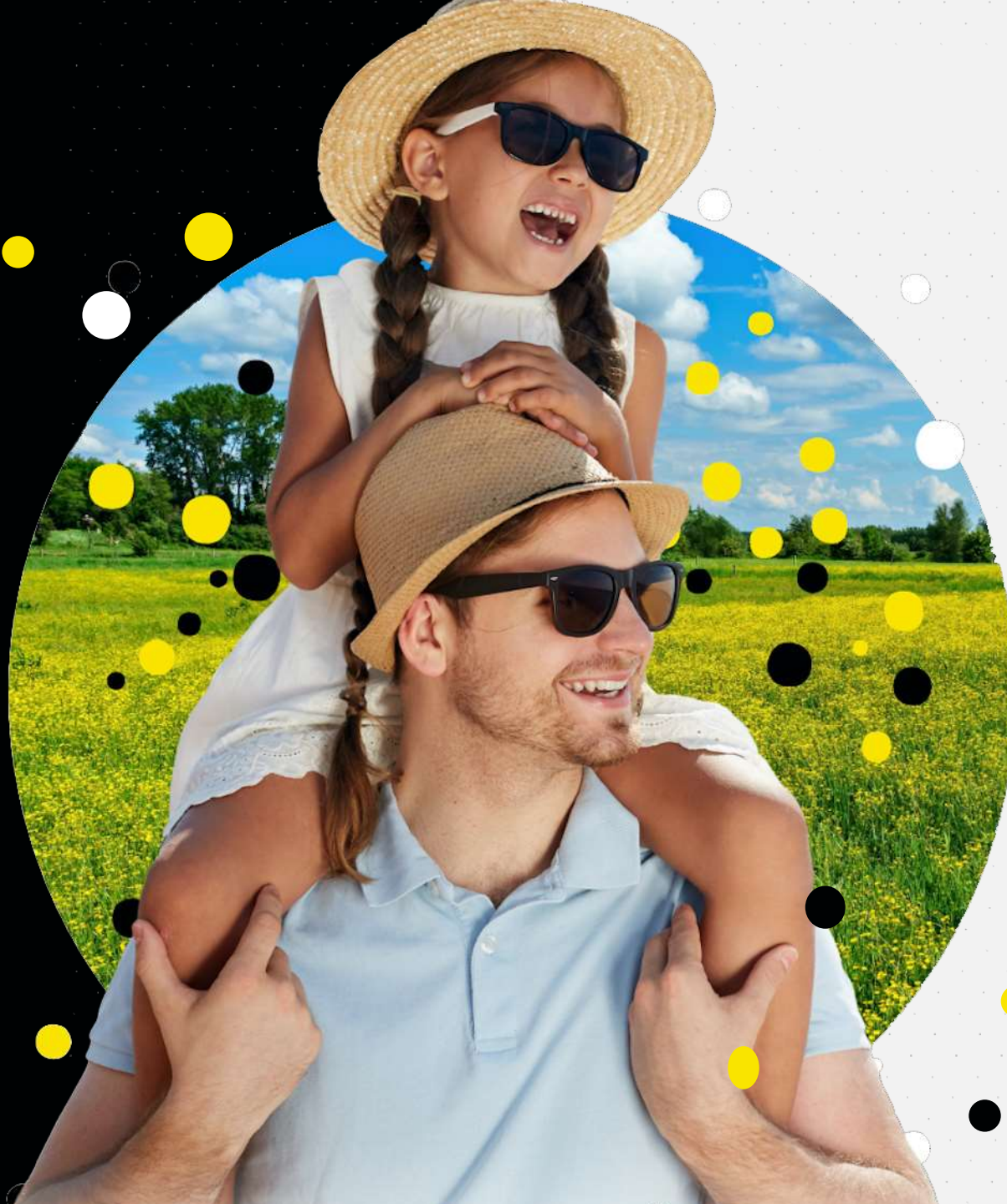




**AllerPops<sup>®</sup>**  
Prebiotic Lollipops



**We're liberating  
millions from allergies.**

**AllerPops®**  
Prebiotic Lollipops



\_THE PROBLEM

**THERE ARE**

50 million people who suffer from allergies each year

**WHO**

Use chemical filled drugs daily just to combat symptoms for a short term

**BUT**

Continue to suffer from worsening symptoms and are at risk of autoimmune disorders



