



TEA CULTURE FOR PEAK PERFORMANCE

November 2024

MEET NEXT-GEN MATCHA

Tatsu Tea is the **world's first matcha performance beverage**, blending antioxidant-rich Japanese matcha with electrolytes, vitamins, and minerals for sustained jitter-free energy, optimized hydration, and fortified immunity.

Matcha is an extraordinary untapped resource in the ready-to-drink beverage market. Though a natural source of clean, long-lasting energy that also offers a host of health benefits to mind and body, it's been disregarded due to its natural grassy flavor and difficulty to prepare.

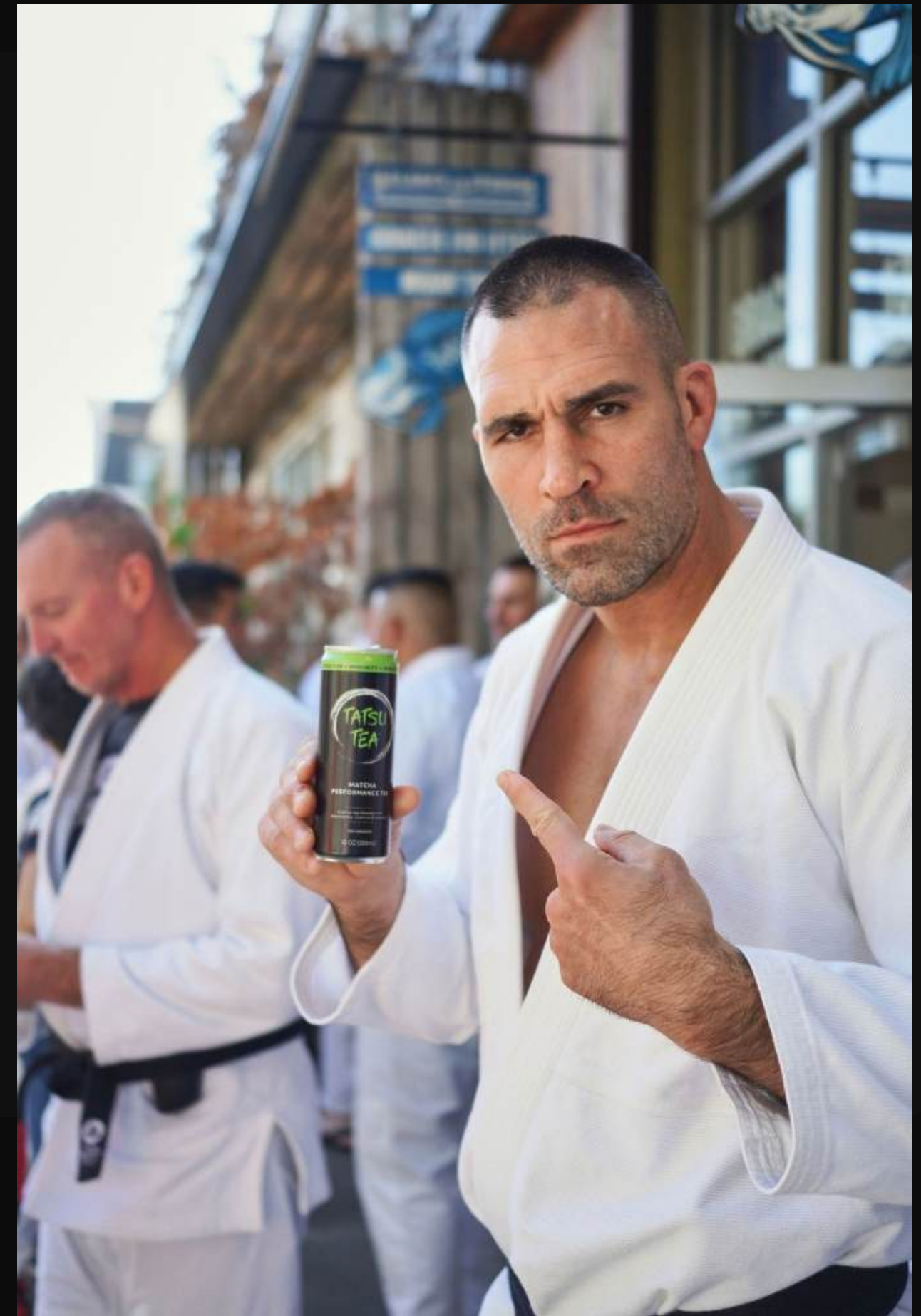
Our breakthrough formulation removes matcha's grassy flavor and **makes this powerhouse of energy and wellness accessible to a wider audience for the first time.**



WHO WE ARE

Actually, let's start with who we are *not*. We are not the high sugar, neon colored, so much caffeine you start suspecting an intervention is probably coming “energy” drink of yesterday. We are a simple one-two punch of hydration and immunity, fueled by super healthy, super smooth matcha tea **that doesn't taste like matcha**. Only clean, real ingredients that work with your body to bring out your best.

