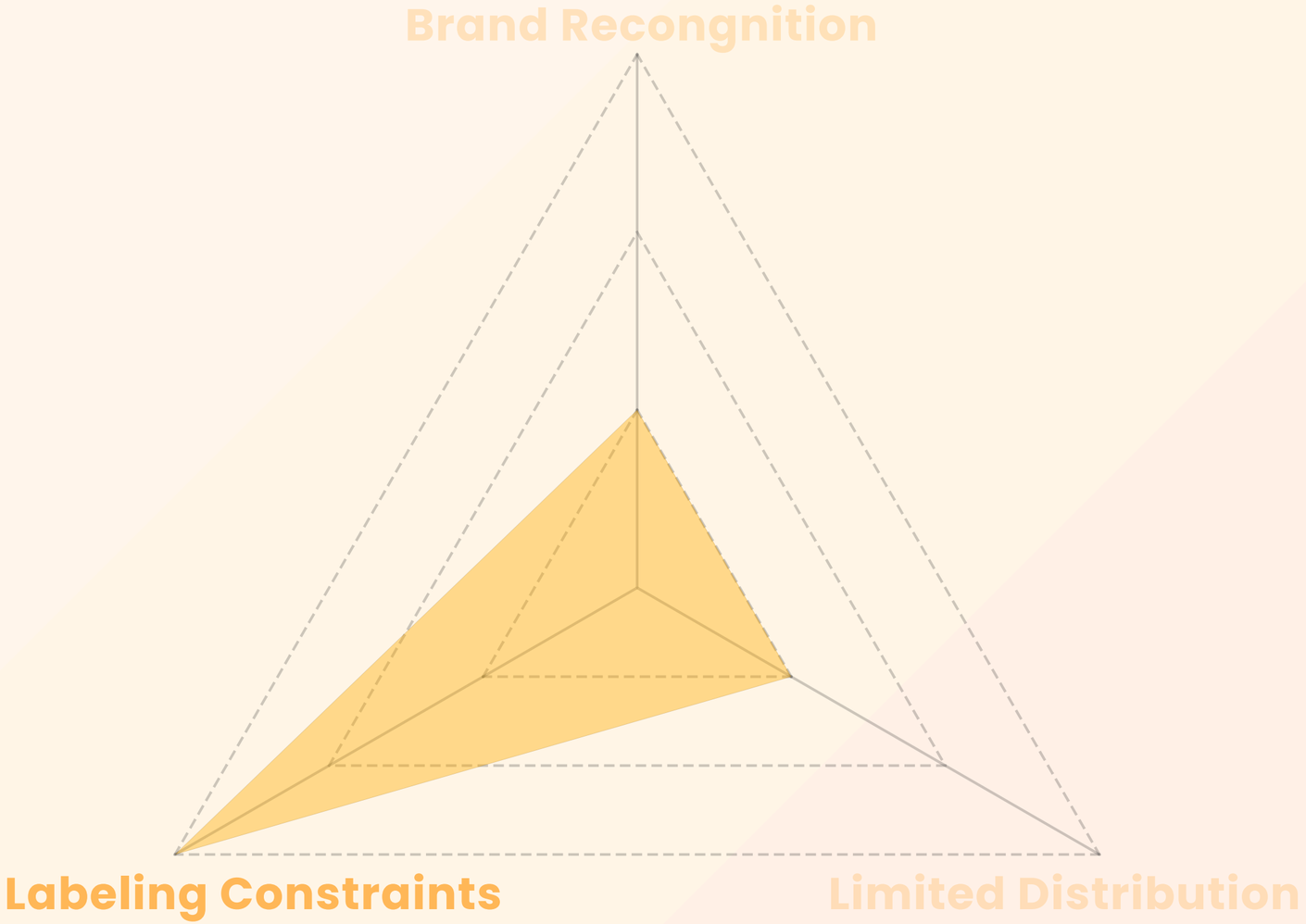


New and unproven brand limits consumer trust

Packaging constrains sustainability labeling

Retail distribution is currently limited

WEAKNESS ANALYSIS

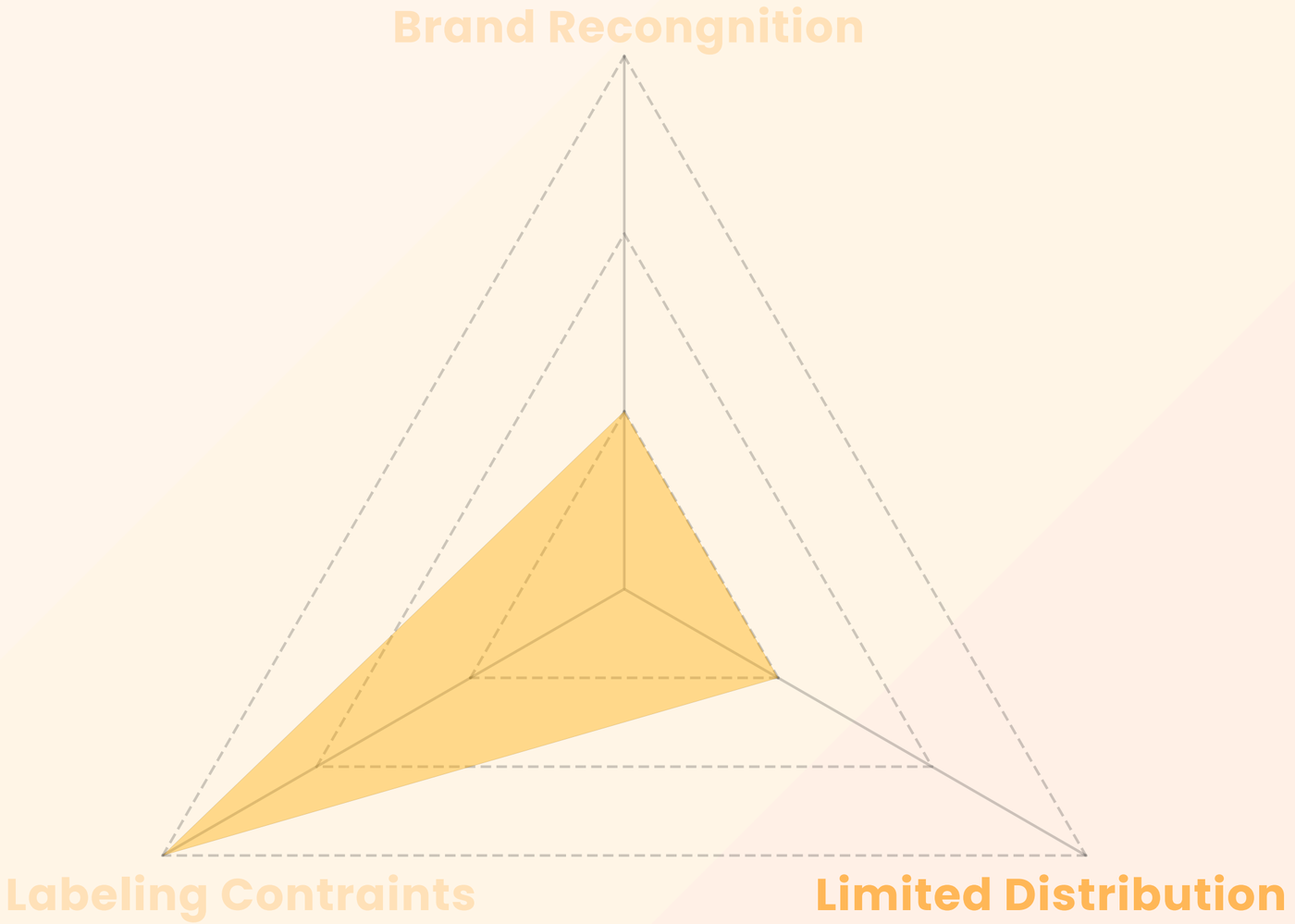


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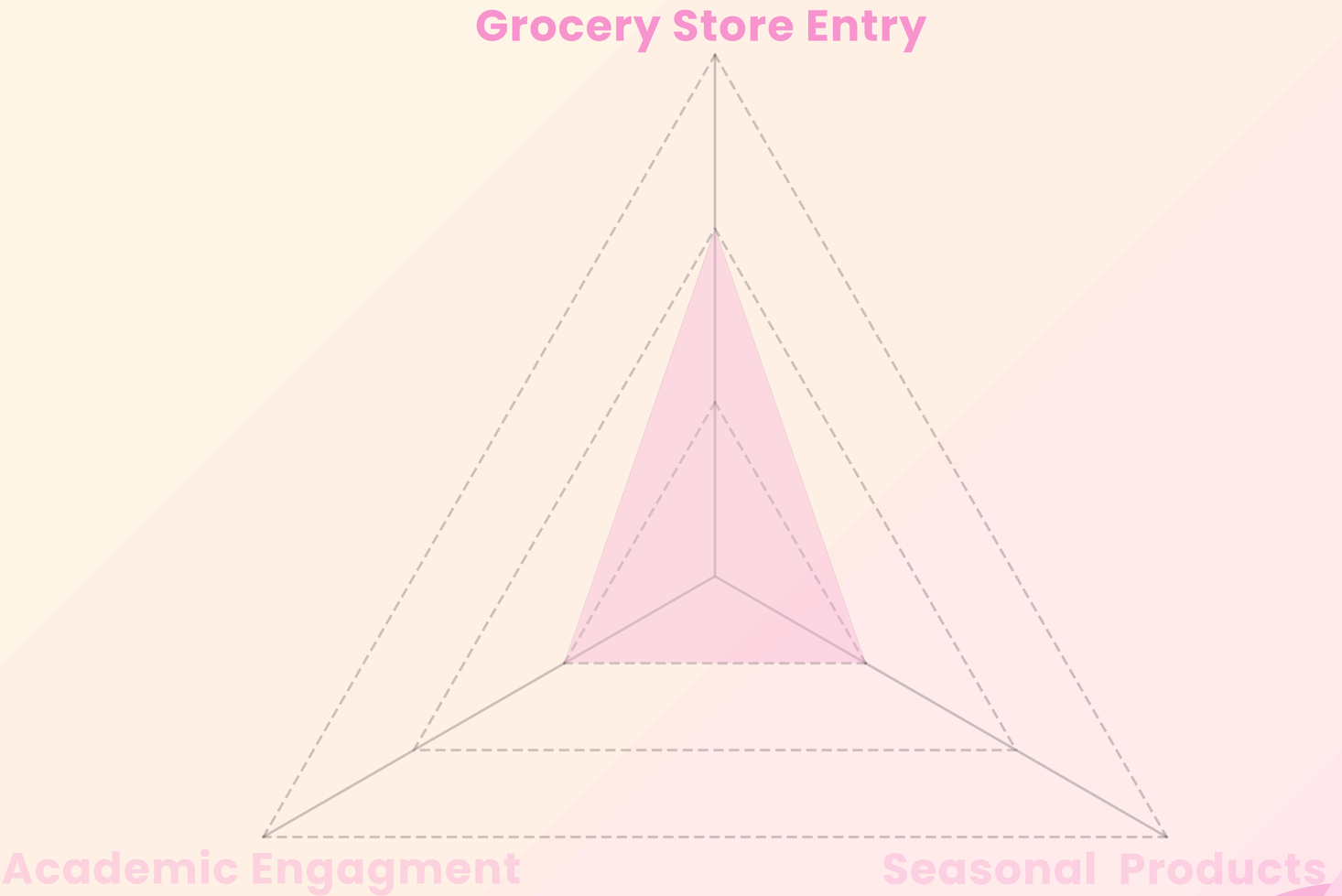
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OPPORTUNITIES ANALYSIS

