

Aspyr Living is a new eco-lifestyle company preparing to disrupt the \$30 billion US home & laundry care market with a new generation of sustainable, naturally-derived products that outperform leading chemical brands like Tide®, Windex®, Febreze®, and many others. Spearheading its new brand Ascend®, Aspyr will launch the first sanitizing laundry detergent for the home market in 2025 — the most significant advance in consumer laundry care in over 70 years.

COMPANY OVERVIEW

In an exciting new era of eco-awareness where most people use sustainable products at home, why do green cleaning products account for only 3% of the home care market? Well, everyone knows “green doesn't clean” and 97% of consumers refuse to buy underperforming green cleaning products for home.

Aspyr Living went back to the drawing board and re-engineered century-old cleaning formulations to create a powerful new breed of sustainable home care & laundry products that outperform top selling chemical brands including Tide®, Persil®, Ariel®, Windex®, Febreze® and many others.

Based on its proprietary clean-tech, Aspyr products are manufactured from renewable, naturally-sourced ingredients that eliminate harmful petrochemicals and PFAS “forever chemicals” while surpassing their cleaning performance as well. Our sustainable products are the first to bridge the gap between dedicated green buyers and the masses as we meet the needs of everyone.

ASCEND® - ASPYR'S NEW LIFESTYLE BRAND

Ascend® Sanitizing Laundry Detergent, the first detergent to kill 99.9% of bacteria in a standard home washer, will spearhead the debut of the company's new lifestyle brand nationwide in Fall 2025. The first detergent to meet EPA requirements for sanitizing home laundry, it cleans, deodorizes, & sanitizes in a single wash cycle while providing powerful new benefits desired by consumers for decades. Ascend provides superior soil & stain removal, increases softness & fluffiness, and leaves colors & whites brighter. It is safe for infants, babies, people with allergies and chemical sensitivities; and extends fabric life up to 3X or much more.

The Ascend family has over 40 products for home & laundry, personal care, baby care and more, all ready for the consumer market. Aspyr delivers superior cleaning performance from sustainable products, without costing more.

TEST MARKETING — 500,000 Customers Said It Best

In a successful 30 month test, a family of Ascend-based products were test marketed nationally in 3,600 Walmart & Kmart stores with impressive results:

- Over 2.3 million units purchased by 500,000 consumers,
- Generating \$5.3 million in revenues, with
- 98% of online reviews rated 5/5 stars, and
- A customer return rate of less than 0.1%.

Unlike traditional green cleaning products purchased by dedicated green buyers, Walmart reported Ascend products were purchased by everyone, making its market 30X larger than green cleaning products alone. Walmart also reported a repurchase rate exceeding 70% among repeat customers - a brand loyalty seen traditionally only in established national brands.



COMPANY PROFILE:

Industry: Consumer Products
Employees: 8
Founded: 2023

CONTACT:

Benjamin Shell, CEO
www.AspyrLiving.com
benjamin.shell@aspyrliving.com
Phone: (954) 675-8100

FINANCIAL INFO:

Funding to Date: \$2.5 million
Capital Needed: \$2.5 million Q4 2024
\$7.5 million Q2 2025

MANAGEMENT:

Benjamin Shell, CEO
Neil Strickland, CRO
Linda Parrotta, CMO
Chris Shell, CIO

ADVISORS:

Bently Nikolaevsky, Oasis SB
Scott Weiselberg, Kopelwitz, Ostrow
Dr. Jeffery Harwell, Oklahoma University

www.AspyrLiving.com

2025 PRIVATE LABEL OPPORTUNITIES

Over a dozen retailers in North & South America have shown interest in private label products based on Aspyr cleantech. With dozens of products available, Aspyr will begin partnering with key retailers to manufacture a private label products in 2025 with first shipments expected in Q2 & Q3 2025. *Note: Ascend® Sanitizing Laundry Detergent is not available in Private Label.*

2025 ASCEND® BRAND CONSUMER LAUNCH

Ascend® Sanitizing Laundry Detergent is expected to launch nationwide in Fall 2025 in 10,000+ US retail stores & online. The company's retail brokers have met with top U.S. retailers including Costco, Walmart, Target, Publix, CVS, Walgreens, Whole Foods, Krogers and others and interest in participating in the 2025 launch is high.

COMPETITIVE ADVANTAGE:

Aspyr Living is the only source of sustainable home, laundry & personal care products that outperform chemical brands globally. Its professional strength, family-safe, products appeal to everyone, not just dedicated green buyers. Ascend not only cleans better, but delivers powerful new benefits that consumer prefer after a single use.

MANAGEMENT :

The company is managed by an accomplished concept-to-consumer team experienced in product development & launch, marketing & sales strategies, brand building, manufacturing & order fulfillment since 2005. The company's founder, Benjamin Shell, has been developing new products since 1984 including the creation of Internet Safari, a secure children's browser sold to Apple in 2002. Safari®, Apple's web browser is based upon that purchase.

EXIT STRATEGY & PRO FORMA FINANCIALS:

Management anticipates the company will potentially be acquired once revenues exceed US\$100 million. Successful high-value consumer brands are often acquired at valuation multiples of 5 to 8 times trailing twelve month revenues. With sales forecasted to exceed \$100 million annually within five year, an average valuation of 6X annual revenues would yield an acquisition price of approximately \$600 to \$800 million, or a forecasted \$40-50 per share:

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%
Growth Rate		768%	93%	60%	-14%