



Revolutionizing the
way you **CLEAN** your home

BUSINESS PLAN 2024 – 2025





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EXECUTIVE SUMMARY

Imagine a world where cleaning your home doesn't contribute to the nearly 10 million metric tons of plastic that get added to our oceans each year ([UNESCO](#)). At PuraVie, we are making that vision a reality. Our solution? Convenient, powerful, and eco-friendly cleaning tablets. Established October of 2024 in the oceanfront community of Westhampton Beach, New York, PuraVie formed as a B-Corporation. Our B-Corporation status demonstrates our commitment to sustainability and transparency. These core values were the inspiration for PuraVie's entry into the 270 billion dollar cleaning industry ([Fortune Business Insight](#)). Our products will revolutionize how people clean their homes, reducing the need for single-use products. We are protecting the planet, one tablet at a time.

OUR MISSION

Simplifying sustainable living through effective, green cleaning solutions.

OUR VISION

Revolutionize the cleaning industry through the eradication of single-use plastics.

PuraVie provides a wide range of organic, eco-friendly, and non-toxic cleaning products in recycled packaging, reducing plastic waste and eliminating harmful chemicals. Our dissolvable tablets, available in all-purpose cleaner, glass cleaner, hand soap, dish soap, fragrance spray, and laundry detergent, are designed to be used with our *forever bottles*, providing a safe and waste-free cleaning solution.



Due to their organic and hypoallergenic qualities, all of our products adhere to the EPA Safer Choice Certification standards.



*The above featured 3-pack bundles include a forever bottle, storage tin, and three cleaning tablets. Each tablet lasts from three to six months, depending on usage frequency.



COMPANY GOALS

Short Term:

- Achieve 25% of sales attributed to return customers each quarter.
- Increase subscription box sales by 10% by the end of the fiscal year.
- Secure a minimum of five B2B sales contracts each month.

Long Term:

- Attain carbon neutrality by 2034.
- Establish a profit-sharing initiative by 2030 to increase employee retention.
- Expand our product line within 5-7 years to include toilet bowl cleaner, electronics cleaner, toothpaste, and stain remover.

CIRCULAR ECONOMY



To uphold PuraVie's core values of sustainability, we adhere to a circular economy, minimizing waste and reusing or reducing resources. Our eco-conscious products empower customers to make a positive impact on the planet.



FINANCIAL SUMMARY

To avoid the encumbrance of significant debt amid high interest rates, PuraVie made the strategic decision to pursue equity financing to launch our business. Our cleaning tablets yield an impressive profit margin of 88%, resulting in a projected annual net income of over \$900,000 and revenues amounting to nearly \$2,000,000. Our low cost of goods sold and reusable bottles benefit consumers with affordable cleaning solutions that rival well-known, trusted cleaning brands without the excessive plastic waste.

CLEANING YOUR HOME WHILE CLEANING THE WORLD

Sincerely,

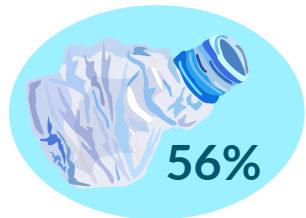
Chief Executive Officer



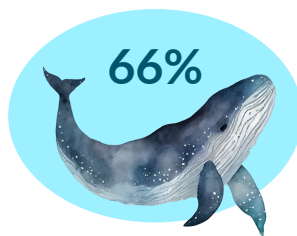
BUSINESS RATIONALE

Customer Empathy

During these uncertain times, many people find themselves more stressed or anxious, and they have begun searching for ways to improve their mental health. This is why $\frac{2}{3}$ of Americans spend free time in nature at least once a month ([APM Research Lab](#)). For those living in coastal communities, including the PuraVie team, the local waters serve as a source of peace and tranquility. Sadly, our oceans are being threatened by pollutants, specifically single-use plastic bottles, which are wreaking havoc on our environment, making it increasingly difficult to enjoy. This doesn't just impact people's mental health but also poses a huge threat to our marine life. An estimated 100,000 marine mammals are killed by plastic pollution every year ([WWF Australia](#)). Protecting our waterways is essential for marine life and humans, ensuring we may continue to enjoy natural spaces that support our well-being.



of the planet's whale, dolphin, and porpoise species have consumed plastic.



of marine mammal species have been entangled in plastic.

The Problem



Nearly 75 trillion pieces of plastic and micro-plastic are floating in our oceans. Over 50% of this waste is due to single-use plastics ([UNESCO/The Sociable](#)). Most household cleaners are packaged in single-use plastic bottles, and with only 9% of plastic recycled annually, almost all cleaning products contribute to these alarming statistics ([The Sociable](#)). Beyond the wasteful packaging, the products themselves also pose risks. Many cleaning solutions contain toxic chemicals such as Alkylphenol Ethoxylate, a chemical found in more than half of household cleaners that can lead to cancers, birth defects, and even infertility ([National Library of Medicine](#)). Unfortunately, people are exposed to the harmful effects of cleaning formulas daily and often struggle to find effective alternatives with non-toxic, eco-friendly ingredients that are safe for you, your family, your pets, and the environment.



The Solution

PURAVIE'S PROACTIVE SOLUTIONS

At PuraVie, we are tackling the plastic pollution epidemic through our all-natural and organic cleaning tablets. Simply drop a tablet into one of our forever bottles, fill it with water, and watch it magically dissolve into an effective, green cleaning solution. Our *forever bottles* are made of durable, 100% recycled plastic that will last longer than traditional cleaning products, that require you have to buy a new bottle with each new purchase.



With our starter packs, customers only have to purchase a bottle once. Our eco-friendly product line of cleaning essentials minimizes environmental impact while offering a convenient solution for busy lifestyles.

Company Goals

Long Term Goals



Attain carbon neutrality by **2034**.

Secure 5 B2B sales contracts monthly.

Add 4 new products by **2032**.

Increase quarterly subscription sales by **10%**.

Establish profit sharing by **2030**.

Increase customer retention by **25%**.



Short Term Goals

SHORT TERM GOALS

Increase customer retention by 25%.

- Strategy: Offer discount codes and distribute free samples to allow customers to experience our products firsthand. This motivates consumers to make a purchase while introducing them to new products.

Increase quarterly subscription sales by 10%.

- Strategy: Implement a referral program incentivizing customers to recommend PuraVie products to family and friends. Establish a loyalty program that offers rewards to customers for purchasing subscriptions and reaching stated spending milestones.

Secure 5 B2B sales contracts monthly.

- Strategy: Make direct sales to local businesses that share our eco-friendly mission to expand our customer base. Securing new monthly contracts allows us to create a more sustainable community while also generating profit.

LONG TERM GOALS

Establish profit sharing by 2030.

- Strategy: Expand our product line and expand subscription options to increase revenue. Rising revenue streams will enable PuraVie to distribute a small percentage of profits among employees to reward them for their efforts and boost employee retention rates.

Add 4 new products by 2032.

- Strategy: Conduct extensive market research to identify customer needs and emerging market trends to ensure our products meet consumer demand. Launching targeted social media campaigns for each new product will drive success and support continued company growth.

Attain carbon neutrality by 2034.

- Strategy: Install solar panels in all offices and utilize eco-friendly materials for PuraVie's cleaning tablets and packaging. We will partner with manufacturers and other businesses that reduce carbon emissions through natural solutions such as wetland restoration.

Corporate Social Responsibility



PuraVie is dedicated to making a difference in our local community through sustainability initiatives such as beach clean-ups in Westhampton Beach, New York. Not only does this help preserve our beaches for future generations, but it also educates the community on the dangers of littering, including its harmful impact on marine life. Additionally, we pledge to donate 1% of all profits to the Surfrider Foundation, a global organization committed to conserving coastal areas and protecting our oceans. Through social media platforms like TikTok, Instagram, Facebook, and LinkedIn, we showcase our environmental commitment, promote eco-friendly products, and encourage community action. During community clean-ups, we provide volunteers with essentials, such as bags and gloves, reinforcing the importance of keeping public spaces free of litter. Through these efforts, PuraVie extends our impact, driving meaningful change for our community and the environment.