\_OUR SOLUTION



# **A Biologist's Journey to Fight ALLERGIES Leads to the Invention of ALLERPOPS**

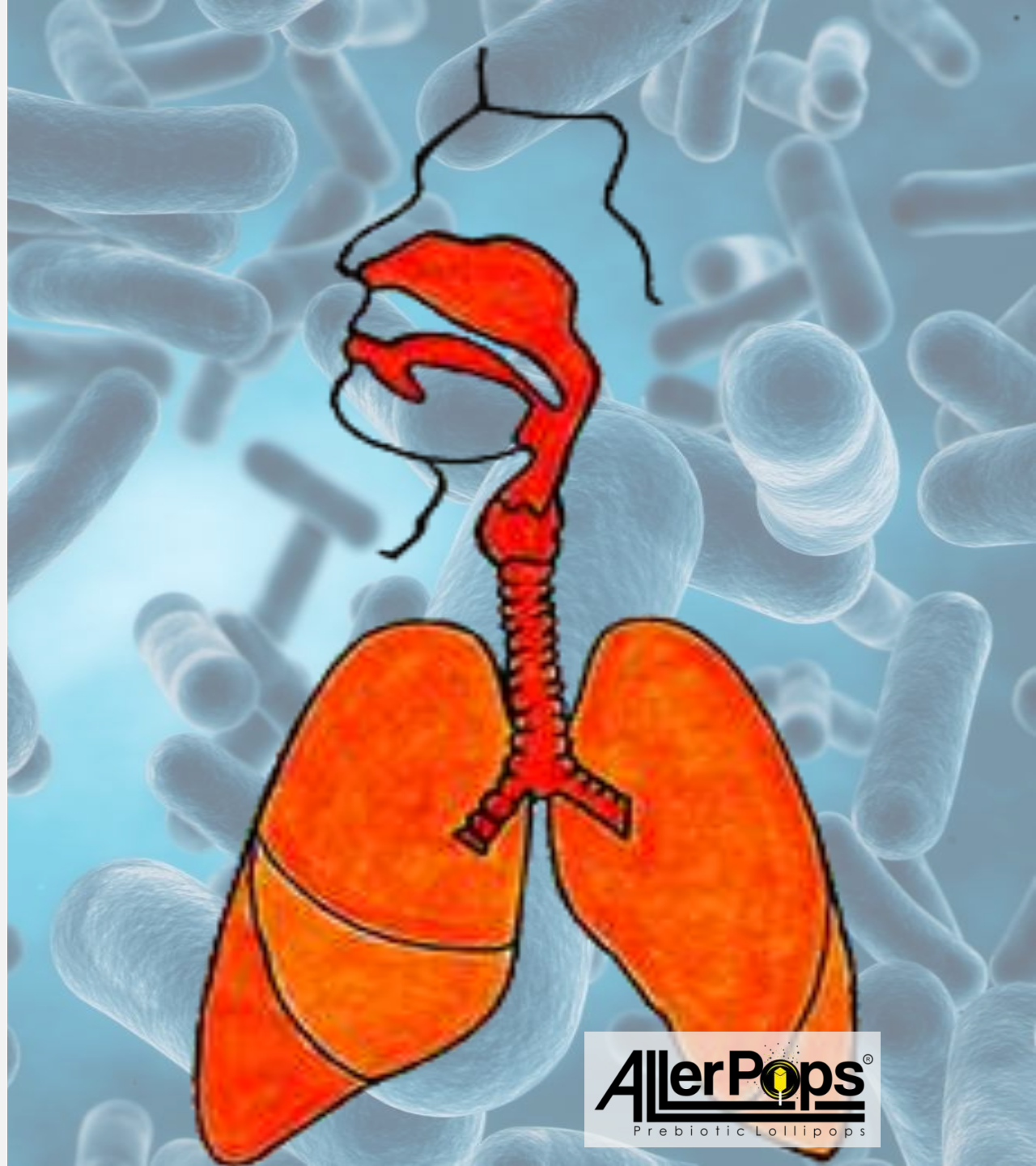


\_OUR SOLUTION

# **AllerPops feeds oral probiotics and corrects the cause of allergies.**

The cause of allergies is oral probiotic deficiency.

Allergies worsen if you do not have enough beneficial bacteria in your mouth. These bacteria pacify the immune system, preventing pointless attacks on harmless substances.





\_OUR SOLUTION

# Relief lasting months to years.

Additional benefits include stopping/slowing progress of allergies and lowering risk of autoimmune diseases.





\_OUR SOLUTION

**We're drug free, all-natural, and made with FDA approved food ingredients.**



**AllerPops®**  
Prebiotic Lollipops

\_EFFECTIVE

# AllerPops Relieve Symptoms

AllerPops are Highly effective in Relieving Allergy Symptoms

Below is a chart that shows how many people report relief to specific symptoms

**94.5%**

of users feel relief from

**Nasal Congestion**

**89.5%**

of users feel relief from

**Nasal Discharge or Sneezing**

**86%**

of users feel relief from

**Watery/Red Eyes**

**81.3%**

of users feel relief from

**Headaches**

**80%**

of users feel relief from

**Sore Throat**

**76.5%**

of users feel relief from

**Wheezing/Asthma**

**73.9**

of users feel relief from

**Coughing**

**69.2%**

of users feel relief from

**Eczema**

**53.3%**

of users feel relief from

**Arthritis/Muscle Aching**





\_EFFECTIVE