Tatsu Tea was founded by a group of elite combat athletes who wanted a drink that would help them perform at their peak, both on and off the mats. No extra ingredients, only those that truly have something to add.



52mg caffeine

**light, refreshing
taste**

10 calories

no added sugar

no jitters or crash

HYDRATION + IMMUNITY + PERFORMANCE

**TATSU
TEA™**

**8-10 hours of
clean energy**

**L-theanine
for focus**

**electrolytes
for hydration**

**vit C + zinc for
immune support**

antioxidant-rich

A close-up photograph of a hand holding a single, vibrant green tea leaf. The leaf is elongated with a serrated edge and prominent veins. The background is a soft-focus field of similar tea plants, creating a bokeh effect with warm, golden light filtering through the leaves.

OUR STORY

The idea of Tatsu Tea was conceived by a registered dietitian, who often traveled to Japan for work and to study martial arts. Suffering from jet lag and wanting to perform at his best, he formulated a beverage that would combine hydration benefits with immune-supporting properties. To that, he added the energizing and health-promoting properties of the centuries-old matcha tea ceremonies he had fallen in love with on his travels.

Back in the U.S., he partnered with Tatsu's other co-founders, with whom he trained jiu jitsu, and they refined the concept into a convenient ready-to-drink beverage using matcha as its fuel, not its flavor. They meticulously reformulated the recipe to remove the typical grassy, umami taste of matcha while retaining all its myriad health and energy benefits, thus creating the first and only matcha beverage to appeal to both matcha lovers and skeptics alike.

Tatsu grew up in the gyms of Philadelphia's Fishtown neighborhood among world-class combat sport athletes. Scrupulous about what they would put into their bodies, the jiu jitsu and combat sport community quickly and wholeheartedly embraced Tatsu, with its lack of added sugar and powerful, clean ingredients that gave them the sustained energy to perform at their peak with no jitters, crash, or negative side effects.

OUR MISSION

With a vision to transform the landscape of daily refreshments, our mission is to provide a healthy alternative to coffee and energy drinks, offering sustained steady energy without jitters or subsequent crashes, and championing a cleaner way of drinking that supports both peak performance and wellness for everyone from the most elite athlete to the multitasking mom.



OUR MANTRA



Our mantra is “**PERFORM WITH PURPOSE**”, a philosophy drilled into our hearts and souls over years of training. To us, it means we focus our energy and efforts on intentional, well-directed action, rather than constant, undirected activity.

We believe that success in any endeavor comes not just from effort, but from the *correct* effort - taking precise, purposeful actions that are directly aligned with your goals.



OUR PHILOSOPHY

Rooted in our founders' shared practice of jiu jitsu, our philosophy brings a fresh, strategic approach to navigating the complexities of the beverage industry - one that uniquely positions Tatsu Tea for sustained growth and market leadership.

We infuse the principles of jiu jitsu - **strategic planning, nimble adaptability, efficient and deliberate action, and humble commitment to constant improvement and evolution** - into every aspect of our business. It is our operating manual and our business ethos. The lessons we've learned through literal blood, sweat, and tears on the mats define the framework within which we operate, influencing our company's culture, values, and vision for the future. By integrating the discipline and strategy of jiu jitsu into business operations, Tatsu Tea is innovating not only in product but in the very way we approach entrepreneurship.

MARKET LANDSCAPE

The U.S. beverage industry was valued at over \$200 billion in 2024, with a steady growth rate projected over the next few years.

Functional Beverage Landscape

The U.S. functional beverage market was estimated to be valued at approximately \$40 billion, with expectations to grow at a compound annual growth rate (CAGR) of around 7% over the next few years. This growth is driven by increasing consumer awareness of health and wellness, a shift towards preventive healthcare, and a demand for convenient nutrition solutions.