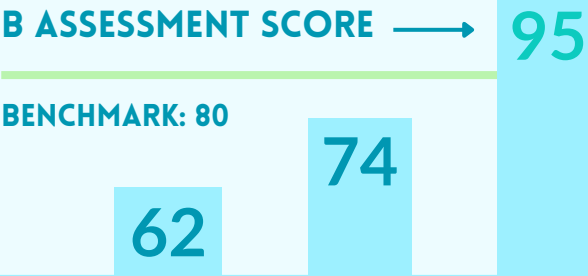


ABOUT THE BUSINESS

Company Overview

PuraVie was founded in October 2024 in Westhampton Beach, New York, entering the 416 billion dollar cleaning industry. PuraVie is proud to be a certified B Corporation, balancing profitability with our dedication to social and environmental responsibility. Our B Impact Score of 95 reflects our commitment to meeting these rigorous standards. Research shows that B Corps have an employee retention rate of 96% as team members feel valued and are aligned with the company’s mission(Inc. [This Morning](#)). Professional development leads to higher morale and stronger employee commitment. When employees feel valued, they are more likely to remain loyal to the company.

At PuraVie, we invest in our employees through motivational programs such as the Employee of the Month, health insurance, and a 401(K) match initiative, which can boost employee performance by up to 44% ([People Thriver](#)).



Organizational Structure

PuraVie is organized in a circular organizational structure. Unlike traditional hierarchies, which place some members at the bottom, a circular structure emphasizes that every employee is important and valued. This approach fosters open communication, inclusivity, and cross-departmental collaboration. PuraVie aims to create a culture of respect and shared purpose, ensuring that every team member’s contributions are recognized and appreciated. Our team consists of twenty employees, including five senior officers, two middle managers, and thirteen other highly trained professionals across five key departments: finance, sales, human resources, technology, and marketing.

Management ensures that tasks are delegated efficiently and monitors departmental progress. This structure enables PuraVie to effectively achieve our mission by preventing communication barriers, encouraging teamwork, and promoting an inclusive environment.





OUR MISSION:

Simplifying sustainable living through effective, green cleaning solutions.

SWOT Analysis

Strengths

High Quality
Reusable Bottles
Affordable Pricing

Weaknesses

Low Brand Recognition
Unfamiliarity with Cleaning Tablets

Opportunity

Demand for Sustainable Alternatives
Strategic Alliances

Threats

Industry Competitors
External Manufacturer



STRENGTHS

As evident in our SWOT analysis, PuraVie's internal strengths include our high quality reusable cleaning bottles offered at affordable prices. This makes us more competitive in the market by appealing to both environmentally conscious consumers and budget shoppers. Additionally, our products are durable and designed to reduce waste, further aligning with our eco-conscious mission.

WEAKNESSES

As a startup firm, weaknesses are low brand recognition and consumer unfamiliarity with cleaning tablets. To mitigate this risk, we apply content marketing strategies, creating educational videos to showcase on our social media accounts, helping people learn about our products. At trade shows, we offer free samples for consumers to try our products and experience their effectiveness firsthand.

OPPORTUNITY

PuraVie has the opportunity to capitalize on the growing demand for sustainable alternatives. This gives us a competitive edge by appealing to consumers who prioritize sustainability in their purchasing decisions. Studies show that 80% of consumers are willing to spend more on sustainable goods ([Businesswire](#)). In addition, we strive to raise awareness and educate consumers on the importance of taking small steps to preserve our planet.

THREATS

Industry competitors and reliance on our external manufacturer are potential threats. We address these risks by maintaining strong relationships with suppliers and continuously monitoring the competitive landscape to stay ahead of industry trends. Additionally, we are exploring the expansion of our supplier network to reduce reliance on one source.

80% of consumers

are willing to spend more on sustainably produced goods.



WHY SWOT?

A SWOT analysis evaluates internal and external factors that impact a business, providing insight into the company's strengths, weaknesses, opportunities, and threats. An intricate assessment tool, the SWOT examines cost structures, competitors, and the industry at large. Through the results of our SWOT analysis, PuraVie has developed business strategies to stay ahead of market trends and maintain a clear focus for the future.



EXTERNAL ENVIRONMENT

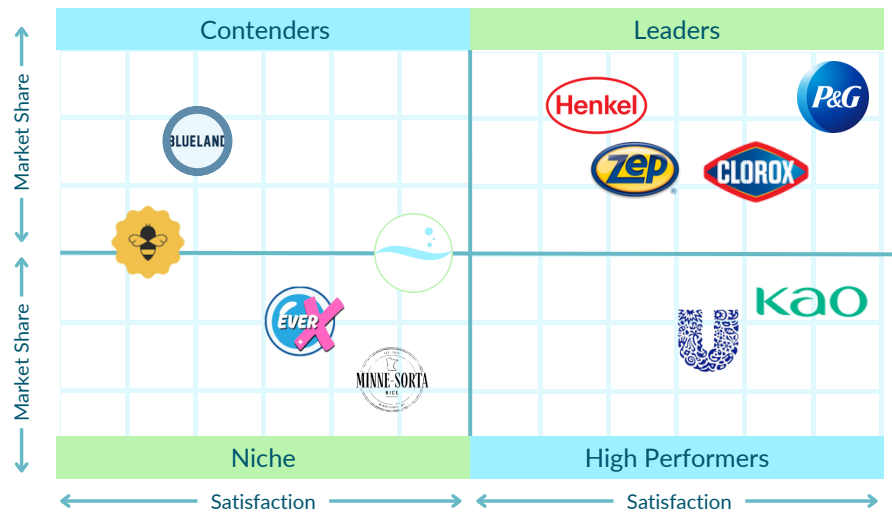
Real World Competitors

In the real world, PuraVie has two direct competitors, Blueland and NatureBee Clean. Blueland is known for its eco-friendly and sustainable tablet-style cleaning supplies. NatureBee Clean also offers cleaning tablets. However, they have a limited number of products available and employ minimal advertising efforts. Neither of these companies provides subscription boxes, and consumers often complain that the thin tablets produced by our competitors break easily. While both companies are similar to PuraVie, what sets us apart is our convenient subscription options at discounted prices. Another advantage is the thick, durable shape of our tablets which prevents breakage. Additionally, our palm oil free products offer a more sustainable option.



COMPETITIVE ANALYSIS

Our natural plant and mineral-based cleaning products effectively cut through grease and hard-to-remove messes while prioritizing sustainability. PuraVie's unique selling proposition is our commitment to reducing single-use plastics by providing refillable bottles with responsibly sourced ingredients. Designed for safety and convenience, our compact and environmentally friendly products deliver powerful results.



VE Competitors

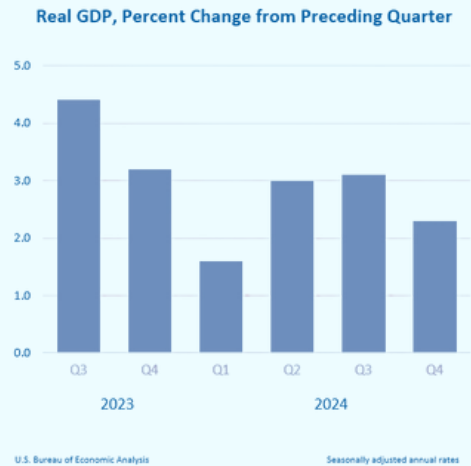
Within VE, PuraVie has no direct competitors who offer a full line of cleaning products. However, we encounter indirect competitors in the cleaning and hygiene industries. Minne-Sorta Nice! specializes in sustainable self-care products sold in paper-based, biodegradable packaging. EverX markets eco-friendly laundry detergent that strengthens clothing. All EverX products come in plastic packaging and contain added chemicals. Additionally, one load of laundry with EverX costs \$3.67, whereas PuraVie offers a more affordable option at \$2.70 per load. PuraVie's distinct competitive advantage lies in delivering a wider range of eco-friendly, non-toxic cleaning products at a lower cost.



CURRENT ECONOMIC CONDITIONS

Real GDP

The current U.S. real GDP has increased at an annual rate of 2.3% in the fourth quarter of 2024. As stated by the Bureau of Economic Analysis, the increase in GDP at the end of 2024 was attributed to the rise in Government & Consumer spending that was partially balanced by a decrease in investment ([Bureau of Economic Analysis](#)). Although consumer spending had been on an upward trend, there has been a decline since the start of 2025. Economic uncertainty due to inflation and weakening markets has raised spending concerns amongst consumers ([The Washington Post](#)).

