

BioShake[®]

The GLP-1 Daily Coconut Milkshake.

**No Needles. No Pills.
No Prescription.**

Add Water. Shake. Drink.

Made with clinically studied ingredients.



Why Now



\$79B in global GLP-1 therapy sales in 2025. ^{1*}



38% of Americans are interested in GLP-1's. ^{2*}



44% of GLP-1 users described at least one side effect. ^{3*}

GLP-1 demand is

EXPLODING

^{1*} - Morgan Stanley Research, 2026.

^{2*} - Reach3 Insights, 2026.

^{3*} - Nature Health, 2026.

The Problem

Needles

People want results, not injections. Expensive. Clinical. Prescription-only.

Side Effects

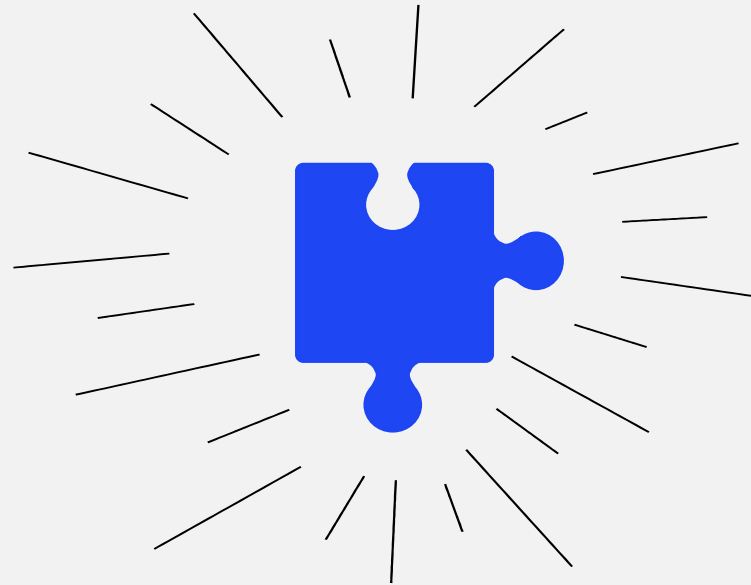
44% of GLP-1 peptide users report side effects. Nausea. Vomiting. GI discomfort.

Supplements

Pills are boring. Powders are messy. Difficult to enjoy daily.

Daily Ritual

The market does not need another pill. It needs a ritual people can repeat.



The Solution

Coconut Milkshake

2.5oz Coconut Milkshake Shot.

Creamy. Functional. Built for daily use.

Shake & Drink

Add Cold Water. Shake. Drink.

An enjoyable daily ritual.

Active Ingredients

4 clinically studied active ingredients.

Satiety. Cravings. Glucose. Weight Loss.

Take Anywhere

Pre-measured & portable.

No needles. No pills. No mess!



Clinically Studied **Active Ingredients**

Weight

Lemon Bioflavonoid Extract

Lowers body weight.

Reduces abdominal fat.

Human weight studies.

Appetite

Feijoa Fruit

Supports fullness / satiety.

Helps reduce cravings.

Randomized human studies.

Glucose

White Mulberry Leaf Extract

Supports healthier glucose response.

Blunts post-meal spikes.

Placebo-controlled trials.

Metabolism

Blood Orange Extract

Increases natural GLP-1 production.

Improves fasting glucose.

Human metabolic studies.

BioShake **Difference**

Patent Pending

Patent filed around the single-use shot delivery format.

Integrated Format

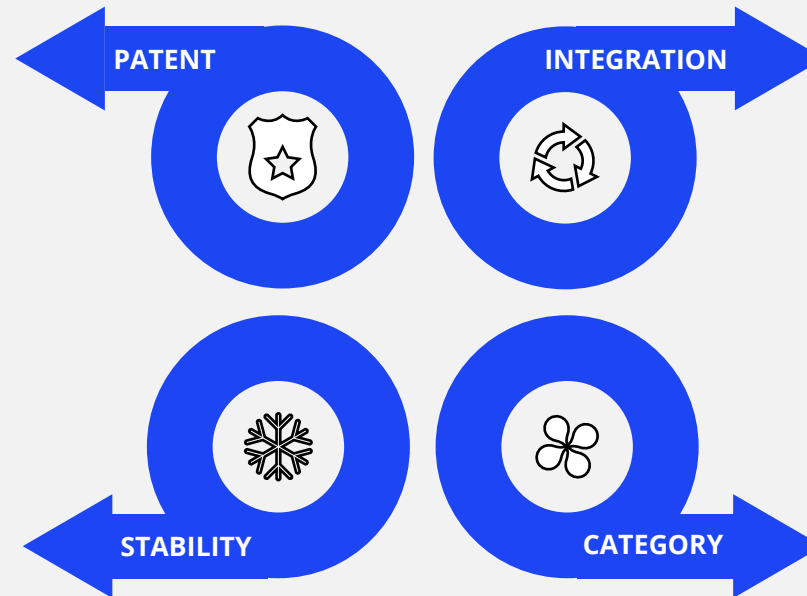
One vessel stores, mixes, and delivers.