**Thousands of customers are satisfied.**



**"I was dumbfounded."**

—Benjamin B.



**"They (AllerPops) are a  
Godsend for my son  
and me."**

—Thomas G.



**"I would recommend  
trying this product."**

—Robert R.

**We're about to take off.**

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**INTRODUCING**

**AllerPops<sup>®</sup>**  
Prebiotic Lollipops

# \_OUR BRAND



Brand

Treat the cause of allergies, beyond symptomatic intervention.



Product

AllerPops provides allergy sufferers relief that lasts for months to years,



Mission

Liberate millions from allergies.  
Allow people to live hominy with mother nature.





\_MARKET

**Our industry is primed for growth with little competition.**

<b>50M</b>	<b>\$18B</b>	<b>\$40B</b>	<b>40%</b>	<b>6th</b>
Americans suffer from airborne allergies	Spent annually in the American allergy market.	The annual value of the allergy market worldwide by 2025	Children suffer from allergies.	Leading cause of chronic disease in the United States.

Symptomatic treatment:



Causal treatment:



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\_MARKETING

**Advertising our  
scientific breakthrough  
by promoting media  
coverage of clinical  
trial.**

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**AllerPops®**  
Prebiotic Lollipops

### Jump start

Our clinical trial in 2021 will confirm the scientific work behind AllerPops. We will promote media coverage and jumpstart the sales.

