

roon

An AI-operated CPG company. *The product is deodorant people swear by.*

We reinvented natural deodorant — so it finally works.

One founder and 70+ AI-built internal apps run product, retail, and reporting — for under \$4K a year in tooling.

SAFE NOTE INVESTOR DECK · CONFIDENTIAL



WHY NOW

The cost of running a CPG just collapsed. *We got there first.*

Deodorant exits are proven. What changed in 2026 is what it costs to operate one company across every channel.

01 The category already pays out.

Native → P&G ~\$100M ('17). Wild → Unilever ~£230M ('25). Salt & Stone: \$165M revenue, Advent majority ('26). Each began with one hero deodorant.

02 The operating cost flipped.

What used to take a team — wholesale CRM, landing pages, channel reporting, creator outreach — runs as software the founder built. ~74 hrs/week, unattended.

03 So the round buys product, not payroll.

No agencies, no back office. Capital converts to inventory — the only constraint revenue has ever had.

70+ INTERNAL APPS
SINCE MARCH

~25 IN DAILY USE
ACROSS OPS

<\$4K PER YEAR ON
ALL TOOLING

\$0 ON AGENCIES
OR SAAS

Live today: 3 channels selling · 31% of net sales already wholesale · reporting, CRM and outreach run on a schedule before the founder wakes.

One founder operates like a staffed company — roughly 1.9 full-time equivalents of work done by software. **Every dollar raised goes to inventory, not back-office headcount.**

The formula works.

The component makes it possible.

01 / FORMULA

A real active load, without the wax constraint.

An anhydrous balm carries the actives that matter: bicarbonate suppresses odor-causing bacteria; zinc ricinoleate binds odor molecules directly.

02 / COMPONENT

A patent-pending system built for soft balm.

Our tube advances the formula in a dosed, click motion of the bottom cap (design patent application filed) and a rounded applicator head.



One formula, one component, four scents, and a tube nobody else can buy.

Creator Survey & Testimonials

THE SAMPLING PROGRAM

113

creators sampled · 100 surveyed

60

published reviews

4.98

average rating, 59 of 60 five stars

WHERE THEY BUY DEODORANT TODAY



15 OF THE LATEST 50 REVIEWS MENTION ALL-DAY WEAR, UNPROMPTED

"The best natural deodorant I've ever tried, and I've tried many."

Sonnay, verified buyer

"Hands down the BEST deodorant I've ever tried."

Danielle, verified buyer

"The only one that holds up all day in the Hawaii heat and humidity."

Meg, verified buyer

We used early UGC content and reviews to test Meta ads to establish a CAC and gain early traction.

Hard launch at Cosmoprof Las Vegas, July 2026

\$9.5K

TOTAL REVENUE

DTC + wholesale

60

REVIEWS

4.9 average

\$3.0K

WHOLESALE

First accounts · last 16 days

18.8%

REPEAT RATE

16 of 85 paid and cold · 347 all-time



COSMOPROF · JULY 2026

31 ACCOUNTS TRACKED

The formula sells itself. The show proved the channel wants it too.

CHANNELS COMING ONLINE

DTC · roonbody.com

- Meta Ads
- Google Ads

Amazon (FBM)

