

Armeniac Investor Presentation

“Armeniac: Heritage Meets Health – Global Botanical Wellness”

1. Executive Summary

- **Company:** Armeniac
 - **Sector:** Premium Herbal Teas & Botanical Products
 - **Mission:** Reviving ancient Armenian botanical traditions with modern scientific innovation.
 - **Vision:** To become the leading global brand for **heritage-based wellness** in the tea and herbal market by 2035.
 - **Core Advantage:** Ethno-botanical expertise, unique sourcing from Armenian highlands, and proprietary blends rooted in centuries of wellness culture.
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2. The Opportunity

- **Market Size:** Global tea market projected to reach **\$300B+ by 2035** (CAGR ~6.5%). Herbal teas & functional wellness category growing at **8–12% annually**.
 - **Consumer Trends:**
 - Shift toward **natural, functional, caffeine-free beverages**.
 - Rising **demand for heritage-based, authentic brands**.
 - Premium & health-focused segment expanding fastest in **US, EU, Japan, and Middle East**.
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3. Why Armeniac? (USP)

- **Heritage + Science** – Unique ethno-botanical formulas backed by modern food tech.
 - **Origin Advantage** – Armenia’s **pure highland ecosystem** for sourcing rare botanicals.
 - **Premium Branding** – Targeting **affluent wellness consumers** globally.
 - **Scalable Portfolio** – Herbal teas, botanicals, adaptogens, functional blends.
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4. Market Entry & Growth Strategy

- **Phase 1 (2025–2027):**
 - Direct-to-consumer (DTC) via **e-commerce** (US, EU, Japan).
 - Premium **retail partnerships** (Whole Foods, Eataly, Selfridges).
 - Brand positioning: “**Ancient Wellness for Modern Life.**”
 - **Phase 2 (2028–2031):**
 - Global distribution expansion.
 - **Functional wellness line** (teas + extracts + powders).
 - Wellness tourism and **Armeniac Experience Centers**.
 - **Phase 3 (2032–2035):**
 - **IPO or Strategic Exit**.
 - Target **\$100M+ valuation** with 30–40% EBITDA margin.
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5. Financial Snapshot & Ask

- **Initial Raise:** \$2.5M – Seed & Growth Capital.
 - **Use of Funds:**
 - 35% Brand Development & Marketing
 - 30% Production Scale-up
 - 20% Distribution & Partnerships
 - 15% R&D & New Product Development
 - **Revenue Projection:**
 - 2026: \$3.5M
 - 2030: \$25M
 - 2035: \$100M+
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6. Exit Strategy

- Strategic acquisition by **global wellness / premium beverage giants** (Nestlé, Unilever, LVMH wellness division).
 - IPO option on **NASDAQ / Euronext** by 2035.
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7. Founding Team

- **Armen Mehrabian** – CEO & Innovation Advisor (Ethno-botanist, Agronomist, Food Technologist).
 - **Seda Kostandian** – Quality Control Officer (Microbiologist).
 - **Armenuhi Davtyan** – Production Manager.
 - **Natalia Buimister** – Executive Sales Manager.
 - **Gayane Mehrabyan** – Customer Experience & Operations Manager.
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8. Next Steps for Investors

- ✓ Access full **brand book, pricing strategy, and e-commerce plan** (ready).
 - ✓ Schedule **1:1 strategic discussion** with the founder.
 - ✓ Join the **heritage wellness revolution**.
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Deliverables in the packet:

- **Investor Deck (PDF)** – Visual, premium design.
- **Financial Model (Excel)** – 2025–2035 projections.
- **Market Analysis Report (PDF)** – Competitive landscape & positioning.
- **Brand Book** – Visual identity & communication tone.
- **Pricing & Packaging Strategy**.