



Caffeinated, Sugar-free, Low Calorie, Gourmet Marshmallows

Project: \$500,000 order
 For: Ben Sassoon / DCUGO
 By: HIP Gastroplex

Product: Variety pack of 4 pouches, with 12 marshmallows/pouch
 Flavors: Coffee, Orange, Vanilla, Tea
 Net weight: 6oz (170g)/pouch, 6 pouches/case
 Caffeine content: 160mg/mallow (**non-bitter caffeine**)

Pricing: \$9.95/pouch, \$39.75/variety pack
 Free shipping in continental USA included

Production: Investment in facility, equipment, and materials: \$240,000
 (required up-front*)
 Unit cost: \$3.01/SKU

REVENUE PROJECTION Order: \$500,000

Product	Production cost, \$	Wholesale, \$	Margin, %	Sales at MSRP, \$	Wholesale to retail margin, %
4 flavor variety pack	12.04	20.03	65%	39.75	98%
Order, units: 12,580	151,253	249,965		500,000	
Pre-tax profit		98,712			250,035

* HIP Gastroplex is to spin out a NewCo, Smart Confections, to produce Caffe-Mallows™, CreamMallows™, CannaMallows™, and other healthy, sugar free, low calorie confectionary products for the energy, CBD, and other snack food markets.

Our investor pitch deck is at:

https://drive.google.com/file/d/1h8DeIR5ont8lstNZ3l3QlxMv_urOqOvE/view