Digital marketplaces

- All for American

Faire · wholesale

The Full Lineup – *Built for the premium American consumer*



- BRIGHT & CLEAN

Coastal Citron

Fresh citrus, sea salt, light greens



- WARM & TROPICAL

Coconut Shore

Creamy coconut, light florals, sun-warmed skin



- SOFT & COMFORTING

Vanilla Drift

Warm vanilla, soft musk, amber



- COMPLETELY UNSCENTED

Bare

No fragrance at all, just the formula

\$22 retail

Suggested MSRP, single tube

\$11 wholesale

50% margin to the retailer

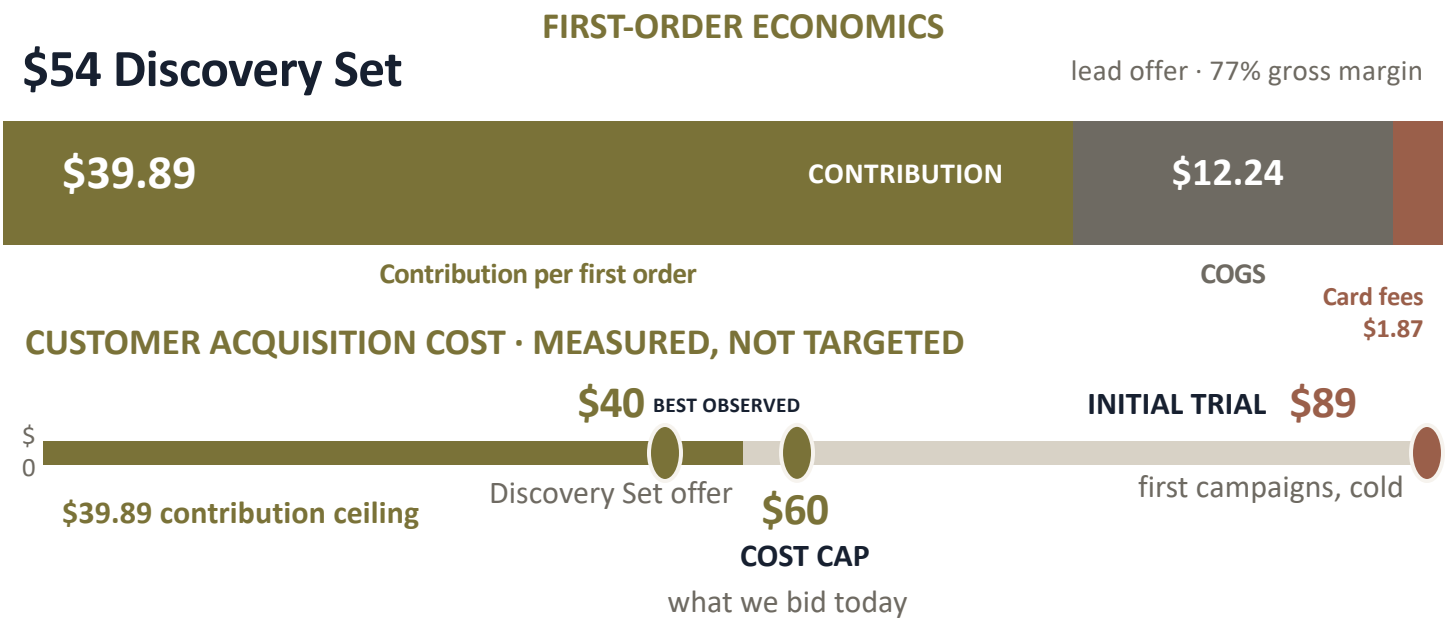
Same price, all four scents

ALL-IN COGS · 15g single **\$3.90** · Discovery Set (3 × 15g) **\$12.24** · Full-size 50g **\$9.60**, arriving at \$32 retail / \$16 wholesale

BUSINESS MODEL + GROWTH PLAN

Wholesale is the cheap way *to buy this customer.*

Paid DTC works at our best-observed CAC and not at our first-trial CAC. Wholesale works at a flat ~15% commission. That is why this round buys inventory, not impressions.



At \$89 the first order loses money. At \$40–45 it clears. Wholesale needs neither number to be true.

CONTRIBUTION BY CHANNEL

DIRECT TO CONSUMER

77% gross margin

\$40–89 CAC VARIABLE

WHOLESALE · FAIRE

~15% CAC PREDICTABLE

~50% of MSRP · no fulfilment spend

Published beauty benchmarks put DTC and wholesale contribution within a few points—because wholesale pays a ~15% commission, never an ad auction.

MODELLED PATH

\$0.7M → \$3.5M → \$13M

2027 2028 2029

Blended margin walks 77% → 68% as wholesale mixes in. 06

77% **DTC GROSS MARGIN TODAY**
vs. 60% investor bar for premium personal care

PAID ACQUISITION

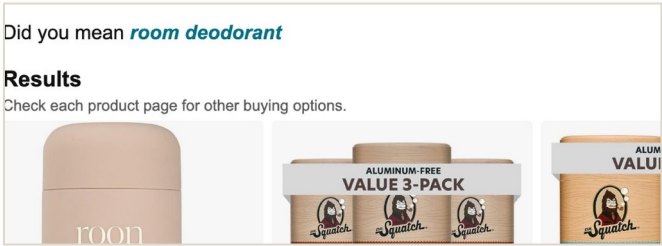
Three paid engines, *phased on purpose.*

Amazon

LISTINGS LIVE JUL 2026 · ADS LIVE AUG 22

WHERE WE ARE

4 Sponsored Products campaigns at \$19/day on the FBM bridge. FBA + Vine reviews resume ~mid-Sep with the new tubes.



amazon.com · search “roon deodorant,” Aug 23

WHITE SPACE / STRATEGY

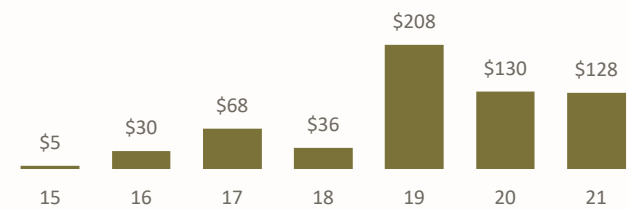
Own the balm lane: conquest AKT London (category leader, only ~85–400 reviews per variant) — Roon is the only usable-size mini balm on Amazon. Skip travel/mini keywords (\$2–9 Secret/Dove price trap).

Meta

TESTED MAR–JUN · FULL RAMP SEP 15

WHERE WE ARE

Always-on “after-40” builder funnel. Learning-phase CAC ~\$89 blended / ~\$49 best creative; the last 7 days ran hotter at \$605 spend on 4 orders.