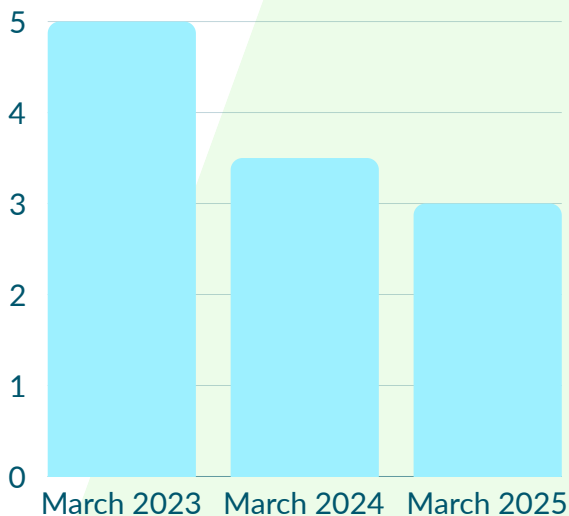


Tariffs

Current geopolitical tensions such as the Ukraine-Russia war, Israel-Hamas war, China-Taiwan tensions, and the Red Sea Crisis present some challenges. ([Economics Observatory](#)). Natural gas, coal, and oil prices have been highly volatile due to Russia being one of the world's largest producers. Investor uncertainty may increase for businesses that depend heavily on the relationship between China and Taiwan, leading to instability in the overall market. PuraVie proudly partners with only manufacturers and suppliers in the USA, avoiding the encumbrance of tariffs. The application of tariffs has increased the price of acquiring raw materials from abroad.

Inflation Rate

In the short term, the inflation rate is projected to increase for the remainder of 2025 by 2.5%, rising from the previous forecast of 2.3%. In the long-run, the inflation rate is anticipated to drop to 2.1% by 2029. The rise in inflation has lowered consumer confidence, leading to a decline in consumer spending. To combat this, PuraVie will heavily promote the long-term cost-saving benefits of our products (Statista).

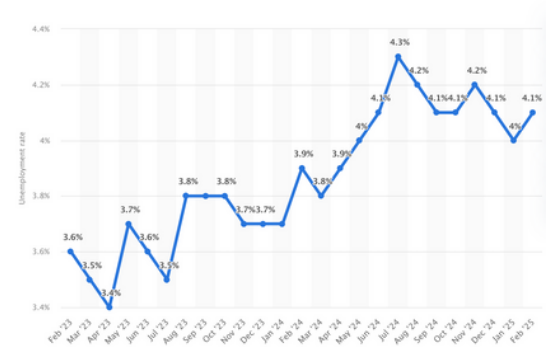


The current inflation rate as of March 2025 is 3.0%, which surpasses the Federal Reserve's 2% target ([Investopedia](#)). A rise in inflation may lead to higher labor costs, a reduction in purchasing power, and unpredictability in supply chains. However, this inflationary period allows for innovation and may cause an increase in demand for our budget-friendly products. According to the Bureau of Labor Statistics, this increase is likely due to the lack of workers with specialized skills in the manufacturing industry and the spike in raw material prices due to increased demand ([U.S. Bureau of Labor Statistics](#)). Economists largely expect inflation to continue to rise for the remainder of 2025 due to the implementation of tariff hikes, with consumers absorbing these costs ([CBS News](#)).

Unemployment

As of March 10, 2025, the unemployment rate is 4.1% ([CNBC](#)), representing a stronger economy due to more people in the workforce. This low unemployment rate is complemented by the 20 positions recently filled at PuraVie. However, the growth in job prospects may make it hard for PuraVie to recruit new team members. As a coastal community, PuraVie's employees and local consumers resonate with the growing problem of plastic pollution on our shores. Our team is dedicated to PuraVie's mission and goals as we strive to make a positive impact on the environment.

Monthly U.S. Unemployment Rate
February 2023 - February 2025



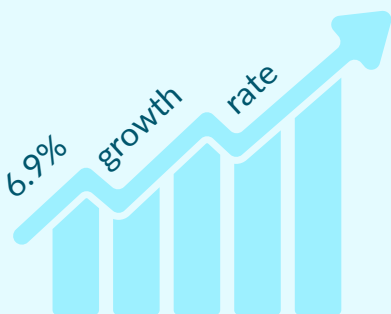
INDUSTRY ANALYSIS

VE Industry

Within the Virtual Enterprise market, PuraVie is primarily categorized under the *Health and Personal Well-Being* industry, but is also a part of *Home and Garden*, and *Office Equipment and Supplies* sectors. According to VE Market Insights, the Health and Personal Well-Being market reported the highest sales, totaling an incoming volume of \$92,121,035 from September 1, 2024 to March 9, 2025 ([VE Market Insights: Overview](#)). With more than 20,000 VE students attending trade shows and conducting online shopping, PuraVie is able to expand our customer reach and promote sustainability within the lives of VE consumers, which are comprised of Generation Z individuals. As the only company offering eco-friendly cleaning solutions, PuraVie is positioned for success in the VE market.

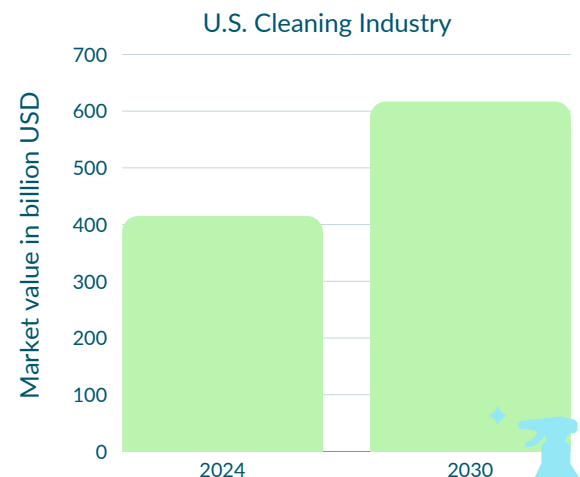
Real World Industry

PuraVie resides in the global cleaning industry while encompassing values of sustainability, accessibility, and innovation. The global industry for sustainable and eco-friendly products has experienced significant growth, reaching \$315.9 billion in February of 2025, up 8% ([Global Market Insights](#)) from \$292.6 billion in 2019, reflecting the recent switch to prioritizing the environment. ([Horizon Research](#)) The growth within this market is driven by rising environmental awareness, concern over toxic chemicals in household products, and a shift toward sustainable living.



As individuals seek ways to reduce their environmental impact, PuraVie's innovative solutions, such as refillable bottles and dissolving cleaning tablets, align with consumer preferences.

PuraVie's commitment to reducing plastic waste, and providing safe, plant-based cleaning solutions, positions us to meet the increasing demand for eco-friendly alternatives in everyday household products.



MARKETING PLAN

Target Market

PRIMARY

PuraVie's primary target market is B2C (Business to Consumer), with a strong emphasis on eco-conscious, Generation Z, and Millennial consumers who prioritize sustainability in their purchasing decisions. Market research indicates that 77% of Americans recognize the overwhelming presence of plastic packaging in consumer goods, viewing it as an unavoidable environmental burden ([World Wildlife Fund](#)). As sustainability becomes an increasingly influential factor in consumer behavior, brands that offer eco-friendly alternatives are gaining traction. Additionally, a recent PwC survey reveals that approximately 85% of younger, global consumers report adopting "greener" buying habits, with many expressing a willingness to pay a premium for sustainably produced goods. This shift underscores the growing demand for products that minimize environmental impact, a trend that is expected to continue rising in the coming years ([PwC](#)).



Buyer Persona

Elena Carter

- 27 years old
- Lives in a small apartment in NYC
- Unhappy with the toxicity of traditional cleaning products



SECONDARY

PuraVie's second primary target market is B2B (Business to Business), with a particular focus on businesses that manage in-house cleaning staff or rely on cleaning products for daily operational use. We understand that maintaining a consistent inventory of cleaning products can often be a tedious and time-consuming task, creating logistical challenges for businesses ([Sterling](#)). While sustainability remains a core value of PuraVie, our B2B model is designed to provide practical, cost-effective solutions that streamline inventory management. By offering customizable monthly or yearly shipments tailored to factors such as facility size and workforce population, PuraVie ensures that businesses receive the right quantity of products without the hassle of frequent reordering. This not only enhances operational efficiency but also aligns with corporate sustainability initiatives, allowing businesses to reduce waste while maintaining a reliable supply of high-quality, eco-friendly cleaning products.

