



# THRIVE

HEALTHY LIVING

## Newsletter



FEBRUARY 2023

ISSUE 2

# HEALTHY UPDATE

THRIVE HEALTHY LIVING NEWSLETTER



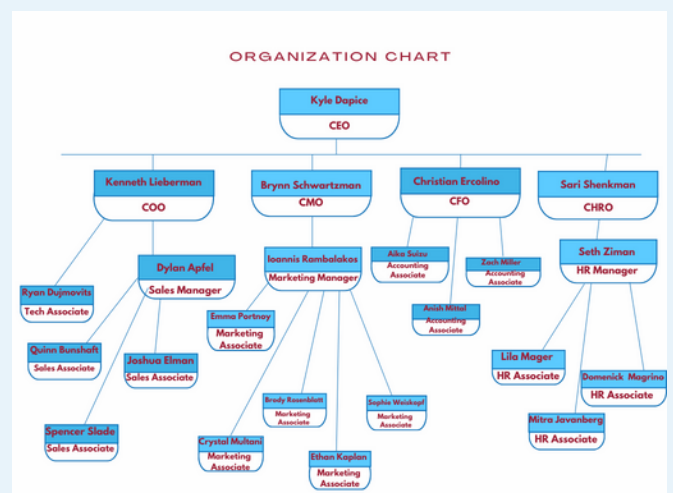
## WHAT IS THRIVE?

Thrive Healthy Living makes getting healthier easier by combining vital nutrients with the classic gummy bear. Customers purchase pouches of gummy bears containing one dose of supplements aiding with mental or physical health. A portion of the proceeds of each sale are donated to charities addressing related health issues.

***"TO HELP CONSUMERS AROUND THE WORLD ACHIEVE THEIR HEALTH GOALS BY PROVIDING A DELICIOUS SUPPLEMENT ALTERNATIVE AND SUPPORTING CHARITIES THAT ADDRESS VITAL WELLNESS CONCERNS."***

## OUR TEAM

Here at Thrive, we utilize a tree-like organizational structure. The trunk is the C-Suite and we are supported by the associates and managers who function as the roots, helping to support and grow our company bigger and better than ever.



# TO OUR CUSTOMERS,

Welcome to Thrive Healthy Living! We're thrilled to introduce you to a company revolutionizing how consumers get healthy. The whole team is so thankful that you've chosen to get to know us.

Here at Thrive, we provide customers with a quick and easy way to obtain all that the body needs, by combining the classic gummy bear with vital nutrients. We better the world around us by donating a portion of our proceeds to charities. The Thrive team works around the clock to provide you with the tastiest and healthiest supplement gummy bears possible. All of our employees are hardworking, entrepreneurial, energetic, accepting, and inclusive.

Thank you for taking the time to learn more about us, and we look forward to **thriving** with you.

"I used citrus squeeze for recovery after working out and I feel amazing!"

-Genevieve, Montana

## THE REVIEWS ARE IN!

**Here's what Thrive customers have to say about our products**



Keep up with our socials!



@thrivevei



@thrive.vei

# OUR PRODUCTS

Thrive Focus "Banana Blueberry Breeze": a combination of banana and blueberry designed to support cognitive focus with antioxidants and potassium. This gummy bear is partnered with the Attention Deficit Disorder Association.



Thrive Recovery "Citrus Squeeze": a rich source of natural Vitamin C to assist in muscle recovery. This gummy bear is partnered with the National Multiple Sclerosis Society.

Thrive Sleep "PM Plum": designed to target melatonin concentration and create a better circadian rhythm. This gummy bear is partnered with the National Sleep Foundation.



Thrive "Coco Calm": utilizes the cocoa plant because of its natural ability to reduce stress naturally. This gummy bear is partnered with the National Alliance on Mental Illness (NAMI).

Thrive Immunity "Protective Pomegranate": provides many health benefits in boosting an immune system due to having a vast amount of antioxidants and vitamin C. This gummy bear is partnered with the Autoimmune Association.



# PROMOTIONS



Our February promotion is Strengthening Strawberry targeting heart health in honor of Valentines Day! Only sold in February!

# COMPETITORS

| Company Characteristic        | eZsqueeZ<br>Mornings Made Easy | FOOD4THOUGHT | THRIVE |
|-------------------------------|--------------------------------|--------------|--------|
| Can Be Quickly Consumed       |                                |              |        |
| Targets Various Health Issues |                                |              |        |
| Charitable                    |                                |              |        |

Our two main virtual competitors are eZsqueeZ and Food4Thought. While eZsqueeZ makes easy-to-consume breakfast pouches and Food4Thought provides snack boxes with health benefits, neither have Thrive's trifecta of benefits which are quick consumption, nutrition, and charity.

