AURA PATCH

INVESTOR PRESENTATION

The daily wellness ritual built to become a platform.

A subscription-led patch brand with a flagship product, a focused acquisition engine, and two adjacent product lines ready for staged development.

SEEKING $500K–$1.5M IN STRATEGIC SEED CAPITAL

Consumers want wellness that fits into real life.

Aura turns a daily intention into a simple, repeatable ritual.

01

Low friction

No pills, powders, mixing, or complicated schedules.

02

Goal-led

Clear formulations built around specific everyday needs.

03

Habit-forming

Thirty individually portioned patches support monthly continuity.

04

Expandable

One familiar format can carry multiple targeted products.

The opportunity is not another supplement. It is a better interface for everyday wellness.

THE FLAGSHIP

Aura™ creates the monthly ritual.

Daily Wellness & Immune Support Patch / 30 patches / $49.99 one-time purchase

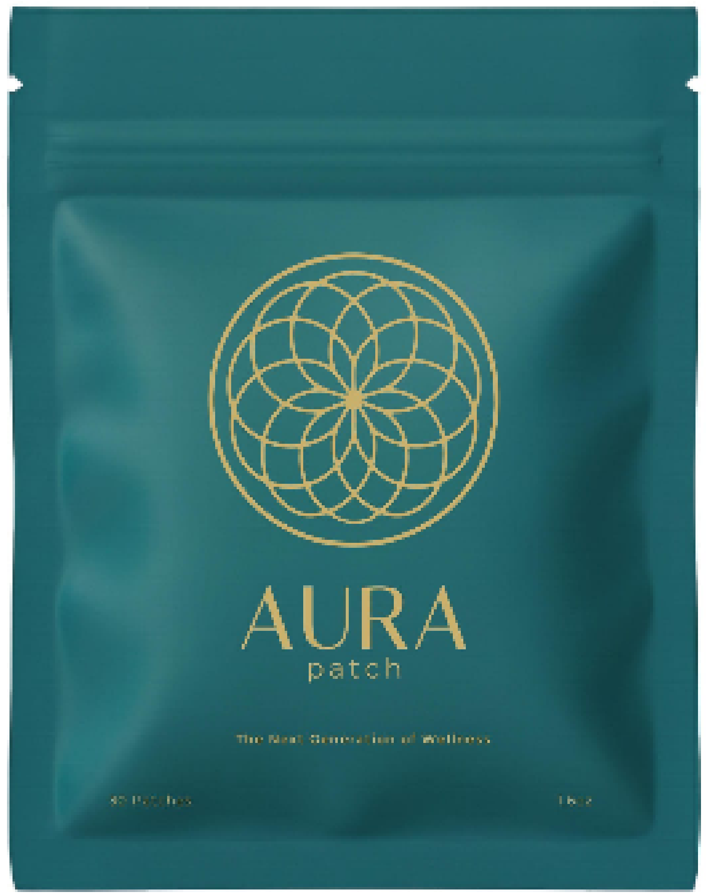
01 Daily optimization positioning

02 Stabilized allicin, nutrients, botanicals, adaptogens, and probiotics

03 Individually portioned, easy-to-use format

04 Designed for consistent daily use

05 20% subscription incentive creates a $39.99 monthly price point



PROOF BEFORE CAPITAL

The product exists. Capital funds commercialization.

Five years of founder-led work established the product, manufacturing path, and early human-use experience.

5+ years	~$100K	~150	0
Founder-led development	Personally invested	Human-use participants	Founder salaries for ~5 years

FORMULATION DEVELOPED — MANUFACTURING ESTABLISHED — COMMERCIAL LAUNCH NEXT

Early human-use work reduces uncertainty—not the need for validation.

The initial study informs the next phase; it is not positioned as proof of efficacy.

~150

Participants

CONTEXT	Human-use study conducted in China
DESIGN	Non-double-blinded
ROLE	Initial experience and product learning
NEXT	Claims review plus expanded scientific and clinical validation

Investor diligence should treat these findings as preliminary.

The same ritual can serve multiple consumer missions.

Aura™ establishes the format. Adjacent products increase lifetime value and widen the audience.

Aura™

IMMUNE · DEFENSE · WELLNESS

Flagship launch

NOW

Aura Energy™

FOCUS · ENERGY · VITALITY

Development after product-market signal

NEXT

Aura Recover™

CLEANSE · RESET · RESTORE

Development after product-market signal

NEXT

Product expansion is staged—not funded ahead of evidence.

A monthly ritual creates a simple economic engine.

Current pricing and cost figures are management assumptions.

