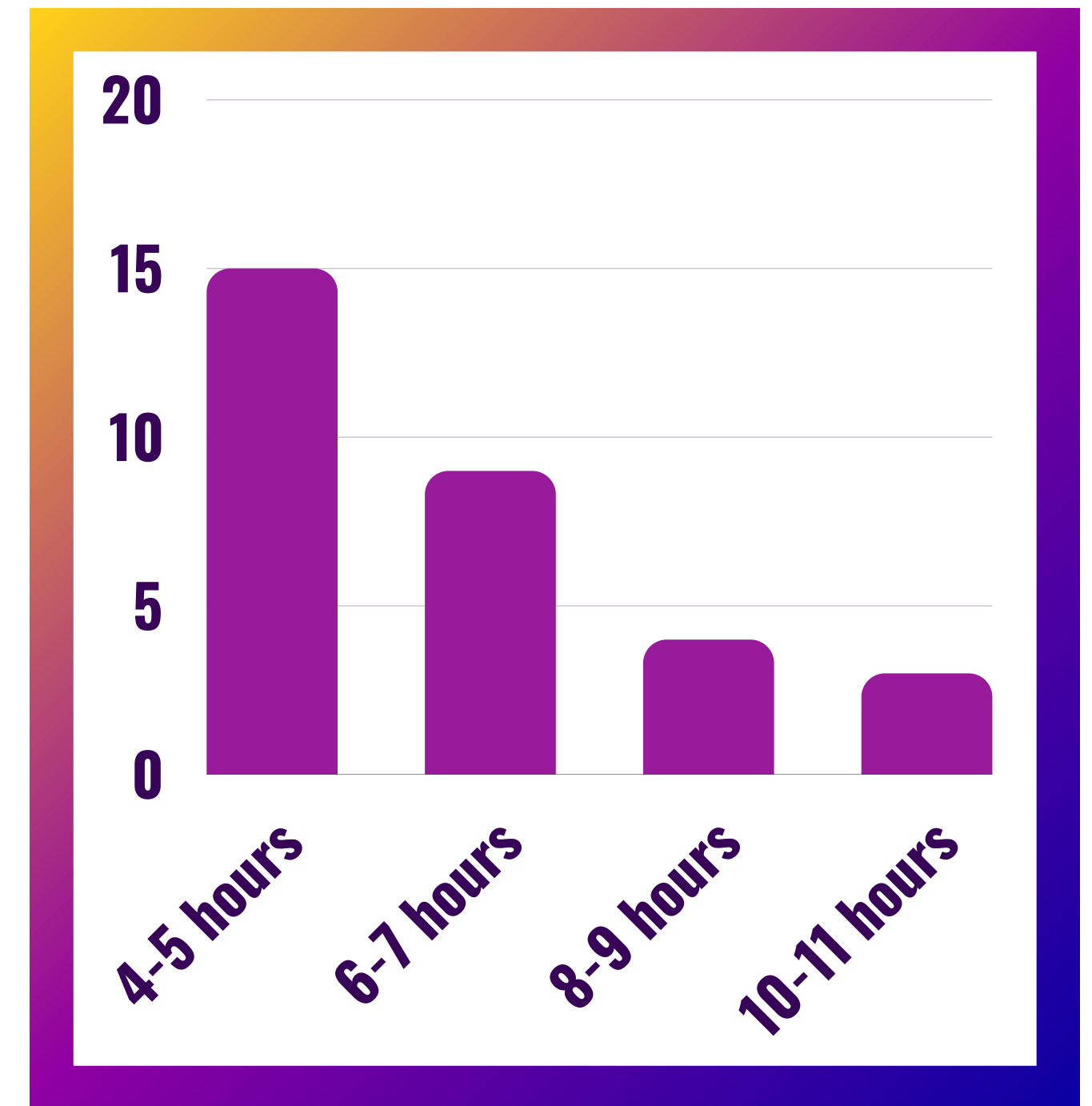