Entering Grocery Stores
Opens B2B prospects, expands distribution

Seasonal & limited
boost customer loyalty and engagement

Academic engagement
strengthens target market connection

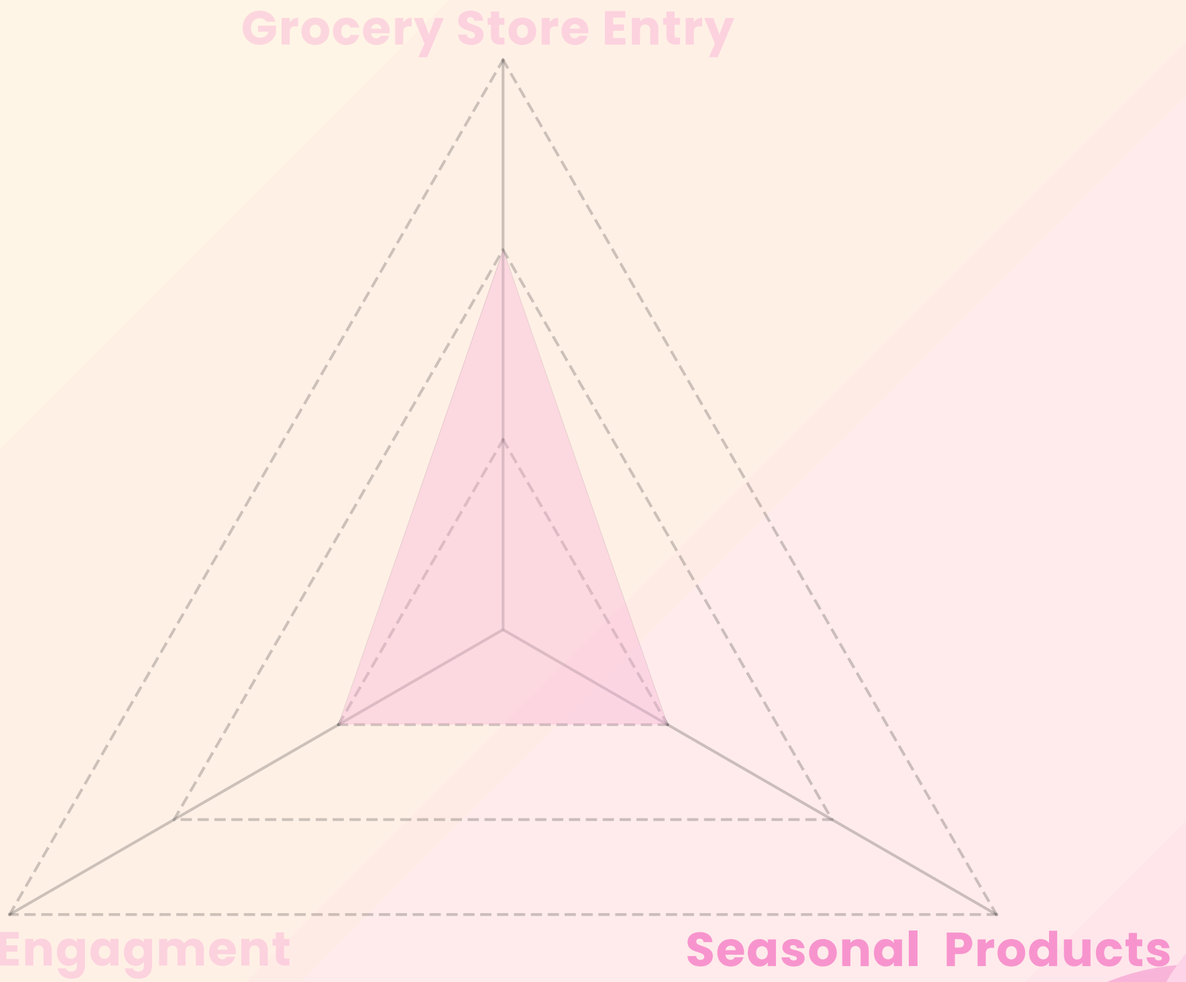


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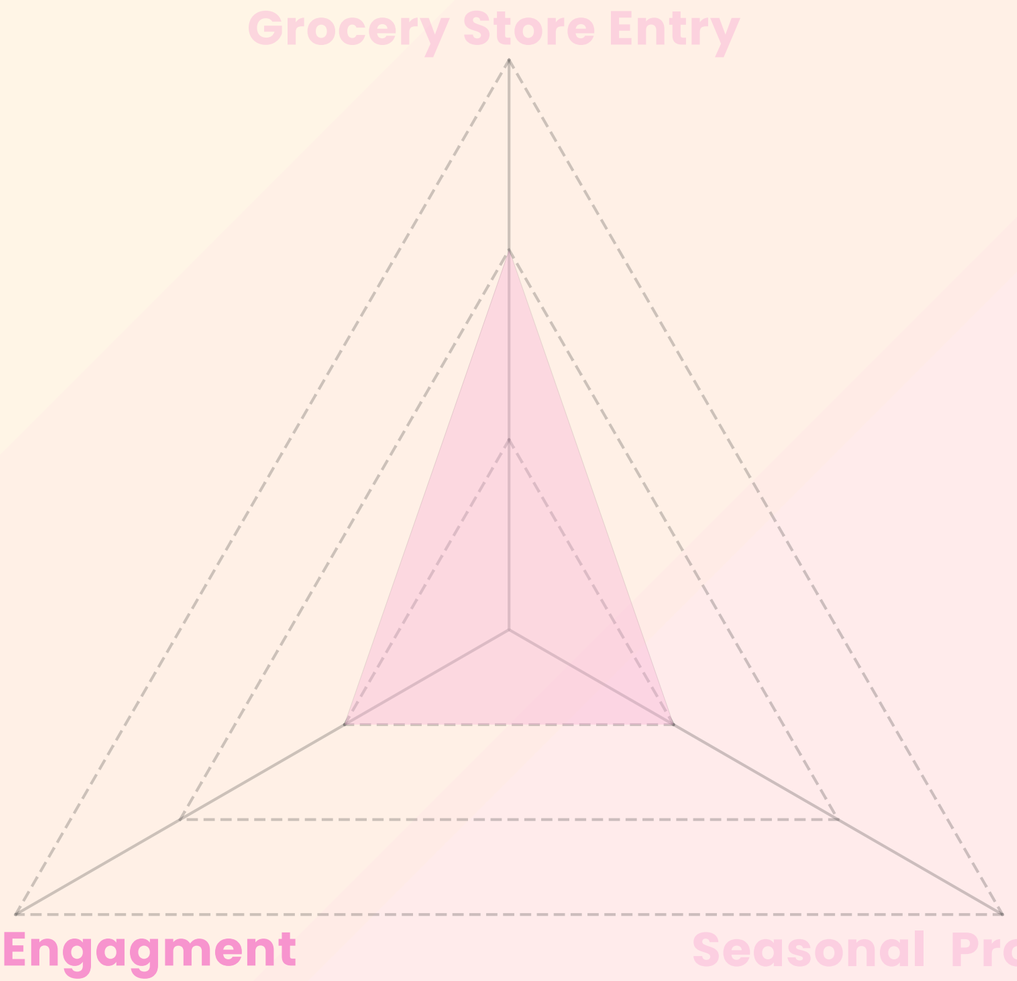


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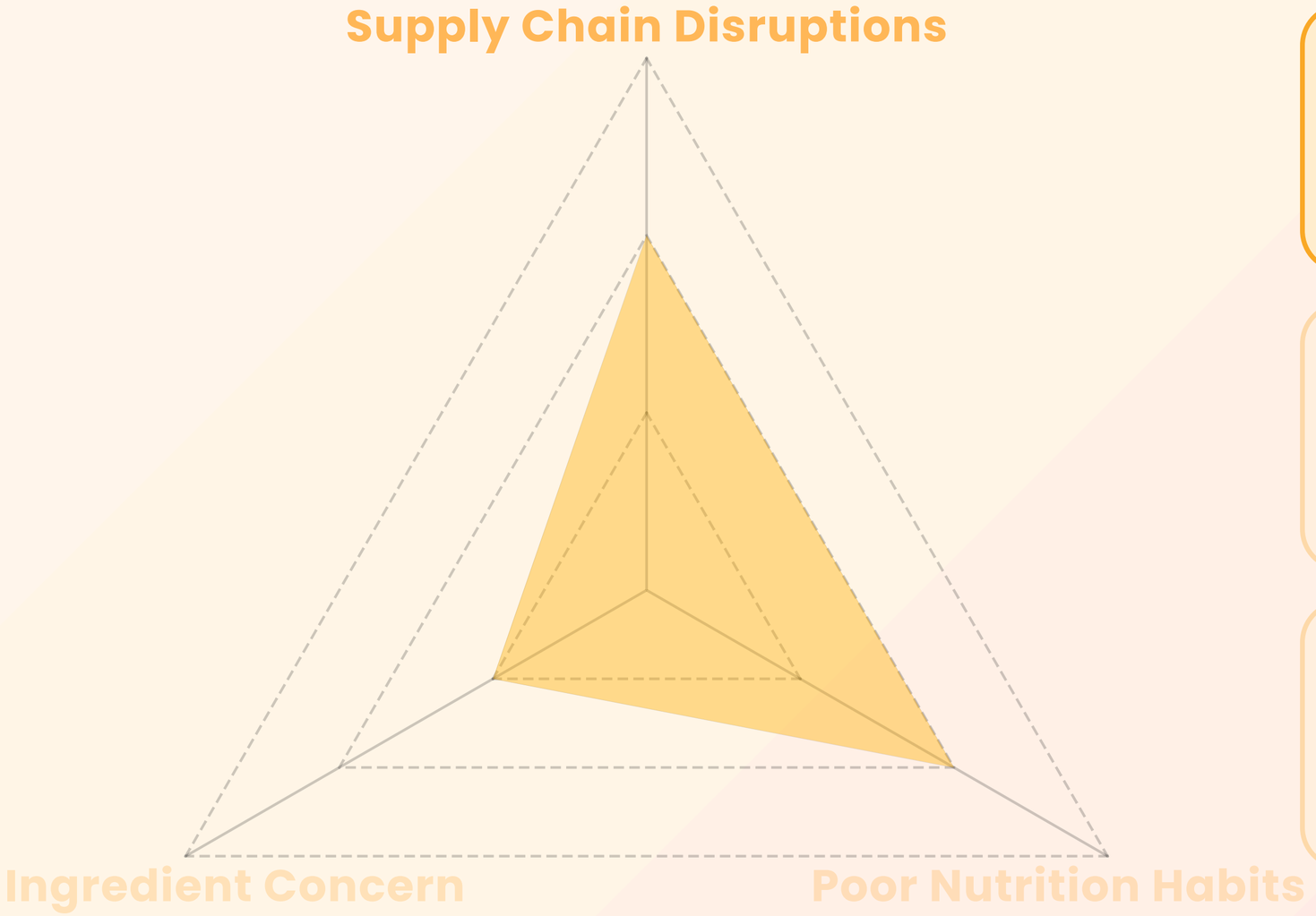
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THREATS ANALYSIS

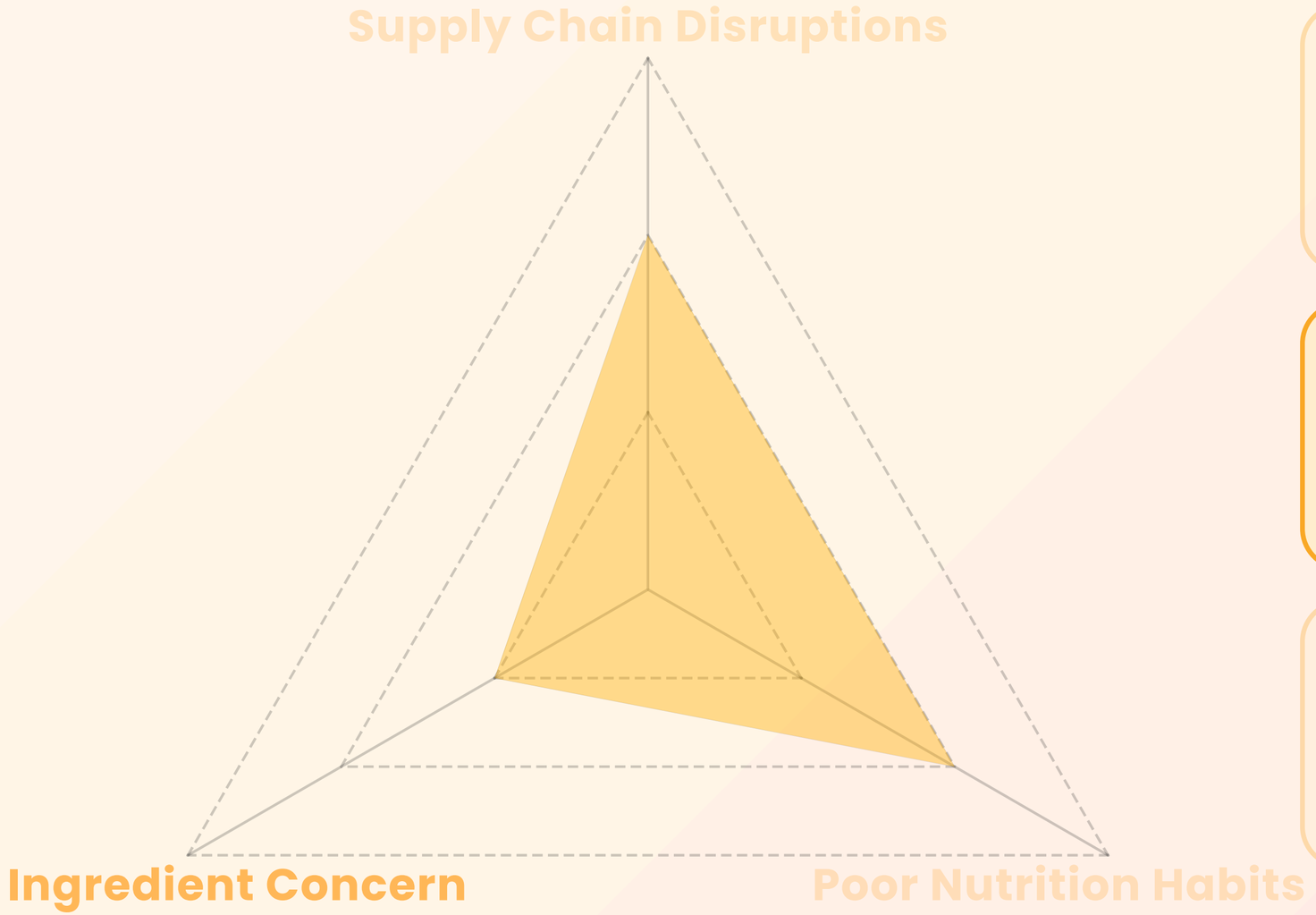


Supply chain disruptions Ingredients shortage

Consumers concerned with unfamiliar ingredients

Poor consumer nutrition habits relying on unhealthy foods

THREATS ANALYSIS

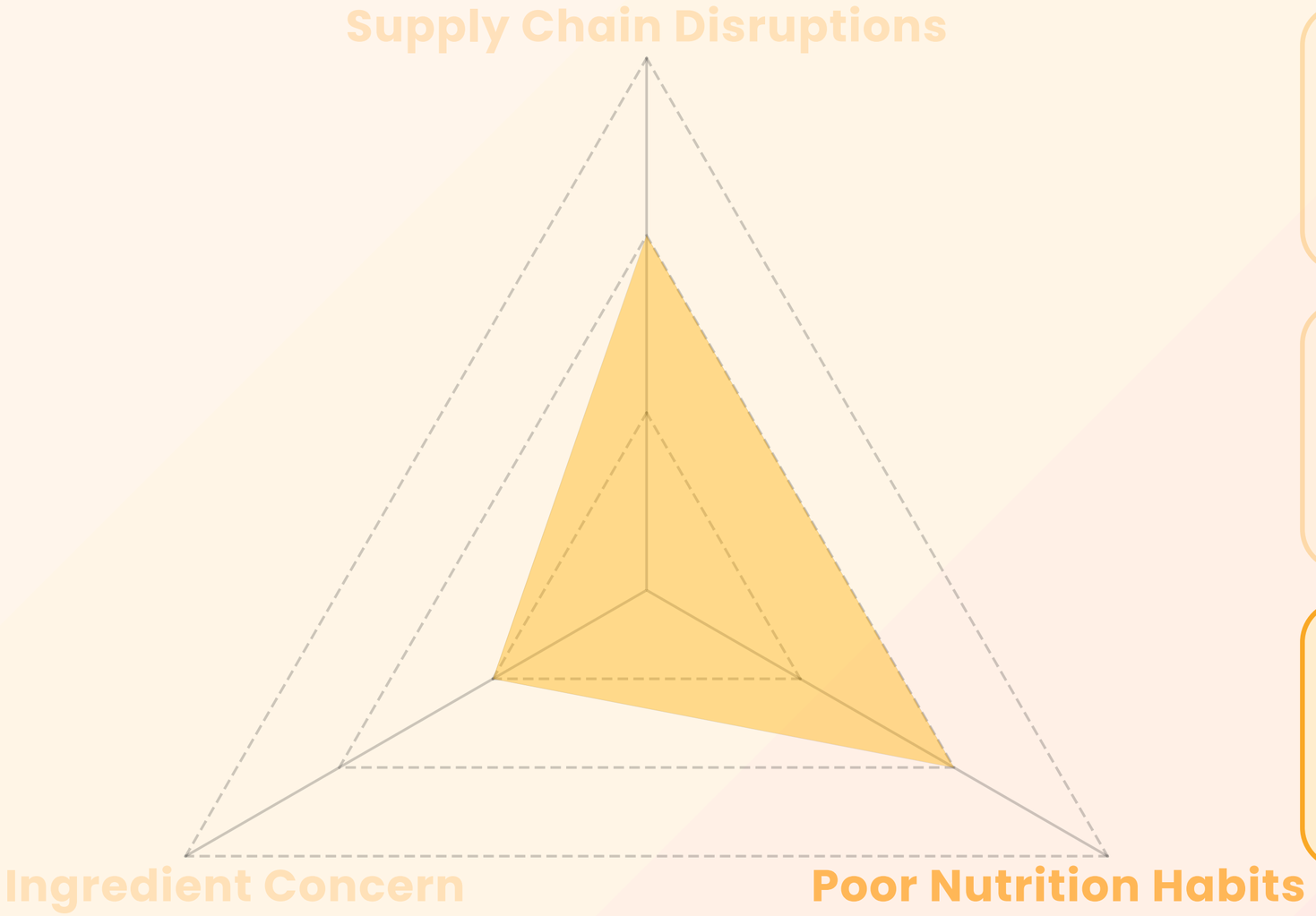


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THREATS ANALYSIS



Supply chain disruptions Ingredients shortage

Consumers concerned with unfamiliar ingredients

Poor consumer nutrition habits relying on unhealthy foods

TARGET MARKET SEGMENTATION





Primary

Gen Z

Ages: 18-25

Snacks in between classes

Secondary

Millennials

Ages: 25-29

Snacks during work breaks

PRIMARY TARGET MARKET



Ella Nguyen

Behaviors

- Balances **school** and **work**
- Practices **conscious eating**

Psychographics

Values: Prioritizes time/efficiency → prefers convenient nutrition

Influences: Wellness and health trends, food influencers

Demographics

Annual Income: $50k

Disposable Income: $1k-$2k

Housing status: Living on campus (college)