Daily spend, Aug 15–21 · Meta Ads

WHITE SPACE / STRATEGY

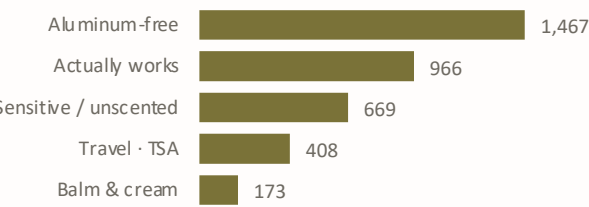
Women 40+ and “natural deodorant that finally works.” Cost per LP view went \$2.50→\$5.60 as spend scaled — creative refresh before the ramp. Pick-4-get-4th-free \$54 stays Meta-LP-only.

Google

LIVE AUG 11 · \$100/DAY

WHERE WE ARE

One “Non-Brand Whitespace” search campaign: 6 ad groups, exact/phrase only, Max Clicks with a \$1.25 CPC cap. First 11 days: 4,844 impressions, 118 clicks, \$145 spent, 3 conversions. Avg CPC \$1.23.



Impressions by intent theme, last 7 days · Google Ads

WHITE SPACE / STRATEGY

Aluminum-free is the scale play — it already outdraws every other theme. Travel/TSA and sensitive-skin are the cheap tail. Shopping deferred: search lets the story land before the price does.

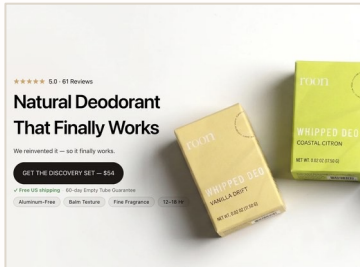
August is Amazon month. Meta ramps Sep 15. Both engines running into Q4.

CAC TARGET <\$40 AT SCALE

Constraint is inventory, not ambition — 20,000-tube reload in transit: 5K air ~Sep 8 · 15K sea ~Sep 28

OWNED, EARNED & RETAIL

Around the paid engines, *a flywheel we own.*



● ROONBODY.COM • HOMEPAGE V2 LIVE AUG 22

DTC site & CRO

- Editorial direct-response homepage: the 5 “why we're different” reasons, Discovery Set buy box, on-page set builder, store finder.
- Every ad click lands on a message-matched LP; Clarity replays drive weekly fixes. Sell the story before the price — we're ~8x the per-oz price of mass brands.



● RUNNING SINCE MAY • TRY-ROON FORM AUG 13

Creator gifting & UGC

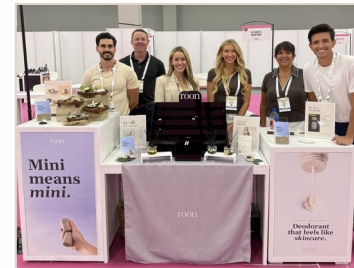
- 113 creators sampled through a closed-loop tracker (request → ship → content); the single-tube “Try Roon” form keeps cost per creator low.
- Their surveys shaped strategy: switching from Dove/Secret/Native, buying on Amazon/Target. Now converting samples into reviews + ad-ready UGC.



● KLAVIYO • FLOWS REBUILT AUG 1

Email, SMS & reviews

- Unified \$10→\$15 welcome ladder; rebuilt welcome / cart / checkout / sunset flows; redesigned pop-up.
- Capture is the constraint — the pop-up is suppressed on paid LPs, so anonymous ad traffic needs pixel retargeting. The list is the margin channel.



● FAIRE LIVE JUL 2026 • COSMOPROF LV JUL 13–15

Wholesale & retail

- Hand-selected for Cosmoprof's curated Beauty Vanities; 5 stockists incl. C.O. Bigelow NYC; Where-to-Buy store finder live on site.
- Email-built pipeline Kanban + RFQ tracker keep accounts moving. Faire Direct from our own site (zero commission) + the spa/boutique lane.

THE NEXT 60 DAYS

● SEP 15

Meta ramp · \$180→\$400/day

● MID-SEP

FBA check-in + Vine (new tubes)

● ~SEP 26

20,000-tube reload lands

● ~OCT 1

After-40 price test · \$44 vs \$54

● OCT+

Both engines on → BFCM at scale

The Market Knows Natural Is Better – They Just Never Found One that *Actually* Worked



According to our survey of 106 creators · top answer by a wide margin: "it didn't last."

The next leap isn't another component or 'me too' formula – it's a marriage of both.

\$50M per year requires a sliver of a proven \$1.8B category.

\$1.8B

TOTAL MARKET

Global natural deodorant, 2025. Tracking to \$3.8B by 2034 at roughly 8.5% CAGR.

\$1.4B+

NORTH AMERICA

North America today. The US alone is about a third of global natural deodorant consumption.

1.3%

SHARE WE NEED

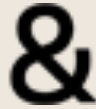
Of the 2034 global market to run \$50M a year—around 3.6% of North America at today's size.



FIRST • NATIVE TO P&G, 2017

\$100M IN CASH

29 months from launch. DTC only; no retail doors. Repeat rate near 50%.



NOTABLE • SALT & STONE, 2026

\$165M REVENUE

Advent took majority control. The \$20 stick is about 40% of revenue.