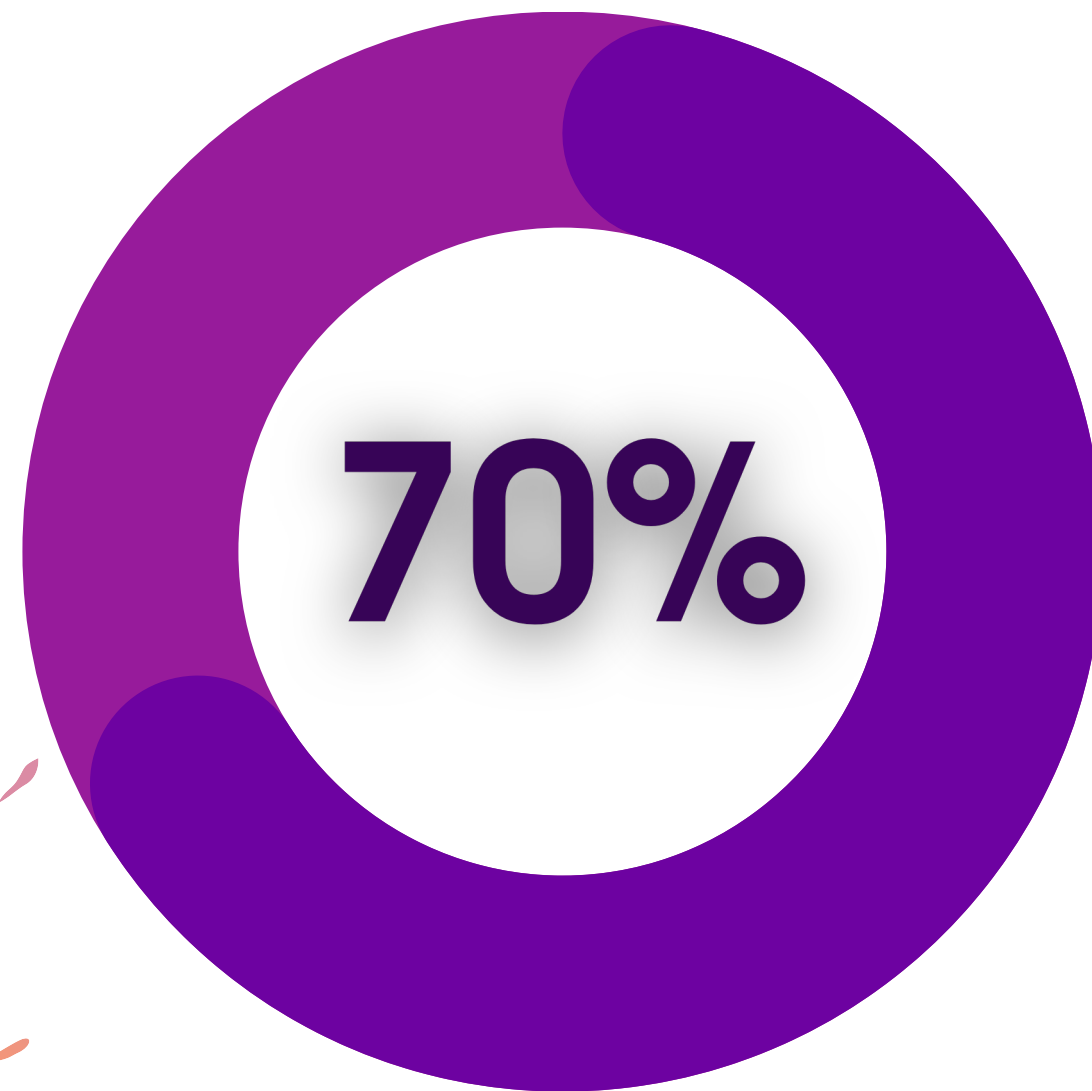