$49.99	$39.99	~$2	20%
One-time purchase	Monthly subscription (20% off)	Estimated product cost	Ambassador referral fee

Recurring value depends on acquisition efficiency, retention, fulfillment, and compliant customer communication.

Marketing is the first scaling constraint—and the largest use of capital.

Aura combines controlled paid acquisition with compounding advocacy and retail discovery.

01	Paid social + creator content	Rapid message testing, conversion learning, and scalable reach.
02	Ambassadors + affiliates	Trusted recommendations with performance-linked economics.
03	Retention + CRM	Subscription onboarding, education, replenishment, and win-back.
04	Selective wholesale	Retail exposure where wellness discovery already happens.

Every acquisition dollar should build a stronger recurring engine.

Launch spending is designed to produce learning—not vanity reach.

01 Acquire → 02 Convert → 03 Onboard → 04 Retain → 05 Refer

The operating dashboard: CAC • conversion • month-2 retention • LTV • referral contribution

Subscription growth creates a visible revenue ladder.

Illustrative scenarios at $39.99 per active monthly subscriber.

ACTIVE SUBSCRIBERS	MONTHLY REVENUE	ANNUALIZED REVENUE
500	$20K	$240K
1,000	$40K	$480K
2,500	$100K	$1.20M
5,000	$200K	$2.40M
10,000	$400K	$4.80M
20,000	**$800K**	**$9.60M**

Illustrative scenarios—not a forecast or guarantee.

Attractive gross economics leave room to fund growth—if retention holds.

Illustrative monthly model at 20,000 active subscriptions.

$799.8K	($40K)	(~$160K)	~$599.8K
Subscription revenue	Estimated product cost	20% affiliate fees	Before remaining costs

Excludes shipping, fulfillment, payment processing, paid media, customer service, regulatory/compliance, taxes, returns, and corporate overhead.

CURRENT POSITION

Aura enters the raise with product risk reduced and commercial risk still to prove.

The next evidence comes from market behavior: conversion, retention, and repeatable acquisition.

01

Established

Formulation
Packaging
Manufacturing path
Founder investment

02

Ready

U.S.-first storefront
Subscription model
Affiliate concept
Product pipeline

03

Unproven

CAC
Retention
LTV
Channel efficiency

04

Next proof

Launch flagship
Measure cohorts
Refine messaging
Scale what works

The raise funds a commercial learning system—not just inventory.

Each workstream supports faster evidence, better decisions, and more durable growth.

01 Customer acquisition

Creative, paid media, creators, partnerships, measurement

02 Retention engine

Subscription onboarding, CRM, education, lifecycle campaigns

03 Supply readiness

Inventory, quality control, fulfillment, working capital

04 Product pipeline

Aura Energy and Aura Recover formulation, testing, packaging

05 Compliance + evidence

Claims review, regulatory preparation, validation plan

06 Operating foundation

Technology, customer support, finance, legal, IP

Nearly half the illustrative $1M plan funds demand creation.

Product expansion receives a dedicated budget—but follows the flagship's market signal.

- **45% Marketing + customer acquisition**
- 20% Inventory + fulfillment readiness
- **15% Aura Energy + Aura Recover development**
- 10% Regulatory, claims + validation
- 5% E-commerce, CRM + analytics
- 5% Legal, IP + working capital

More capital buys faster learning and a broader product horizon.

The investment range supports three disciplined operating tempos.

$500K

LAUNCH

Flagship readiness
Compliance foundation
Initial acquisition testing
Subscription + CRM
First inventory

$1M

PROVE + EXPAND

Everything at launch
Scaled channel testing
Retention optimization
Working capital
Begin Energy + Recover

$1.5M

ACCELERATE

Everything at prove
Broader U.S. acquisition
Launch-ready adjacent products
Wholesale capability
Expanded validation

Capital converts assumptions into measurable operating evidence.

The plan gates expansion behind repeatable flagship performance.

0–3

Foundation

1

Corporate, regulatory, supply, analytics

4–6

Launch

2

Flagship live; first cohorts acquired

7–12

Optimize

3

Improve CAC, conversion, retention, LTV

13–18

Expand

4

Scale winning channels; advance Energy + Recover

Decision gates: acquisition efficiency • retention quality • repeat purchase • inventory velocity

AURA PATCH

STRATEGIC SEED CAPITAL

Fund the launch. Prove the engine. Expand the ritual.

Aura is seeking $500K–$1.5M to launch the flagship, build a measurable acquisition and retention engine, and advance two adjacent product lines with discipline.

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