MOST RECENT • WILD, 2025

~£230M REPORTED

Bought by Unilever; terms undisclosed. £46.9M sales in 2023, up 77%.

WHAT \$50M LOOKS LIKE

1.25M units a year:

- 800K full-size
- 250K minis
- 200K Discovery Sets

About 3,400 units a day, roughly 1,000 direct and 2,400 through retail doors.

Three exits in nine years. The category is proven; Roon only needs a sliver.

CAPITAL DISCIPLINE

Every dollar went into the business. *None of it went to us.*

Packaging, components & owned tooling		\$40.0K
Formulation & contract manufacturing		\$35.8K
Shipping & freight		\$11.4K
Paid ads (Meta/Google/TikTok)		\$8.7K
Legal, IP & compliance		\$8.5K
Commerce platforms (Shopify + Amazon)		\$7.6K
Content, creators, PR & photography		\$7.4K
Software & the AI operating layer		\$5.5K
Cosmoprof booth & travel		\$5.4K
Legacy card spend (closed cards)		\$6.3K
Ops, fees & misc		\$4.6K

\$141K

DEPLOYED TO DATE

\$0

SALARY & DISTRIBUTIONS

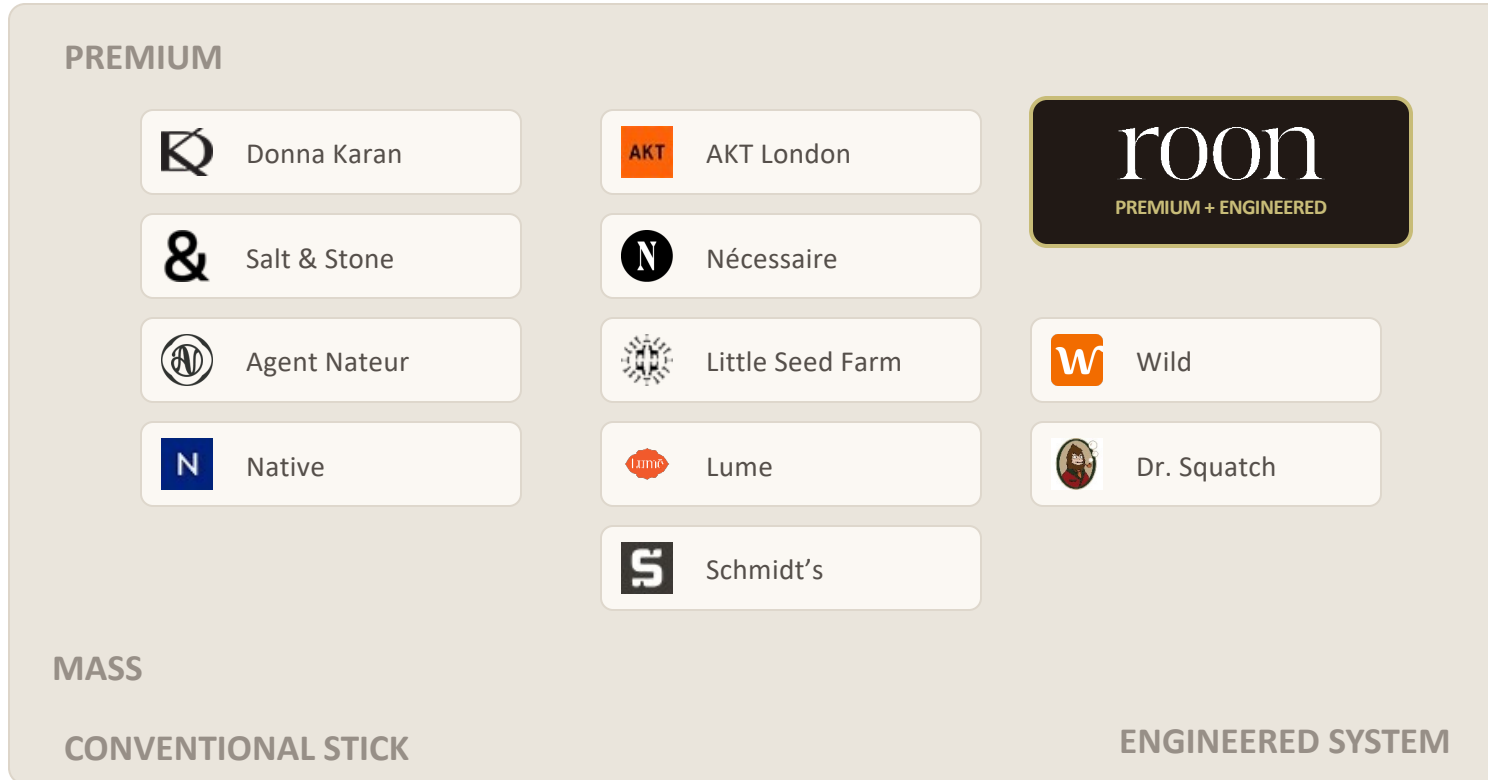
~81%

PRODUCT, PACKAGING, TOOLING & GETTING IT TO MARKET

BIGGEST SINGLE CHECKS

Nuno fill \$15.0K · HCT components \$14.7K · Skillful cartons \$7.4K · Carr & Ferrell patent counsel \$7.1K · Tatapack owned tooling \$6.5K · Meta ads lifetime \$8.0K · R7 reformulation (Kenna Whitnell) \$5.0K · MOVE freight \$5.0K · Yebo PDQ displays \$4.9K · Cosmoprof booth \$4.2K

A competitor can copy the INCI list. *They can't buy the tube.*



WHY THE BRAND & TUBE ARE THE MOAT

1

HARD TO MAKE

Anhydrous balm—not wax. Five CMs tried; only two can hold it.