Geographics: Suburban areas in the US

SECONDARY TARGET MARKET



John Smith

Behaviors

- Works a **9-5 job**
- Plans **meals and snacks**

Psychographics

Values: Personal and Career Growth → selects snacks and beverages that align with performance

Demographics

Annual Income: $70k-90k

Disposable Income: 4k-6k

Geographics: Urban areas in the US

PRODUCT



KEY INGREDIENTS

Matcha – sustained energy
Almonds – protein & healthy fats
Oats – steady energy release
Turmeric – mental clarity
Whole grains – lasting fuel

BENEFITS

✓ **Steady energy (no crashes)**
✓ **Mental clarity & improved focus**
✓ **Stay alert & productive**

PRODUCT



KEY INGREDIENTS

Chamomile - natural relaxation
Cherries - natural melatonin
Magnesium-rich nuts - sleep support
Dark chocolate - mood & magnesium
Oats - stable blood sugar overnight

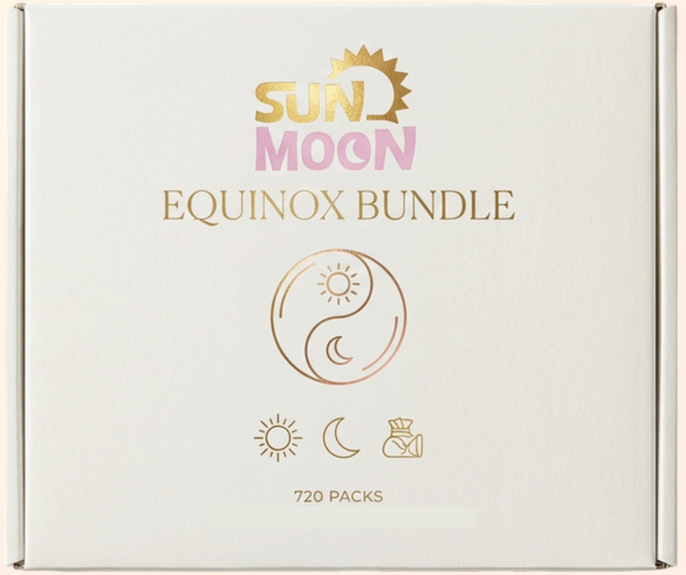
BENEFITS

✓ **Supports relaxation & recovery**
✓ **Improves sleep quality**
✓ **Helps body unwind & reset**

BUNDLES



Sun Bundle



Equinox Bundle



Moon Bundle

PRICING

Individual snack pack ~ $4

SMALL BUNDLE

$149.99

37% Savings

60 packs

Lasts 1 month

~$2.50/serving

LARGE BUNDLE

$499.99

50% Savings

240 packs

Lasts 4 months
(shipped monthly)

~$2.00/serving

EQUINOX BUNDLE

$1299.99

55% Savings

720 packs

Lasts 1 year
(shipped monthly)

~$1.80/serving

Best Deal

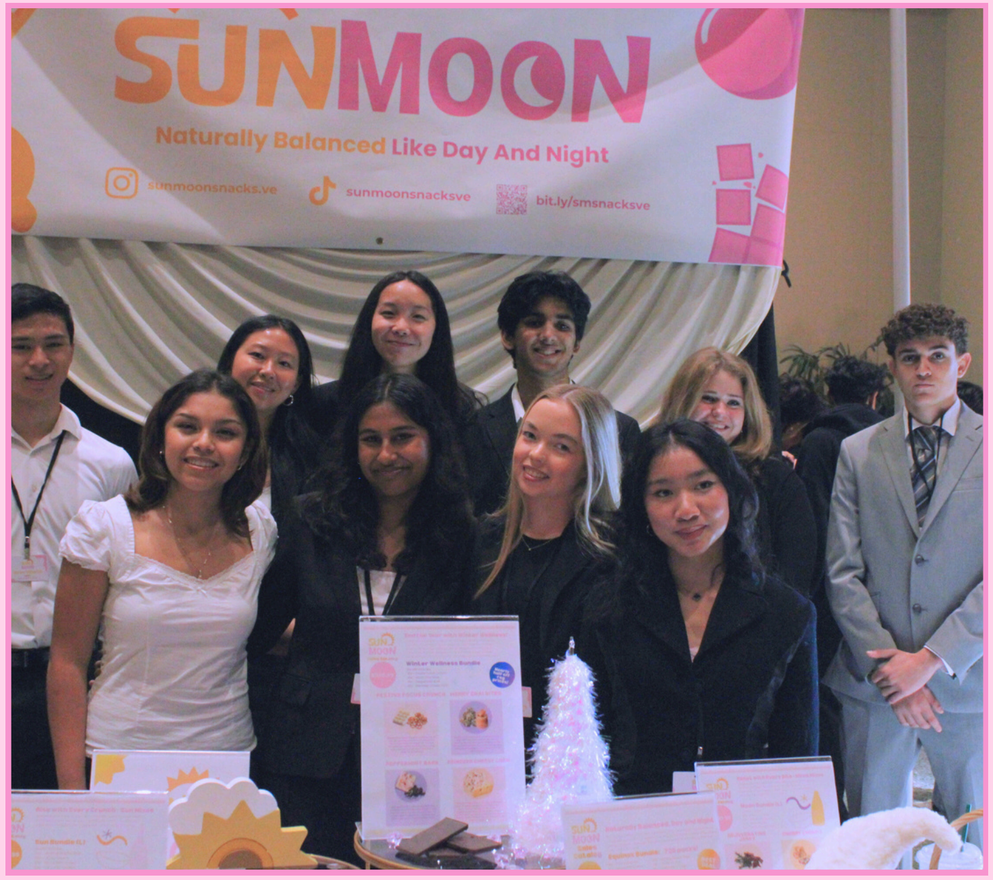
Makes routine wellness available to consumers.

PLACEMENT

Online Store



Trade Shows



PLACEMENT

Farmers Markets



National/International Retail



B2B PARTNERS

Current Partner

COSTCO WHOLESALE

Target B2B Partners (In Progress)

SPROUTS FARMERS MARKET

Walmart

WHOLE FOODS MARKET

POSITIONING

How we are multi-functional, natural, and versatile

Multifunctional Benefits



- Naturally enhances energy + relaxation

Natural Nourishment



- Organic ingredients

Versatility



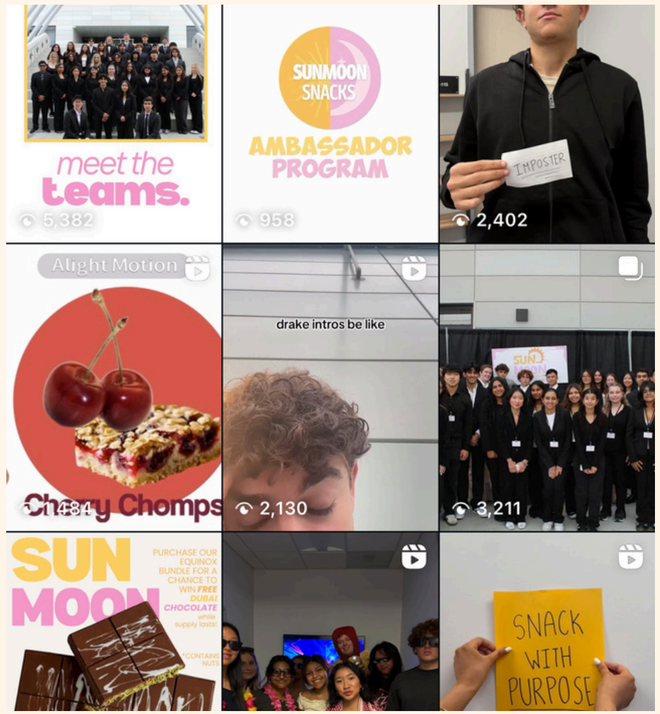
- Snacks in a variety of forms (other than bars)

Grab-and-Go Ease



- Simple + compact packaging

PRIMARY PROMOTION



Instagram **78%**

TikTok **49%**

engagement for snack and wellness content.

SunMoon Snacks Circle



@chelseasunmoon

Lifestyle-based ambassador community

Recruited through our email database

Content

- Consumer testimonials
- Volunteering (CSR)

EVENT MARKETING PROMOTION

Giveaway Campaigns





Purchase the seasonal bundle

↓

Complementary treat

Email → **Tradeshow**

62%

sales from giveaway campaign

STARTUP FUNDING

Liabilities

$150,000

Debts

Equities

$50,000 + $100,000 = $150,000

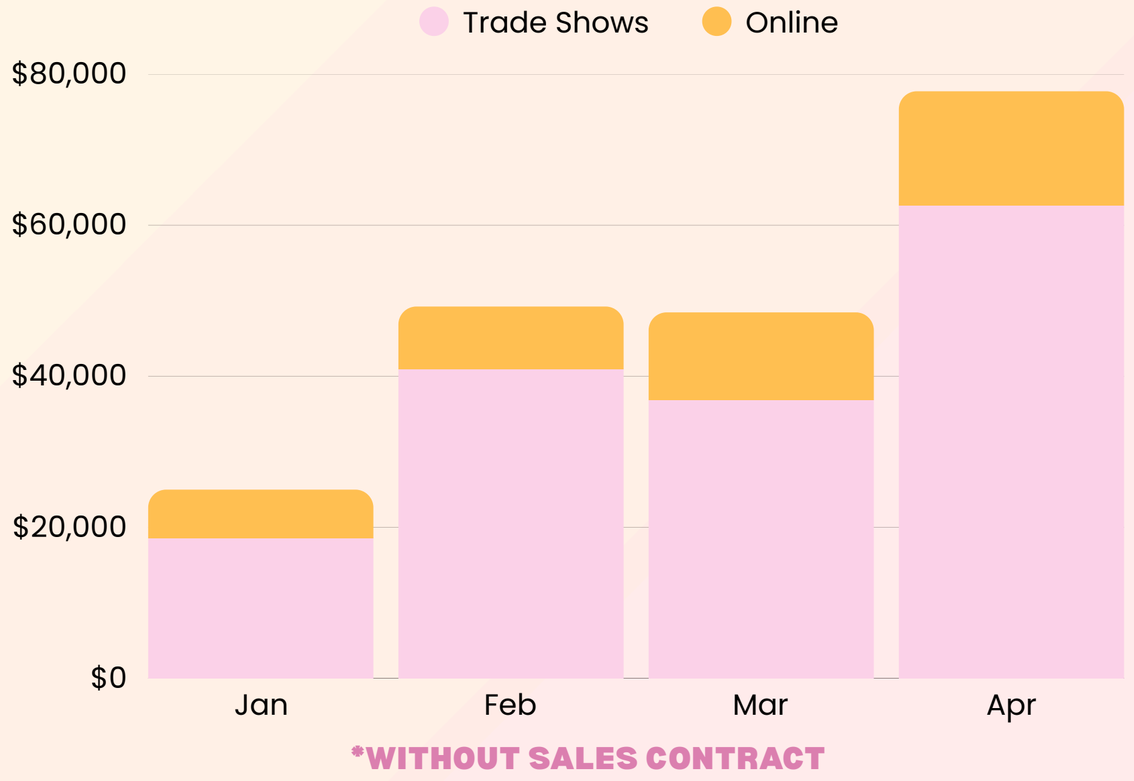
Seed Money + Investments = Equity in SMS

START-UP COSTS

Item	Cost
Equipment	$2,935.45
Computers	$4,075.63
Furniture	$1,280.55
Office Supplies	$53.02
Other Purchases	$5,371.39
Inventory	$0 *Just in Time Inventory
Total Costs	$13,716.04