ECLIPSE

ALIGN YOUR ENERGY

Percent of Teenagers Who Get Inadequate Sleep



Hours of Sleep Teenagers Get

ECLIPSE

SOLUTION STATEMENT



No Artificial Sugars



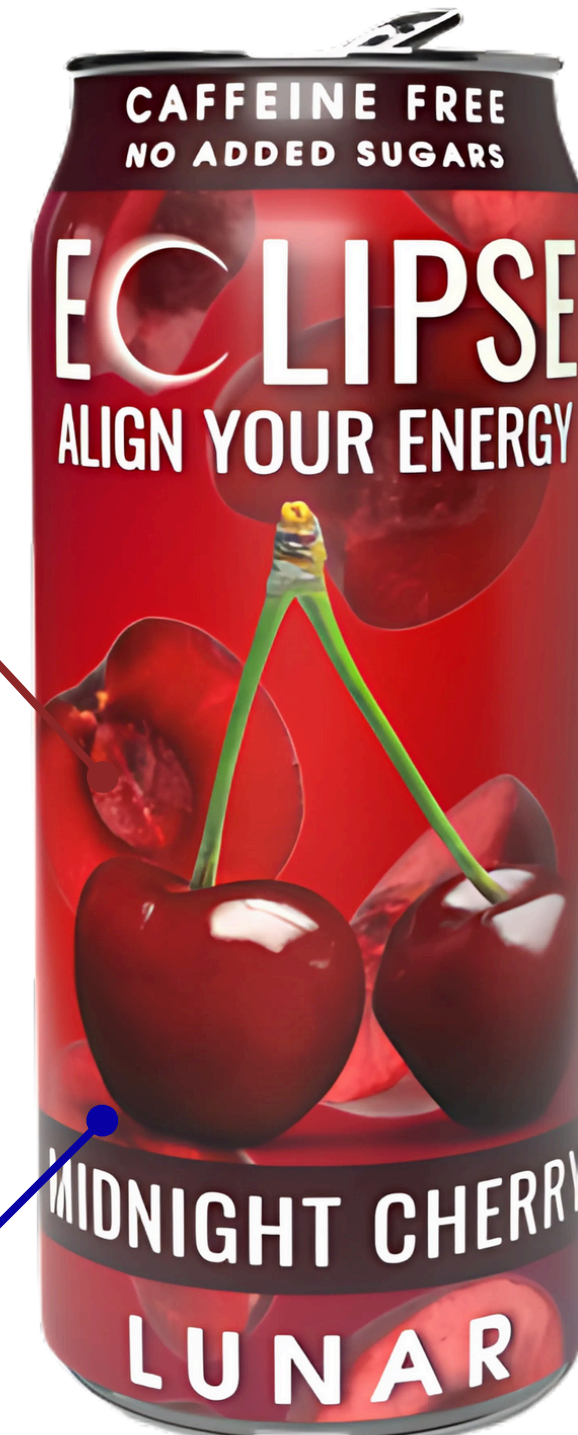
Caffeine Free



Naturally Based



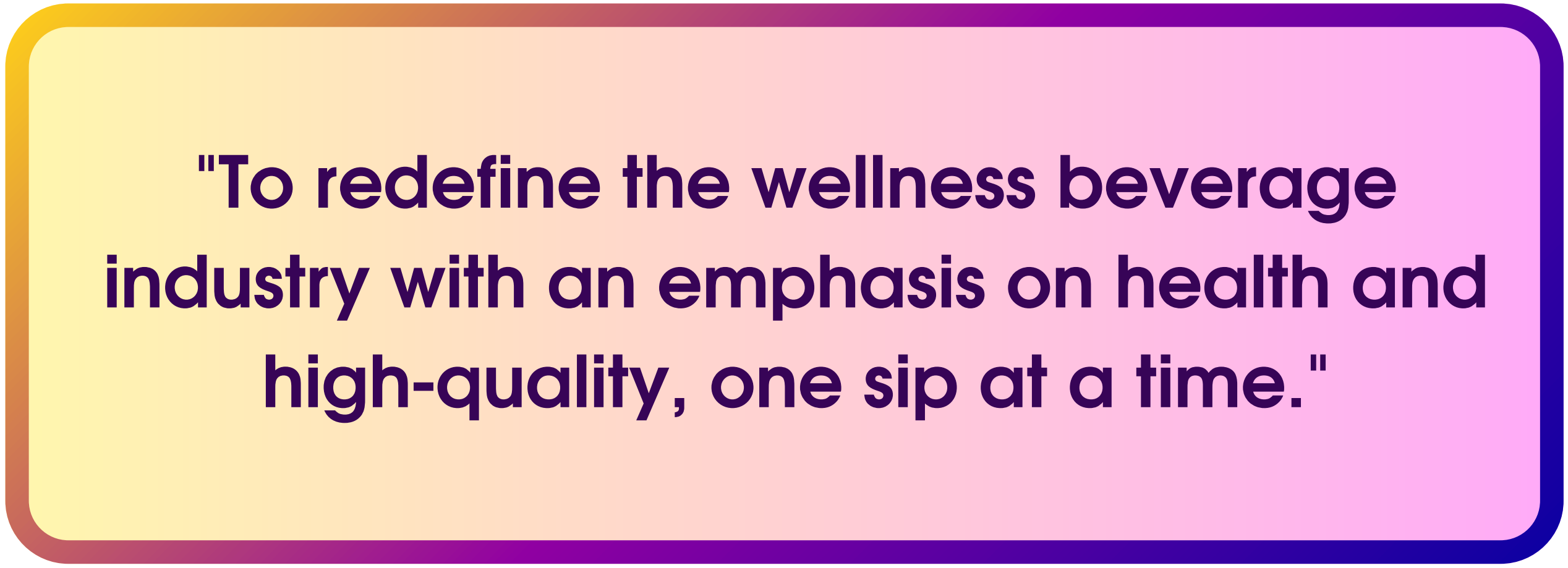
Healthy



The logo for Eclipse, featuring the word "ECLIPSE" in white, uppercase, sans-serif font. The letter "C" is replaced by a stylized white circle with a horizontal line through its center, resembling an eclipse. The logo is set against a dark blue rounded rectangle with a purple-to-blue gradient.

ECLIPSE

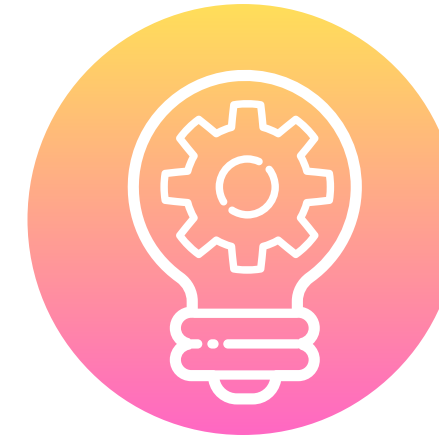
MISSION STATEMENT

A large, rounded rectangular box with a purple-to-pink gradient background and a dark purple border. It contains the mission statement text in a bold, black, sans-serif font.

"To redefine the wellness beverage industry with an emphasis on health and high-quality, one sip at a time."

ECLIPSE

COMPANY OVERVIEW



October 2024



Denville, NJ



**Established as an
C Corporation**

ECLIPSE | TARGET MARKET

Primary

Ages 12-18

Students in Middle & High School deal with stress and fatigue the most

College Students

Students often have late hours and early mornings in addition to extracurriculars

