

ascend

PURE CLEANING POWER



Ditch the Toxins, Keep the Clean.

The Sustainability Dilemma:

Only 3% of U.S. Consumers Buy Green Cleaning Products for Home.

- A vast majority of U.S. consumers report they buy sustainable products for home.
- Yet, sales of green cleaning products accounted for only 3% of the \$30B home cleaning products market last year.
- 97% of U.S. consumers refuse to buy green cleaning products that are less effective & more expensive than chemical-based national brands.



Aspyr's Renewable Answer:

Empowering Today's Consumers with Tomorrow's Sustainable Technologies.

Aspyr Living went back to the drawing board and re-engineered home cleaning products to create a new breed of sustainable home, laundry & personal care products that [outperform chemical-based national brands.](#)

Manufactured from renewable ingredients that eliminate the use of petrochemicals, Aspyr's new bio-formulated clean-tech delivers exceptional cleaning performance that consumers prefer over leading chemical brands after a single use — forever changing the concept that green doesn't clean...

Now, green cleans best of all.



Introducing Ascend® - The Natural Evolution of Cleaning:

A Powerful New Brand of Sustainable Home Care & Laundry Products with Unmatched Performance that Makes Cleaning Quicker & Easier:



- Deep cleans without toxic chemicals.
- Neutralizes odors.
- Removes heavy soil faster.
- Virtually eliminates scrubbing.
- Surfaces stay clean longer.
- Hypoallergenic & nontoxic.
- Renewable, petroleum-free ingredients.
- Proprietary clean-tech unique to Aspyr.
- A family-safe brand® with over 40 home, laundry & personal care formulations as well as pet, automotive & more ready for market.

Ascend® Sanitizing Laundry Detergent:

First Consumer Detergent EPA approved to Kill 99.9% of Bacteria in a Standard Home Washer.



Spearheading its new lifestyle brand Ascend®, Aspyr will introduce the first [sanitizing laundry detergent for the home](#) in 2025 - the holy-grail of home detergents. With pending EPA registration to kill 99.9% of bacteria in a standard home washer, Ascend Sanitizing Detergent is the most significant advance in home laundry care in 70 years.

Ascend Sanitizing Detergent is based on Aspyr's, naturally-derived antimicrobial clean-tech allowing consumers to clean, sanitize & deodorize while improving overall laundry performance compared to billion dollar brands including Tide® HE, Ariel®, Persil® Proclean, Gain®, and others.



Ascend® Sanitizing Laundry Detergent:

100% Bio-based, Delivering Superior Results Recognized by Consumers after a Single Wash*:

Detergent	Overall Rating	Sanitizing	Stain Removal	Deep Cleaning	Color Protection	Odor Removal	Biobased
Ascend® Sanitizing Detergent	4.8	Yes	5	5	4	5	100%
Tide® HE	4.3	No	5	5	4	3	0%
Persil ProClean®	4.0	No	5	4	4	3	0%
Gain® Original	3.5	No	4	4	3	3	0%
Tide Purclean®	3.0	No	3	3	3	3	75%
All® Free & Clear	2.8	No	3	3	2	3	0%
Seventh Generation®	2.8	No	3	3	2	3	95%
Ecos® Hypoallergenic	2.5	No	3	3	2	2	95%
Arm & Hammer®	2.5	No	3	3	2	2	0%

* Ascend Sanitizing Detergent provides superior soil & stain removal, brightens colors & whites, and its free-rinsing clean-tech improves softness & fluffiness while being hypoallergenic.

CASE STUDY: U.S. Retail Market:

30 Months of Test Marketing in 3,000 U.S. Walmart Stores Nationwide Resulted in 98% of Customer Reviews Rated 5/5 Stars.

Aspyr's home cleaning & laundry products were test marketed in 3,000 Walmart stores nationwide over 30 months. Approximately 500,000 consumers purchased over 2 million units with 98% of online reviews receiving 5/5 stars. Walmart reported a customer repurchase rate exceeding 70% — a product loyalty rivaling billion dollar, national brands. All with no marketing or advertising of any kind.



Real Stores



Real Shoppers



Real Sales

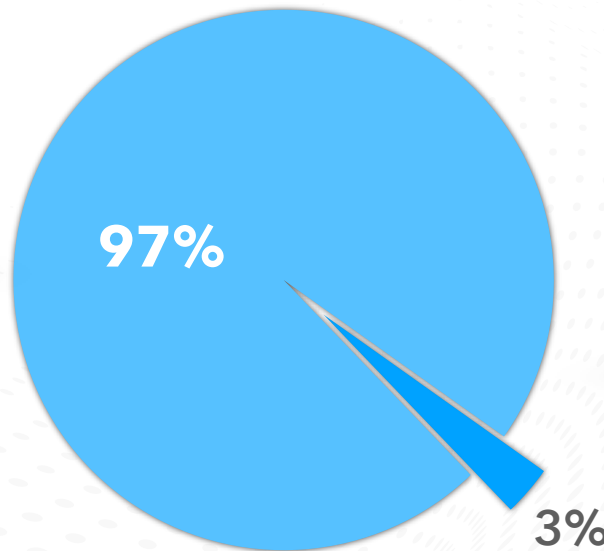


U.S. Home Cleaning Products Market:

Green Cleaning Products are a Niche Market Comprising Only 3% of Total U.S. Home Cleaning Product Sales.