MARKET SEGMENTATION



Demographic

- Ages of 24 to 45
- All races, genders, and sexualities



Geographic

- Cities
- Urban residential locations



Socioeconomic

- All financial backgrounds
- Our products are the most cost-effective



Psychographic

- Eco-conscious consumers
- Businesses moving towards sustainability

DEMOGRAPHIC

PuraVie's demographic audience is diverse and inclusive, appealing to individuals and businesses committed to sustainability. We target consumers between the ages of 24 to 45 because those 46 and older, mainly Generation X and Baby Boomers, tend to remain loyal to brands they know and are less likely to move to new, unfamiliar brands.

GEOGRAPHIC

For individual consumers, our products are ideal for those living in cities and densely populated areas with their compact, space-saving design and aesthetic appeal. Our refillable solutions cater to those in apartments, dorms, and smaller living spaces, making sustainable choices more accessible without sacrificing convenience. In regard to business clients, we focus on businesses in the metropolitan areas, including cleaning service providers and facilities with high foot traffic. Urban businesses benefit from our streamlined, eco-friendly initiatives while optimizing storage and inventory management.

PSYCHOGRAPHIC

We appeal to individuals committed to minimizing single-use plastic waste and prioritizing ethical, sustainable purchasing decisions. These consumers seek brands that align with their values, offering convenience without compromising environmental responsibility. In addition, we serve businesses looking to integrate sustainability into their operations, particularly those in the cleaning services and facility management industries. Our eco-friendly products, combined with customizable supply solutions, help companies reduce waste while maintaining efficiency. By streamlining inventory management and supporting corporate sustainability goals, PuraVie enables businesses to adopt greener practices without sacrificing performance.

SOCIOECONOMIC

Our pricing is catered to consumers who seek high-quality, sustainable products without overspending. Unlike many eco-friendly brands that come at a premium, PuraVie offers an affordable alternative that saves consumers money over time through our refillable solution. By reducing the need for frequent repurchases, our products provide long-term value while supporting a zero-waste lifestyle. Commercial clients benefit from our budget-friendly solution that minimizes costs without compromising quality while reducing the need for constant inventory restocking. By choosing PuraVie, companies can align with sustainable initiatives while making a smart, cost-effective choice for businesses aiming to go green without exceeding their budget.

MARKETING MIX

Product

PuraVie provides a diverse range of organic, eco-friendly cleaning products in recycled packaging, designed to reduce plastic waste and eliminate harmful chemicals. Our product line features dissolvable tablets, including all-purpose cleaner, glass cleaner, hand soap, dish soap, fragrance spray, and laundry detergent. PuraVie's research and development team is working tirelessly to introduce four new products by the end of 2032. PuraVie is committed to the development of organic and hypoallergenic formulas that comply with the EPA Safer Choice Certification standards.



Our company offers a variety of bundle and subscription options. These include the starter pack, room spray trio, and monthly subscriptions available in one month, six month, twelve month, and twenty-four month timeframes, with the more frequent subscription durations primarily used by larger companies. Individual consumers often prefer the convenience of six month and annual subscription refills. In addition, PuraVie's travel packs, which consist of essential eco-friendly products that people need when traveling, are another popular household purchase. Bundles include reusable spray and soap bottles, which are available in volumes of 100ml and 500ml.



At PureView, we customize product designs in accordance with upcoming holidays for limited periods of time. Loyalty rewards members receive exclusive discounts on these limited-edition seasonal products. For instance, during the month of February, PuraVie created a new scent for Valentine's Day called Vanilla Rose with festive packaging to celebrate this holiday.

PuraVie's sustainable packaging focuses on reducing excess waste through biodegradable materials and reusable containers.



Seasonal Scents:

- Pumpkin Spice
- Peppermint
- Evergreen
- Vanilla Rose
- Cucumber Mint

Price

PuraVie 10 Pack



Includes:

- Forever Bottle
- Storage Tin
- 10 Tablets
- \$3.69 per Tablet

\$36.99

VS.

10 Competitor's Products

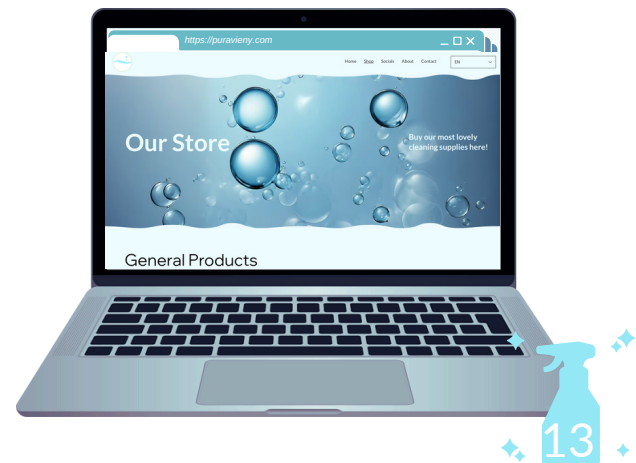


\$48.90

PuraVie utilizes a cost-plus pricing strategy while remaining competitive with market trends. Our products are priced between \$9.99 and \$65.99, with lower refill prices due to our reusable packaging. Additionally, we offer monthly subscriptions, designed to be convenient and cost-effective, starting at \$56.99. PuraVie balances strong sustainability with convenience and cost-effectiveness. Within this fiscal year, we plan to increase our consumer quarterly subscription sales by 10% by boosting our social media presence.

Placement

PuraVie offers customers a variety of purchasing options, including an easy-access e-commerce website, in-person trade shows, and direct sales. PuraVie's visually engaging and user-friendly website allows customers to easily browse our products, bundles, and subscriptions while learning about our commitment to sustainability in all facets of our business operations. During virtual and in-person trade shows, PuraVie aims to portray an inviting and friendly environment for visitors. All of our employees understand the importance of impeccable customer service and professionalism. Customers can expect to discuss product and subscription options with employees who consistently maintain a positive attitude and approachable demeanor. PuraVie's trade show booth emphasizes the smooth and clean feeling associated with our brand's color palette. The physical aspects of our booth, including green vines, spotless tile flooring, and white lights, represent cleanliness and green living.



Promotion

PureVie understands the vital role of social media and high quality engagement to optimize our brand presence and ensure success. We primarily use TikTok and Instagram to reach our target audience, sharing content such as company updates, holiday promotions, and sales events to establish meaningful connections with customers. Other promotional sites used include Pinterest, Facebook, and LinkedIn to capture the attention of our business and individual clients. Additionally, we utilize MailChimp for email marketing to promote our participation in trade shows to spread brand awareness. To retain customers and promote brand loyalty, after making a purchase, customers receive a discount code and a free sample of an additional product to show appreciation and encourage a future purchase. In addition, PuraVie plans to secure a minimum of five B2B sales contracts monthly by changing the focus of marketing campaigns geared toward business clients from environmental sustainability to our use of AI-customized shipments. Based on market research surveys with companies who currently have contracts with PuraVie, businesses find higher satisfaction from our AI-adjusted ordering capabilities which take the guess work and analytical calculations out of the ordering process. This seamless solution is a welcomed advantage to business partners.

CONTENT MARKETING



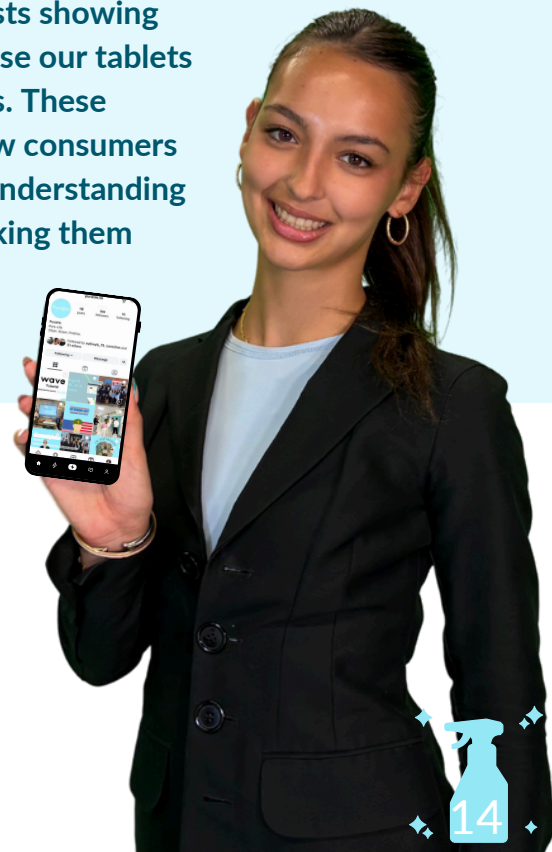
How To Use our CLEANING TABLETS

- 1 Fill your forever bottle up to the line with water.
- 2 Drop the tablet in the water then shake the bottle until tablet is fully dissolved.
- 3 Now you are ready to use PuraVie's ecofriendly cleaner!