\$14B

U.S. Energy Drink
Sector

\$40B

U.S. Functional
Beverage Sector





\$3B

Global Matcha
Market

COMPETITORS



COMPETITIVE ANALYSIS

PER 12 FL OZ				
CAFFEINE	52 mg	100 mg	200 mg	65 mg
CALORIES	10	80	10	81
ADDED SUGAR	0 g	18 g	0 g	21 g
NO SYNTHETIC SWEETENER	✓	✓	✗	✓
NO ARTIFICIAL ADDITIVES	✓	✓	✗	✓
NO JITTERS OR CRASH	✓	✗	✗	✓
GREAT TASTE	✓	✗	✗	✗

TATSU TEA

NO added sugar

NO jitters or crash

Natural, clean
caffeine from
Japanese matcha tea

Light, refreshing taste



VS



ENERGY DRINKS

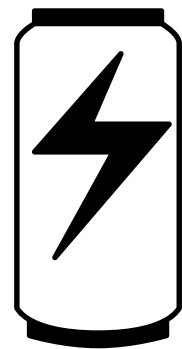
Excessive refined
sugars or synthetic
substitutes

Temporary spike with
jitters, followed by a
hard crash

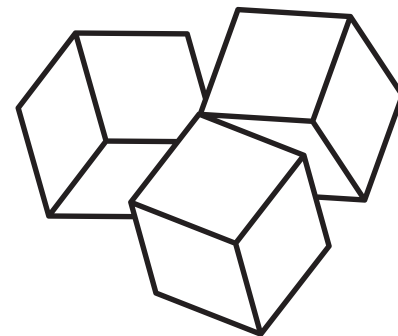
Chemically-
manufactured
synthetic caffeine

Overly fake-sweet
flavor with chemical
aftertaste

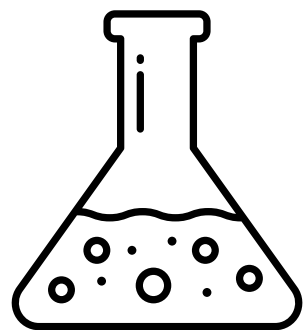
THE PROBLEM



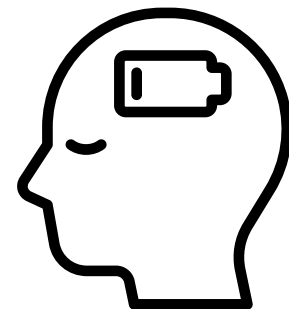
high levels of
synthetic caffeine



too much sugar



artificial
ingredients



jitters, crash,
lack of focus

Harmful Products

Despite the popularity of energy drinks and other functional beverages, concerns have been raised about their high levels of caffeine, sugar, and artificial additives, which can pose health risks such as increased heart rate, high blood pressure, obesity, diabetes, and anxiety. Regulatory agencies and health professionals are calling for stricter guidelines and clearer labeling to inform consumers about the potential harmful effects of these products.

Refined Revitalization

Many functional beverages and energy drinks currently on the market lack a quality taste profile, making them less appealing to consumers seeking enjoyable flavors. Furthermore, their formulations often lead to excessive jitters and subsequent energy crashes due to high levels of caffeine and sugar, which can deter individuals from regular consumption.

Segmented Marketing

Functional beverage and energy drink companies often tailor their marketing strategies to specific demographics, such as young adults, athletes, or fitness enthusiasts, using imagery and messaging that resonate with these groups. This targeted approach can make their products feel less inviting to individuals outside these segments or different age ranges, leading to a perception that the beverages are not suitable or intended for everyone.

THE SOLUTION

Longer-Lasting Energy with Less Caffeine

Unlike typical high-caffeine options, Tatsu harnesses the unique synergy of matcha's natural L-theanine and caffeine to provide 6–8 hours of focused energy from only 52mg of caffeine. This balance ensures peak performance without the crashes, promoting wellness and vitality in every sip.

Customer Focus

With a steadfast commitment to customer well-being, Tatsu Tea has crafted a truly healthy beverage that delivers steady energy, hydration, and immunity, empowering all individuals to perform at their peak without the worry of unhealthy additives.



Inclusive Product

Tatsu Tea is designed to empower everyone - from the most elite athlete to the multitasking mom - to perform with purpose. By reformulating matcha to eliminate its grassy taste, Tatsu ensures both matcha lovers and skeptics alike can enjoy its incredible health benefits and achieve their highest potential. Whether a traveler, student, busy professional, parent, or fitness enthusiast, Tatsu provides sustained energy and wellness benefits for all.

