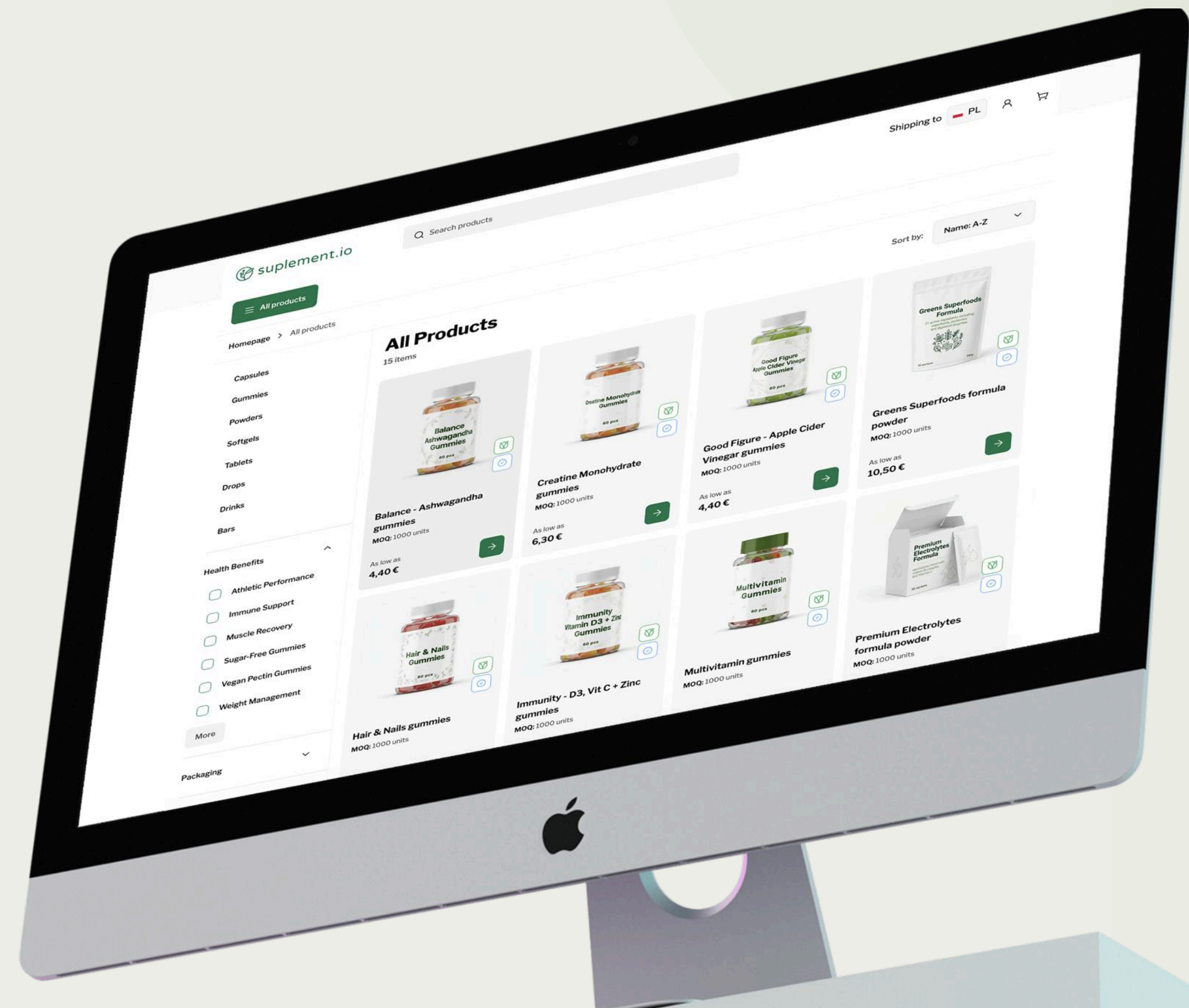


AI-Native Marketplace

We build a self-service AI-powered platform enabling CPG / D2C brands to create & launch custom dietary supplements - from idea to shelf in weeks, not months.