(631) 288-3800 | puriavie.ny@veinternational.org | [@puravia.ve](https://www.instagram.com/puravia.ve)

Unfamiliarity with cleaning tablets was a prohibitive factor in consumers switching to cleaning tablets. PuraVie utilized content marketing to help prompt this transition. PuraVie's content marketing initiatives include a campaign of educational videos and social media posts showing consumers how to use our tablets in three simple steps. These advertisements allow consumers to gain a thorough understanding of our products, making them more willing to procure a purchase.

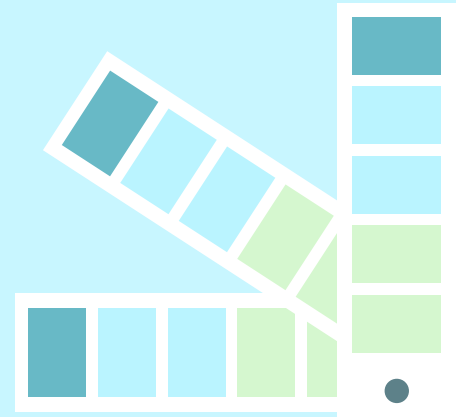
As a brand that heavily markets our environmentally healthy qualities on social media, PuraVie is committed to achieving full carbon neutrality by 2034 to truly align with our mission. PuraVie's research and development team has begun analyzing the effectiveness of our circular economic system, including our supply chain, current carbon footprint, and emission reduction systems. This evaluation will steer our sustainability roadmap to reach our long-term goal.



CREATING A MEMORABLE IDENTITY

Positioning

PuraVie is positioned as an eco-friendly brand that offers a variety of quality products to meet consumer needs. When customers think of PuraVie, they will be reminded of the fresh, welcoming, and environmentally conscious lifestyle associated with our brand. These are feelings we hope to evoke with our brand identity and products. PuraVie has carefully selected a brand color palette that embodies our core values. Blue represents trust, reliability, and honesty, while green signifies sustainability and freshness. These principles form the foundation of Pura-Vie's mission, reinforcing our commitment to a future that is clean, green, and pristine.



Business Risks

ENVIRONMENTAL REGULATION COMPLIANCE

At PuraVie, we hold ourselves to a very high environmental standard. Our certification as a B Corporation requires us to comply with certain environmental regulations, sustainability assertions, and safety standards. Regulation changes could affect how PuraVie formulates products, packaging, and carries out marketing strategies. PuraVie takes proactive approaches by constantly investing in research and development initiatives to develop products that comply with changing regulations. We thoroughly investigate our suppliers and other business partners to ensure that they share our commitment to sustainability and adhere to environmental, social, and governance standards.

PROTECTING OUR BUSINESS AND CUSTOMERS

PuraVie acknowledges the potential risk associated with our products, such as harm from accidental consumption. Although all of our products are designed to be safe, unfortunate incidents may lead to legal challenges. To ensure product safety, warning labels are clearly printed on all packaging, and we have obtained business liability insurance to mitigate legal risks. Additionally, all products are sealed with child-locks, and tablets are colorless with simple, clean scents to reduce appeal to children.

COMPETITION

Sustainability is becoming more mainstream, and brands are gravitating towards this trend. The sustainable cleaning market is relatively untouched, which leaves lots of room for competitors. If PuraVie fails to maintain its competitive advantage through branding strategies, customer loyalty, and innovation, it could face serious duress on pricing and company growth. To address this, we offer discount codes, free shipping for orders over \$100, and a free sample with each purchase. These incentives motivate consumers to make repeat purchases, helping us build a loyal customer base.

SUPPLY CHAIN ISSUES

Being that PuraVie utilizes all-natural, organic, and raw materials, disruption in the supply of these materials due to natural disasters, transportation delays, or other supply chain issues may obstruct our ability to meet product demand. To mitigate this risk, we purchase all supplies in bulk and maintain a reasonable amount of inventory, which is possible due to our products' lengthy shelf life of two years. In the instance of an unforeseen disruption, we will have inventory to rely on until this issue is resolved. This also helps us to secure the most cost-effective price on all materials.

FINANCIAL PLAN

FINANCIAL SUMMARY

PuraVie was funded through equity financing with the help of three esteemed angel investors, each contributing \$50,000 for a 5% equity stake. We chose equity financing to gain valuable mentorship from our investors, helping us navigate this massive industry while avoiding significant debt at high prevailing interest rates. Additionally, we received \$50,000 in seed money from Virtual Enterprises International in exchange for a 5% equity share. Collectively, our four investors hold a 20% stake in the company.



\$50,000

VE Seed Money



\$150,000

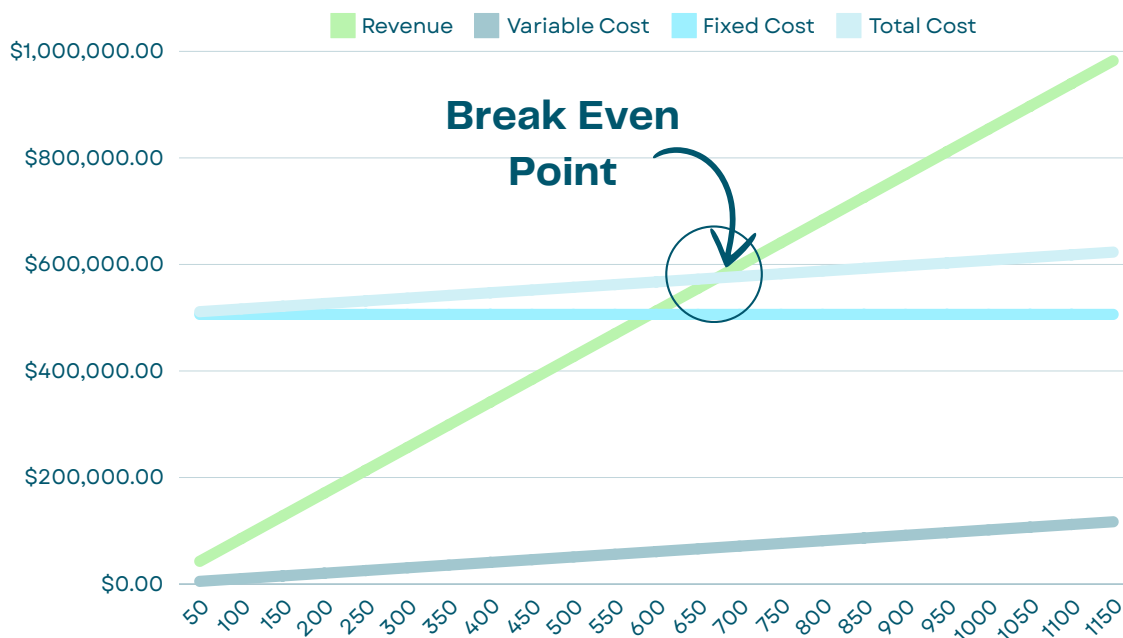
3 Angel Investors

The startup funding was essential in covering initial purchases, including equipment, supplies, rent, inventory, and salaries. Another significant portion of funds was invested in research and development, amounting to \$64,300. This expenditure is comprised of product development and extensive testing for effectiveness and safety. Start-up funding in the amount of \$26,400 was also allocated toward marketing campaigns to introduce our products. Marketing expenses include advertising, trade show fees and materials, and social media promotions. The development of sales projections for our first fiscal year allowed our team to set sales goals. The financial team prepared a break-even analysis to clearly identify fixed and variable costs, while establishing sales benchmarks. Our management team recognizes the importance of paying competitive salaries to compensate our dedicated team fairly and foster high employee satisfaction and retention rates.