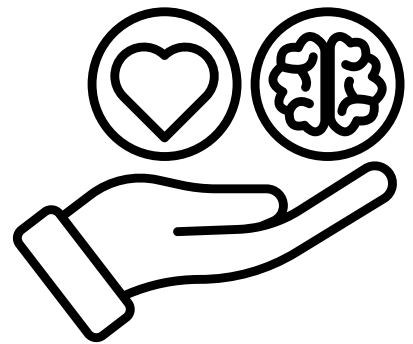
Innovation

By combining modern convenience with the ancient benefits of high quality matcha tea - reformulated to remove the typical grassy taste and lightly sweetened with real lychee juice - Tatsu Tea is pioneering a transformative shift in the functional beverage industry and reshaping how consumers seek and experience energy.

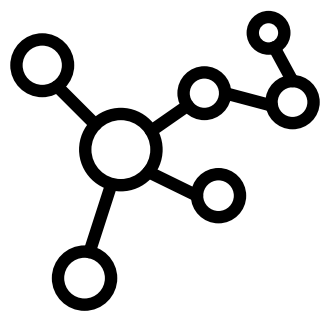
OUR SECRET WEAPON: MATCHA



Natural, plant-based
fuel source



Superfood that offers a host of health
benefits to mind + body. Antioxidant-
rich, reduces anxiety, boosts
metabolism, supports heart health,
enhances focus, boosts immunity.



Abundant in L-theanine, which causes the
caffeine to be slowly absorbed + steadily
maintained in the bloodstream, giving a
steady 6-8 hours of energy from only
52mg caffeine. No jitters. No crash.



MARKETING STRATEGY



Tatsu Training Partners Program

Strengthens Tatsu's connection to the BJJ community by driving product access, loyalty, and promotion through exclusive gym partnerships.

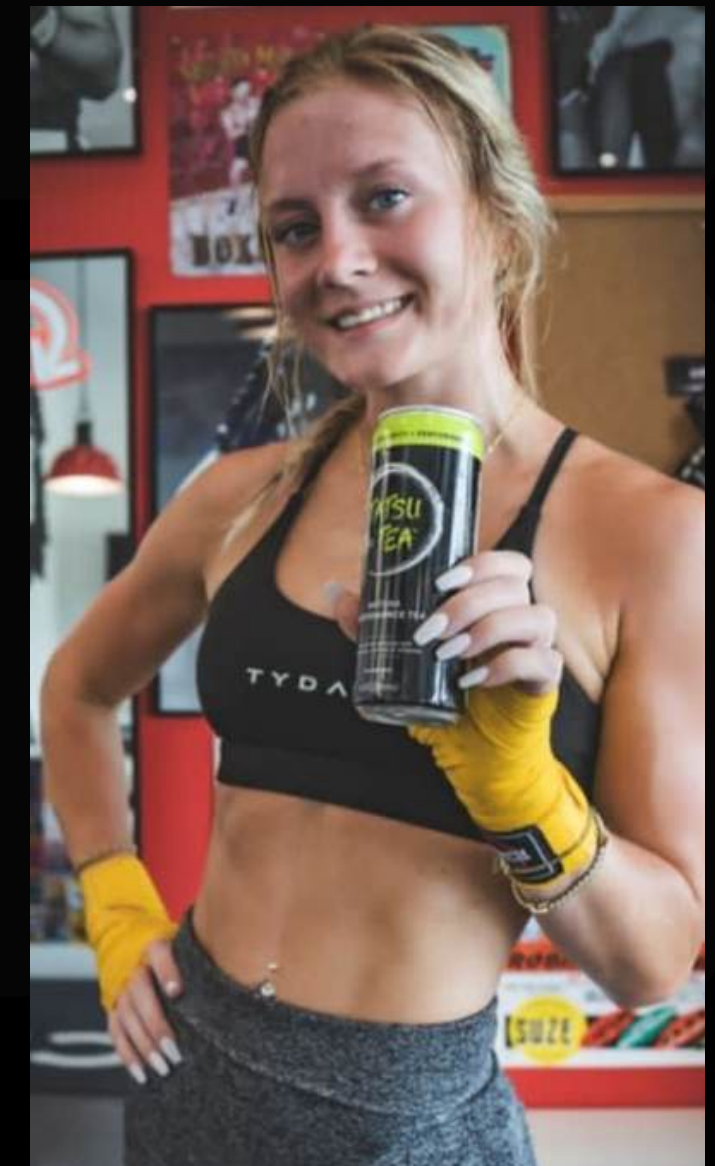


Strategic Retail Placement

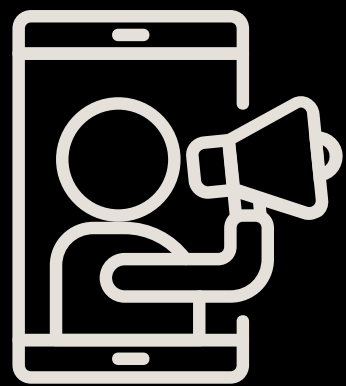
Focus on aligning with health-conscious retailers and fitness facilities