€2M Seed
to grow us to
€10M+ GMV

FoodTech
B2B SaaS
AI Marketplace



The *Challenge*



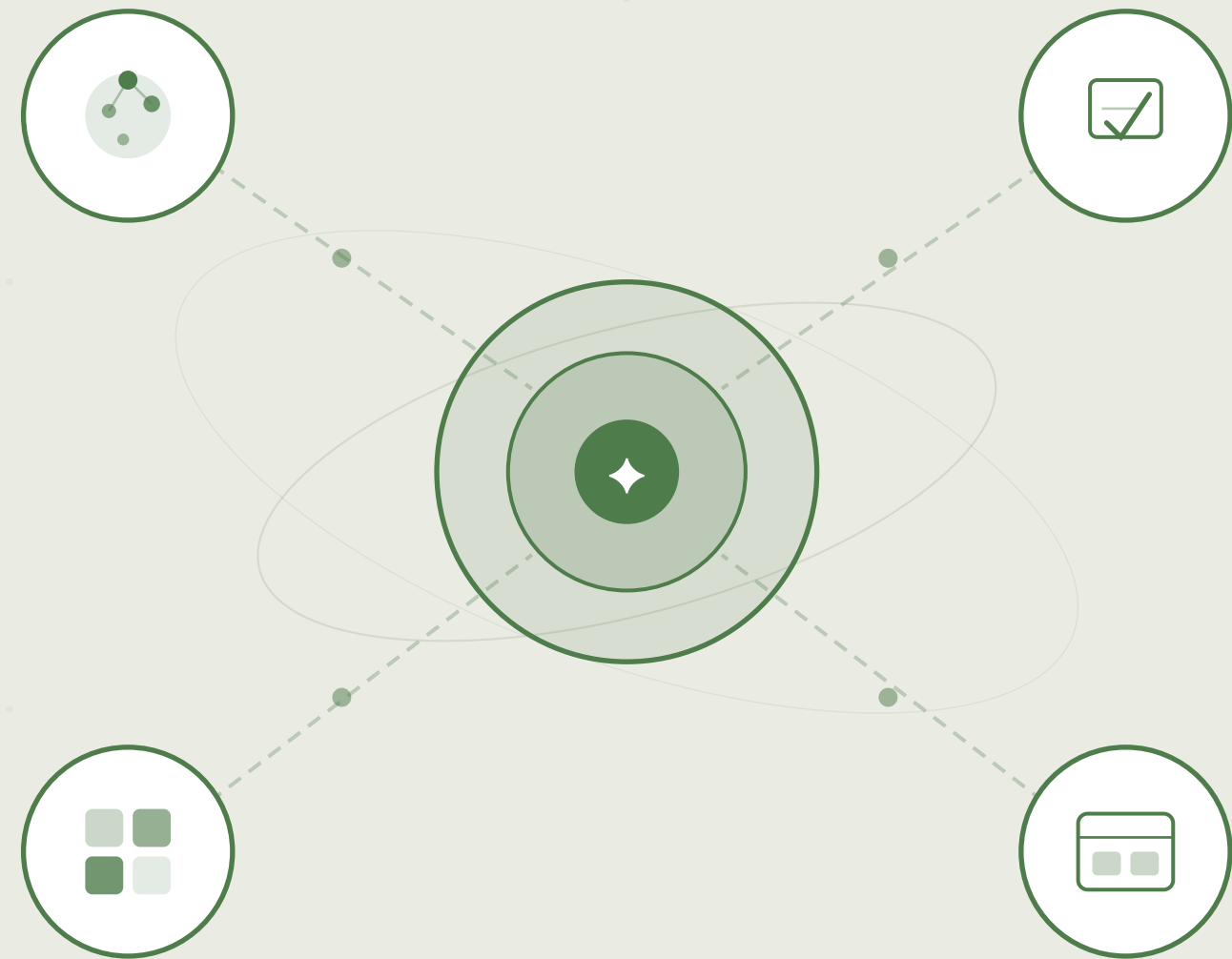
Launching a supplement brand is **broken**.

- Fragmented supply chains stretch GTM to 6–12 months.
- Brands waste months and money before a single unit ships.
- Complex EU compliance (EFSA, novel food) creates legal risk.
- High MOQs lock capital for unproven products.
- Zero process transparency across 5+ vendors.

Our *Solution*

AI-Native Marketplace

Self-service platform where brands configure, order and launch supplements autonomously - powered by four AI engines that automate formulation, compliance, branding and fulfillment.