Break Even Analysis

As a retailer of eco-friendly cleaning products and subscription boxes, our company must account for ongoing expenses and estimate how long customers will hold on to their subscriptions to ensure continued profitability. PuraVie is proud to announce that we broke even in January 2025 at \$575,000, which equates to 673 units sold. This achievement represents financial stability and accelerating growth, driven by increasing customer acquisition and repeat sales.





Annual fixed costs, including employee salaries, rent, and utilities, amount to \$506,225. Variable costs include the purchase of inventory, advertising, office supplies, and equipment. PuraVie's average cost of goods sold per sale is \$101.65. Our COGS include the cost of raw materials, manufacturing, and product packaging. PuraVie's average selling price per transaction is \$854.20. This significantly high sale price is attributed to our business clients, who typically purchase large quantities of our products and often choose long-term subscription options to receive the accompanying discounts. As a result of low manufacturing costs and strong retail prices, PuraVie maintains a lucrative gross profit margin of 88%. Our firm strives to make prices more affordable for families while making a difference in the preservation of our planet.

Profit and Loss

PuraVie's profit and loss statement shows actual data from October 2024 to February 2025 and projected data from March and April 2025. By the end of our fiscal year, PuraVie projects to earn \$1,982,250.96 primarily driven by trade shows, sales to non-VE firms, and website sales. PuraVie expects to recognize a cost of goods of \$235,887.86 and a gross profit of \$1,746,386.97. We forecast operating expenses of \$845,700.43 and anticipate a net income after taxes of \$902,204.79. Our firm's operating expenses consist of rent for our office and warehouse, salaries for all of our employees, payroll taxes, advertising, utilities, depreciation, and insurance. PuraVie's profit and loss analysis boasts our ability to exceed sales projections every month, achieve consistent sales growth, and responsibly manage expenses.

Break Even
\$575,000

Gross Profit
Margin 88%

Liquidity
Ratio
2.6

Projected
Net Income
\$902k

Projected
Revenue
\$1.98M



PROFIT AND LOSS

PROFIT AND LOSS STATEMENT FOR THE YEAR ENDING 04/30/2025

	October Actual	November Actual	December Actual	January Actual	February Actual	March Projected	April Projected	TOTAL
Revenues:								
Trade fair revenues	\$0.00	\$97,297.01	\$227,358.16	\$422,297.85	\$0.00	\$0.00	\$300,000.00	\$1,046,953.02
Non-VE B2C Sales	\$56,563.95	\$56,563.95	\$66,451.75	\$8,164.01	\$78,214.57	\$80,000.00	\$85,000.00	\$430,958.23
Non-VE B2B Contractural Sales	\$0.00	\$0.00	\$33,371.23	\$0.00	\$77,899.00	\$80,000.00	\$90,000.00	\$281,270.23
Online Sales	\$0.00	\$41,045.39	\$8,751.61	\$5,109.92	\$41,162.56	\$45,000.00	\$50,000.00	\$191,069.48
Other than trade fair revenues	\$0.00	\$2,000.00	\$30,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$32,000.00
Total sales revenues	\$56,563.95	\$196,906.35	\$365,932.75	\$435,571.78	\$197,276.13	\$205,000.00	\$525,000.00	\$1,982,250.96
Cost of goods sold	\$6,731.11	\$23,431.86	\$43,546.00	\$51,833.04	\$23,475.86	\$24,395.00	\$62,475.00	\$235,887.86
Gross profit	\$49,856.71	\$173,474.49	\$322,386.75	\$383,738.74	\$173,800.27	\$180,605.00	\$462,525.00	\$1,746,386.97
Gross profit margin	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Operating expenses								
Salaries	\$59,262.47	\$53,039.06	\$53,039.06	\$53,039.06	\$53,039.06	\$54,039.06	\$60,000.00	\$385,457.77
Rent	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$11,200.00
Warehouse Rent	\$0.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$14,400.00
Depreciation	\$0.00	\$241.36	\$482.72	\$965.44	\$1,930.88	\$3,861.76	\$7,723.52	\$15,205.68
Payroll tax	\$20,041.53	\$17,230.64	\$17,230.64	\$17,230.64	\$17,230.64	\$19,485.98	\$19,485.98	\$127,936.05
Advertising	\$400.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,400.00
Insurance	\$2,650.00	\$2,650.00	\$2,650.00	\$2,650.00	\$2,650.00	\$2,650.00	\$2,650.00	\$18,550.00
401(k)	\$0.00	\$9,034.30	\$9,034.30	\$9,034.30	\$9,034.30	\$9,034.30	\$9,034.30	\$54,205.80
401(k) match	\$0.00	\$4,517.15	\$4,517.15	\$4,517.15	\$4,517.15	\$4,517.15	\$4,517.15	\$27,102.90
Supplies	\$150.00	\$332.88	\$332.88	\$332.88	\$332.88	\$500.00	\$500.00	\$2,481.52
Utilities	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$1,750.00
Transportation	\$0.00	\$2,400.00	\$3,400.00	\$4,600.00	\$0.00	\$0.00	\$3,900.00	\$15,000.00
Charitable Contributions	\$0.00	\$1,390.20	\$2,240.48	\$2,240.48	\$2,234.35	\$252.29	\$702.16	\$12,592.60
Shipping	\$1,431.00	\$1,431.00	\$1,431.00	\$1,431.00	\$1,431.00	\$1,500.00	\$1,500.00	\$10,155.00
Total operating expenses	\$85,785.00	\$101,516.59	\$103,608.23	\$105,290.95	\$101,650.26	\$105,090.54	\$119,263.11	\$845,700.43
Income from operations	-\$35,928.29	\$71,957.90	\$218,778.52	\$278,447.79	\$72,150.01	\$75,514.46	\$343,261.89	\$1,024,182.28
Net income before taxes	-\$35,928.29	\$71,957.90	\$218,778.52	\$278,447.79	\$72,150.01	\$75,514.46	\$343,261.89	\$1,024,182.28
Corporate income tax	\$0.00	\$0.00	\$0.00	\$55,012.65	\$46,921.38	\$5,298.01	\$14,745.45	\$121,977.50
NET INCOME AFTER TAXES	-\$35,928.29	\$71,957.90	\$218,778.52	\$223,435.14	\$25,228.63	\$70,216.45	\$328,516.43	\$902,204.79

Financial Footnotes

*Generally Accepted Accounting Principles (GAAP) are used by management and professional employees at PuraVie and are reflected in all financial statements.

*The straight-line depreciation method was applied to calculate the decreasing value of assets over time.

*Other Revenues consisted of attendance fees collected at the December 2024 East End Networking Event and Trade Show, organized and hosted by PuraVie.

*PuraVie pursued equity financing through private investments made by angel investors, which has avoided the encumbrance of debt through loans.

*Stock is valued at \$10 per share, with a total of 20,000 shares distributed amongst four (4) investors who each contributed \$50,000 in exchange for 5,000 shares.

Balance Sheet

PuraVie's balance sheet provides a clear overview of company assets and liabilities, helping us achieve a solid financial foundation. As of February 28, 2025, PuraVie had \$421,281.47 in assets, \$158,022.65 in liabilities, and \$263,258.82 in equity. Fixed assets include investments in computers, furniture, and office equipment to maximize productivity. As evident in our balance sheet, PuraVie maintains strong current assets in the form of cash, resulting in a current liquidity ratio of 2.6 and a quick ratio of 2.23. These figures reflect PuraVie's financial stability, with high liquidity ratios ensuring we can effectively handle short-term obligations and unforeseen expenses.