Secondary

Tertiary

B2B

Between school and work, many employees are fatigued and stressed

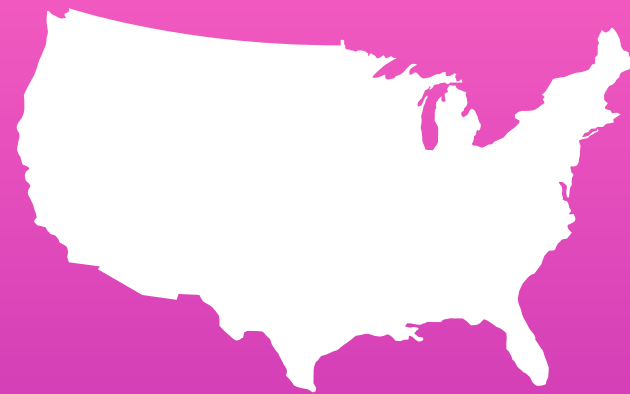
ECLIPSE

SEGMENTATION



Socioeconomic

Average
household
income
\$50,000-\$100,000



Geographic

In the United
States
Virtual Enterprise
Firms

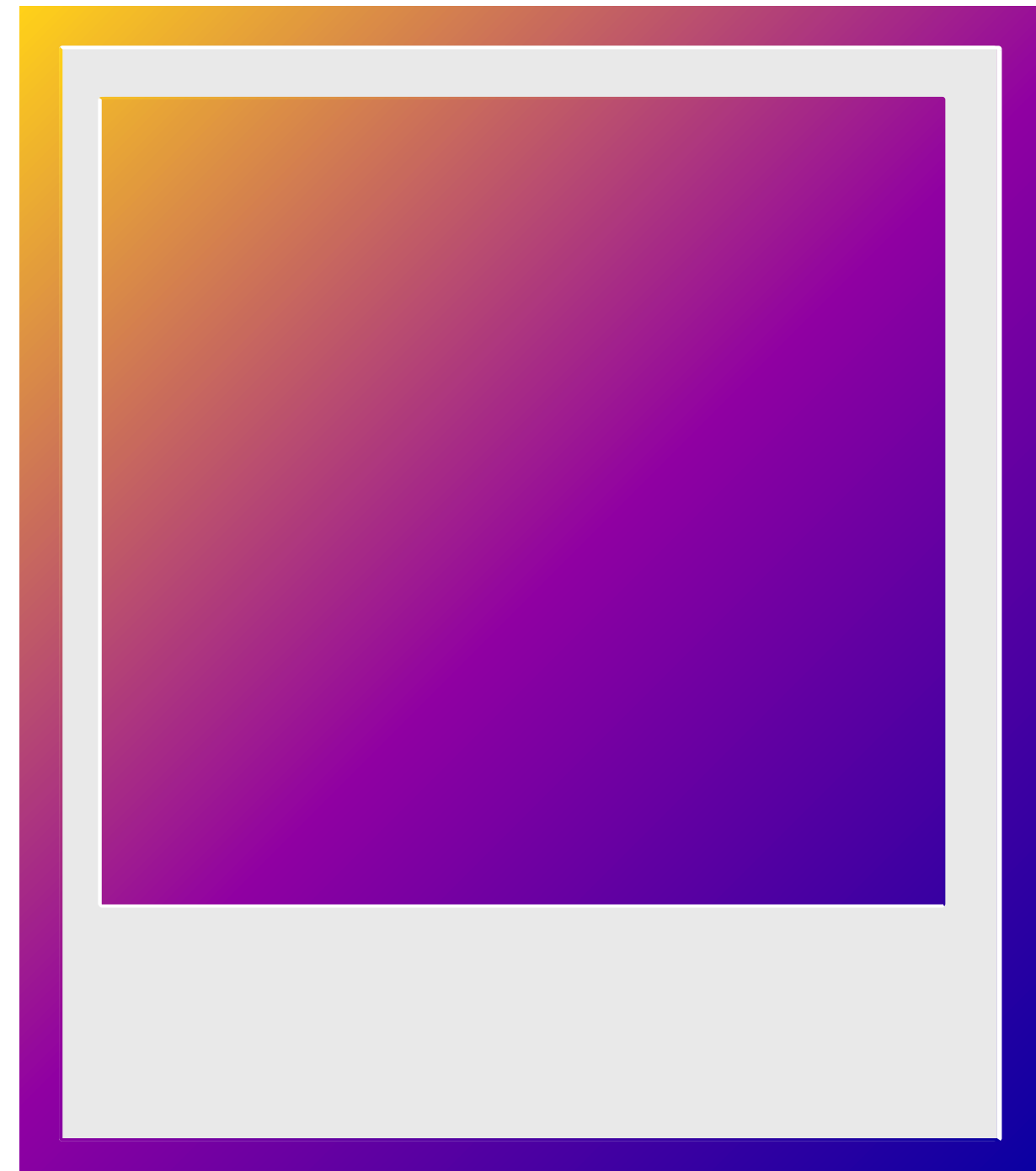


Psychographic

Experience:
Fatigue
Trouble sleeping
Rapid energy
loss

SAISHA

- ☀️ 16 Year Old
- 🌙 High School Junior
- ☀️ Student Athlete
- 🌙 Studies late at night
- ☀️ Is often very tired from lack of sleep



ECLIPSE

PRODUCTS & PRICING



Single: \$3.99 | 6-Pack: \$23.64 (UC: \$3.94)
| 12-Pack: \$46.68 (UC: \$3.89)

ECLIPSE

PRODUCTS & PRICING



140 Eclipse Bulk Pack: \$500 (UC: \$3.57)
288 Eclipse Bulk Pack: \$1000 (UC: \$3.47)
760 Eclipse Bulk Pack: \$2500 (UC: \$3.28)

30-Pack Subscription Box:
\$115.20 (UC: \$3.84)