### International market opens

2021: Canada and Mexico

2022: EU and Japan

2023: China and Korea

### Incentives

Free Shipping in US,  
Hassle-free returns for 90 Days  
White Glove Customer Service

### Awards Program

Bumper sticker  
BAAA to encourage social share

### Backend

Powered by Woocommerce  
High-Touch, Dual-Location 3PL  
Social Impact Program Management

### Target KPIs

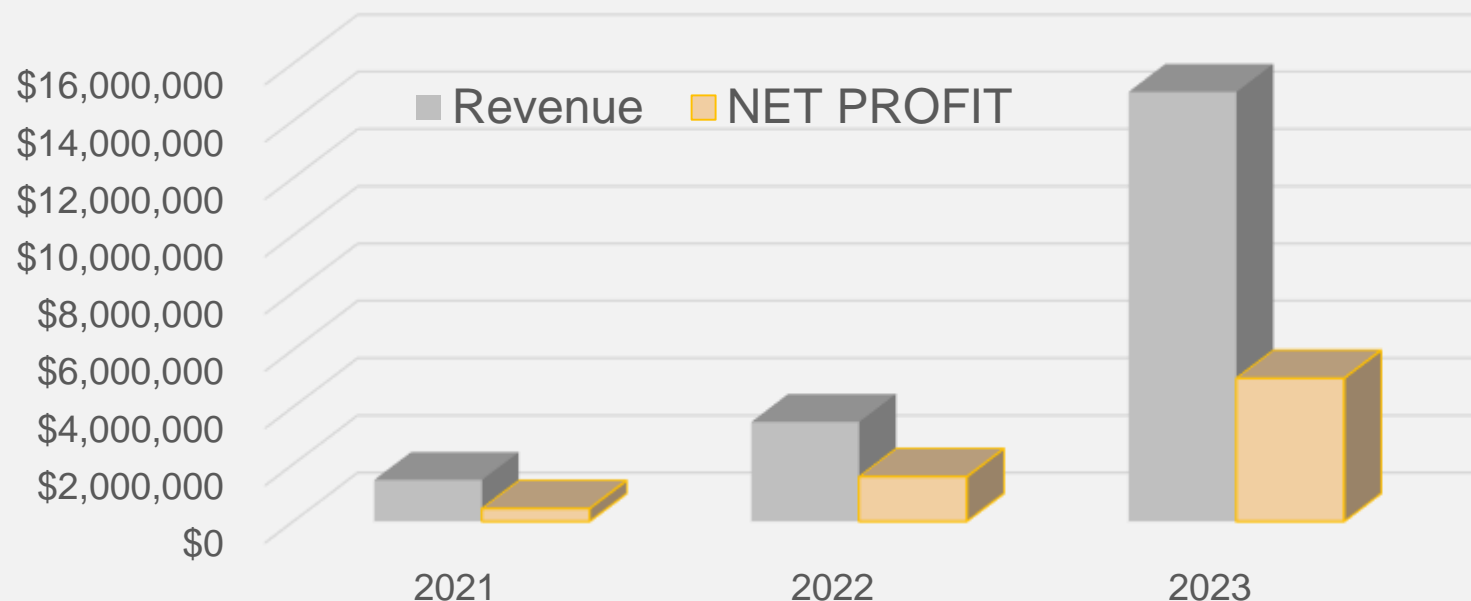
AOV \$28

GM > 80%

CAC \$10

## Direct to Customer Sales Sustain Growth

3 YEAR UNIT SALES SUMMARY	2021	2022	2023
Total Units	89,000	252,000	1,000,000
Revenue	\$1,442,000	\$3,472,000	\$15,000,000
NET PROFIT	\$448,000	\$1,560,000	\$5,000,000



CONFIDENTIAL | These are forward looking projections and are not guaranteed.