2-8 weeks GTM

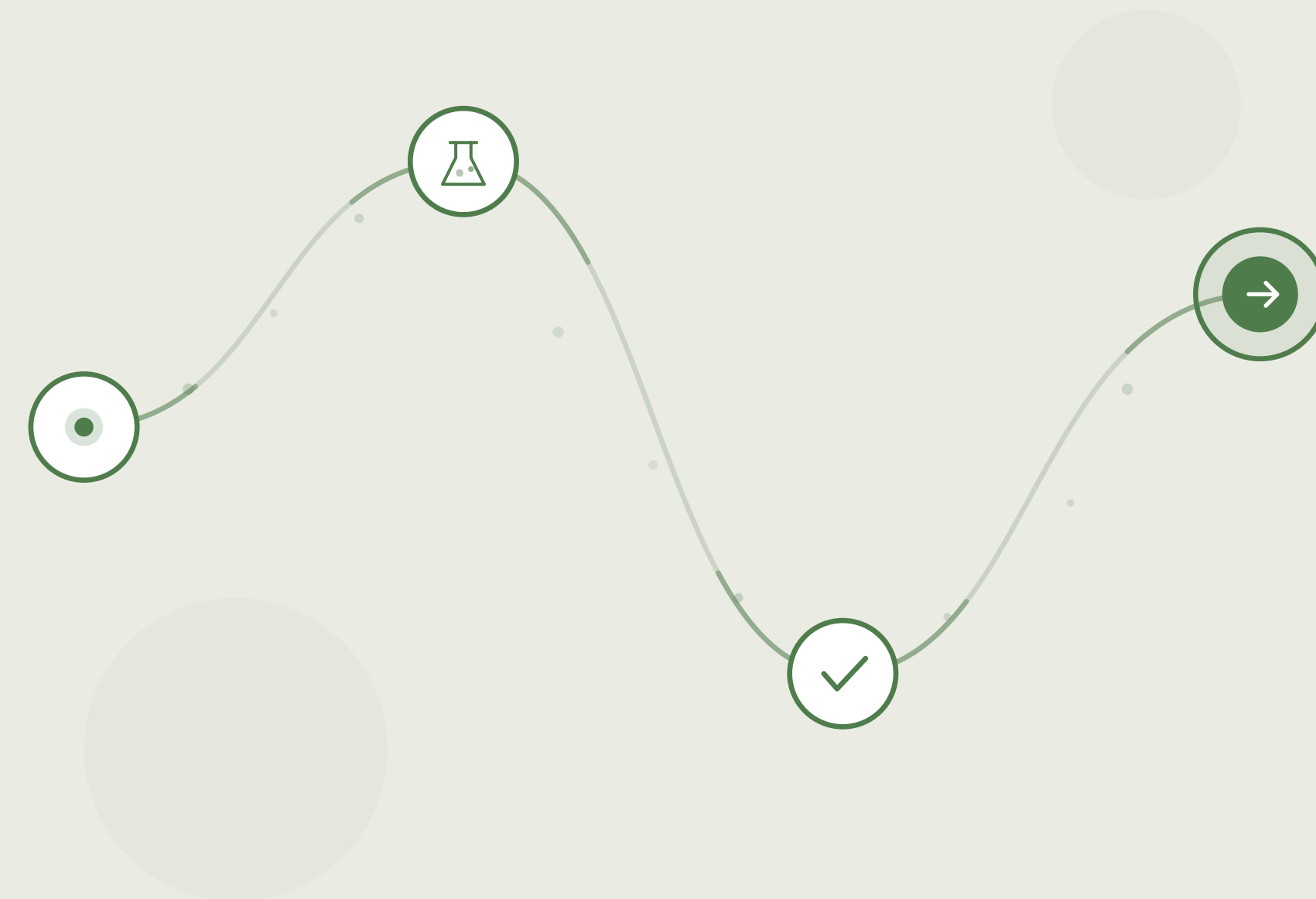
vs 6-12 months industry standard

1 platform replaces 5+ vendors

R&D, compliance, production, branding, delivery

Reimagined User Flow

From idea to shelf in weeks, not months. One place to manage orders, predict sales, automate production - with dramatically lower investment and supplement.io as a partner who delivers customer delight.



AI-powered end-to-end

Formulation, compliance, branding, marketplace

Why Now: *The Perfect Storm*

\$583B D2C ecommerce 2024

D2C Brand Explosion

D2C ecommerce projected to reach \$2.75T by 2033 at 17.3% CAGR. Every new supplement brand needs a manufacturing partner. Online supplement channel is the fastest-growing distribution at 11.4% CAGR. 90% of D2C startups close by year 5 - they need partners who derisk their supply chain.

27 EU countries, each with local rules

Regulatory Complexity Accelerating

EFSA updated novel food guidance Feb 2025 - stricter requirements, higher cost of compliance. New deadline monitoring system launched Jan 2026 with max 2 extensions. EU harmonizing max vitamin & mineral levels in 2026. Smaller brands can't navigate this alone.