SALES PROJECTIONS

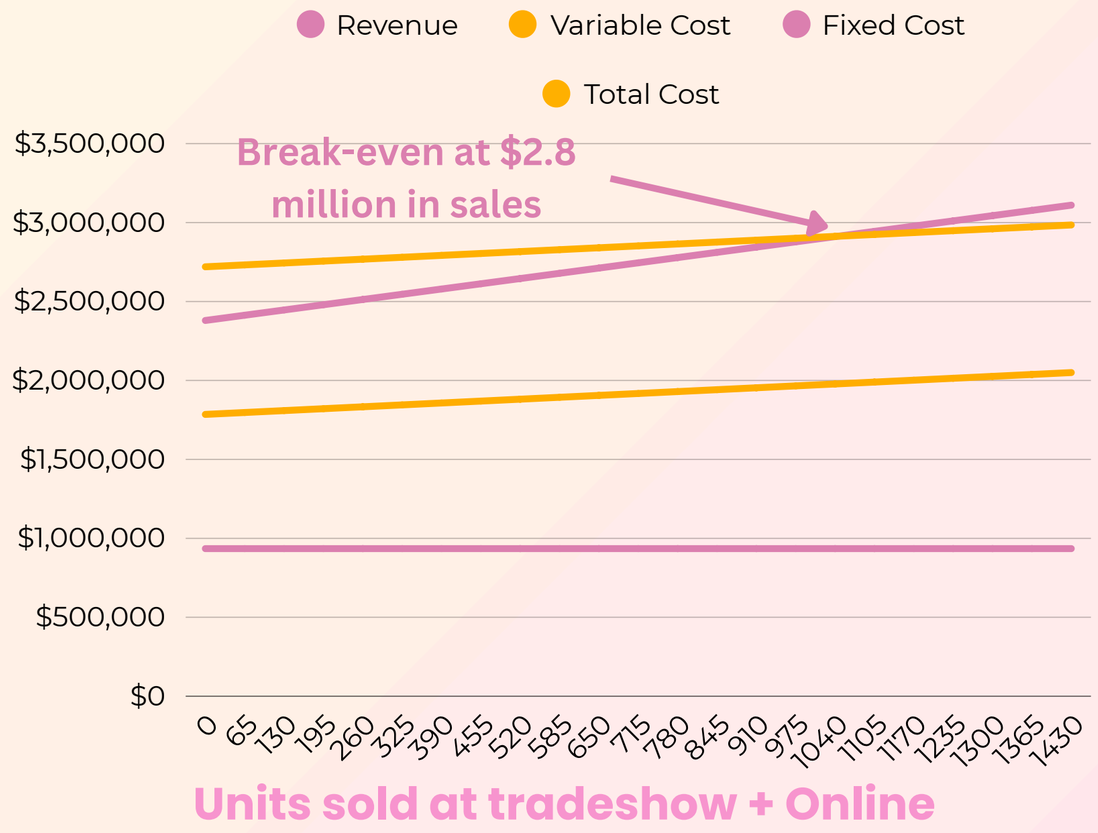
Average Monthly Growth	17.5%
First Year CAGR	604%
Expected Revenue up to April 2026	$3 million
Gross Profit up to April 2026	$273,139.99



*WITHOUT SALES CONTRACT

BREAK EVEN ANALYSIS

Categories	Projected THROUGH APRIL 2026
Total Revenue	$ 3,078,303.09
COGS	$ 1,829,734.46
Gross Profit	$ 1,248,568.63
Gross Profit Margin	40.56%
Total Operating Expences	$ 836,950.54
Net Income	$ 273,139.99



PROFIT-LOSS STATEMENT

As of January 31st, 2026

Categories	January (Actuals)	Total through April 2026
Total Revenue	$ 1,592,128.63	$ 3,026,986.95
COGS	$ 1,087,658.67	$ 1,849,904.67
Gross Profit	$ 504,469.96	$ 1,177,326.24
Gross Profit Margin	31.69%	38.89%
Total Operating Expences	$ 534,251.31	$ 969,709.83
Net Income	$ (29,781.35)	$ 207,616.41

BALANCE SHEET

As of January 31st, 2026

CURRENT ASSETS			LIABILITIES		
Cash in Bank	$	404,359.39	Inventory Payable	$	1,023,895.78
Accounts Receivable	$	875,714.29	Payroll Taxes (941 & 401(k)) Payable	$	0.06
Supplies	$	49.55	Samples Payable	$	3,000.00
TOTAL CURRENT ASSETS	$	1,280,123.23	VE Sales Tax	$	3,755.67
			TOTAL ACCTS Payable	$	1,030,651.51
FIXED ASSETS			LONG TERM DEBT		
Computers	$	3,871.85			
Less: Accumulated Depreciation - Computers	$	67.93	Bank Loans Payable (+ interest)	$	142,005.21
Furniture & Fixtures	$	1,216.53	TOTAL LIABILITIES	$	1,172,656.72
Less: Accumulated Depreciation - Furniture & Fixtures	$	21.34	OWNER'S EQUITY		
Office Equipment	$	2,788.68			
Less: Accumulated Depreciation - Office Equipment	$	48.92	Paid-in Capital (Investors)	$	100,000.00
Other Purchases: R&D & Annual Subscription	$	5,102.82	Common Stock (Seed money)	$	50,000.00
Depreciation - Other Purchases	$	89.52	Retained Earnings	$	(29,781.35)
TOTAL FIXED ASSETS	$	12,752.16	TOTAL OWNER'S EQUITY	$	120,218.65
TOTAL ASSETS		$1,292,875.39	TOTAL LIABILITIES & EQUITIES		$1,292,875.39

Cash	$404,359.39
Assets	$ 1,242,875.38
Liabilities	$ 1,172,656.72
Equity	$ 70,218.65
Liabilities & Equities	$ 1,242,875.38



Naturally balanced, Like day and night.

THANK YOU

bit.ly/smsnacksve

@sunmoonsnacks.ve

15500 Legacy Rd, Tustin, CA 92792

2025-2026

Supplemental Slides

PERFORMATIVE ADVANTAGE

Afternoon Slump

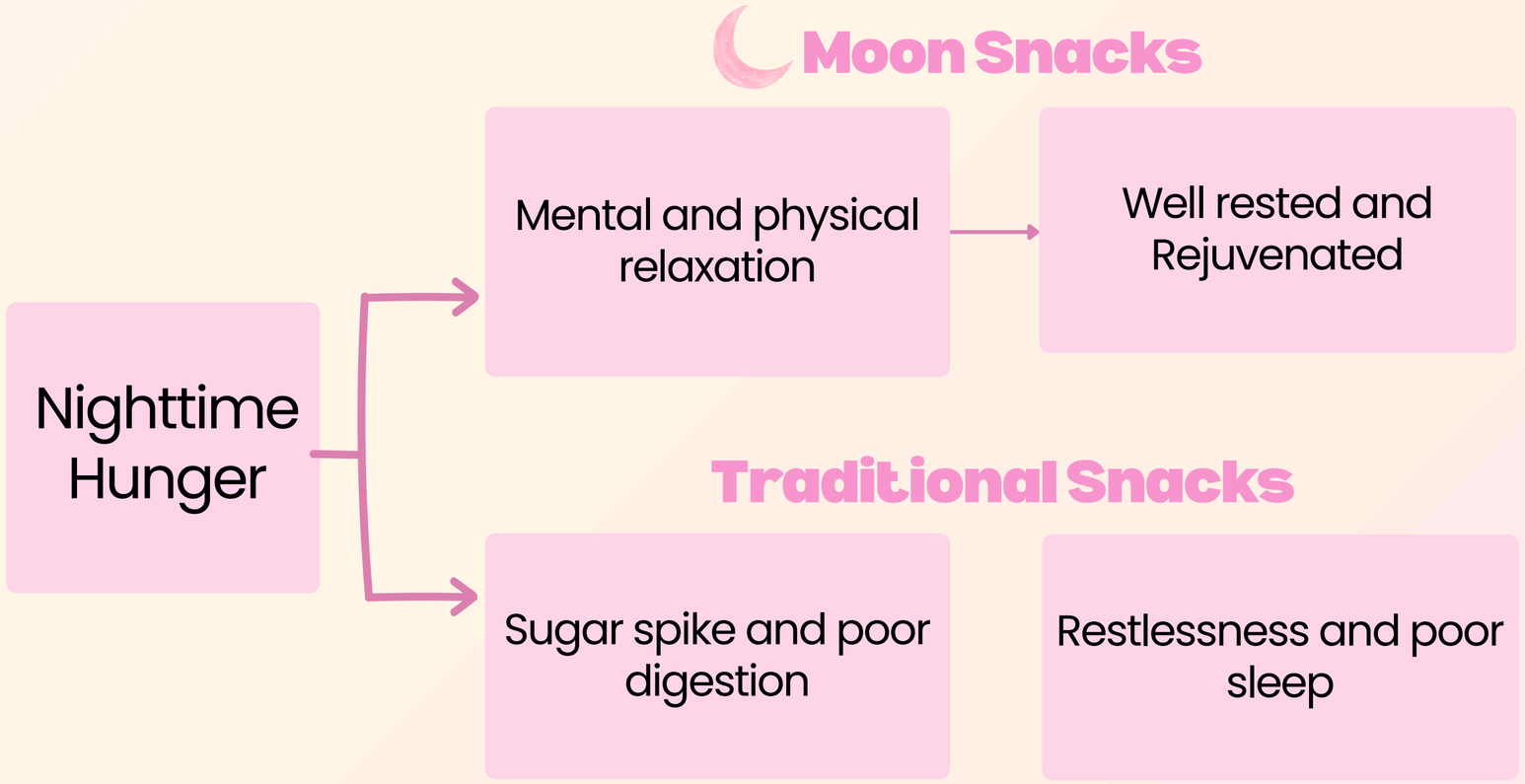
Sun Snacks

Energizing and Focus → Rebound back into productivity

Traditional Snacks

Empty and processed calories → Energy rush before a crash

PERFORMATIVE ADVANTAGE



TRADITIONAL SNACKING

(Forbes, 2024)

Americans average

400-500

calories per day from snacks

= whole meal worth of food

Why unhealthy?

- High in added sugars
- High in unhealthy fats
- High in refined carbohydrates
- Ultra-processed ingredients

OFFERINGS

SNACK VARIETY

Sun Line

Morning Matcha Bites

Ingredients:

- Matcha
- Almond Nut Butter
- Almond Flour
- Oat Flour
- Honey

Beet & Berry Crisps

Ingredients:

- Beetroot
- Sliced Carrots
- Elderberry Extract
- Blueberry Extract
- Turmeric Powder

CocoOat Cookies

Ingredients:

- Whole Oat Flour
- Ultra Fine Blanched Almond Flour
- Organic Coconut Sugar
- Coconut Milk

Clarity Crunch

Ingredients:

- Rice Chex Cereal
- Whole Grain Cereal
- English Walnut Pieces
- Roasted Pumpkin Seeds
- Dried Blueberries

SNACK VARIETY

Moon Line

Bedtime Bark

Ingredients:

- Dark Chocolate
- Banana Chips
- Organic Mango Slices
- Roasted Pumpkin Seeds
- Cacao Nibs
- Tumeric Ground

Rejuvenating Jerky

Ingredients:

- Low Sodium Soy Sauce
- Orange Juice
- Tumeric Ground
- Eye of Round Beef
- Seasoning

Moon Cheese Bites

Ingredients:

- Shredded Cheese
- Oats
- Cottage Cheese
- Almond Nut Butter
- Dried Cherries
- Mashed Banana

Chery Chomps

Ingredients:

- Rolled Oats
- Almond Flour
- Raw Honey
- Almond Nut Butter
- Dried Cherry

NUTRITION FACTS



Cherry Chomps

1 serving per bag (50g)

Calories: 220 cal

Protein: 6.9 g

Carbs: 27.1 g

Sugar: 11.1 g

Fiber: 4.0 g

Fat: 9.8 g

Allergens: Nuts

NUTRITION FACTS



Moon Cheese Bites

1 serving per bag (50g)

Calories: 125 cal

Protein: 6.0 g

Carbs: 14.2 g

Sugar: 5.1 g

Fiber: 2.1 g

Fat: 5.5 g

Allergens: Dairy, Nuts

COMPARISON



- Uses multiple **added sugars** (honey, cane sugar, glucose syrup)
- Extremely high in **saturated fats**
- Uses soy lecithin + rice flour (**processed additives**)
- Alkalized chocolate **reduces nutritional value**
- Causes energy spikes and crashes



- No cane sugar
- No glucose syrup
- **No emulsifiers**
- No palm oil
- Real fruit, nuts, seeds, and whole grains
- **Natural sweetness** only from honey + fruit
- **Anti-inflammatory spices** (cinnamon + nutmeg)
- **Healthy fats** (olive oil + nuts/seeds)

BRANDING PACKAGE



Primary



Secondary

Fonts

Heading Font	**Bernoru**
Sub Heading	TTInterphase
Body Font	Poppins

Our fonts were chosen for their roundness, boldness, and playfulness. Rounded shapes create a friendly and comforting feeling, while bold lettering signals strength and reliability. This combination communicates the experience customers should expect from our snacks and helps the brand feel modern, approachable, and memorable. The fonts support our overall identity and help the product stand out to our target audience.

Color Palette



#ffb757 #ffd062 #f8b4d8 #f697ca #dcaee8

We chose our colors to visually express the identity of SunMoon Snacks. Yellow and orange represent the “Sun” by suggesting energy, focus, and daytime vitality. Pink was added because it complements the warm colors while introducing a softer tone that represents the “Moon.” Pink creates a sense of calmness and nighttime restoration. Together, the palette shows balance and the natural transition from day to night, which matches the purpose of our products.

PARTNERS

COSTCO WHOLESALE

900+
Warehouse Locations



14
Countries

REGENERATIVE FARMING

What?

- Regenerative agriculture is a farming method that improves **soil health**, **biodiversity**, and **water cycles** by using practices like **no-till**, **cover crops**, and **diverse rotations**. It builds **resilient ecosystems**, increases **nutrient density**, and reduces the need for **synthetic inputs,** creating healthier land, food, and communities.

Why?

- We choose regenerative farming because it gives SunMoon Snacks **cleaner, more nutrient-dense** ingredients while **reducing our environmental impact**. Healthier soil means better flavors, better nutrition, and a sustainable supply chain, allowing us to create snacks that are genuinely better for people and the planet.

INTERNATIONAL EXPANSION

Europe

Flavors

- **Berry & Elderflower** (very popular in Scandinavia, UK, Germany)
- **Matcha Citrus or Matcha Lime** (Europe's growing matcha market + love for citrus)
- **Honey Walnut Oat** (fits traditional European breakfast profiles)

Why Europe?

- Healthy Snacks Market valued at **€29.5 billion in 2024**, projected to grow at **~5.9% annual growth rate** from 2025–2033
- European consumers increasingly prefer **"clean-label / minimally processed"** snacks with natural ingredients.

(Grand View Research, 2023)

INTERNATIONAL EXPANSION

Japan

Flavors

- **Matcha Yuzu** (Extremely popular in Japan; blends traditional matcha with Japan's signature citrus)
- **Black Sesame & Honey** (Classic Japanese flavor profile; nostalgic, nutritious, and widely loved)
- **Sweet Potato Cinnamon** (Japan's beloved roasted sweet potato flavor; fits the clean-label, natural-sweetness trend)

Why Japan?

- Functional Food Market valued at **$42.6 billion in 2023**, expected to reach **$76.2 billion by 2030**.
- Within that trend, there's rising demand for **clean-label** snacks, **natural ingredients**, **plant-based options**, and **functional nutrition**

(Grand View Research, 2023)

NORMALIZATION OF POOR NUTRITION

Marketing & Social Media

- Energy drinks marketed as productivity tools
- Influencers normalize "what I eat in a day" with processed foods
- Brands make junk food look aspirational



Hustle Culture & Time Scarcity

- "Grinding" is glorified: eating is seen as wasted time
- Skipping meals or grabbing quick junk is a badge of honor
- "I'm too busy to eat healthy" is socially acceptable

PRODUCT DEVELOPMENT

Dietary Restrictions & Allergies

Allergen-Friendly Product Lines (Nut-Free, Gluten-Free, Dairy-Free)

We plan to develop alternative formulations using seeds, oats, and fruit-based ingredients to create snacks that are completely free from major allergens. This expands accessibility and ensures more consumers can enjoy SunMoon without restriction.

