



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.

The background of the slide features a blurred image of several individuals in blue Jiu Jitsu uniforms (gis) practicing on a blue mat. Their hands and arms are visible, engaged in grappling techniques. The image is out of focus, emphasizing the text overlay.

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.

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

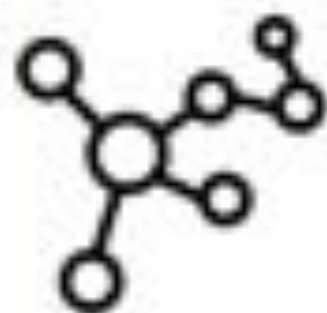
OUR SECRET WEAPON: MATCHA



Premium, 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.



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



Premium 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

CREATION + IMMUNITY + PERFORMANCE



MATCHA
PERFORMANCE TEA

matcha tea blended with
electrolytes, vitamins & minerals

NON-CARBONATED