Americans spent \$30 billion on household cleaning & laundry products last year.



Eco-friendly products accounted for only \$900 million, or 3% of the market.

Ascend Meets the Needs of ALL buyers – Appealing to 30X as Many Consumers as All Other Green Products Combined.

Competition:

Aspyr's Unique Clean-tech Allows It To Compete Against Both Green & Chemical Suppliers Alike.

Green Suppliers

Petrochemical Suppliers



Preliminary Traction:

Delivering Unmatched Performance, Pending Deals with the World's Three Largest Retailers Says it All:



- [Walmart Great Value Natural \(Private Label\)](#) - Seven Aspyr Private Label products were test marketed in 3,000 Walmart stores nationwide selling over 2 million units. With the successful test market complete, Walmart is ready to move ahead with a newly positioned, permanent Private Label program. Discussions ongoing.



- [Costco Kirkland Signature \(Private Label\)](#) - Costco approached Aspyr to build a new Kirkland Signature Home Care line. Initial discussions to replace Windex with a new Kirkland Glass Cleaner followed by a Kirkland Multi-Purpose Cleaner. Discussions ongoing.



- [Amazon Basics \(Private Label\)](#) - Amazon has expressed interest in Aspyr making up to two dozen Private Label cleaning & laundry products for Amazon Basics based on our unique ability to reduce shipping costs up to 70% by use of ultra-concentrate product formulations.

Revenue Model:

Aspyr Living Will Generate Revenues from Two Primary B2C Consumer Sales Channels:



Ascend Brand Products

Ascend products will launch nationwide in 10,000+ stores including Target, Krogers, Whole Foods, & Publix as well as direct-to-consumer sales via Amazon and other ecommerce partners.

Private Label Products

Costco, Walmart, Amazon & HEB lead US retailers interested in exclusive Private Label products built on Aspyr's clean-tech. Interested LatAm retailers include Soriano & ARA .



Omni-Channel Marketing & Product Launch Strategy:

Consumers Expect a Seamless Brand Experience Integrated Across All Channels & Purchase Points.

Aspyr will use comprehensive AI-based digital marketing combined with traditional advertising to maximize reach & engagement, generate buzz, and drive sales:

- Search Engine Optimization (SEO).
- Social Media Marketing.
- Influencer Marketing.
- Pay-per-click (PPC) target advertising.
- AI Chatbots and Customer Support.
- Social media contests, and much more.



Why Aspyr Living, Why Now?

- Creators of the first sustainable home, laundry & personal care products that outperform chemical-based national brands.
- Spearheading its new lifestyle brand Ascend®, Aspyr Living will introduce the first sanitizing laundry detergent for the home in 2025.
- Successful test market in 3,000 Walmart stores resulted in 500K consumers purchasing 2.2 million units, generating \$5 million in sales.
- Proven brand loyalty/repurchase rate above 70% with 98% of online reviews rated 5/5 stars.
- Ascend appeals to 30X as many shoppers as other green products by meeting the needs of everyone, not just dedicated green buyers.
- In talks with U.S. & Latin America retailers interested in Private Label products for their stores. First Private Label products expected to ship in Spring 2025.
- Successful “concept-to-consumer” management team with proven track record in go-to-market strategies & driving consumer sales for retail and e-commerce markets.
- 40+ market-ready products for home & personal care, baby, pet, automotive & more.

Initial Product Shipments:

Private Label Shipments Expected to Begin in Spring 2025 & Ascend[®] Sanitizing Detergent to Launch Nationwide in Fall 2025.



Private Label

Spring 2025

Discussions with large Private Label retailers ongoing with first product shipments expected in Spring 2025.



Ascend Brand Launch

Fall 2025

Aspyr's Sanitizing Detergent expected to launch in Fall 2025 in 12,000 stores growing to 50,000 stores by 2029. Most large US retailers have expressed interest.

Management Team:



Benjamin Shell
Chief Executive Officer

- Visionary “Concept to Consumer” entrepreneur for 40 yrs.
- Products sold in 85K US stores.
- Established new ventures w/Walmart, Costco, Disney, Silver Seas, Crayola and others.
- Sold Internet Safari® to Apple in 2002.