Specialized Diet Formulations (Vegan, Keto, Low-Glycemic)

Our team will explore new recipes tailored to emerging dietary needs, such as plant-based protein blends, low-sugar options, and digestive-friendly snacks. These formats allow SunMoon to serve a broader, health-conscious audience.

Natural Sweetener & Binder Innovation

We aim to research clean-label sweeteners like monk fruit and date paste, along with natural binders that remove the need for soy or processed emulsifiers. This helps maintain our transparency promise while improving nutrition and taste.

Enhanced Allergen-Safe Manufacturing Practices

Future partnerships may include facilities with controlled, allergen-free production to reduce cross-contamination risks. This builds trust, ensures safety, and positions SunMoon as a reliable choice for sensitive consumers.

MARKETING

MARKETING FUNNEL

Consumer Values/ Characteristics		Retention Strategies
Struggles with health, energy, and sleep	**Awareness**	Social Media Advertising & Partnerships
Gen Z and Millennials who value transparency & credibility	**Consideration**	Share ingredient-focused content and pop-ups
Values high-quality, purpose-driven products	**Conversion**	Exclusive deals and seasonal bundles/offers
Enjoys brand engagement, support, rewards, early access, and member perks	**Loyalty**	SunMoon Snacks programs for loyalty: tiered rewards, points discounts

PLACEMENT



- Search & Review product line
- Enables side-by-side comparison with competitors
- In-store sampling → taste evaluation
- Local market environment builds customer trust

EMAIL CAMPAIGNS



Consumer Mindest

Awareness
knows SunMoon Snacks

→

Email sign-up
awarness turned into interest

Email campaign
learns more about products & company

←

Relevance
building trust and lifestyle integration

Strengthened Purchase Consideration

SOCIAL MEDIA

Instagram

78%

(Gen Z)

TikTok

49%

(Millennial)

engagement for snack and wellness content

5,000 accounts reached

*past 3 months

6,500 monthly views

~45,000 organic views

SWOT ANALYSIS

SunMoon Snacks

Strengths

- Digital advertisements, banner ads, and website that highlight USP
- Meet the needs of an **unattended** customer base

Opportunties

- B2B sales contracts with major retailers increases brand awareness
- **Seasonal Bundles:** Giveaway incentive strategy to drive engagement

SWOT ANALYSIS

Weaknesses Mitigations

- Leveraging our social media strategies to increase brand recognition
- Gain B2B and influencer partnerships, to increase credibility.
- QR code on our packaging to redirect to CSR on our website

Threats Mitigations

- Working with multiple local suppliers
- Research, to develop a transparent ingredient formulation
- Recruit influencers to deliver nutrition education

INDUSTRY

EXTERNAL FACTORS



Gen Z & Millennials drive 41% of all wellness spending

84% **Gen Z & Millennials consider wellness a top priority**



More than 1/3 of U.S. consumers want more cognitive health products

(Fact.MR, 2025), (McKinsey Future of Wellness Survey, 2025), (Conagra Future of Snacking Report, 2025), (IFIC Food & Health Survey, 2024), (8451 Consumer Digest, 2025)

EXTERNAL FACTORS

CONSUMER TRENDS

84% U.S. consumers consider wellness a top priority

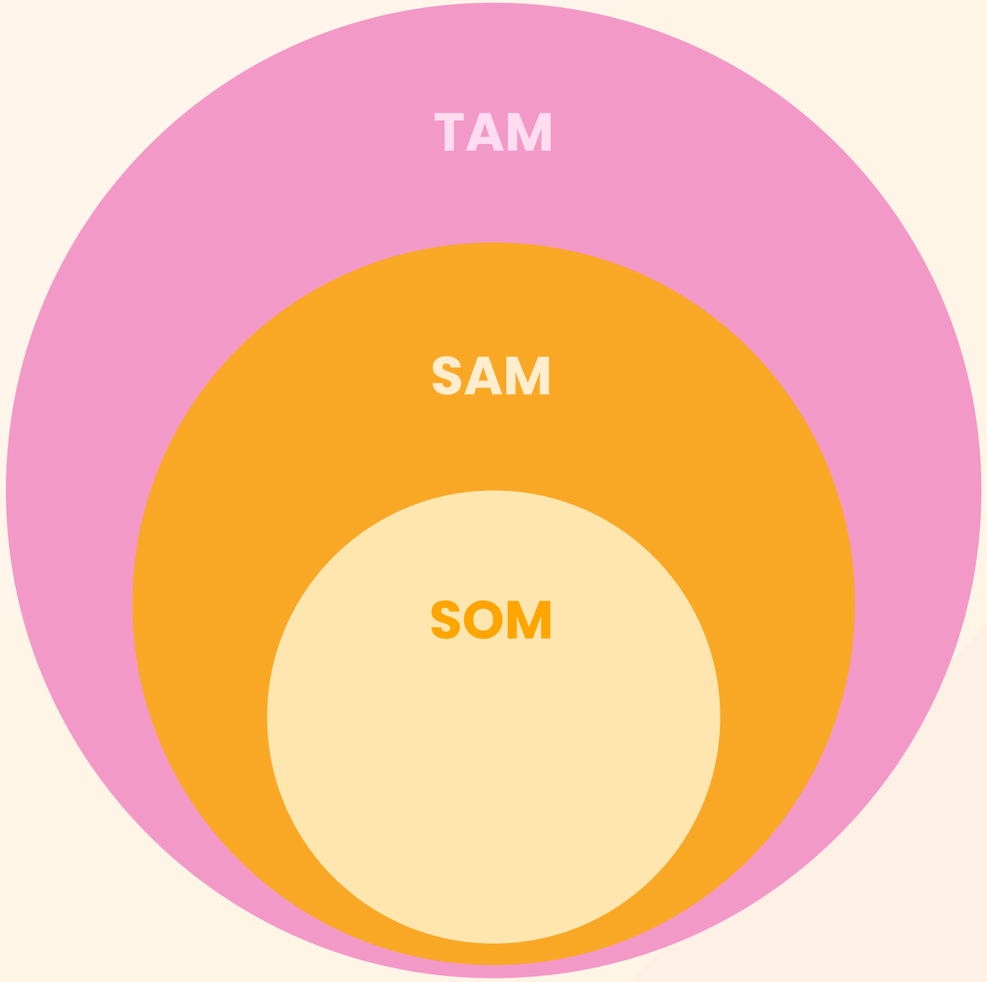
56% Replace Meals with Snacks

96% Want to engage in Mindful Snacking

(Fact.MR, 2025), (McKinsey Future of Wellness Survey, 2025), (Conagra Future of Snacking Report, 2025), (IFIC Food & Health Survey, 2024), (8451 Consumer Digest, 2025)

TAM SAM SOM

MARKET ANALYSIS



Total Addressable Market

121 billion USD annually

Serviceable Attainable Market

70% = 84.7 billion USD annually

Serviceable Obtainable Market

1.3% 1.1 billion USD annually

FINANCE SUPP.

CASHFLOW STATEMENT

Fiscal Year Statement of Cash Flows
2025-2026

	Description	Projected October	Actual October	Projected November	Actual November	Projected December	Actual December	Projected January	Actual January	Projected February	Projected March	Projected April
1	Cash balance at beginning of period:	$ -	$ -	$ 306,924.50	$ 93,658.44	$ 270,727.40	$ 3,710.79	$ 241,675.68	$ 14,243.23	$ 205,722.78	$ 173,002.87	$ (29,917.35)
	Receipts of cash:											
	Sales	$ 340,000.00	$ 57,785.96	$ 372,171.00	$ 82,548.50	$ 386,597.00	$ 50,075.59	$ 364,990.00	$ 41,718.58	$ 389,233.00	$ 388,459.00	$ 417,733.00
	Sales Contract		$ -		$ -		$ -		$ 534,285.71			
	Loan proceeds	$ 150,000.00	$ -	$ -	$ 150,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	Investor proceeds	$ 200,000.00	$ 50,000.00	$ -	$ -	$ -	$ 50,000.00	$ -	$ 50,000.00	$ -	$ -	$ -
2	**Total receipts**	**$ 690,000.00**	$ 107,785.96	**$ 372,171.00**	$ 232,548.50	**$ 386,597.00**	$ 100,075.59	**$ 364,990.00**	$ 626,004.29	**$ 389,233.00**	**$ 388,459.00**	**$ 417,733.00**
3	**Beginning balance + cash receipts**	**$ 690,000.00**	**$ 107,785.96**	**$ 679,095.50**	**$ 326,206.94**	**$ 657,324.40**	**$ 103,786.38**	**$ 606,665.68**	**$ 640,247.52**	**$ 594,955.78**	**$ 388,459.00**	**$ 417,733.00**
	Payments:											
	Cost of merchandise	$ 254,082.00		$ 279,374.60	$ 46,692.38	$ 286,655.22	$ -	$ 271,949.40	$ 4,519.63	$ 292,959.41	$ 289,382.85	$ 313,744.92
	Net Salaries	$ 73,945.31	$ -	$ 73,945.31	$ 147,890.40	$ 73,945.31	$ 73,945.31	$ 73,945.31	$ 71,929.88	$ 73,945.31	$ 73,945.31	$ -
	Accounts payable	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	Rent	$ 2,800.00	$ -	$ 2,800.00	$ 5,600.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00
	Advertising/ promotion	$ 5,200.00	$ -	$ 5,200.00	$ 10,400.00	$ 5,200.00	$ 5,200.00	$ 5,200.00	$ 5,200.00	$ 5,200.00	$ 5,200.00	$ 5,200.00
	941 Remittance	$ 43,915.19	$ -	$ 43,915.19	$ 87,830.38	$ 43,915.19	$ -	$ 43,915.19	$ 80,347.79	$ 43,915.19	$ 43,915.19	$ 43,915.19
	Insurance	$ 85.00	$ -	$ 85.00	$ 170.00	$ 85.00	$ 984.50	$ 85.00	$ 984.50	$ 85.00	$ 85.00	$ 85.00
	Accounting and legal fees	$ 250.00	$ -	$ 250.00	$ 500.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00
	Utilities	$ 658.00	$ -	$ 658.00	$ 1,316.00	$ 658.00	$ 658.00	$ 658.00	$ 658.00	$ 658.00	$ 658.00	$ 658.00
	Interest	$ -	$ -	$ -		$ -	$ -	$ -	$ 12,550.88	$ -	$ -	$ -
	Pension, 401(k)	$ 2,140.00	$ -	$ 2,140.00	$ 4,280.00	$ 2,140.00	$ 2,140.00	$ 2,140.00	$ 2,082.00	$ 2,140.00	$ 2,140.00	$ 2,140.00
	Freight out	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	Sales tax-7%	$ -	$ -	$ -	$ 8,686.09	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	Loan Payment						$ 3,131.98		$ 3,131.98			
	Property Management						$ 280.00		$ 280.00			
	Other or miscellaneous	$ -	$ 14,127.52	$ -	$ 9,130.90	$ -	$ 153.36	$ -	$ 153.47	$ -	$ -	$ -
	Corporate tax	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
4	**Total payments**	**$ 383,075.50**	**$ 14,127.52**	**$ 408,368.10**	**$ 322,496.15**	**$ 415,648.72**	**$ 89,543.15**	**$ 400,942.90**	**$ 184,888.13**	**$ 421,952.91**	**$ 418,376.35**	**$ 368,793.11**
5	**Cash balance at end of period:**	$ 306,924.50	$ 93,658.44	$ 270,727.40	$ 3,710.79	$ 241,675.68	$ 14,243.23	$ 205,722.78	$ 455,359.39	$ 173,002.87	$ (29,917.35)	$ 48,939.89
6	**Net increase or decrease in cash**	$ 306,924.50	$ 93,658.44	$ (36,197.10)	$ (89,947.65)	$ (29,051.72)	$ 10,532.44	$ (35,952.90)	$ 441,116.16	$ (32,719.91)	$ (202,920.22)	$ 78,857.24

Balance
$455,787.37

SALES PROJECTIONS

													Year 1
Units Sold	**Nov-25**	**Dec-25**	**Jan-26**	**Feb-26**	**Mar-26**	**Apr-26**	**May-26**	**Jun-26**	**Jul-26**	**Aug-26**	**Sep-26**	**Oct-26**	**Total Units Sold**
Sales Contract	20	20	20	20	20	20	20	20	20	20	20	20	240
Trade Shows	53	66	36	80	72	123	86	107	111	114	115	118	1081
Online	10	25	13	16	23	30	34	33	33	33	34	37	319
Unit Price													**Avg Unit Price**
Sales Contract	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00	$17,000.00
Trade Shows	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65
Online	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65	$510.65
Sales Growth Rate													**Avg Growth Rate**
Sales Contract	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Trade Shows	-	25%	-45%	120%	-10%	70%	-30%	25%	3%	3%	1%	2.5%	15%
Online	-	150%	-50%	30%	40%	30%	15%	-3%	-1%	0%	3%	10%	20%
Revenue	*(Units Sold * Unit Price)*												**Total Revenue**
Sales Contract	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	$340,000	**$4,080,000**
Trade Shows	$27,064	$33,831	$18,607	$40,935	$36,841	$62,631	$43,841	$54,802	$56,446	$58,139	$58,721	$60,189	**$552,046**
Online	$5,107	$12,766	$6,383	$8,298	$11,617	$15,102	$17,368	$16,847	$16,678	$16,678	$17,179	$18,897	**$162,920**
Total Revenue	**$372,171**	**$386,597**	**$364,990**	**$389,233**	**$388,459**	**$417,733**	**$401,209**	**$411,649**	**$413,124**	**$414,817**	**$415,899**	**$419,085**	**$4,794,966**
Unit COGS													**Avg COGS**
Sales Contract	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00	$12,750.00
Trade Shows	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29
Online	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29	$185.29
Margin Per Unit	*(Unit Price - Unit COGS)*												**Avg Margin**
Sales Contract	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00	$4,250.00
Trade Shows	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36
Online	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36	$325.36
Gross Profit	*(Revenue - COGS or Margin Per Unit * Units Sold)*												**Total Gross Profit**
Sales Contract	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	$85,000	**$1,020,000**
Trade Shows	$17,244	$21,555	$11,855	$26,082	$23,474	$39,905	$27,933	$34,917	$35,964	$37,043	$37,414	$38,349	**$351,735**
Online	$3,254	$8,134	$4,067	$5,287	$7,402	$9,623	$11,066	$10,734	$10,627	$10,627	$10,945	$12,040	**$103,804**
Total Gross Profit	**$105,498**	**$114,689**	**$100,922**	**$116,369**	**$115,875**	**$134,527**	**$123,999**	**$130,651**	**$131,591**	**$132,670**	**$133,359**	**$135,389**	**$1,475,540**