Shelf-Stable Powder

Dry format protects sensitive actives better than pre-mixed shots.

New Category

Not a pill, bulk tub, RTD, or sachet format.



Go-to-Market

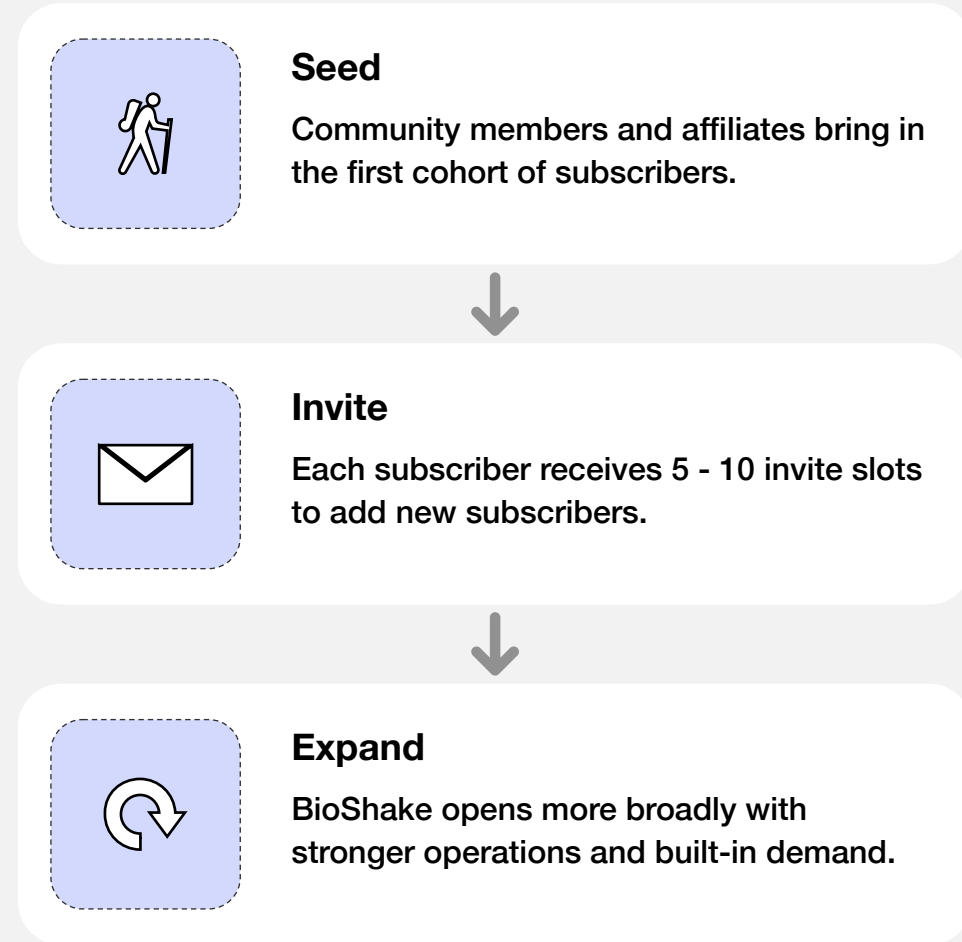
Community-led. Invite-only.

BioShake will not open to everyone on day 1. We will start with our own communities, and a few aligned affiliates, who will bring in the first cohort of subscribers.

Each subscriber will be given 5 - 10 invite slots to bring in new people.

Why this works

- Creates scarcity and hype.
- Controls manufacturing ramp.
- Solves early bottlenecks.
- Builds a loyal / niche community.
- Validates retention before broad launch.



Limited early access builds demand before broad rollout.

Team & Partners



David Moore – Founder & CEO

20 years in beverage, product development, automation, and company building. Built and scaled multiple businesses from inception to international sales and distribution.



Jesse Moffat – AI Search & Digital Compliance

AI search and compliance strategist helping build a discoverable, trustworthy digital foundation across search, content, evidence, and customer education.



Heather Munnely – Launch Affiliate & Wellness Creator

Functional Detox Practitioner and wellness creator behind @DetoxHeather, with an 110K audience across TikTok and Instagram.

Subscription Economics

Evergreen discounts and commissions are built into the recurring monthly model.

Recurring Monthly Affiliate Subscriber Economics

30-Day Supply - List Price	\$187.50
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On-Site Subscription Discount (20%, evergreen)	- \$37.50
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Affiliate Customer Discount (20%, evergreen)	- \$30.00
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Net Customer Revenue	\$120.00
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Affiliate Commission (20%, evergreen)	- \$30.00
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COGS + Shipping	- \$35.00
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Monthly Contribution Profit	\$55.00
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\$55 Monthly
contribution per
affiliate subscriber

~45.8% contribution margin

Fully loaded recurring model

Why it works

- ✓ Evergreen consumer discount supports retention.
- ✓ Evergreen affiliate commission keeps creators promoting.
- ✓ Positive monthly contribution after discounts, commission & COGS.