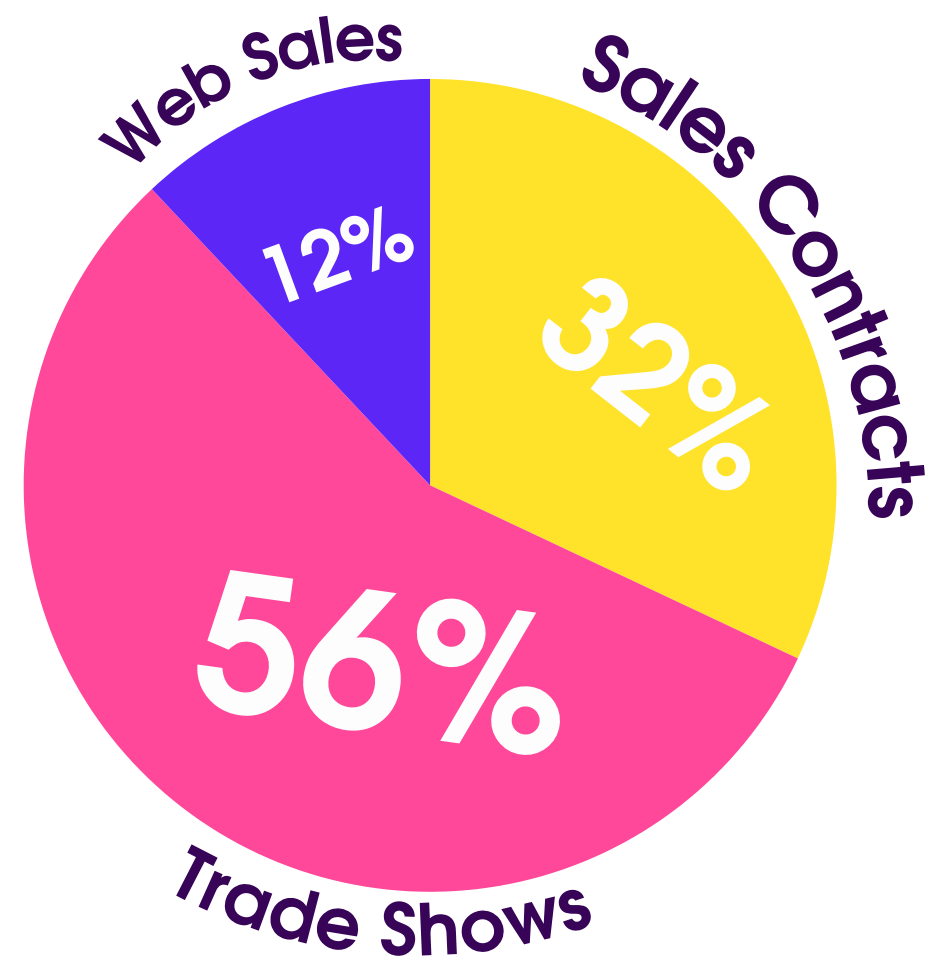
60-Pack Subscription Box:
\$227.43 (UC: \$3.79)