2

OWNED TOOLING

Mini molds owned today. This round funds the full-size mold.

3

IP-FIRST

Design patent pending. Trademark: USPTO Notice of Allowance, registration in process. Amazon Brand Registry secured.

4

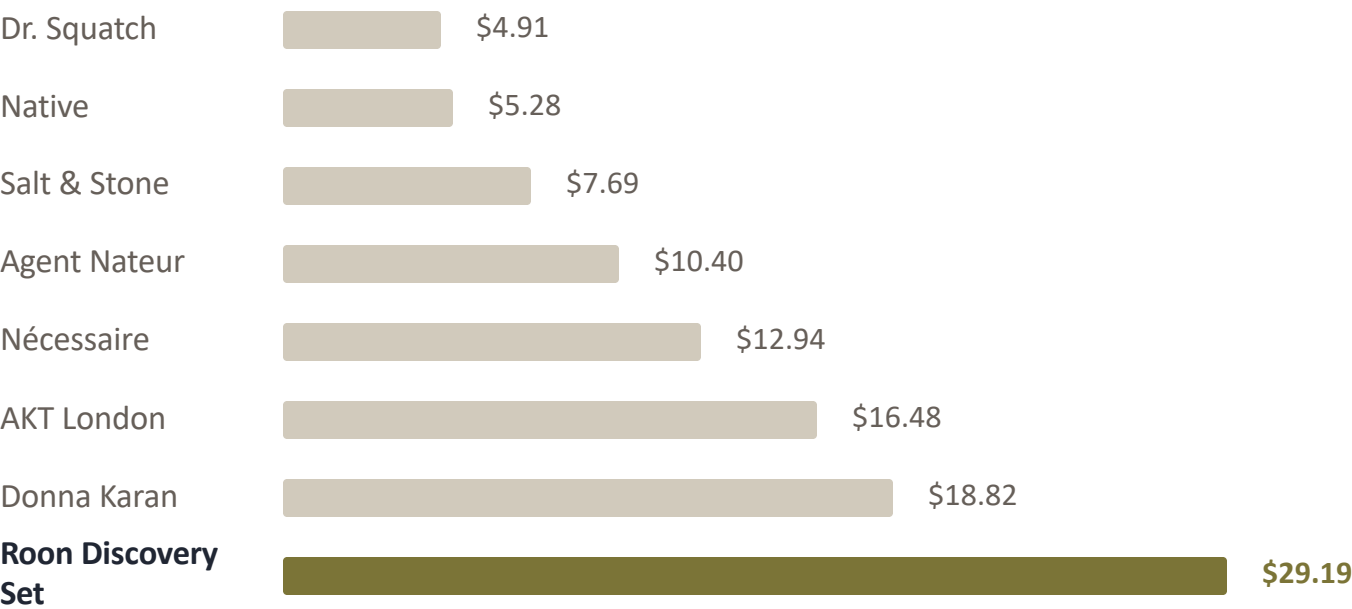
ALIGNED SUPPLY

The component supplier wants to invest in the business.

The premium-format corner is still empty.

Prices moved up; format did not. Owning the mold protects both margin and timing: \$12.24 COGS on a \$54 set. A copycat must fund tooling and absorb lead time before shipping.

The most expensive deodorant in the category. They come back anyway.



PRICE PER OUNCE AT LIST · THE \$32 FULL-SIZE (PLANNED) LANDS ~\$18/OZ, JUST ABOVE AKT LONDON

61 published reviews · 4.9 average

18.8%

RETURNING · 16 OF 85

Premium price. Premium repeat. That is the margin thesis.

KLAVIYO VERIFIED REVIEW

✓ VERIFIED



“BEST SMELL EVER!”

“Seriously, the best smelling deodorant I’ve ever tried... Coconut is my favorite—and I love the consistency.”

Hannah · Discovery Set · Aug 12, 2026

ODOR CONTROL		4/5	Poor → Excellent
FRESHNESS		4/5	Faded fast → All day+
SCENT LOVE		4/5	Not for me → Obsessed
SCENT STRENGTH		2/5	Too subtle → Too strong

SWITCHED FROM	WORKED	SKIN
Native	Within days	Sensitive
USE	SCENT	RECOMMENDS
Everyday	Coconut Shore	Yes
WHAT STOOD OUT		
Long-lasting · no white marks · dries fast · actually works · hydrating · amazing scent · sensitive-skin friendly · clean packaging · thoughtful design · travel-friendly · gifting · subtle scent · no irritation · smooth texture		

THE ENGINE · ~15% ACQUISITION COST

35% of revenue arrived *without a dollar of marketing.*

Buyers are finding us on Faire and at the shelf. Wholesale acquisition is a ~15% marketplace commission, roughly 4x cheaper than our blended paid CAC.