FULL BALANCE SHEET

AS OF		Jan. 31
		January
CURRENT ASSETS		
Cash in Bank		$ 455,787.37
Accounts Receivable		$ 825,714.29
Inventory		$ -
Supplies		$ 49.55
Deposits		$ -
Other current assets		$ -
TOTAL CURRENT ASSETS		$ 1,281,551.21
FIXED ASSETS		
Computers		$ 3,871.85
LESS: Linear Depreciation -Computers		$ 67.93
Furniture & Fixtures		$ 1,216.53
LESS: Linear Depreciation - Furniture & Fixtures		$ 21.34
Office Equipment		$ 2,788.68
LESS: Linear Depreciation - Office Equipment		$ 48.92
Other Purchases: R&D & Annual Subscription		$ 5,102.82
LESS: Linear Depreciation - Other Purchases		$ 89.52
TOTAL FIXED ASSETS		$ 12,752.15
TOTAL ASSETS		**$ 1,294,303.36**

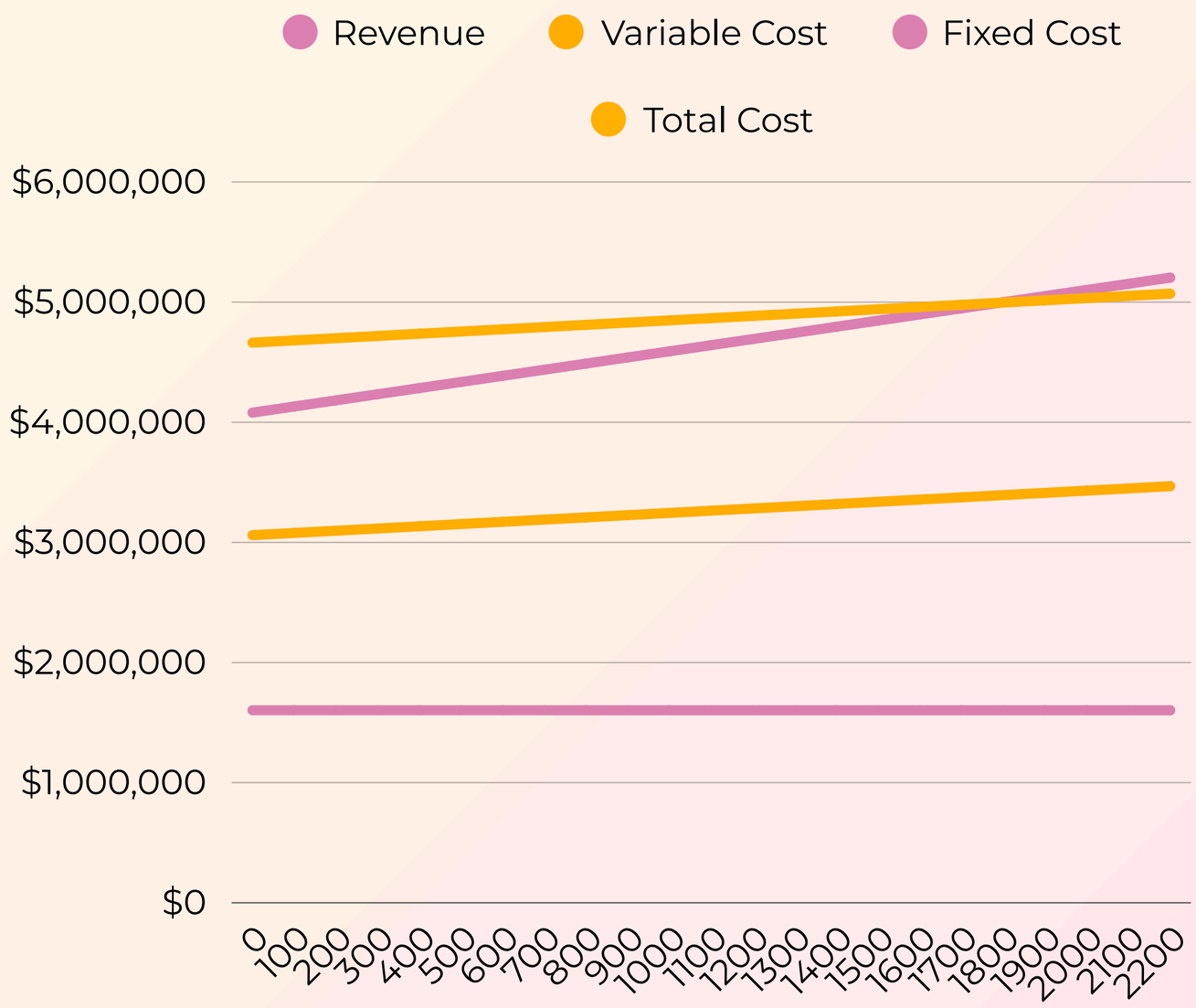
LIABILITIES & EQUITIES		January
LIABILITIES		
Inventory Payable	COGS	$ 1,023,895.78
Loan Payable	Fixed Costs	$ -
Salary (Office & Overhead) Payable		$ -
Payroll Taxes (941) Payable		$ 0.06
Payroll Taxes (401 (k)) Payable		$ -
Rent Payable		$ -
Repairs & Maintenance Payable		$ -
Utilities Payable		$ -
Insurance Payable		$ -
Supplies Payable		$ -
Advertising Payable		$ -
Samples Payable		$ 4,000.00
Outside Services Payable		$ -
Car, Delivery, Travel Payable		$ -
Legal Expenses Payable		$ -
Telephone & Internet Payable		$ -
Corporate Taxes (real estate, etc) Payable		$ -
Other Expenses Payable		$ -
Miscellaneous Payable		$ -
Software Licenses Payable		$ -
Property Management Payable		$ -
VE Sales Tax		$ 3,755.67
General Liability		$ -
Commercial Property		$ -
Workers comp		$ -
TOTAL ACCTS Payable		$ 1,031,651.51
LONG TERM DEBT		
Bank Loans Payable (+ interest)		$ 142,005.21
TOTAL LIABILITIES		$ 1,173,656.72
OWNER'S EQUITY		
Paid-in Capital (Investors)		$ 100,000.00
Common Stock (Seed money)		$ 50,000.00
Retained Earnings		$ (29,353.37)
TOTAL OWNER'S EQUITY		$ 120,646.63
TOTAL LIABILITIES & EQUITIES		**$ 1,294,303.36**

FULL P&L

	October (Actuals)	November (Actuals)	December (Actuals)	January (Actuals)
Sales				
Business to Business	$ 340,000.00	$ 340,000.00	$ 340,000.00	$ 340,000.00
Trade Show	$ 57,785.96	$ 82,548.50	$ 29,902.65	$ 31,404.24
Internet	$ -	$ -	$ 19,928.98	$ 10,742.32
Monthly Subscriptions	$ -	$ -	$ 243.96	$ -
Cost of Goods Sold	$ 275,481.78	$ 279,374.60	$ 278,720.29	$ 254,082.00
GROSS PROFIT	$ 122,304.18	$ 143,173.90	$ 111,355.30	$ 128,064.56
Operating Expenses				
Salary (Office & Overhead)	$ 73,945.31	$ 73,945.31	$ 73,945.31	$ 71,929.99
941	$ 43,915.19	$ 43,915.19	$ 41,255.19	$ 39,092.66
401 (k)	$ 2,140.00	$ 2,140.00	$ 2,140.00	$ 2,082.00
Rent	$ 2,800.00	$ 2,800.00	$ 2,800.00	$ 2,800.00
Repairs & Maintenance	$ -	$ -	$ -	$ -
Utilities	$ 658.00	$ 658.00	$ 658.00	$ 658.00
Insurance	$ 85.00	$ 85.00	$ 85.00	$ 85.00
Supplies	$ 49.55	$ 49.55	$ 49.55	$ 49.55
Advertising	$ 5,200.00	$ 5,200.00	$ 5,200.00	$ 5,200.00
Samples	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00
Outside Services	$ -	$ -	$ -	$ -
Car, Delivery, Travel	$ -	$ -	$ -	$ -
Legal Expenses	$ 250.00	$ 250.00	$ 250.00	$ 250.00
Telephone & Internet	$ -	$ -	$ -	$ -
Corporate Taxes (real estate, etc)	$ -	$ -	$ -	$ -
Loan Interest	$ 1,156.25	$ 1,141.02	$ 1,125.67	$ 1,110.21
Other Expenses	$ -	$ 3.24	$ (0.31)	$ 0.09
Shipping costs	$ 411.48	$ -	$ -	$ -
Software	$ 103.92	$ 103.92	$ 103.92	$ 103.92
Management	$ 280.00	$ 280.00	$ 280.00	$ 280.00
VE Sales Tax	$ 3,906.81	$ 4,779.28	$ 3,755.67	$ -
Trade Show Booth Costs	$ -	$ 2,000.00	$ -	$ -
General Liability	$ -	$ -	$ 60.00	$ 60.00
Commercial property	$ -	$ -	$ 100.00	$ 100.00
Workers Comp	$ -	$ -	$ 739.50	$ 739.50
Depreciation	$ 227.72	$ 227.72	$ 227.72	$ 227.72
TOTAL OPERATING EXPENSES	$ 136,129.23	$ 138,578.23	$ 133,775.22	$ 125,768.64
NET PROFIT/LOSS BEFORE TAXES	$ (13,825.05)	$ 4,595.67	$ (22,419.92)	$ 2,295.92
Income Taxes	$ -	$ -	$ -	$ -
NET PROFIT/LOSS AFTER TAX	$ (13,825.05)	$ 4,595.67	$ (22,419.92)	$ 2,295.92
Owner draw or dividends	$ -	$ -	$ -	$ -
RETAINED EARNINGS	$ (13,825.05)	$ 4,595.67	$ (22,419.92)	$ 2,295.92
RETAINED EARNINGS w/ other months accounted for	$ (13,825.05)	$ (9,229.37)	$ (31,649.29)	$ (29,353.37)

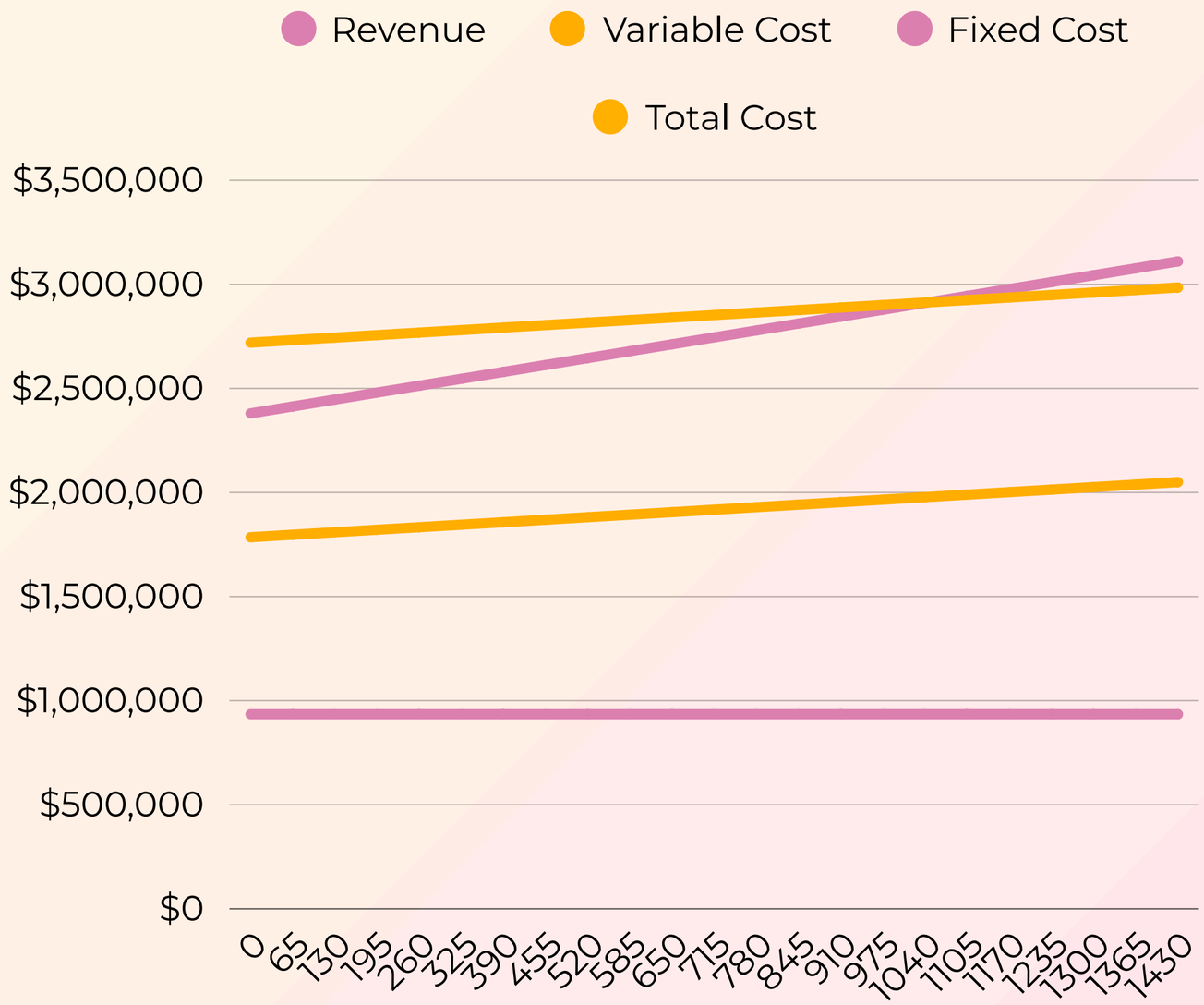
BREAK EVEN ANNUAL

-	X	Y	Y	Y	Y
Commercial Sold	Normal Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
240	0	$4,080,000.00	$3,060,000.00	$1,602,707.39	$4,662,707.39
240	100	$4,131,065.00	$3,078,528.72	$1,602,707.39	$4,681,236.12
240	200	$4,182,130.00	$3,097,057.44	$1,602,707.39	$4,699,764.84
240	300	$4,233,195.00	$3,115,586.17	$1,602,707.39	$4,718,293.56
240	400	$4,284,260.00	$3,134,114.89	$1,602,707.39	$4,736,822.28
240	500	$4,335,325.00	$3,152,643.61	$1,602,707.39	$4,755,351.00
240	600	$4,386,390.00	$3,171,172.33	$1,602,707.39	$4,773,879.73
240	700	$4,437,455.00	$3,189,701.06	$1,602,707.39	$4,792,408.45
240	800	$4,488,520.00	$3,208,229.78	$1,602,707.39	$4,810,937.17
240	900	$4,539,585.00	$3,226,758.50	$1,602,707.39	$4,829,465.89
240	1000	$4,590,650.00	$3,245,287.22	$1,602,707.39	$4,847,994.62
240	1100	$4,641,715.00	$3,263,815.94	$1,602,707.39	$4,866,523.34
240	1200	$4,692,780.00	$3,282,344.67	$1,602,707.39	$4,885,052.06
240	1300	$4,743,845.00	$3,300,873.39	$1,602,707.39	$4,903,580.78
240	1400	$4,794,910.00	$3,319,402.11	$1,602,707.39	$4,922,109.50
240	1500	$4,845,975.00	$3,337,930.83	$1,602,707.39	$4,940,638.23
240	1600	$4,897,040.00	$3,356,459.56	$1,602,707.39	$4,959,166.95
240	1700	$4,948,105.00	$3,374,988.28	$1,602,707.39	$4,977,695.67
240	1800	$4,999,170.00	$3,393,517.00	$1,602,707.39	$4,996,224.39
240	1900	$5,050,235.00	$3,412,045.72	$1,602,707.39	$5,014,753.12
240	2000	$5,101,300.00	$3,430,574.44	$1,602,707.39	$5,033,281.84
240	2100	$5,152,365.00	$3,449,103.17	$1,602,707.39	$5,051,810.56
240	2200	$5,203,430.00	$3,467,631.89	$1,602,707.39	$5,070,339.28