\$210B+ global supplement market 2025

Massive, Growing Market

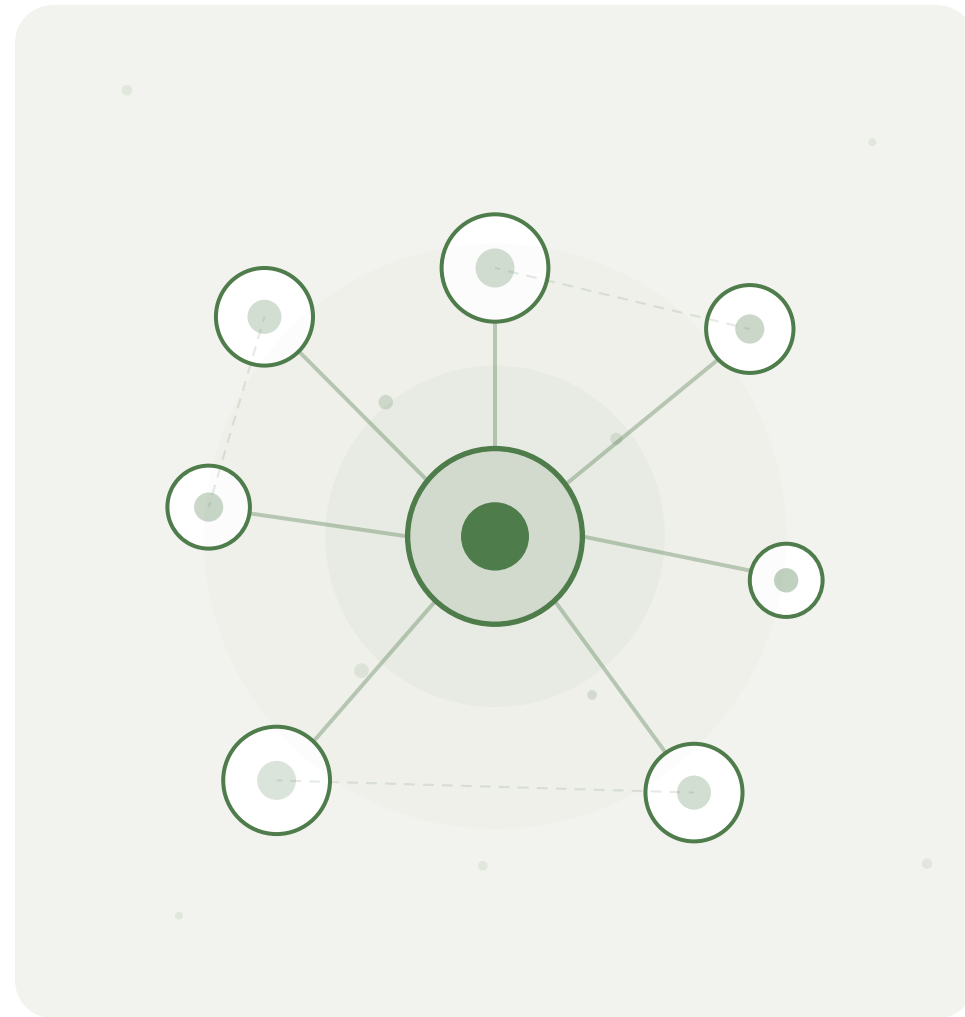
Global dietary supplement market growing at 8–9% CAGR, projected to reach \$390B+ by 2033. Protein, collagen, gut health and personalized nutrition segments growing fastest. Pet supplements emerging as a new vertical. Europe alone = \$29B in 2025.

0 dominant platforms in supplement CMO

Digital Infrastructure Gap

Thousands of small contract manufacturers across Europe with zero digital tools. No end-to-end platform exists. Brands still manage orders via email, Excel and phone calls. We are building the Shopify for supplement manufacturing - and our marketplace is already live.