Contribution comparison

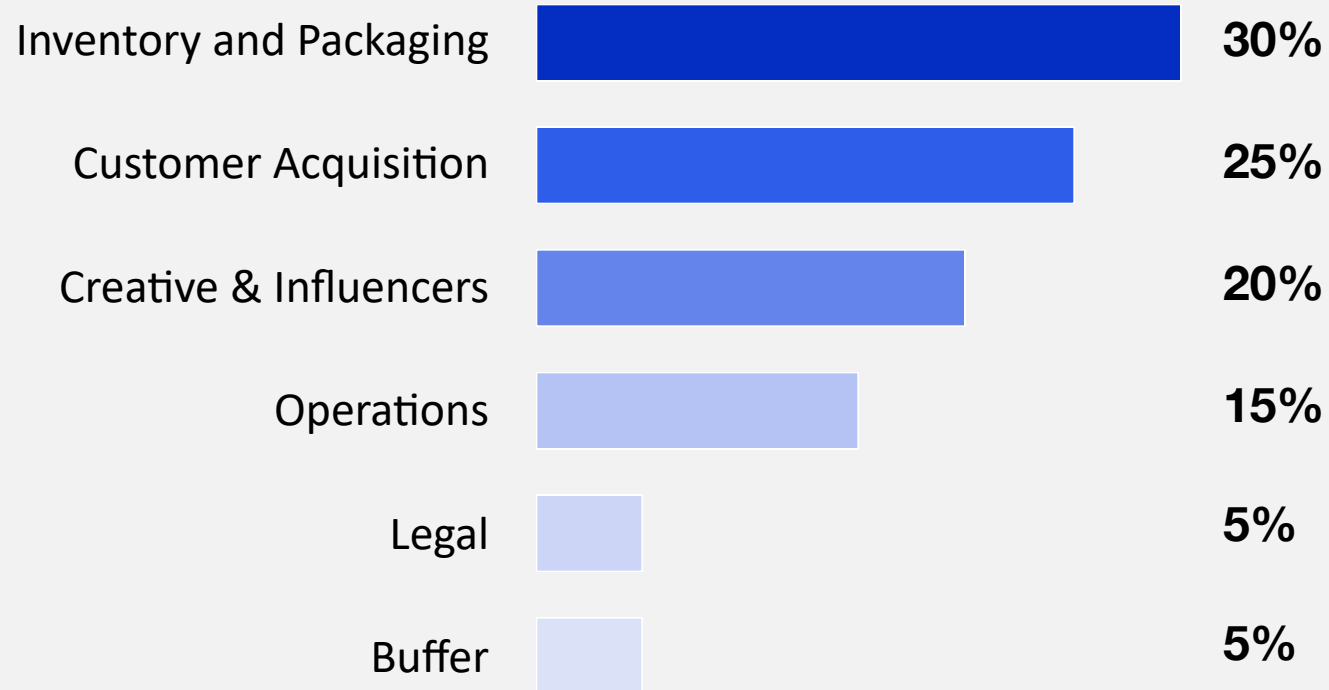
 Direct Subscriber	\$115 contribution
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 Affiliate Subscriber	\$55 contribution
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Use of Funds & The Ask

Raising \$250,000

Terms: Post-Money SAFE @ \$2.5M Valuation Cap.



Inventory & Launch Readiness

- Fund first production run and packaging.
- Prepare manufacturing & launch inventory.

Output: Product ready to ship at launch.



Customer Acquisition & Brand Launch

- Activate paid social and affiliate-driven growth.
- Build initial subscribers and validate CAC efficiency.

Output: Early recurring revenue & channel validation.



Lean Operations & Infrastructure

- Stand up AI support, analytics, and coordination.
- Lean in-house production and fulfillment.

Output: Scalable DTC infrastructure with minimal headcount.

BioShake turns daily GLP-1 support into a coconut milkshake ritual.

Raising \$250,000 on a post-money SAFE at a \$2.5M valuation cap to fund first production, commercial launch, and subscriber validation.



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Appendix

Slide 2 - Why Now.

^{1*} - Morgan Stanley Research, 2026 - GLP-1 therapy sales reached \$79B in 2025; projected \$190B by 2035

<https://www.morganstanley.com/insights/articles/glp1-weight-loss-market-may-double-190-billion-2035>

^{2*} - Reach3 Insights, 2026 - 38% of non-users are interested in trying GLP-1s.

<https://www.reach3insights.com/glp-1-adoption-data>

^{3*} - Nature Health, 2026 - 44% of self-reported GLP-1 users described at least one side effect.

<https://www.nature.com/articles/s44360-026-00108-y>

Slide 5 - Clinically Studied Active Ingredients.

Full evidence library available at: <https://evidence.drinkbioshake.com>

For access to clinical data packet, fill out the form here: <https://balainredients.com/invest/request-clinical-data>