

# NEORON

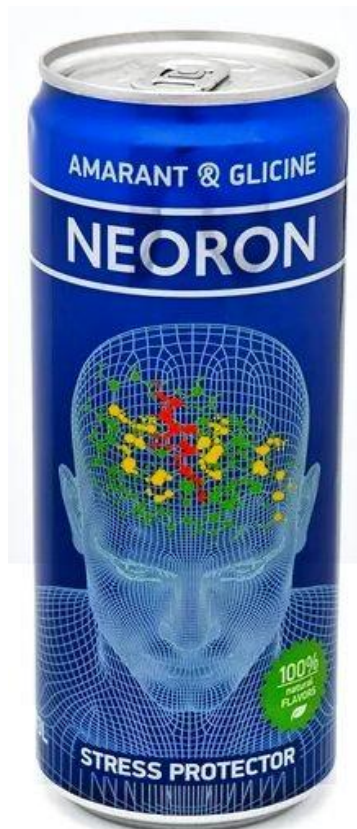
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## NEORON.RU

The level of stress and the amount of information consumed by a person has increased manifold over the past 15–20 years. Genetically (evolutionarily), the human brain did not prepare for such loads. Overloading causes structural changes in the psyche of people of different professions and ages.

According to the World Health Organization, the loss of ability to work due to mental illness in the 21st century will be in 1st place. Now these diseases on the 2nd place, according to the WHO, are second only to vascular diseases. The 11th International Classification of Diseases includes gambling addiction and burnout syndrome.

Anyone who uses smartphones, computers and other gadgets are at risk, especially teenagers and older people. As a result of constant stress, a person is doomed to uncomfortable mental states and diseases caused by continuous stress.



**NEORON** is a stress protector (nootropic), a new category of drinks. The goal of the project is to stimulate biological defense mechanisms against stress and cognitive functions of the brain.

**NEORON means NEO NEURON.**

**Amaranth NEORON Premium**, a non-carbonated non-carbonated non-carbonated drink, which won a gold medal at the XXIII international professional competition in the category of the best non-alcoholic drink.

Amaranth NEORON Premium:

- perfectly quenches thirst
  - reduces overall stress levels
  - improves concentration and attention
  - reduces the degree of intoxication
  - relieves hangover
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- promotes the removal of toxins from the body contains cofactors of serotonin synthesis (a neurotransmitter that is responsible for mental stability)

The action of the drink is based on the synergistic (synergistic) action of amaranth (extract from amaranth plant) and the nootropic amino acid glycine.

**Amaranth** - a symbol of immortality of the ancient Greeks. Literally translated as denying death. The Food Commission of the United Nations recognized amaranth as a product of the 21st century.

**Glycine** - nootropic, normalizes and activates the processes of protective inhibition in the central nervous system, reduces psycho emotional stress, increases mental performance, normalizes sleep

**The project is being implemented with** the support of the Federal Scientific Center for Food Systems of the Russian Academy of Sciences and leading specialists of the National Medical Research Center for Rehabilitation and Health Resortology.

### MARKET COMPETITORS

There is no beverage with a neuroprotective effect on the mass market. Google Gulp by Google's characteristics is the closest in its characteristics (it is on Beta-testing inside the company. The stated properties of the drink are stimulating the cognitive functions of the brain, increasing concentration and attention, mental endurance. Disadvantage: not introduced into the mass market, not commercially available.

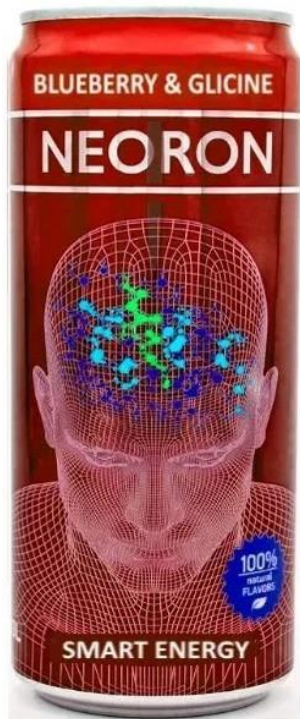


<https://archive.google.com/googlegulp/>

Suspension 'Brain Booster' of the British company AD Medicine is expensive, but is in great demand (sales experience in the project brainmed.ru)

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The real competitors are the companies dominating in the “cola” segment (sweet soda: Coca-Cola, Pepsi) and “energetics” (Red Bull, Adrenaline Rush and Burn).



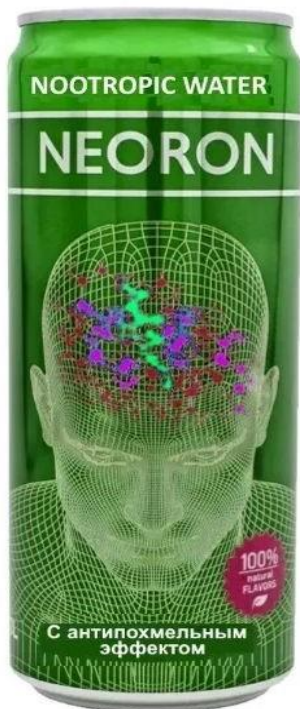
### **R & D: products in development**

#### **NEORON - smart energy**

The first useful 'energy' without caffeine

- has a tonic effect
- stimulates mental alertness
- increases brain energy
- increases physical stamina
- does not raise blood pressure
- improves myocardium (heart muscle)
- caffeine free
- helps prevent blood clots in blood vessels

**Developing in progress:** Federal Research Institute of Food Systems at the Russian Academy of Sciences



#### **NEORON Detox water**

Mineral water based drink with nootropic and detox effect

- stimulates mental alertness
- reduces the degree of intoxication
- relieves hangover
- promotes the removal of toxins from the body
- sugarless

R & D is declared to support fund in the field of small and medium-sized businesses of Russia

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### **Promising R & D**

- drink for children to prevent hyperactivity and attention deficit
- drink for women for the prevention of mood swings in the period of hormonally determined conditions (PMS syndrome)
- Specialized drink for men (increased physical strength, reduced likelihood of heart attack, stroke)

### **Competitive advantages of the project:**

- the effect of novelty, which can be used to consolidate in the market and occupy its niche (according to statistics, from 10 to 15% of consumers want (ready) to try a new taste).
- The unique positioning of NEORON products as neuroprotectors.
- association NEORON with power engineers, which allows you to set a higher price

### **Primary consumers**

- middle aged people office workers
- young people (students and pupils)
- parents of teenagers - pupils and students (prevention of attention deficit)
- elderly people
- people who want to ease or avoid hangover after drinking alcohol

The project is commercialized by bringing the brand to the “mass market” of the soft drink market. The cost of production from \$ 0.2 to \$ 0.5, the mark-up per unit of production is from 50 to 200%. Sales in vending networks, chain stores and HORECA show that in terms of speed of sales, we are not inferior to the market leaders, but significantly inferior in the amount of distribution.

**NEORON (C)** was developed as an international brand, using only leading trademarks in various product categories as benchmarks.

### **The development of the company (sales) is assumed on a geographical basis:**

- Moscow, 12-25 million cans / year ~ up to 1.2 billion rubles
- cities “millionaires” of Russia, 12-25 million cans / year ~ up to 1.2 billion rubles
- Belarus, Kazakhstan, Ukraine 12-25 million cans / year ~ up to 1.2 billion rubles

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- India, additional assessment is required (repetition of the experience of “TechnoNIKOL”, start in Mumbai)
  - EU countries, North America and - clarification required

The company, in its strategy, aims at large sales channels in order to keep logistics costs low and keep the company low.

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