Balance Sheet February 28, 2025

Assets:

Cash	\$273,715.42
Accounts receivable	\$78,899.00
Merchandise inventory	\$57,926.08
Supplies	\$150.00
Total Current Assets	\$410,690.50
Computers	\$5,198.40
Less: accumulated depreciation	\$801.60
Furniture and fixtures	\$1,258.65
Less: accumulated depreciation	\$194.08
Office equipment	\$6,064.80
Less: accumulated depreciation	\$935.20
Total Fixed Assets	\$10,590.97
Total Assets	\$421,281.47

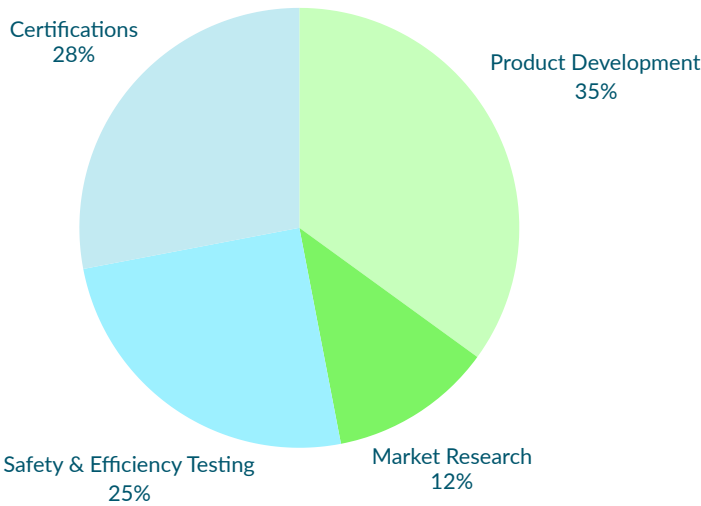
Liabilities & Stockholder's Equity

Accounts payable	\$13,900.20
Sales tax payable	\$17,015.07
Salaries payable	\$53,039.06
Payroll tax payable	\$17,230.64
401(k) payable	\$9,034.30
401(k) match payable	\$4,517.15
Transportation payable	\$2,400.00
Shipping payable	\$1,431.00
Corporate tax payable	\$39,455.23
Total Current Liabilities	\$158,022.65
Stockholders' Equity	\$158,022.65
Common stock, \$10 par value	\$20,000.00
Retained earnings	\$243,258.82
Total Stockholders' Equity	\$263,258.82
Total Liabilities and Equity	\$421,281.47

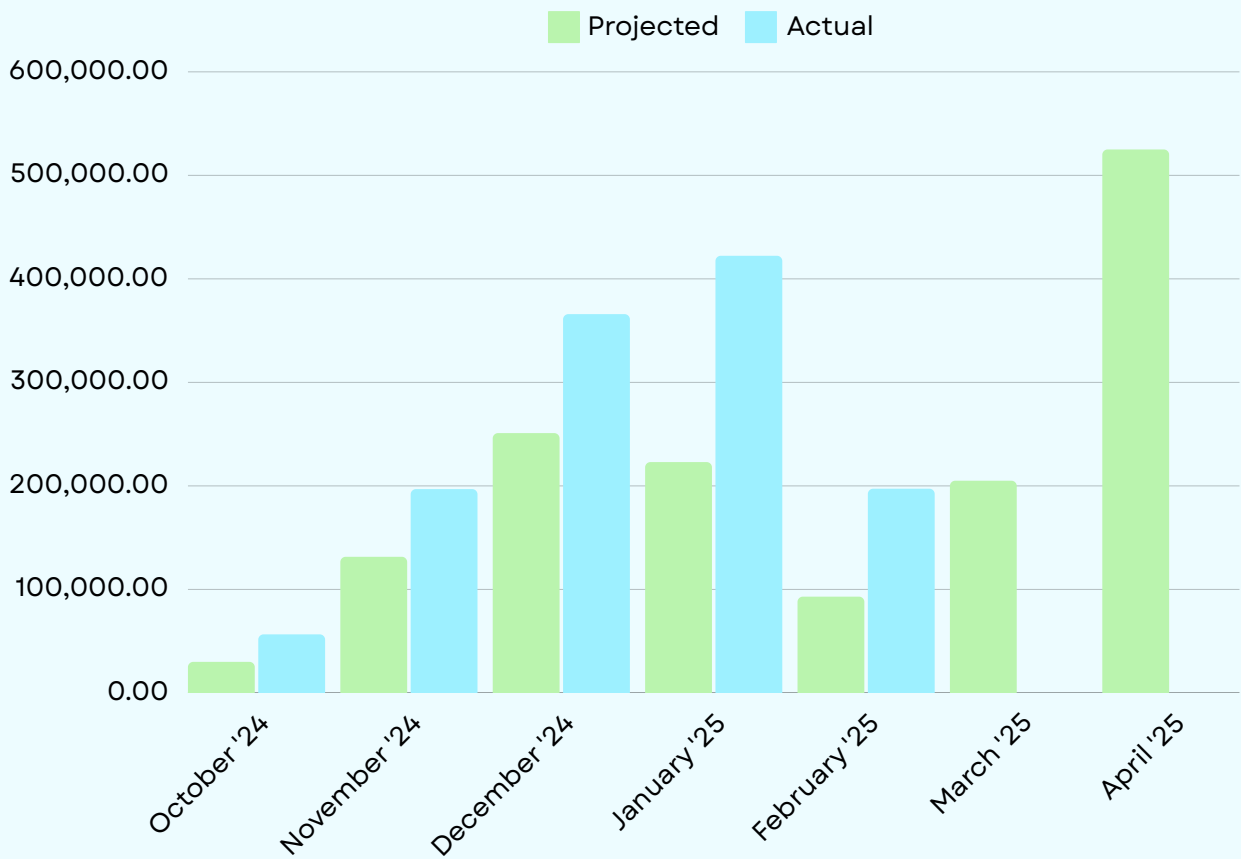
RESEARCH AND DEVELOPMENT

As mentioned previously, PuraVie made an initial investment of \$64,300.00 in research and development. \$7,700.00 was allocated towards market research of the household and business cleaning industry. \$22,500.00 was spent on product development, creating a total of six products to introduce at the launch of our business. PuraVie budgeted \$18,000.00 to obtain EPA Safer Choice certifications to support our all-natural product claims. Finally, \$16,100.00 was used for product testing to ensure the health and safety of our customers.

Research and Development Budget Allocations



Sales Projection Summary



By the end of the fiscal year, PuraVie expects to generate over \$1.9 million in total sales. In October 2024, our hard-working technology team worked feverishly to establish a website for online sales, which went live in November 2024, marking the beginning of our e-commerce site. When developing our sales projections, the financial team considered many factors, including our trade show presence, sales to non-VE companies, sales contracts with other businesses, holiday sales, and seasonal fluctuations.

Since PuraVie's launch, we have proudly exceeded sales projections every month. Future plans for the innovation of new product offerings to add to PuraVie's portfolio will aid us in achieving continued growth and prosperity. The largest portion of sales, an overwhelming 60%, is earned at trade shows. Contracts with business clients have been another significant source of revenue, amounting to \$111,270.23. Our dedicated team continues to surpass sales benchmarks, empowering customers to do their part to support environmental sustainability while delivering a strong ROI for our investors.

TRIPLE BOTTOM LINE

At PuraVie, we are committed to a triple bottom line: People, Planet, Profit. Due to our strong financial performance and solid cash reserve, PuraVie is well-positioned to handle potential challenges. Our dedication to sound financial principles and sustainability aligns with our core values and positions us for continued success. By maintaining this balanced focus, PuraVie will create lasting value and make a positive impact on the cleaning supply industry and our planet.



PURAVIE
THANKS
YOU






APPENDIX

Angel Investor Letters

10/11/2024

VE Central Office
122 Amsterdam Avenue
New York, NY 10023



Dear Mrs. Palazzo:

Please accept this letter of support as my intention to invest \$50,000 in PuraVie. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A pr discussion to clarify and guide the firm's direction


I understand that upon approval of this equity investment by the VE Central Office, PuraVie will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Investor Comment:

Great presentation! I'm excited to see what you guys can do!

10/17/2024

VE Central Office
122 Amsterdam Avenue
New York, NY 10023



Dear Mrs. Palazzo:

Please accept this letter of support as my intention to invest \$50,000 in PuraVie. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

4. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
5. Reviewed company projections and assumptions.
6. Engaged in Q&A pr discussion to clarify and guide the firm's direction


I understand that upon approval of this equity investment by the VE Central Office, PuraVie will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Investor Comment:

It was exciting to be able to invest in a company that's tackling an environmentally friendly way to deliver air cleaning solution.