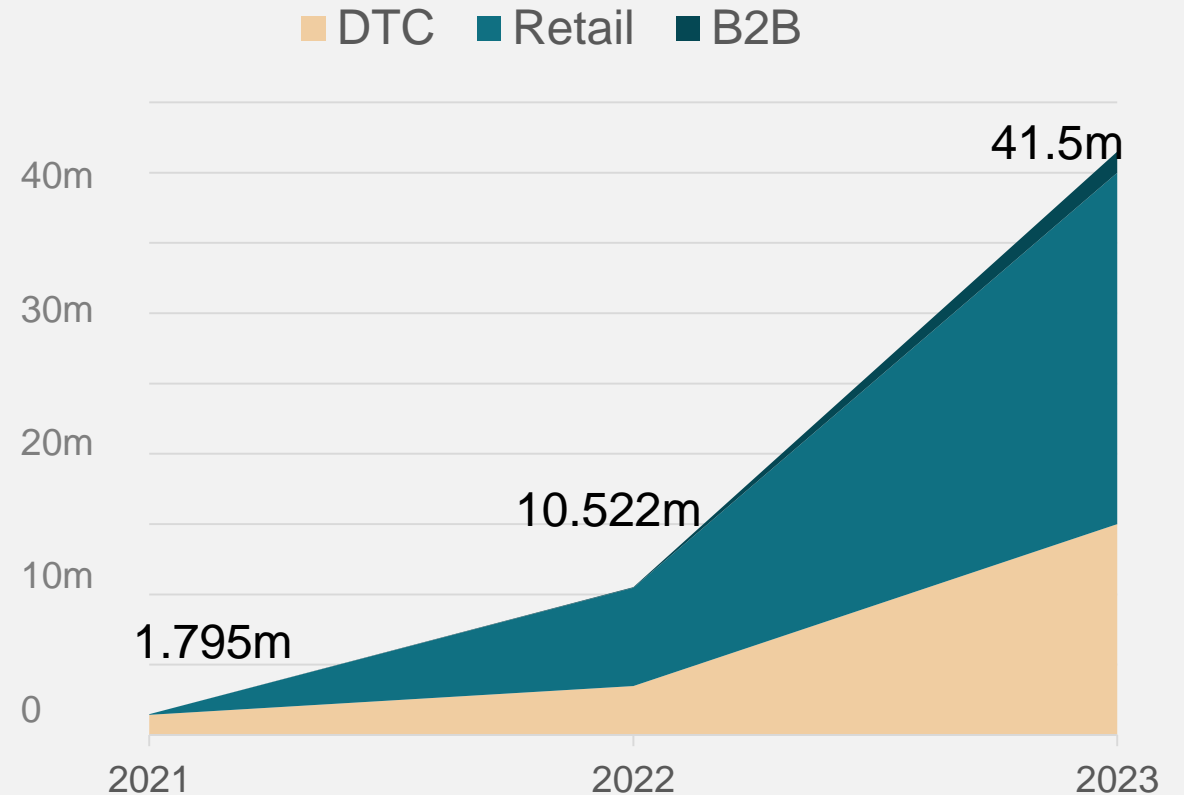
# The multichannel opportunity is vast.

Retail partnerships and B2B sales will accelerate growth..