\$2,909

FAIRE WHOLESALE
35% of net sales

\$2,219

IN AUGUST ALONE
first two weeks

5

PAID ACCOUNTS
+1 digital retailer

31

ACTIVE PIPELINE
10 at negotiation+

PAID + CLOSED

All shipped, awaiting retailer placement

Luxa Beauty

Summer House

The Green Jungle

Elēganic

C.O. Bigelow

Five accounts paid and shipping.

MERCHANDISING

Built, not planned



PDQ placed; spa format in production.



PIPELINE, NOT BOOKINGS

In conversation

Pendry

Bloomingdale's

Montage

Thirteen Lune

The Broadmoor

Well.ca

Free People

IPSY

Von Maur

Negotiation · samples · specialty

Canada is the near-term unlock. Shoppers Drug Mart buyer guidance is three minis per store across 1,300 stores, roughly 3,900 units. Canadian cartons are in print. This is an opportunity, not a booked order.

Built, not planned. *It is already on a counter.*

The mini was designed to merchandise at the till — the impulse placement the deodorant category has never had.



PDQ COUNTER DISPLAY

TWO FORMATS

01 PDQ counter display

BUILT · IN THE FIELD

315 × 80 × 192 mm, printed on the supplier dieline. Eight facings across all four scents. Sized for the register, not the aisle — a specialty buyer can say yes without giving up shelf.

02 Spa & hospitality display

IN PRODUCTION

A premium format for hotel and spa retail. It is the open item on Pendry Newport Beach — the furthest-progressed negotiation on the board — and unlocks three more spa accounts behind it.

THREE UNITS ALREADY IN THE FIELD

■ **Pro Beauty Center**
Huntington Beach, CA

Hand-delivered 15 Aug and placed at the front counter by the register.

■ **Luxa Beauty**
Modesto, CA

Comped display raised 19 Aug to support the opening order already on shelf.

■ **Summer House**
Henderson, NV

Comped display raised 19 Aug behind an unprompted Faire opening order.

Deodorant is bought on a planned trip to an aisle. *A counter unit puts a \$22 mini in the impulse zone instead.*

Three channels. *The mix shifts as the shelf takes over.*

D2C holds the price. Amazon compounds on search. Specialty buys in volume at a ~15% commission, about 4x cheaper than paid.

01 ■ Direct to consumer

ROONBODY.COM · SHOPIFY

Where the story gets told and the margin gets captured: 77% gross margin, 61 reviews at a 4.9 average, 18.8% repeat. It sets the price the other two channels sell against.

02 ■ Online marketplaces

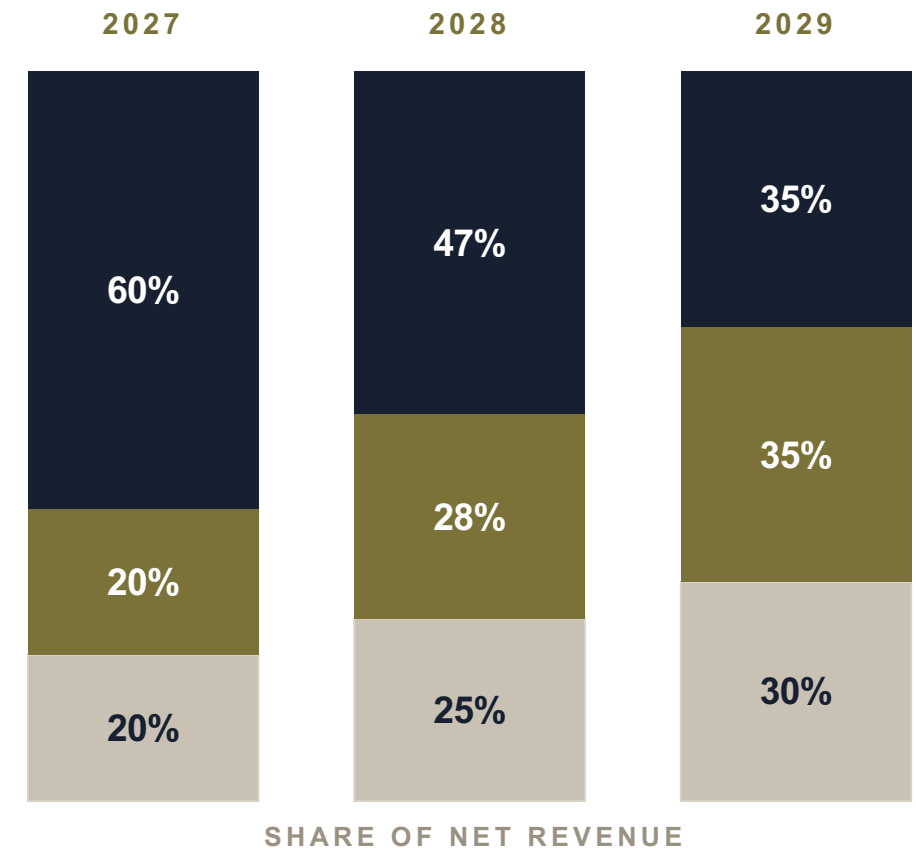
AMAZON · ALL FOR AMERICAN · WELL.CA

Search demand we do not have to create. Sponsored Products live since 22 Aug on the balm lane; FBA and Vine resume with the new tubes in mid-September.