BREAK EVEN THRU APRIL 2026

-	X	Y	Y	Y	Y
Commercial Sold	Normal Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
140	0	$2,380,000.00	$1,785,000.00	$ 934,912.65	$2,719,912.65
140	65	$2,413,192.25	$1,797,043.67	$ 934,912.65	$2,731,956.32
140	130	$2,446,384.50	$1,809,087.34	$ 934,912.65	$2,743,999.98
140	195	$2,479,576.75	$1,821,131.01	$ 934,912.65	$2,756,043.65
140	260	$2,512,769.00	$1,833,174.68	$ 934,912.65	$2,768,087.32
140	325	$2,545,961.25	$1,845,218.35	$ 934,912.65	$2,780,130.99
140	390	$2,579,153.50	$1,857,262.02	$ 934,912.65	$2,792,174.66
140	455	$2,612,345.75	$1,869,305.69	$ 934,912.65	$2,804,218.33
140	520	$2,645,538.00	$1,881,349.36	$ 934,912.65	$2,816,262.00
140	585	$2,678,730.25	$1,893,393.03	$ 934,912.65	$2,828,305.67
140	650	$2,711,922.50	$1,905,436.69	$ 934,912.65	$2,840,349.34
140	715	$2,745,114.75	$1,917,480.36	$ 934,912.65	$2,852,393.01
140	780	$2,778,307.00	$1,929,524.03	$ 934,912.65	$2,864,436.68
140	845	$2,811,499.25	$1,941,567.70	$ 934,912.65	$2,876,480.35
140	910	$2,844,691.50	$1,953,611.37	$ 934,912.65	$2,888,524.02
140	975	$2,877,883.75	$1,965,655.04	$ 934,912.65	$2,900,567.69
140	1040	$2,911,076.00	$1,977,698.71	$ 934,912.65	$2,912,611.36
140	1105	$2,944,268.25	$1,989,742.38	$ 934,912.65	$2,924,655.03
140	1170	$2,977,460.50	$2,001,786.05	$ 934,912.65	$2,936,698.70
140	1235	$3,010,652.75	$2,013,829.72	$ 934,912.65	$2,948,742.37
140	1300	$3,043,845.00	$2,025,873.39	$ 934,912.65	$2,960,786.03
140	1365	$3,077,037.25	$2,037,917.06	$ 934,912.65	$2,972,829.70
140	1430	$3,110,229.50	$2,049,960.73	$ 934,912.65	$2,984,873.37



COST OF GOODS SOLD

COMPARISON



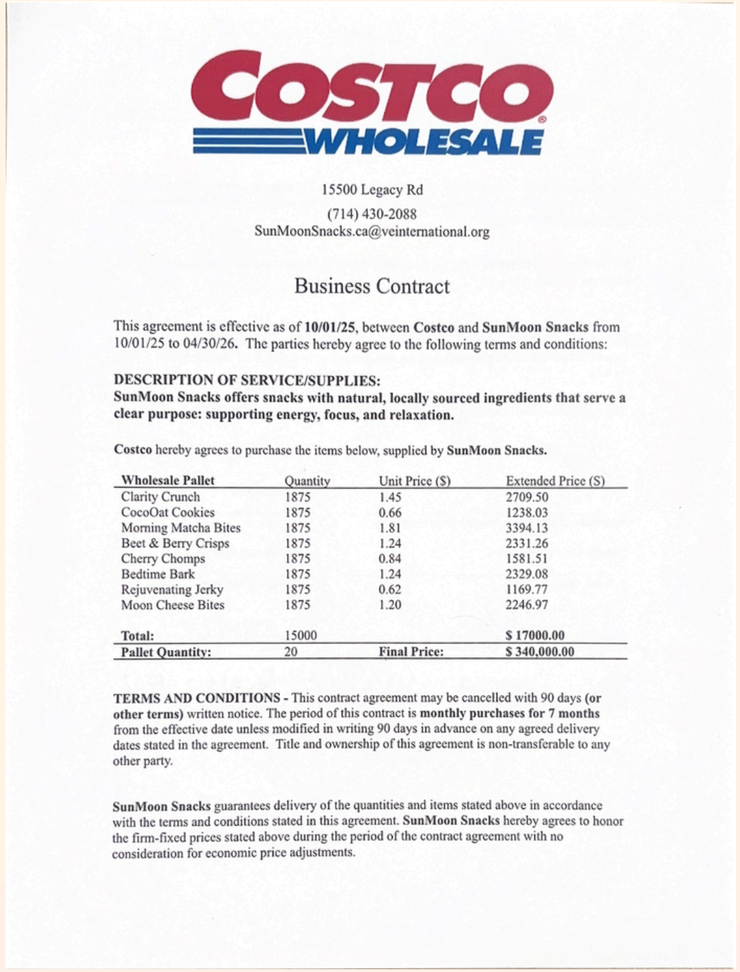
- Avg COGS: $1.10–$1.60
- Retail: $3.25
- Gross Margin: 40–55%



- Avg COGS: $1.08
- Retail: $1.99–$6.99/ea
- Gross margin: 60–75%

This means SunMoon Snacks already produces at or below the typical cost for early food startups. SunMoon Snacks is already hitting margins that many brands achieve years later.

SALES CONTRACT



15500 Legacy Rd
(714) 430-2088
SunMoonSnacks.ca@veinternational.org

Business Contract

This agreement is effective as of **10/01/25**, between **Costco** and **SunMoon Snacks** from 10/01/25 to 04/30/26. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:
SunMoon Snacks offers snacks with natural, locally sourced ingredients that serve a clear purpose: supporting energy, focus, and relaxation.

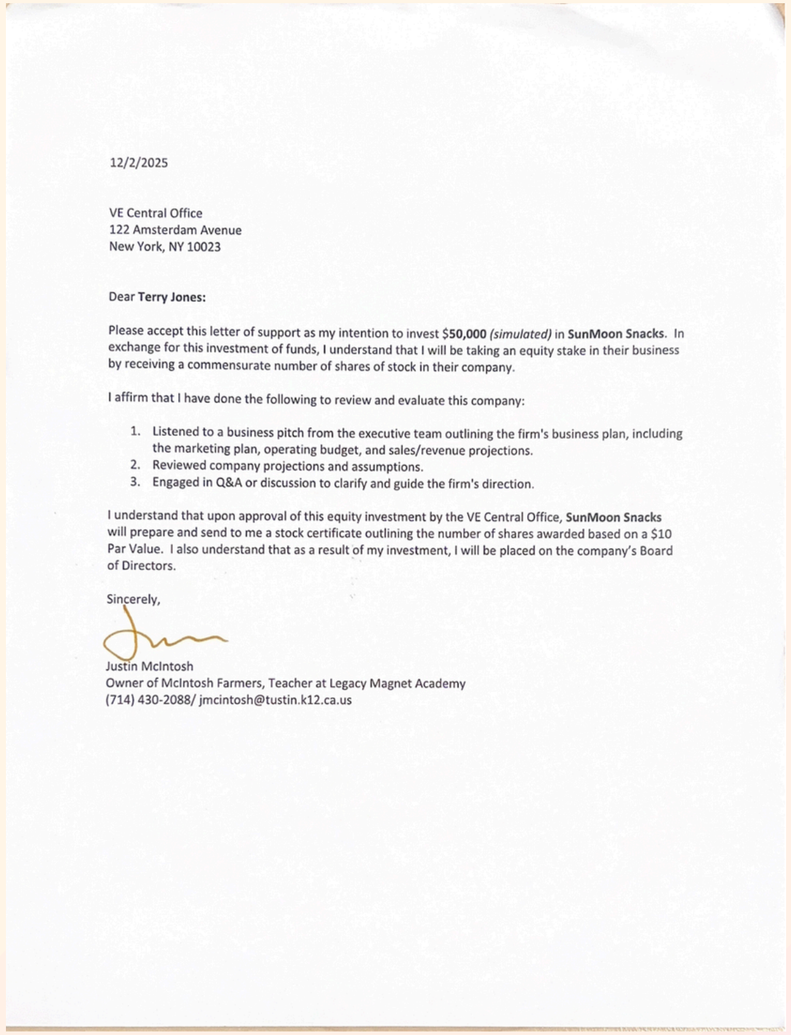
Costco hereby agrees to purchase the items below, supplied by **SunMoon Snacks.**

Wholesale Pallet	Quantity	Unit Price ($)	Extended Price ($)
Clarity Crunch	1875	1.45	2709.50
CocoOat Cookies	1875	0.66	1238.03
Morning Matcha Bites	1875	1.81	3394.13
Beet & Berry Crisps	1875	1.24	2331.26
Cherry Chomps	1875	0.84	1581.51
Bedtime Bark	1875	1.24	2329.08
Rejuvenating Jerky	1875	0.62	1169.77
Moon Cheese Bites	1875	1.20	2246.97
Total:	15000		**$ 17000.00**
Pallet Quantity:	20	**Final Price:**	**$ 340,000.00**

TERMS AND CONDITIONS - This contract agreement may be cancelled with 90 days **(or other terms)** written notice. The period of this contract is **monthly purchases for 7 months** from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

SunMoon Snacks guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **SunMoon Snacks** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments.

INVESTOR - MCINTOSH



12/2/2025

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Dear **Terry Jones:**

Please accept this letter of support as my intention to invest $**50,000** *(simulated)* in **SunMoon Snacks**. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, **SunMoon Snacks** will prepare and send to me a stock certificate outlining the number of shares awarded based on a $10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Sincerely,

Justin McIntosh
Owner of McIntosh Farmers, Teacher at Legacy Magnet Academy
(714) 430-2088/ jmcintosh@tustin.k12.ca.us

ALL COGS ARE PER SERVING			DO NOT CHANGE HIGHLIGHTED IN LIGHT YELLOW
Clarity Crunch		**Amount of Ingredient (g)**	Rationale
Rice Chex Cereal	$0.527	20	$11.96/LB = $0.0263673081/gram
Whole Grain Cereal	$0.086	10	$99.98/25LB = $3.9/LB = $0.0085980352/gram
English Walnut Pieces	$0.065	5	$177.95/30LB = $5.93/LB = $0.01307342281/gram
Roasted Pumpkin Seeds	$0.059	3	$8.89/LB = $0.0195991111/gram
Dried Blueberries	$0.072	3	$271.95/25LB = $10.88/LB = $0.02398631369/gram
Olive Oil	$0.017	2	101 fl.oz to oz. for olive oil --> 96.721151247787 oz = 2741.9985139757605 grams | $22.98 / 2741.998g = $0.0083807501/gram
Honey	$0.026	2	12LB --> 5443.11g | $69.99/5443.11g = $0.0128584578/gram
Vanilla Extract	$0.029	1	7040 fl.oz --> 7,343.955oz = 208197.622101 grams using water viscosity | $6,086.99/208197.622101g = $0.0292365971/gram
Cinnamon	$0.048	2	$543.44/50LB = $10.8688/LB = $0.023961621898093/gram
Nutemeg	$0.051	2	$289.95/25LB = $11.589/LB = $0.025569234025291/gram
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.10		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$1.31		
Tarrif Percent	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$1.31		
Target Margin	70%		
NOT USED Retail Price	$4.38		
ACTUAL Retail Price (POS Price)	$4.99		
Real Margin	73.67%		
Tax Percent	7%		
Total Tax	$0.35		
Total With Tax	$5.34		

CocoOat Cookies		Amount of Ingredient (g)	Rationale
Whole Oat Flour	$0.039	22	$0.80/LB = $0.0017636995/g
Ultra Fine Blanched Almond Flour	$0.172	12	$6.49/LB = $0.0143/g
Organic Coconut Sugar	$0.159	10	$7.19/LB = 0.01585/g
Coconut Milk	$0.023	6	324 oz = 9185.238 g | $34.78 / 9185.238 = $0.00379
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$0.73		
Tarrif Percent	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$0.73		
Target Margin	70%		
NOT USED Retail Price	$2.42		
ACTUAL Retail Price (POS Price)	$2.99		
Real Margin	75.75%		
Tax Percent	7%		
Total Tax	$0.21		
Total With Tax	$3.20		

Morning Matcha Bites		Amount of Ingredient (g)	Rationale	
Matcha	$0.458	11	$471.95/25LB = $18.878/LB = $0.041618899804229/gram	70g
Almond Nut Butter	$0.395	28	$159.95/25LB = $6.398/LB = $0.014105187040336/gram | 13g/bite --> 13gx10bites=130grams	10 bites/pack
Almond Flour	$0.235	14	$189.00/25LB = $7.5996/LB = $0.01675426374/gram	
Oat Flour	$0.023	6	$85.93/50LB = $1.72/LB = $0.003791954/gram	
Honey	$0.144	11	12LB --> 5443.11g | $69.99/5443.11g = $0.0128584578/gram	
SHIPPING	$0.030			
PACKAGING	$0.200			
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag	
OTHER COSTS				
Domestic COGS:	$1.59			
Tarrif Percent (USA)	0%			
Tarrif Amount	$0.00			
COGS + Tariffs	$1.59			
Target Margin	70%			
NOT USED Retail Price	$5.29			
ACTUAL Retail Price (POS Price)	$5.99			
Real Margin	73.49%			
Tax Percent	7%			
Total Tax	$0.42			
Total With Tax	$6.41			