## Retail:



## B2B:

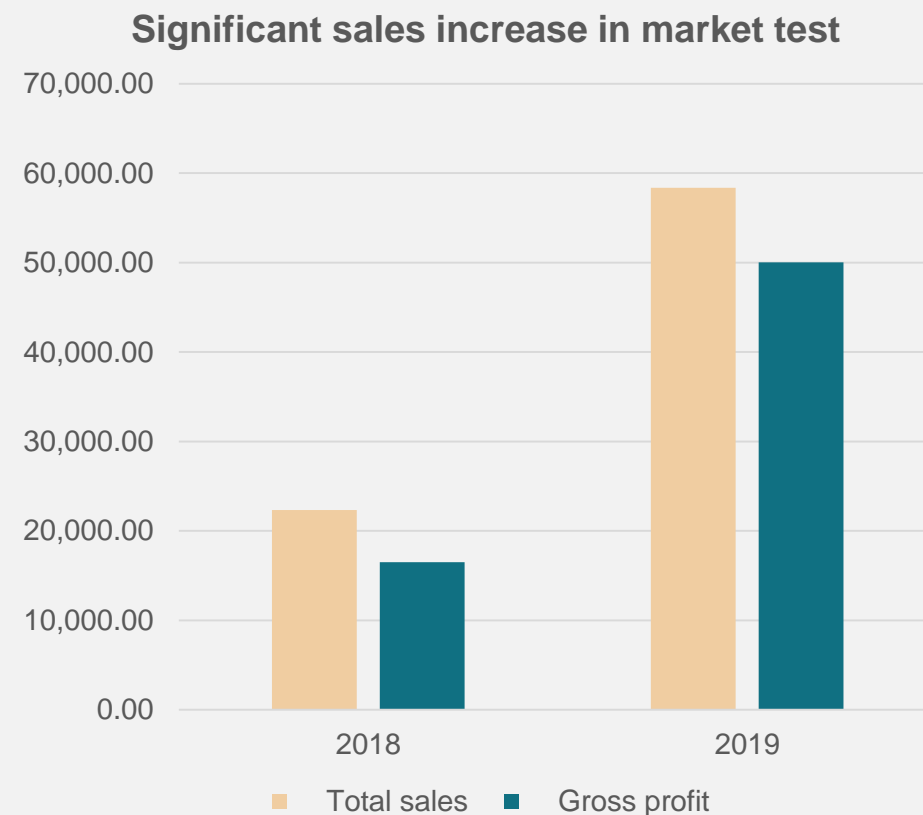


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## PROFIT AND LOSS

	2018	2019
<b>Income</b>		
Total product sales	22,329.83	58,360.04
Cost of goods sold	4,035.09	8,327.46
Gross profit	16,514.06	50,032.58
<b>Expenses</b>		
Advertising & marketing	106,816.20	122,136.71
Operating expenses	53,751.52	40,730.81
Rent & utilities	22,927.42	23,830.10
<b>Total expenses</b>	<b>181,625.20</b>	<b>186,697.62</b>
<b>Net income</b>	<b>-163,330.46</b>	<b>-136,665.04</b>



Risks	Mitigation
The allergy relief marketplace has highly competitive players.	Raise more fund through Wefunder and other sources after the clinical trial for faster expansion.
AllerPops takes a completely novel approach to allergy relief.	Education through our website, media, and conferences, as well as targeting early adopters.
A clinical trial by a third party may fail due to unforeseeable reasons.	Form a study team with qualified researchers. Establish a robust plan.
The FDA may require the company to provide more data from a bigger study.	Communicate with FDA early and prepare for an expanded study.
Global trading relationships may interfere with international expansion.	Consider different entry strategies such as direct, partnership, royalty.
Our future success depends on the efforts of a small management team.	We have identified a candidate for COO and are looking for CMO.



**We have a team that's been there before.**



**Mandy Marksteiner**  
*Marketing Strategist*



**Cliff Shunsheng Han**  
*Founder / CEO*



**Joe Hipple**  
*Strategic Advisor, Finance*

\_TEAM

## Dr. Cliff Han

AllerPops founder and CEO



- 28 years of biological research.
- Part of the Human Genome Project.
- 10 years in project management and quality control.
- Trained physician and psychiatrist



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\_TEAM

## Joe Hipple

Strategic Advisor, Finance



- CEO/Founder of F.E.A. | Strategies Group, LLC
- Vice President and Director of CBS Broadcasting Group.
- Founder and COO of Black Hawk Cable Communications
- Vice President and Area Manager of Comcast Corporation



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# We are inviting passionate investors to join us.

Own a piece of AllerPops, liberate millions from allergies.

## Wefunder first round target raise -- \$500,000

Clinical trials and publication

Marketing and public relations

Inventory and product development

Legal fees for patents and FDA application

Office rent, supplies and equipment

Wefunder fees and financial consulting



## Market expansion timeline:

1<sup>st</sup> & 2<sup>nd</sup> qtr. 2021

Clinical trial

Marketing at a limited scope

3<sup>rd</sup> qtr. 2021

Publication of the clinical trial

4<sup>th</sup> qtr. 2021

Promotion of our clinical trial

2022

Nation-wide branding and marketing

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Thank You!