Linda Parrotta
Chief Marketing Officer

- Consumer Marketing & PR Executive for 30+ yrs.
- Innovative Marketer & Brand Builder.
- VP, Marketing for Costa Cruises; Carnival Cruise Line, Cruise Lines Intl.
- “200 Most Powerful Women in Travel” & 4 Best in Travel Awards.



Neil Strickland
Chief Revenue Officer

- VP Sales; Director Marketing in travel & hospitality for 35 yrs.
- Reed Travel Group, Travalliance, & Questex Media Groups.
- Founder Globe Travel Media serving UK, UAE, Brazil, China & more.



Chris Shell
Chief Innovation Officer

- Proprietary R&D and Manufacturing Executive for 20 yrs.
- Co-created Ascend and 50+ consumer & home care products.
- Specializes in bio-based technologies that surpass synthetic chemicals.
- Shipping/Logistics operations 10+ yrs.

Financing Needs:

Aspyr Living is Raising a Total of \$10 million in Series A Financing in Two Tranches:



¹ Funding needs of \$2.5 Million in Q3 2024 to begin Private Label shipments followed by \$7.5 million in Q2 2025 for US launch of Ascend[®] sanitizing & deodorizing laundry detergent in Fall 2025.

5 Year Revenue Forecasts:

ASPYR LIVING, INC.
 Overview: Pro Forma Financial Statement
 Years ending December 31, 2025 through 2029

	2025		2026		2027		2028		2029	
Revenue										
Home Care Essentials	\$7,546,500	62%	\$17,105,400	48%	\$28,529,021	47%	\$56,708,813	55%	\$76,737,456	60%
Sanitizing Detergent	\$4,619,232	38%	\$18,488,928	52%	\$32,334,624	53%	\$46,192,320	45%	\$50,811,552	40%
Total Revenue:	\$12,165,732	100%	\$35,594,328	100%	\$60,863,645	100%	\$102,901,133	100%	\$127,549,008	100%
Cost of Goods Sold										
Home Care Essentials	\$5,282,550	43%	\$11,973,780	34%	\$19,970,315	33%	\$39,696,169	39%	\$53,716,219	42%
Cost of Goods Sold	\$1,847,693	15%	\$7,395,571	21%	\$13,219,050	22%	\$18,812,728	18%	\$21,703,732	17%
Total Cost of Goods Sold:	\$7,130,243	59%	\$19,369,351	54%	\$33,189,364	55%	\$58,508,897	57%	\$75,419,951	59%
Gross Profit	\$5,035,489	41%	\$16,224,977	46%	\$27,674,281	45%	\$44,392,236	43%	\$52,129,057	41%
Operating Expenses										
Sales & Marketing	\$2,353,000	19%	\$6,360,000	18%	\$8,806,475	14%	\$13,860,425	13%	\$20,348,680	16%
Commissions & Bonuses	\$729,944	6%	\$1,940,521	5%	\$3,651,819	6%	\$5,045,215	5%	\$7,652,940	6%
Research & Development	\$348,150	3%	\$371,000	1%	\$628,225	1%	\$965,250	1%	\$1,192,800	1%
Gen & Administrative	\$986,875	8%	\$1,303,617	4%	\$1,906,755	3%	\$3,435,098	3%	\$4,333,290	3%
Operating Expenses	\$4,417,969	36%	\$9,975,138	28%	\$14,993,273	25%	\$23,305,988	23%	\$33,527,710	26%
Income from Operations	\$617,520	5%	\$6,249,839	18%	\$12,681,007	21%	\$21,086,248	20%	\$18,601,346	15%
Taxes on Income	\$0	0%	\$891,410	3%	\$2,324,901	4%	\$4,477,020	4%	\$4,280,427	3%
Net Income (Loss)	\$617,520	5%	\$5,358,429	15%	\$10,356,106	17%	\$16,609,228	16%	\$14,320,919	11%
<i>Growth Rate</i>			768%		93%		60%		-14%	

Real Customers, Real Stories:



"I love the new **Ascend Laundry Detergent!** I was a Tide user and skeptical about sustainable cleaning products, but Ascend proved me wrong. My laundry is softer, whiter and more fluffy - and nothing has ever removed odors better. With two boys, I'd buy it just to eliminate laundry odors alone!" — Melissa P.



"I own a cleaning business and usually don't try new products on the job. Today's home had 6 sliding glass doors, 3 children and a dog. **Ascend Glass Shine** worked so well that I went home and cleaned my windows as well. I knew instantly that Ascend was the best cleaning product I had ever used. Can I buy it bulk?" — Daniel Z.



"**Ascend MultiClean** is my favorite all around cleaner. It works on everything and cleans so well that even my sinks and faucets repel water for days. It cleans and deodorizes our bathroom better than any bathroom cleaner or even bleach. Very cool in my book. Can't wait to try other Ascend products." — Brandi R.

Aspyr Living, Inc.

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