Beet & Berry Crisps		Amount of Ingredient (g)	Rationale
Beetroot	$0.082	15	$2.49/lb = $0.0054895148/g
Sliced Carrots	$0.256	19	$6.10/lb = $0.013448209/g
Elderberry Extract	$0.184	3	$27.80/lb = $0.0612885589/g
Blueberry Extract	$0.180	3	$29.44/lb = $0.06/g
Turmeric Powder	$0.127	10	$288.54/50lb = $5.77/lb = $0.0127206829/g
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$1.16		
Tarrif Percent (USA)	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$1.16		
Target Margin	60%		
NOT USED Retail Price	$2.91		
ACTUAL Retail Price (POS Price)	$2.99		
Real Margin	61.12%		
Tax Percent	7%		
Total Tax	$0.21		
Total With Tax	$3.20		

Chery Chomps		Amount of Ingredient (g)	Rationale
Rolled Oats	$0.054	20	$1.22/LB = $0.00269/g
Almond Flour	$0.166	10	$7.52/LB = $0.01658/g
Raw Honey	$0.093	8	$5.25/LB = $0.01158/g
Almond Nut Butter	$0.085	6	$159.95/25LB = $6.398/LB = $0.014105187040336/gram
Dried Cherry	$0.110	5	$9.96/LB = $0.02195/g
Black Pepper	$0.022	1	$10.16/LB = $0.02241/g
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$0.86		
Tarrif Percent (USA)	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$0.86		
Target Margin	60%		
NOT USED Retail Price	$2.16		
ACTUAL Retail Price (POS Price)	$2.99		
Real Margin	71.15%		
Tax Percent	7%		
Total Tax	$0.21		
Total With Tax	$3.20		

Bedtime Bark		Amount of Ingredient (g)	Rationale
Dark Chocolate	$0.066	10	$32.99/22LB = $1.50/lb = $0.0033069366/g
Unsweetened Banana Chips	$0.088	10	$4.00/lb = $0.0088121255/g
Organic Mango Slices	$0.267	10	$12.13/lb = $0.0267420942/g
Roasted Pumpkin Seeds	$0.137	7	$8.89/LB = $0.0195991111/gram
Cacao Nibs	$0.183	7	$78.36/6.6lb = $11.87/lb = $0.0261688919/g
Tumeric Ground	$0.064	5	$288.54/50lb = $5.77/lb = $0.0127206829/g
Ground Pepper	$0.022	1	$10.16/lb = $0.0223989841/g
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$1.16		
Tarrif Percent (USA)	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$1.16		
Target Margin	70%		
NOT USED Retail Price	$3.87		
ACTUAL Retail Price (POS Price)	$3.99		
Real Margin	70.89%		
Tax Percent	7%		
Total Tax	$0.28		
Total With Tax	$4.27		

Rejuvenating Jerky		Amount of Ingredient (g)	Rationale
Low Sodium Soy Sauce	$0.085	5	$64.16/Gallon = $0.01696/g
Orange Juice	$0.013	3	$16.59/Gallon = $0.00438/g
Olive Oil	$0.017	2	101 fl.oz to oz. for olive oil --> 96.721151247787 oz = 2741.9985139757605 grams | $22.98 / 2741.998g = $0.0083807501/gram
Honey	$0.026	2	12LB --> 5443.11g | $69.99/5443.11g = $0.0128584578/gram
Garlic Powder	$0.027	1	$12.394/LB = $0.02733/g
Tumeric Ground	$0.013	1	$288.54/50lb = $5.77/lb = $0.0127206829/g
Chili Flakes	$0.053	1	$1.5/oz = $0.0529/g
Ground Pepper	$0.022	1	$10.16/lb = $0.0223989841/g
Rosemary	$0.027	1	$12.238/LB = $0.02697/g
Eye of Round Beef	$0.079	33	$6/LB = $0.01323/g
Sea Salt	$0.002	1	$1.09/LB = $0.00240/g
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$0.70		
Tarrif Percent (USA)	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$0.70		
Target Margin	60%		
NOT USED Retail Price	$1.74		
ACTUAL Retail Price (POS Price)	$1.99		
Real Margin	64.93%		
Tax Percent	7%		
Total Tax	$0.14		
Total With Tax	$2.13		

Moon Cheese Bites		Amount of Ingredient (g)	Rationale
Shredded Cheese	$0.063	7	$121.59/30LB = $4.053/LB = $0.00893534/gram
Oats	$0.088	10	$39.99/10LB = $3.999/LB = $0.0088093014/gram
Cottage Cheese	$0.509	14	$82.49/5LB = $16.498/LB = $0.0363718936/gram
Almond Nut Butter	$0.042	3	$159.95/25LB = $6.398/LB = $0.014105187040336/gram
Dried Cherries	$0.066	3	$248.95/25LB = $9.958/LB = $0.021953649976619/gram
Mashed Banana	$0.027	13	$37.95/40LB = $0.94875/LB = $0.00209163741864936/gram
SHIPPING	$0.030		
PACKAGING	$0.200		
LABOR	$0.104		$7.25/hr | 70 bags/hour = $0.1035714286 per bag
OTHER COSTS			
Domestic COGS:	$1.13		
Tarrif Percent (USA)	0%		
Tarrif Amount	$0.00		
COGS + Tariffs	$1.13		
Target Margin	60%		
NOT USED Retail Price	$2.82		
ACTUAL Retail Price (POS Price)	$2.99		
Real Margin	62.25%		
Tax Percent	7%		
Total Tax	$0.21		
Total With Tax	$3.20		

	FOR AN INDIVIDUAL BAG		
COGS Summary Table	**COGS**	**Weight (g)**	**INDIVIDUAL Retail Price**
Clarity Crunch	$1.31	50	$4.99
CocoOat Cookies	$0.73	50	$2.99
Morning Matcha Bites	$1.59	70	$5.99
Beet & Berry Crisps	$1.16	50	$2.99
Chery Chomps	$0.86	50	$2.99
Bedtime Bark	$1.16	50	$3.99
Rejuvenating Jerky	$0.70	50	$1.99
Moon Cheese Bites	$1.13	50	$2.99
Average COGS (For Customizable bundle)	$1.08	50	$3.60

$149.99

SMALL SUN BUNDLE				60packs/month
Product Name	**COGS/Bag**	**# of Bags**	**Total**	2packs/day
Clarity Crunch	$1.31	15	$19.71	$2.50/pack in the bundle
CocoOat Cookies	$0.73	15	$10.88	$3.00/pack individually
Morning Matcha Bites	$1.59	15	$23.81	If you buy 15 packs of each snack, it would be $180, so customers are s
Beet & Berry Crisps	$1.16	15	$17.44	
TOTAL		**60**	**$71.84**	
Target Margin			60%	
NOT USED Retail Price			$179.59	
ACTUAL Retail Price (POS Price)			$179.99	
Real Margin			60.09%	
Product Number	SL-SSB-01			

$589.99

LARGE SUN BUNDLE				240packs/4 months
Product Name	**COGS/Bag**	**# of Bags**	**Total**	60packs/month
Clarity Crunch	$1.31	60	$78.83	2packs/day
CocoOat Cookies	$0.73	60	$43.51	$2.40/pack in the bundle
Morning Matcha Bites	$1.59	60	$95.26	$3.00/pack individually
Beet & Berry Crisps	$1.16	60	$69.75	If you buy 60 packs of each snack, it would be $720, so customers are s
TOTAL		**240**	**$287.35**	good for two people
Target Margin			50%	
NOT USED Retail Price			$574.70	
ACTUAL Retail Price (POS Price)			$579.99	
Real Margin			50.46%	
Product Number	SL-LSB-01			

$149.99

SMALL MOON BUNDLE				80packs/month
Product Name	**COGS/Bag**	**# of Bags**	**Total**	2-3packs/day
Chery Chomps	$0.86	20	$17.25	$1.87/pack in the bundle
Bedtime Bark	$1.16	20	$23.23	$3/pack individually
Rejuvenating Jerky	$0.70	20	$13.96	If you buy 20 packs of each snack, it would be $199, so customers are s
Moon Cheese Bites	$1.13	20	$22.58	
TOTAL		**80**	**$77.02**	
Target Margin			60%	
NOT USED Retail Price			$192.55	
ACTUAL Retail Price (POS Price)			$199.99	
Real Margin			61.49%	
Product Number	ML-SMB-01			

	FOR AN INDIVIDUAL BAG		
COGS Summary Table	**COGS**	**Weight (g)**	**INDIVIDUAL Retail Price**
Clarity Crunch	$1.31	50	$4.99
CocoOat Cookies	$0.73	50	$2.99
Morning Matcha Bites	$1.59	70	$5.99
Beet & Berry Crisps	$1.16	50	$2.99
Chery Chomps	$0.86	50	$2.99
Bedtime Bark	$1.16	50	$3.99
Rejuvenating Jerky	$0.70	50	$1.99
Moon Cheese Bites	$1.13	50	$2.99
Average COGS (For Customizable bundle)	$1.08	50	$3.60

$149.99

SMALL SUN BUNDLE				60packs/month
Product Name	**COGS/Bag**	**# of Bags**	**Total**	2packs/day
Clarity Crunch	$1.31	15	$19.71	$2.50/pack in the bundle
CocoOat Cookies	$0.73	15	$10.88	$3.00/pack individually
Morning Matcha Bites	$1.59	15	$23.81	If you buy 15 packs of each snack, it would be $180, so customers are s
Beet & Berry Crisps	$1.16	15	$17.44	
TOTAL		**60**	**$71.84**	
Target Margin			60%	
NOT USED Retail Price			$179.59	
ACTUAL Retail Price (POS Price)			$179.99	
Real Margin			60.09%	
Product Number	SL-SSB-01			

$589.99

LARGE SUN BUNDLE				240packs/4 months
Product Name	**COGS/Bag**	**# of Bags**	**Total**	60packs/month
Clarity Crunch	$1.31	60	$78.83	2packs/day
CocoOat Cookies	$0.73	60	$43.51	$2.40/pack in the bundle
Morning Matcha Bites	$1.59	60	$95.26	$3.00/pack individually
Beet & Berry Crisps	$1.16	60	$69.75	If you buy 60 packs of each snack, it would be $720, so customers are s
TOTAL		**240**	**$287.35**	good for two people
Target Margin			50%	
NOT USED Retail Price			$574.70	
ACTUAL Retail Price (POS Price)			$579.99	
Real Margin			50.46%	
Product Number	SL-LSB-01			

$149.99

SMALL MOON BUNDLE				80packs/month
Product Name	**COGS/Bag**	**# of Bags**	**Total**	2-3packs/day
Chery Chomps	$0.86	20	$17.25	$1.87/pack in the bundle
Bedtime Bark	$1.16	20	$23.23	$3/pack individually
Rejuvenating Jerky	$0.70	20	$13.96	If you buy 20 packs of each snack, it would be $199, so customers are s
Moon Cheese Bites	$1.13	20	$22.58	
TOTAL		**80**	**$77.02**	
Target Margin			60%	
NOT USED Retail Price			$192.55	
ACTUAL Retail Price (POS Price)			$199.99	
Real Margin			61.49%	
Product Number	ML-SMB-01			

LARGE MOON BUNDLE				320packs/2.5 month	
Product Name	**COGS/Bag**	**# of Bags**	**Total**	4-5packs/day for 80 days	
Chery Chomps	$0.86	80	$69.01	$2.40/pack in the bundle	
Bedtime Bark	$1.16	80	$92.93	$2.50/pack individually	
Rejuvenating Jerky	$0.70	80	$55.83	If you buy 80 packs of each snack, it would be $800, so customers are s	
Moon Cheese Bites	$1.13	80	$90.30	good for two people	
TOTAL		**320**	**$308.07**		
Target Margin			50%		
NOT USED Retail Price			$616.15		
ACTUAL Retail Price (POS Price)			$619.99		
Real Margin			50.31%		
Product Number	ML-LMB-01				

($1229.99) ($102/MONTH) - **ONE TIME PURCHASE**

EQUINOX BUNDLE				720 packs/12months	
Product Name	**COGS/Bag**	**# of Bags**	**Total**	2packs/day	
Clarity Crunch	$1.31	90	$118.24	$1.80/pack in the bundle	
CocoOat Cookies	$0.73	90	$65.27	$2.50/pack individually	
Morning Matcha Bites	$1.59	90	$142.89	If you buy 90 packs of each snack, it would be $1800, so customers are	
Beet & Berry Crisps	$1.16	90	$104.63		
Chery Chomps	$0.86	90	$77.63		
Bedtime Bark	$1.16	90	$104.55		
Rejuvenating Jerky	$0.70	90	$62.81		
Moon Cheese Bites	$1.13	90	$101.59		
TOTAL		**720**	**$777.61**		
Target Margin			40%		
NOT USED Retail Price			$1,296.01		
ACTUAL Retail Price (POS Price)			$1,299.99		
Real Margin			40.18%		
Product Number	SML-EB-01				

2000lbs

WHOLESALE BUNDLE					
Product Name	**COGS/Bag**	**# of Bags**	**Total**	**Price Per Bag**	
Clarity Crunch	$1.31	1875	$2,463.37	$1.75	$3,284.50
CocoOat Cookies	$0.73	1875	$1,359.77	$0.97	$1,813.03
Morning Matcha Bites	$1.59	1875	$2,976.85	$2.12	$3,969.13
Beet & Berry Crisps	$1.16	1875	$2,179.69	$1.55	$2,906.26
Chery Chomps	$0.86	1875	$1,617.38	$1.15	$2,156.51
Bedtime Bark	$1.16	1875	$2,178.06	$1.55	$2,904.08
Rejuvenating Jerky	$0.70	1875	$1,308.58	$0.93	$1,744.77
Moon Cheese Bites	$1.13	1875	$2,116.47	$1.51	$2,821.97
TOTAL		**15000**	**$16,200.17**		$21,600.23
Target Margin			25%		
NOT USED Retail Price			$21,600.23		
ACTUAL Retail Price (POS Price)			$21,600.00		
Real Margin			25.00%		
Product Number	SML-WSB-01				

$39.99

10-Pack BUNDLE			
Product Name	**COGS/Bag**	**# of Bags**	**Total**
Average Bundle	$1.08	10	$36.00
TOTAL		**10**	**$36.00**
Target Margin			20%
NOT USED Retail Price			$45.00
ACTUAL Retail Price (POS Price)			$49.99
Real Margin			27.98%
Product Number	SML-TPB-01		