Product: *Four AI Engines*



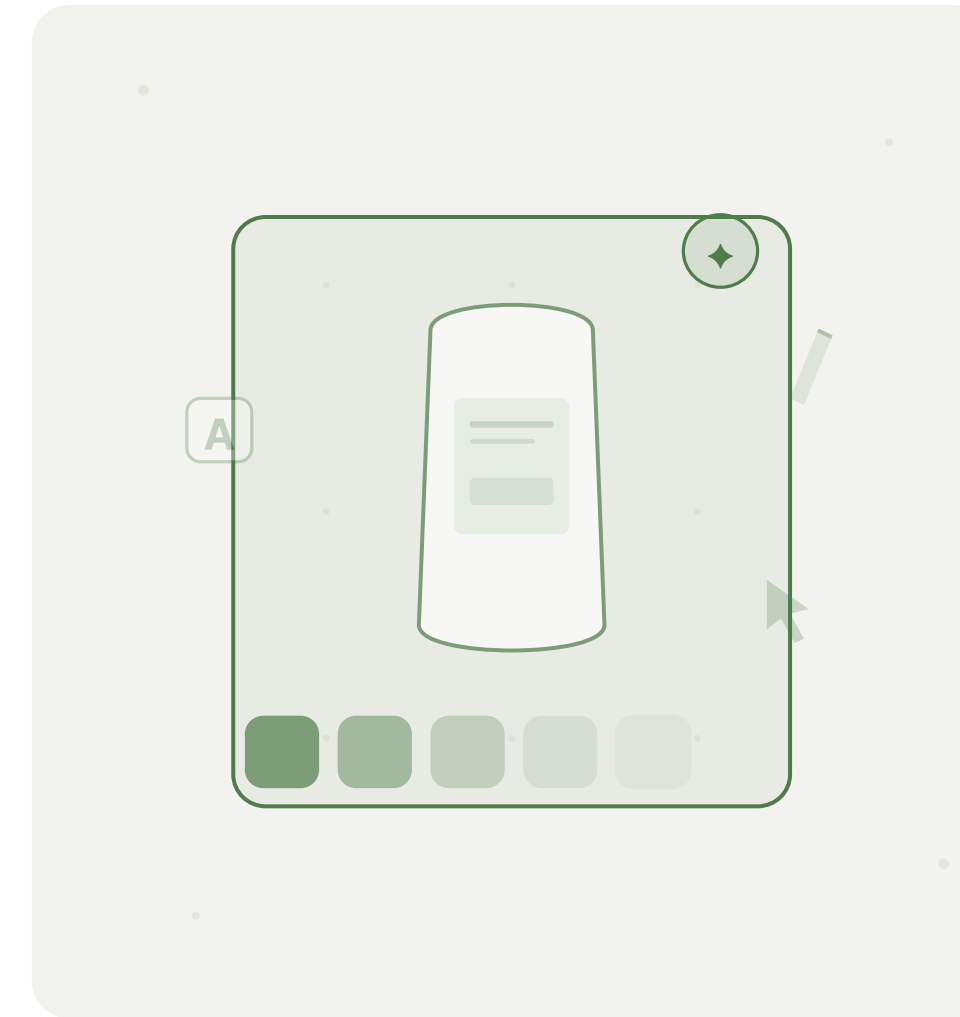
Formulation AI

AI-powered R&D engine with 500+ ingredient database. Custom formulation based on client brief, market trends, and regulatory requirements. Sample in weeks.



Compliance AI

Real-time EFSA monitoring and food law compliance engine. Automatic updates with changes across EU markets. Multi-country label and packaging validation.



AI Branding Board

Collaborative workspace for branding process. AI-accelerated design, packaging, and content creation. Single source of truth for client-partner collaboration.



Marketplace UI

Intelligent product search and configuration. Self-serve ordering with live pricing. White label catalog with network effects. Building a supplement like a car.