10/11/2024

VE Central Office
122 Amsterdam Avenue
New York, NY 10023



Dear Mrs. Palazzo:

Please accept this letter of support as my intention to invest \$50,000 in PuraVie. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A pr discussion to clarify and guide the firm's direction

I understand that upon approval of this equity investment by the VE Central Office, PuraVie will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Investor Comment:

Please revise financials including projections as discussed in Q&A.



Bank Balance

Account details

Account:

PuraVie (Budget Checking) - 631203745

Period:

from 02/28/2025

until 02/28/2025

Show

[Download account details \(Excel\)](#)

Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 28, 2025	Joseph Sganga (US016373), Shoreham, NY VE Checkout transaction #966660 02/28/2025 12:13 PM CT Acct #631432256	8110245	\$188.31	\$273,715.42

School District Contracts

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 12, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: Quogue School District, with an address of 10 Edgewood Rd, Quogue, NY 11959, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	35	\$36.99	\$1,260
Glass cleaner	25	\$36.99	\$900
Hand soap	65	\$36.99	\$2,340
Dish soap	20	\$36.99	\$720
Laundry detergent	8	\$65.99	\$500
Room spray	2	\$22.99	\$40
Hand soap container	5	\$12.99	\$60
Room spray bottle	10	\$9.99	\$100
Spray bottle	15	\$9.99	\$150
		Subtotal	\$5,570
		Tax	\$480.41
		Total	\$6,050.41

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, East End Nutrition agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS
The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE
The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$6,050.41

PAYMENT
The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE
Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Date

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 8, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: ESM School District, with an address of 149 Dayton Ave, Manorville, NY 11949, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	350	\$36.99	\$12,600
Glass cleaner	170	\$36.99	\$6,120
Hand soap	350	\$36.99	\$12,600
Dish soap	335	\$36.99	\$12,060
Laundry detergent	8	\$65.99	\$500
Room spray	65	\$22.99	\$1,330
Hand soap container	30	\$12.99	\$360
Room spray bottle	70	\$9.99	\$630
Spray bottle	70	\$9.99	\$630
		Subtotal	\$46,495
		Tax	\$4,010.19
		Total	\$50,505.19

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, East End Nutrition agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS
The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE
The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$50,505.19

PAYMENT
The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE
Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Date



B2B Sales Contracts

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Dec 11, 2024 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: Rooted Hospitality Group, with an address of 376 Main St, Center Moriches, NY 11934, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	1750	\$36.99	\$4,900
Glass cleaner	1400	\$36.99	\$1,920
Hand soap	2450	\$36.99	\$6,125
Dish soap	2800	\$36.99	\$7,840
Laundry detergent	2800	\$65.99	\$1,568
Room spray	280	\$22.99	\$2,576
Hand soap container	105	\$12.99	\$1,050
Room spray bottle	70	\$9.99	\$560
Spray bottle	70	\$9.99	\$560
Subtotal			\$29,099
Tax			\$2,509.79
Total			\$31,608.79

WHEREAS, the seller intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, the buyer agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS

The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE

The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$31,608.79

PAYMENT

The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE

Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 24, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: Good Westhampton, with an address of 108 Main St, Westhampton Beach, NY 11978, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	2	\$36.99	\$70
Glass cleaner	2	\$36.99	\$70
Hand soap	3	\$36.99	\$100
Dish soap	2	\$36.99	\$70
Laundry detergent	2	\$65.99	\$120
Room spray	4	\$22.99	\$80
Hand soap container	15	\$12.99	\$150
Room spray bottle	8	\$9.99	\$70
Spray bottle	5	\$9.99	\$40
Subtotal			\$770
Tax			\$66.41
Total			\$836.41

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, East End Nutrition agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS

The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE

The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$836.41

PAYMENT

The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE

Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 4, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: Mainstream House LLC, with an address of 784 Middle Road, Riverhead, NY 11901, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	20	\$36.99	\$720
Glass cleaner	20	\$36.99	\$720
Hand soap	20	\$36.99	\$1,080
Dish soap	20	\$36.99	\$720
Laundry detergent	20	\$65.99	\$1,300
Room spray	40	\$22.99	\$880
Hand soap container	20	\$12.99	\$240
Room spray bottle	12	\$9.99	\$180
Spray bottle	10	\$9.99	\$90
Subtotal			\$5,930
Tax			\$111.46
Total			\$6,041.46

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, Mainstream House LLC agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS

The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE

The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$6,041.46

PAYMENT

The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE

Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 4, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: East End Nutrition, with an address of 12 1st St, Riverhead, NY 11901, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	24	\$36.99	\$740
Glass cleaner	22	\$36.99	\$694
Hand soap	40	\$36.99	\$1,200
Dish soap	20	\$36.99	\$600
Laundry detergent	2	\$65.99	\$120
Room spray	50	\$22.99	\$1,100
Hand soap container	20	\$12.99	\$240
Room spray bottle	10	\$9.99	\$200
Spray bottle	10	\$9.99	\$200
Subtotal			\$5,094
Tax			\$479.36
Total			\$5,573.36

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, East End Nutrition agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS

The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE

The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$5,573.36

PAYMENT

The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE

Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.



B2B Sales Contracts

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Dec 9, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 49 Lilac Rd, Westhampton Beach, NY 11940, hereinafter referred to as the "Seller".

AND: Otis Ford, with an address of 32 Montauk Hwy, Quogue, NY 11959, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	100	\$3.00	\$215
Glass cleaner	100	\$3.00	\$215
Hand soap	100	\$3.00	\$215
Dish soap	100	\$3.00	\$215
Laundry detergent	300	\$9.00	\$110
Room spray	40	\$1.20	\$175
Hand soap container	10	\$0.45	\$112.50
Room spray bottle	10	\$1.20	\$82.50
Spray bottle	15	\$1.20	\$82.50
Subtotal			\$1,622.50
Tax			\$139.94
Total			\$1762.44

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, Otis Ford agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS
The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE
The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$1762.44

PAYMENT
The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE
Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Date

Date

Sale of Goods Agreement

This Sale of Goods Agreement (hereinafter referred to as the "Agreement") is entered into and effective, Feb 17, 2025 (the "Effective Date").

BY AND BETWEEN: PuraVie, with an address of 12 1st. St, Riverhead, NY 11901, hereinafter referred to as the "Seller".

AND: Dockers, with an address of 9 Dune Road, East Quogue, NY 11942, hereinafter referred to as the "Buyer", collectively referred to as the "Parties".

Item	Quantity	Price per unit	Total
All purpose cleaner	25	\$36.99	\$924.75
Glass cleaner	20	\$36.99	\$739.80
Hand soap	35	\$36.99	\$1,294.65
Dish soap	40	\$36.99	\$1,479.6
Laundry detergent	40	\$65.99	\$2,639.60
Room spray	5	\$22.99	\$114.95
Hand soap container	20	\$12.99	\$259.80
Room spray bottle	20	\$9.99	\$199.80
Spray bottle	20	\$9.99	\$199.80
Subtotal			\$7,852.75
Tax			\$679.42
Total			\$8,532.17

WHEREAS, PuraVie intends to sell cleaning products, hereinafter the "Virtual Goods", as enlisted below with their quantities.

WHEREAS, Dockers agrees to purchase the Virtual Goods under the terms and conditions set forth in this agreement.

THEREFORE, the Parties agree as follows:

SALE OF GOODS
The Seller agrees to deliver possession to the Buyer and the Buyer agrees to purchase the "Virtual Goods" listed at the prices agreed to by both Parties.

SALE PRICE
The Buyer agrees to pay the full sale price including all required taxes. The full sale price is \$8,532.17

PAYMENT
The Buyer will pay the sale price through the VE online payment system (process handled by the Seller's representative) and unless otherwise stated, payment for the Virtual Goods is due within seven days of the Seller's invoice.

INSPECTION AND ACCEPTANCE
Once the agreement is executed, the Buyer has 30 days to inspect the Virtual Goods and ensure it matches what was promised and that the Virtual Goods are free from third-party interest or legal liability. Rescind the agreement otherwise.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first below written.

Date


Date

B Impact Assessment

PRINT PDF

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QUESTION FILTER



This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

OVERALL SCORE

94.8

COMPLETION

100%

OPERATIONS SCORE

79.8

IBM SCORE

6.2

N/A SCORE

8.7

Marketing Campaigns

Social Media Posts



Employee of the Month



International Sales Month



View our
Commercial:



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