

Bird Executive Summary

Bird is a value-added water company that specializes in creating beverages designed for optimal health and wellness. We have created a formula that is great tasting and engineered for results. Our business is looking to capitalize on the overarching beverage industry trend toward “functional beverages”, a.k.a beverages that are designed to meet specific needs and promote a healthier lifestyle. Bird is not only designed with functional ingredients, but also provides the consumer with a fully-functional lifestyle.

To differentiate our brand and to add more value to our consumer’s lives, we have created a mobile fitness application that is only accessible through the purchase of a Bird product. This is made possible by utilizing the power of QR Codes, which are printed on the front of every Bird product. When the consumer scans the QR Code with their mobile device, it will prompt them to download our free Bird Fitness app, or open the app if it is already installed. Once the app is opened, the consumer is asked to enter a 6 digit code which is printed on the underside of the bottle cap. After the code has been entered, the consumer will enjoy 12 hours of free access to all of the application’s health and wellness content. The main content within our Bird Fitness app will be daily workout classes, daily yoga sessions, and an ever changing array of meal-prep recipes.

To take Bird Water’s functionality a step further, we package all of our products in Alumi-tek aluminum bottles. The biggest benefits of Alumi-tek bottles is that they contain a twist-off lid which makes the bottle easier to drink on-the-go or at the gym; something that many other “fitness drink” companies overlook. Additionally, the twist-off lid gives our consumers the ability to refill the bottle with whatever liquid they want to drink throughout the day, reducing the need for our consumers to purchase other products packaged in plastic bottles.

The tailwinds that will propel Bird to success are a renewed focus on individuals health and wellness as a result of the COVID-19 pandemic, a shift in consumer fitness preferences from in-person to an at-home or more convenient form, and a major shift in shopper’s preferences toward products that contain functional ingredients and added health benefits.

With our focus set on providing value to our consumers inside and outside of our bottle, we are on a path to sustainable success financially and socially. Our goal of selling more Bird products is directly linked to our consumer’s goal of living a healthier lifestyle. By making fitness and dieting more accessible and easier than ever we are ditching all excuses and seeking to change lives. Health shouldn’t be reserved for the 1% who can afford multiple subscriptions to Crossfit, Yoga, HelloFresh, etc... A healthy lifestyle should be accessible to all.

Join us and give your health the Bird.