From Brief to *Production*

01

**Client Brief &
AI Formulation**

Day 1–3

02

**Sample Development
& Tasting**

Week 1–2

03

**Regulatory Check &
Label Approval**

Week 2–4

04

**Production &
Delivery**

Week 4–8

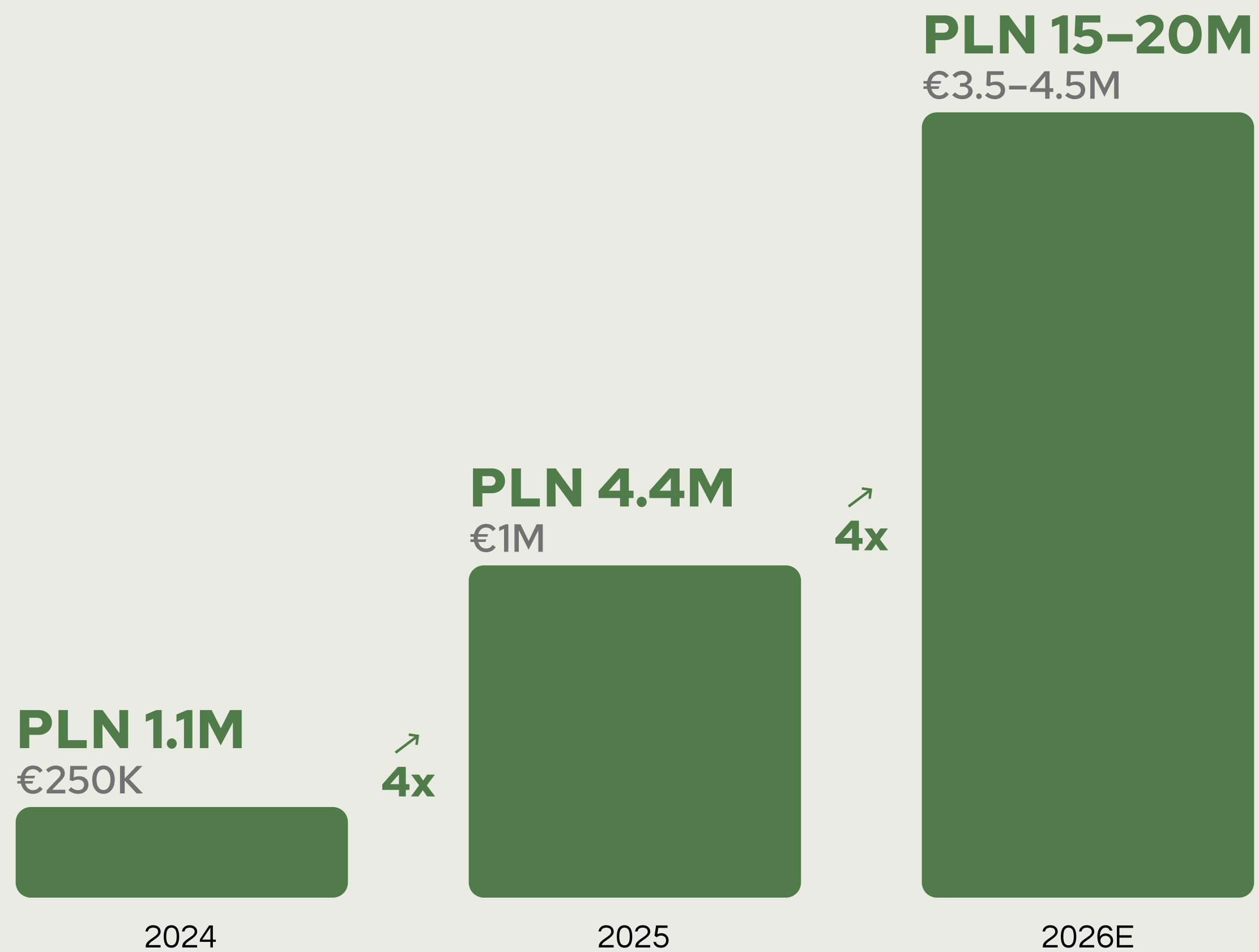
White Label Path

Ready-to-launch formulas from our catalog.
100+ SKUs across 10 categories. Fastest GTM.
2–3x margin vs private label (custom R&D).

Custom R&D Path

Bespoke formulation based on client brief.
Unique IP owned and managed by supplement.io.
Deeper lock-in, higher CLV, 5-year contracts.

Our Exponential *Growth* has started.



Zero acquisition cost. 100% organic growth.

€0 marketing spend

100% organic growth - referrals, partnerships & word of mouth

30+ clients across 15+ countries

France, Germany as leading international markets

Break-even December 2025

Path to profitability has already started

4x YoY consistent growth

2024 → 2025 → 2026 - accelerating trajectory

Net Revenue Retention

431%

Existing clients nearly 5x their annual spend.
Top-tier SaaS benchmarks: 120 - 140%.
Best B2B marketplaces: 150 - 180%.

Based on 2024 > Q1 2026 cohort, consolidated NRR.

Why this matters

With €0 marketing spend, we achieved unit economics that most Marketplace companies spend years building.

Once marketplace self-serve growth, CAC drops further - D2C brands onboard without 1:1 sales. LTV/CAC moves from 10-21x toward 40x+.

Key Metrics achieved:

ARPU (Weighted Avg)

€76K

Avg revenue per active client per year (2025)

LTV / CAC (Weighted)

14.9x

Current organic model. 40x+ with marketplace

CAC (Organic/Weighted Avg)

€5.6K

Zero paid marketing. Founders + referrals only

CAC Payback

1.7-6 mo

Cost recovered within first quarter of service

LTV (5-Year retention)

€349K

Based on core ICP Persona - Established D2C

Gross Retention

64%

7 of 11 clients retained from 2024 cohort

Gross Margin

34.2%

Based on Private Label product sales

Revenue Growth

+520%

2024 > 2025 cohort organic growth

Business Model *Evolution*

Yesterday

34.2% gross margin on contract manufacturing
R&D services (formulation, certification, legal)
Branding, packaging & compliance advisory
Asset-heavy model, DIO ~300 days
CAC/LTV = 14.9x ratio