Social Media Marketing
+ Pay-Per-Click Advertising



Influencer Marketing +
Ambassador Program



Marketing and Promotion

- Tea + Techniques Seminars
- strategic brand collaborations
- targeted influencer partnerships
- podcast appearances
- tradeshows, farmers' markets, events



Strategic Partnerships

- fitness influencers + ambassadors
- focus on alternative channels (gyms, cafes, independent retailers)

GROWTH STRATEGY



Merchandise

- Line of high quality apparel to promote brand culture + enhance organic marketing
- t-shirts, hoodies, BJJ rash guards



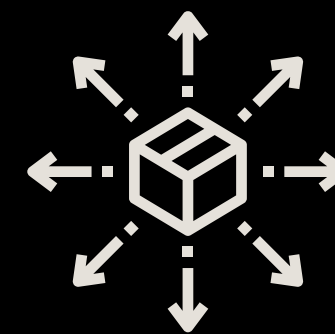
Product Development

- Set to expand product line with 2 new flavors
- exploring innovations in hydration, snacks, + a children's beverage



Tatsu Training Partners

- targeted marketing strategy to deepen Tatsu's integration within the BJJ community
- exclusive partnerships with BJJ gyms
- enables seamless product access while amplifying brand loyalty



National Distribution

- strategic retail expansion to premium grocery chains, specialty retailers + fitness centers across US markets, leveraging demand in health-conscious and athletic communities
- e-commerce + subscription growth - strengthen online presence through DTC platforms with nationwide shipping + subscription options



Strategic Hiring

- Will expand by hiring strategic, talented employees to drive innovation + accelerate growth.

MEET THE TEAM

The heart and soul of Tatsu Tea is a brotherhood of elite athletes, serial entrepreneurs, and parents with a passion for health and wellness. Their shared practice of jiu jitsu equips them with the unique ability to navigate challenges and strategize effectively in the business world, making them well-positioned to grow Tatsu Tea into a lasting brand.



Phil Migliarese III
Co-Founder & CSO



Michael Crossey
Co-Founder & CEO



Rick Migliarese
Co-Founder & Social
Media/Marketing



Todd Kupper
Co-Founder, Head of Sales
& Nutrition/Formula Design



Bill Thanel
Co-Founder, Supply
Chain & Distribution



Gina Crossey
Chief of Staff

OUR ADVISORS

Tatsu is beyond fortunate to be guided by an exceptional advisory board, including top beverage executives, renowned academics in consumer strategy, successful entrepreneurs, and influential voices in health and wellness.

With their unparalleled expertise in scaling brands, direct-to-consumer growth, and building impactful consumer products, Tatsu is poised to evolve from a cult favorite into a mainstream powerhouse.



Michael Zuckerman

President of world's largest beverage bottling company, Zuckerman Honikman; investor in top consumer funds + beverage brands



David Bell

Guru of the consumer and retail startup movement; Wharton professor



Ron Coughlin

Accomplished executive with proven track record in leading innovative business strategies and driving growth across diverse industries.



Ben Greenfield

Voted America's Top Trainer + among 100 Most Influential People in Health + Fitness



Brock Weatherup

Phenomenal consumer entrepreneur + investor; son of ex-Pepsi CEO

WELLNESS 360°

We're not here for quick fixes; we're in it for the long haul.
True wellness means protecting mind, body + planet.

FOR YOU



Authentic Japanese matcha
= clean energy and focus
without crash or anxiety

FOR OUR COMMUNITIES



Free self-defense training
= peace of mind and
real-world skills to stay
safe and strong

FOR OUR PLANET



Endlessly recyclable
aluminum cans
= reduced waste and
minimized carbon footprint

HYDRATION + IMMUNITY + PERFORMANCE



MATCHA
PERFORMANCE TEA

matcha tea blended with
electrolytes, vitamins & minerals

NON-CARBONATED