ECLIPSE

PLACEMENT

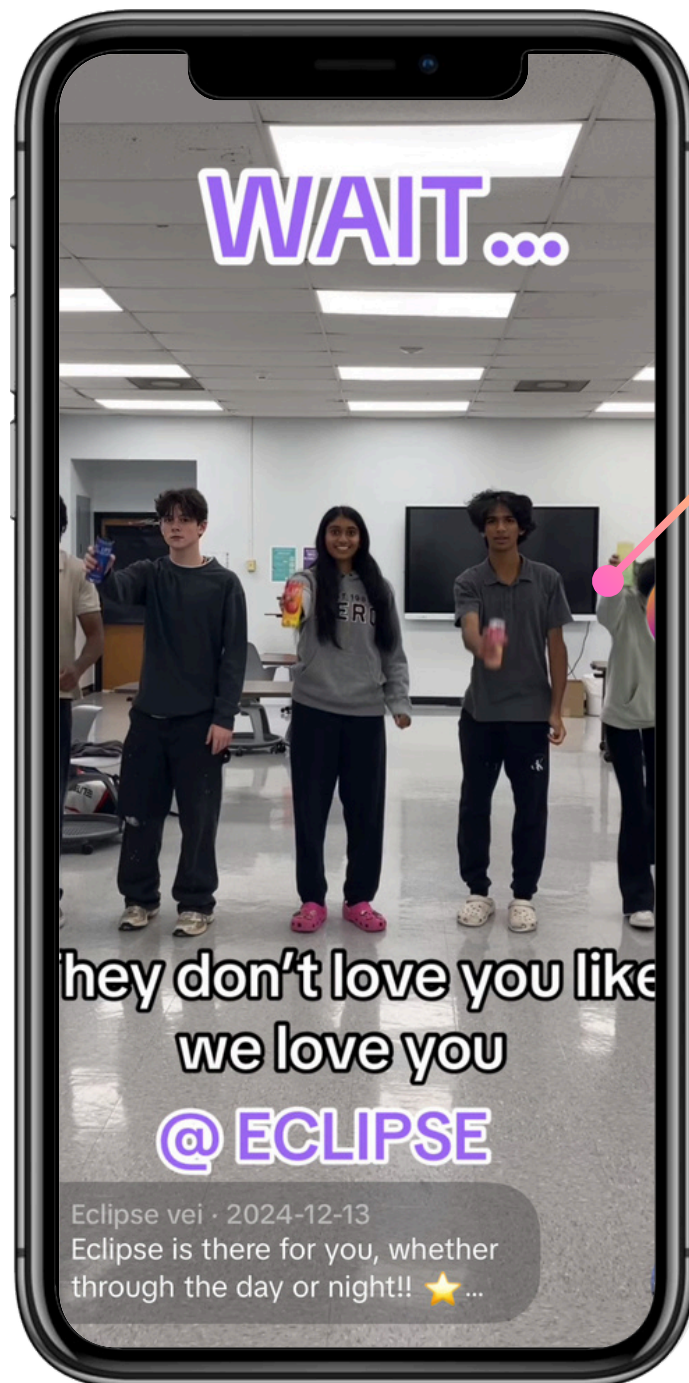
Sales Distribution



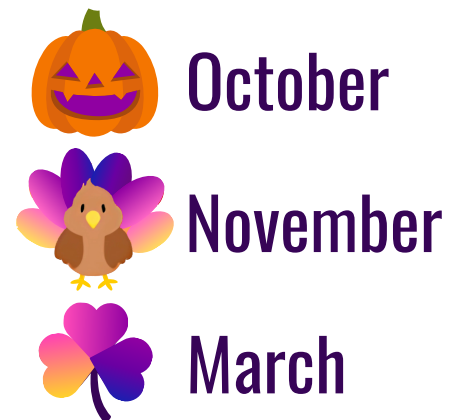
Web Sales



ECLIPSE | PROMOTION



Social Media



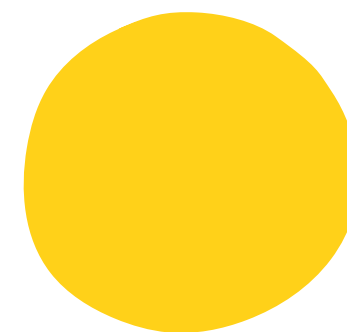
Trade Shows



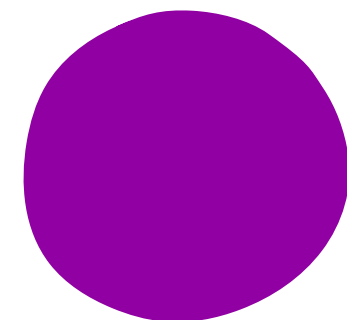
ECLIPSE | POSITIONING



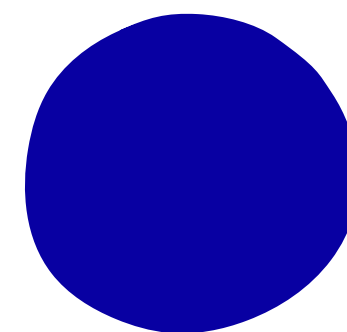
Company Branding



Energy,
Happiness,
Stimulating, Joy



Luxury, Focus,
Calmness,
Innovation



Serenity,
Calming,
Night, Stability

ECLIPSE

MARKETING STRATEGIES

Trade Show Booths






Monthly Flavors

Advertisements



ECLIPSE

VE COMPETITIVE ANALYSIS

	Nighttime Drink	Energy Drink
 Eclipse	✓	✓
 Nuclear Energy	✗	✓
 AM PM Store	✗	✗

ECLIPSE

RESULTS AND LEARNING

Profile activity ⓘ

vs Oct 14 - Nov 12

649

0%

Profile visits

624

External link taps

24

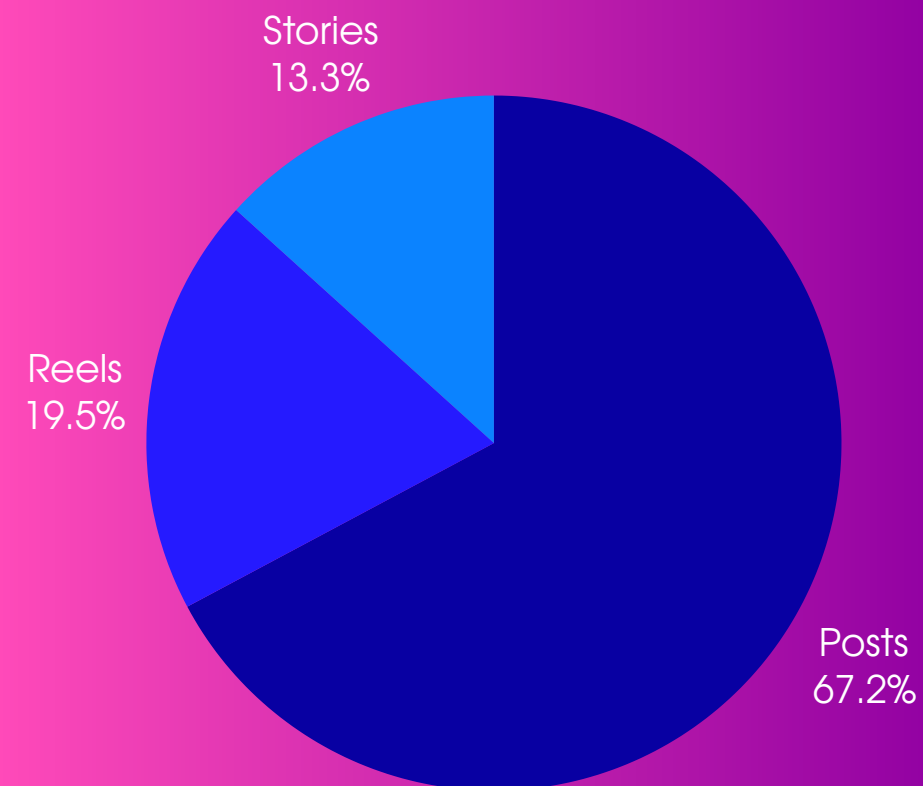
Business address taps

1



Social Media Engagement

● Posts ● Reels ● Stories



7,352

Views

68%
Followers



32%
Non-followers

Accounts reached

1,138

By content type

All Followers Non-followers