Today

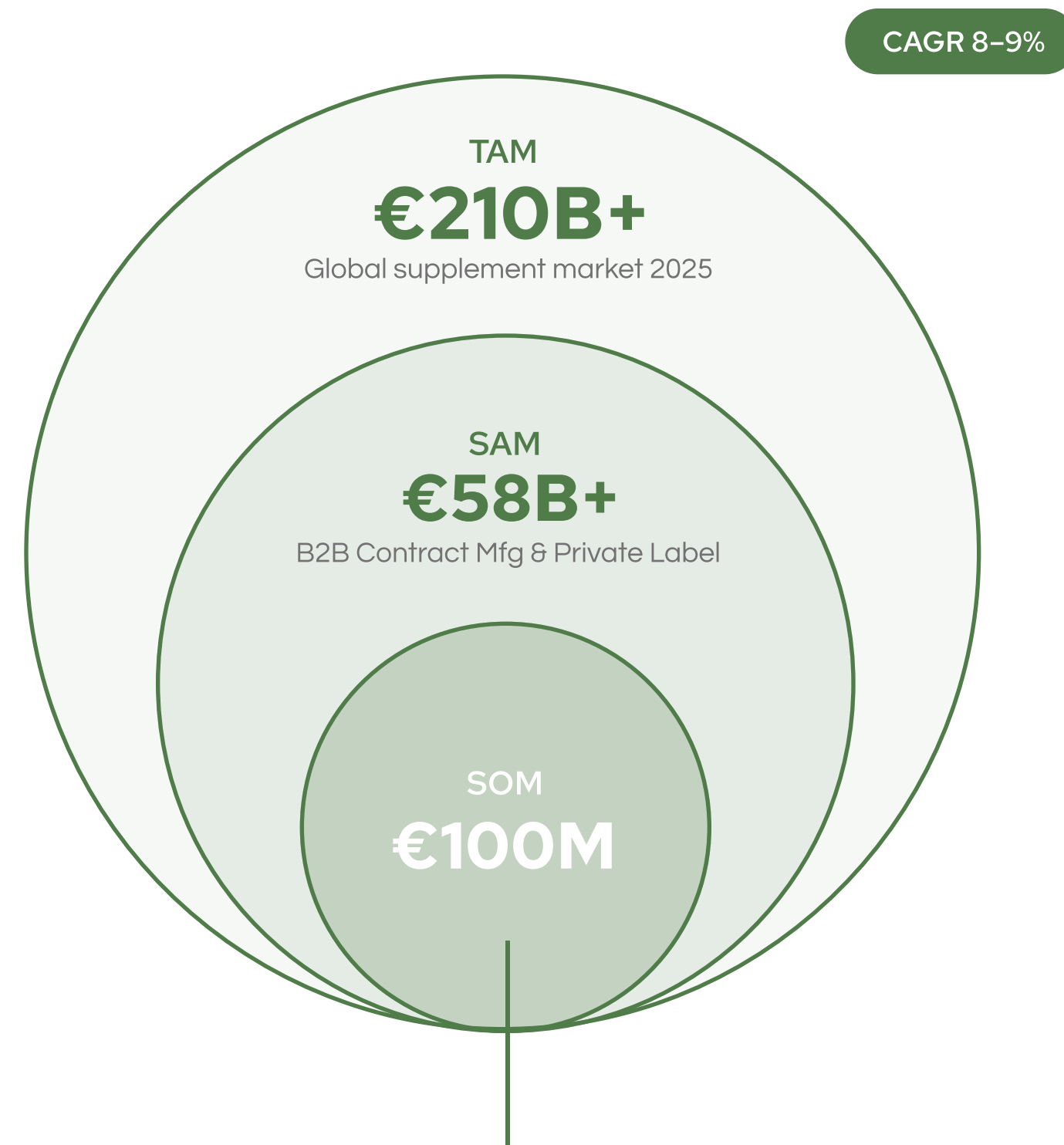
Marketplace take rate on GMV (40-60%)
SaaS subscription (platform access)
White label products at 2-3x margin
Asset-light, scalable, recurring
CAC/LTV = 40x+ ratio

Key shift: from trading company to AI-native platform company.
Equity funds the transition - not the search for product-market fit.

Revenue Streams Roadmap

2024 - 2025: Gross Margin (34.2%) | R&D fees | Branding advisory | Legal
2026+: Marketplace take rate | + SaaS subscription | + White label (2-3x margin)
2027+: Platform-dominant model | Recurring revenue > 60% | Asset-light operations

Market Opportunity



Our Path to €100M Revenue (Bottom-Up)

100 D2C brands × €1M avg/brand = €100M

Today ~30 clients. Our ideal ICP leaves us €1.2M/yr. Marketplace self-serve scales to 100+ brands.

D2C Red Ocean is our Blue Ocean

More D2C brands = more demand for us. Their marketing war is our growth engine. Every new supplement brand needs a manufacturing & tech partner.

Zero Marketing, Maximum Growth

4x YoY with €0 CAC. Once marketing activates on proven organic engine + live marketplace technology, growth potential multiplies dramatically.

Global Reach: EU, UAE, USA & Beyond

15+ countries served. UAE market entry. US expansion with FDA certification 2026. Testing pet supplements vertical for additional TAM.

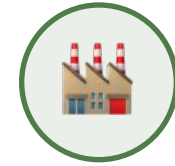
Network Effects & Scalability

Private label formulations convert to white label catalog via marketplace. Each new client enriches the platform for all others.

Sources: Grand View Research 2025, Fortune Business Insights 2025, Precedence Research 2025

Competitive *Moat*

Supply Side



- Exclusive ingredients & preferential pricing
- Production stacking across multiple clients
- Unique raw materials not available off-the-shelf
- Custom packaging & co-packing options
- Scale = better unit economics
- Automations & SaaS lock-in

Demand Side



- Unique product formulations (clean label focus)
- 5-year contracts + annual volume agreements
- IP formulation managed by supplement.io
- 60-90 day payment terms (client cashflow)
- Platform lock-in (orders, forecasts, data)
- Private to White label network effects

A competitor would need to simultaneously build supplier relationships, recreate our formulations, offer the same financial terms, and integrate with client processes - a capital, time, and operational barrier.