As for our competition outside of the VE world, both Olly and Lemme are gummy vitamin companies that aim to support various health aspects. However neither are USP certified and do not donate proceeds to a variety of charities.



lemme



# COMPANY BONDING



As a class, we want to encourage company bonding, so the human resources team created a "Fun Friday" event where we played a friendly game of Scattergories. This activity got the creative juices flowing in all of our employees to find the most unique ideas per category. The Sales Department (also known as the Scary Kittens), came out on top.



# DONATIONS

As part of our company's mission, we make it a priority to donate a portion of our proceeds to related health charities between our gummy bears.

# GOALS

## Short Term Goals:

- Reach all sales targets using trade shows, cold calling, social media and sales leads
- Increase the effectiveness of our supplements
- Receive good manufacturing practices certification from US Pharmacopeia

## Long Term Goals:

- Carbon neutral by 2025
- Carbon negative by 2030
- Halve the amount of people unhappy with their health by 2026
- Reincorporate as a B-Corp after time as an LLC lapses

## Mid Term Goals:

- Raise \$60,000 for our partner charities in the first fiscal quarter
- Expand product line with three new aspects of health and partner with three new charities.

# Business Advisory Council

Syosset's high school organizes an advisory board of local businesspeople, school administrators, and community members. Thrive presented our business and networked with members of the council. We utilized their insight and perspective to inform our business plan and improve our business.



## Dr. Jeff Poplarski

Our class welcomed Dr. Jeff Poplarski into our classroom to teach us about nutrition, supplement ingredients, and the process of writing a business plan. Dr. Jeff Poplarski offered real life experience in the supplement and health market through his experience as a practicing doctor, sports physician, and professor at LIU. He informed us of the process of receiving various certifications of quality and standards for our supplements, including from US Pharmacopeia. The Senior Executive Team presented Thrive's business plan to Dr. Jeff Poplarski at our most recent meeting to receive feedback on our business plan.



# Trade Shows

Thrive has attended many trade shows and conferences, both in person and online. We have attended seminars at LIU in order to network with other VE firms and learn from professors. We also attended a trade show at the Riverhead Aquarium in Long Island where we met with other firms and raffled off prizes. The largest in person trade show we attended was at LIU where we learned about our silver prize for our first issue of the newsletter. We also competed in the preliminary round of the business plan competition. Other trade shows have included school run trade shows and online international trade shows. Throughout trade shows and other distribution channels Thrive has made about \$3 million in total revenue.





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# Employee Spotlights



## Seth Ziman

### Human Resources Manager

Seth was awarded January employee of the month due to his hard work, excellent job on the Employee Handbook, and contributions to Thrive's positive work environment.

## Dylan Apfel

### Sales Manager

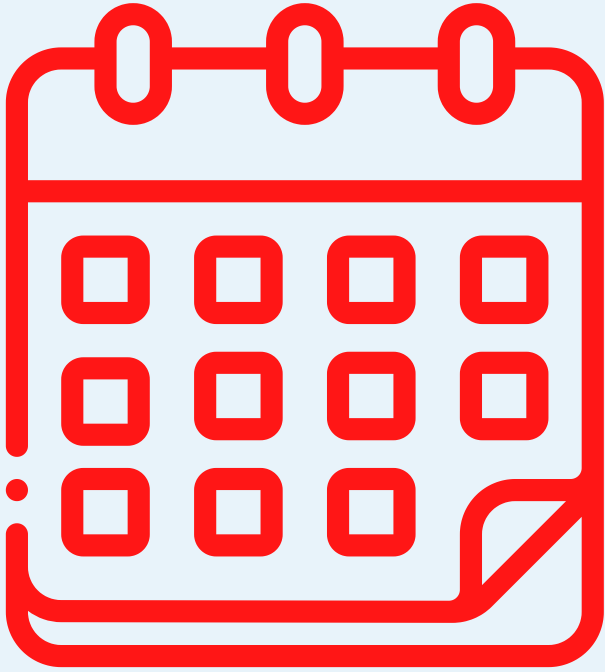
Dylan was Thrive's December employee of the month. He was honored due to the amazing production of the sales script and materials brought with us and presented at trade shows.



## Marketing Team Thrive Award

The marketing team all received Thrive awards for their amazing performance in the National Branding Competition, where they earned fourth in the country.

# What's Coming Up



- February 10: Super Bowl Party
- February 14: Valentine's Day Party
- February 20-24: Presidents Week (Office Closed)

**THANK YOU FOR  
ALL OF YOUR  
SUPPORT!**



**Good health is only a gummy away!**