Posts

67.2%

Reels

19.5%

Stories

13.3%

● Followers

● Non-Followers

ECLIPSE

BUDGETING

Marketing Staff

\$12,750

Marketing Campaign
& Promotional
Materials

\$5,000

Total

\$17,750

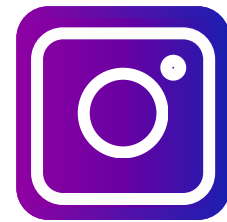
ECLIPSE

ALIGN YOUR ENERGY

ECLIPSE

THANK YOU

WE ARE NOW OPEN TO QUESTIONS



@eclipse.vei



@eclipse.vei



@eclipse.vei



eclipse.nj@veinternational.com



<https://eclipsenj.wixstudio.com/eclipse>

S

Strengths

- Experienced employees
- Seasonal flavors
- Caffeine-free
- No added sugar
- Natural-based

O

Opportunities

- Only company to aid sleep
- Holiday specials
- Growing demand for wellness

Weaknesses

- Limited social media presence
- Low brand recognition
- Imbalanced workload
- Only one touch point

W

Threats

- Customer loyalty to existing brands
- Direct competitors in the VE Industry
 - Nuclear Energy

T

ECLIPSE | PRODUCT

SOLAR

- Carbonated ☀
- Rhodiola ☀
- Rosea Extract
- Blackberry Extract ☀
- Vitamin B ☀



LUNAR

- Flat ☾
- Chamomile Extract ☾
- Melatonin ☾
- Honey ☾