Expert *Team*

Three Co-Founders with 50+ Years of Combined Experience



Sebastian Gałka

CEO / Head of R&D

MBA, 15+ years in biotech & food tech.
R&D, Product quality, law compliance,
food & supplement certification.
Business & process analyst.



Michał Bułacz

CTO

BSc Computer Science, 20+ years in tech.
Azure, DevOps, Business Central, ERP.
Industry 4.0 integration, IoT, SaaS, BI,
AI/ML, automations.



Jacek Sidzina

CBO

25+ years in tech & digital products.
AI/GenAI, UX/UI, marketplace design.
Fundraising, strategy, partnerships.
AI-native company transition.

Supported by: Andrzej (BD Director) | Magda (Ops Manager) | Mateusz (R&D Specialist) | Marta (Food Law Partner)

Roadmap & *Use of Funds*

40% Tech & Platform

AI marketplace, SaaS platform, R&D engine, compliance AI, branding board. Core tech that drives scalability.

30% Growth & Sales

Client acquisition, account management, partnerships. Expand from 30 to 100+ active clients.

20% Operations

Team expansion, process automation, quality systems. Remove founder-dependency bottlenecks.

10% R&D & Quality

New formulations, certifications, product categories. Expand white label catalog.

Key Milestones (12+ months): Marketplace → 100+ active clients → €4M+ revenue → Break-even

The **Ask**: *Seed Fundraising*

We are raising capital to scale the world's first AI-native marketplace for dietary supplements, and bring it to 100+ D2C brands globally.

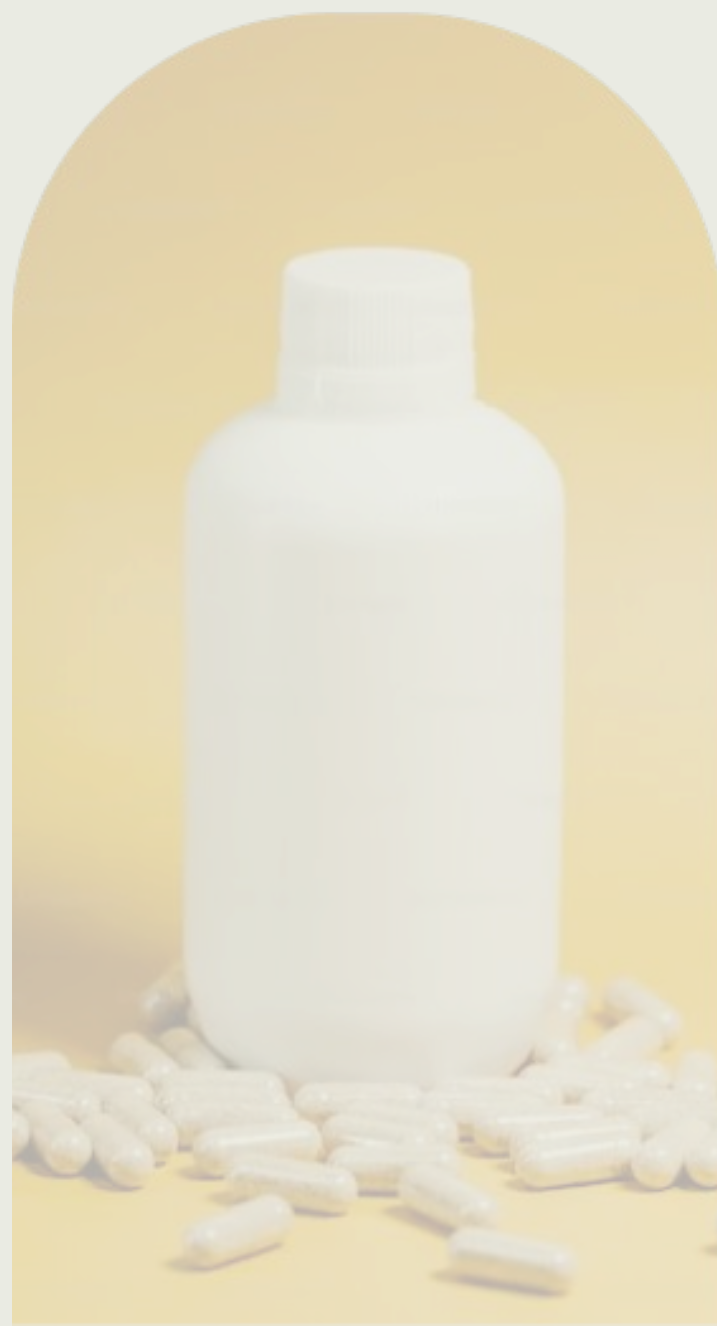
€2,000,000

Convertible Notes or Equity

Maximum 10% dilution

24-month runway

Let's keep in touch



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