03 ■ Specialty, hospitality & spa

FAIRE · PDQ DOORS · HOTEL + SPA

Five accounts paid and shipping, 31 in the pipeline, and acquisition at a ~15% commission, about 4x cheaper than blended paid CAC. This is the channel the round buys inventory for.



Blended gross margin walks 71% → 64% as retail mixes in — and paid acquisition falls with it. *That trade is the model.*

HOW WE OPERATE

One founder. *An AI operating layer doing the rest.*

Not a feature of the product — how the company is staffed.

70+

INTERNAL APPS
SINCE MARCH

~25

IN DAILY USE
ACROSS OPS

12+

RUNNING ON
A SCHEDULE

\$0

ON AGENCIES
OR SAAS

WHAT IT BUILT

Wholesale CRM

An 8-stage board of every retail and hospitality account, rebuilt from the inbox each morning — a \$15–30K agency project, shipped in one working session.

Landing-page factory

Every paid landing page and the set builder — designed, built and shipped straight into Shopify, then audited against real session recordings.

Creator & event funnels

creator.roonbody.com and event.roonbody.com: application to comped draft order to Klaviyo flow, with near-zero marginal admin per sample.

Gated investor materials

This deck, the data room and the memo are hosted documents with a unique password per recipient — and an alert naming who opened what, and when.

WHAT IT RUNS, UNATTENDED

Funnel Monitor · 6:00 AM

Drives a real browser through 17 purchase scenarios and asserts exact cart totals. We hear about a broken checkout before a customer does.

Pipeline rebuilds · 7:00 AM

Wholesale and packaging boards read the inbox, judge what actually happened and rebuild themselves. Caught a retailer request that had sat unseen for eight days.

Channel reporting · before 5:15 AM

Amazon, Meta and Google performance land in the inbox before the founder is up; Klaviyo flow metrics rebuild nightly and flag drift.

Creator outreach · 6:00 AM

Works the creator marketplace daily and spends the full outreach allotment before the founder wakes up. It has never missed a day.

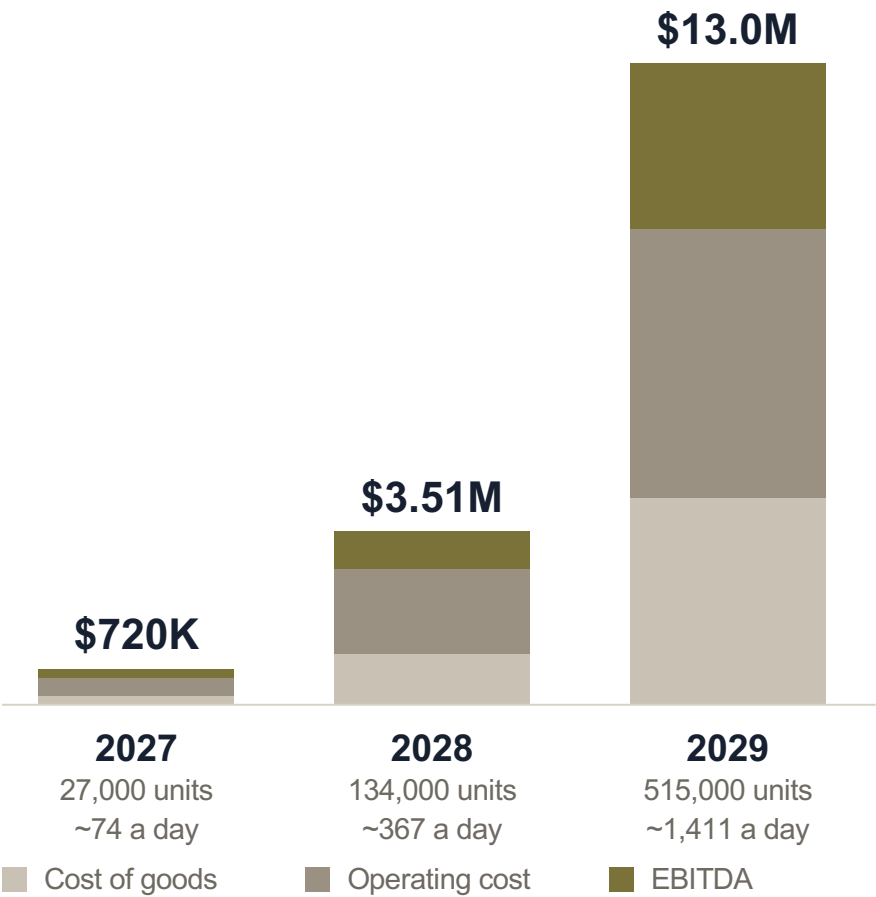
About 74 hours a week of work — roughly 1.9 full-time equivalents, or \$53K a year at offshore rates — for under \$4K. **Every dollar raised goes to inventory, not back-office headcount.**

Labour equivalents are internal estimates at offshore/VA rates, for illustration.

\$0.7M to \$13M, *and what falls to the bottom line.*

Where every dollar of revenue goes, and the same model written out in full.

EVERY DOLLAR OF REVENUE, BY YEAR



	2027	2028	2029
Net revenue	\$720K	\$3.51M	\$13.0M
Cost of goods sold	(\$186K)	(\$1.03M)	(\$4.19M)
Gross profit	\$534K	\$2.48M	\$8.81M
Gross margin	74.1%	70.5%	67.8%
OPERATING EXPENSES			
Paid media	\$158K	\$702K	\$2.34M
Fulfilment, shipping & fees	\$79K	\$351K	\$1.17M
Team	\$60K	\$420K	\$1.30M
G&A, software & insurance	\$72K	\$246K	\$650K
Total operating expenses	\$369K	\$1.72M	\$5.46M
EBITDA	\$165K	\$761K	\$3.35M
EBITDA margin	22.9%	21.7%	25.8%

Revenue, COGS and gross margin are the company model; operating lines are modelled as a share of revenue. Year one clears because there is no founder salary until \$100K monthly revenue, and no warehouse.

THE ASK

\$270K buys the inventory the channel already wants.

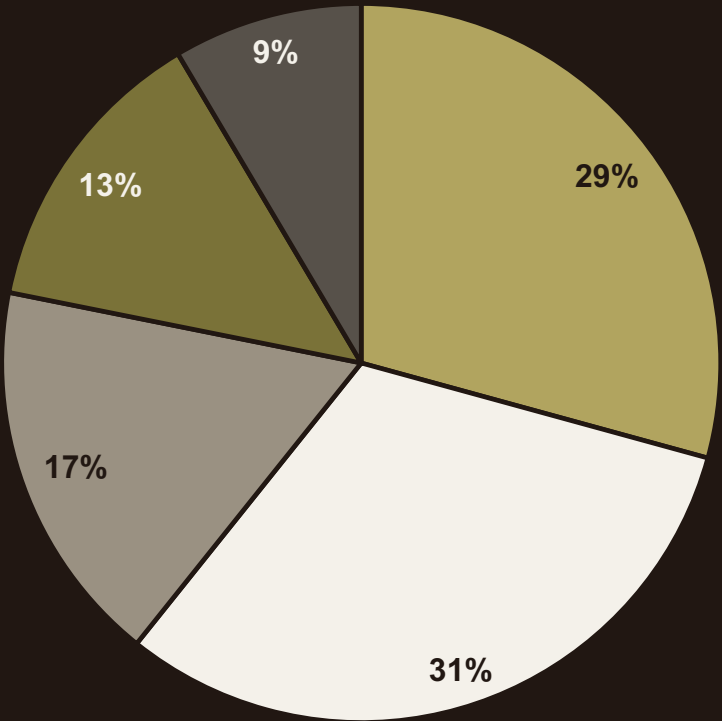
Post-money SAFE · \$3.0M cap · checks from \$35K · every dollar goes to inventory, tooling, and the freight to move it.

WHERE THE \$270K GOES

\$270K

100% inventory, tooling + freight

■ Mini inventory ~20,000 minis (15 g)	\$79K	29%
■ Discovery Set inventory ~6,900 sets (3 × 15 g)	\$85K	31%
■ Full-size inventory ~4,900 units (50 g)	\$47K	17%
■ 50 g production mold Roan-owned tooling	\$36K	13%
■ Working capital Creator shipping · freight · expedited raws	\$23K	9%



NAMED DEMAND BEHIND THESE UNITS

Shoppers Drug Mart + Well.ca ~8,000 minis · Free People ~4,000 minis · Von Maur full-size requested

Every time we have had product, we have sold it. Inventory — not demand — has been the ceiling on revenue. This round removes that constraint first.

THANK YOU

Thank you for reading. Here is what happens next.

Roon is a formula that works, a component nobody else has, and a channel already asking for units. The next step is a conversation.

NEXT STEPS

- 01

Data room

Full model, COGS by SKU, and the live wholesale pipeline.
- 02

A 30-minute call

Walk the numbers and see the V2 component in hand.
- 03

SAFE documents

Ready to send. Checks from \$35K, rolling close.

JOSH CHAVEZ, FOUNDER
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ROON BODY LLC · NEWPORT BEACH, CALIFORNIA

SAFE TERMS			
INSTRUMENT	VALUATION CAP	DISCOUNT	CONVERTS ON
Post-money SAFE	\$3.0M	None	Next priced equity round
CONVERTS AT	CLOSING	PRIOR CAPITAL	
Lower of cap or round price	Rolling, first come	\$144K, outside this round	