



# ETHA<sup>®</sup>

NATURAL BOTANICALS

Cultivating PURE Kratom



WHAT IS KRATOM?

# THE SCIENCE OF KRATOM

Native to Southeast Asia, the leaves of the Kratom tree (*Mitragyna Speciosa*) are traditionally consumed as a beverage. While ethnobotanically related to the coffee plant, rather than producing caffeine, Kratom leaves produce unique nitrogen-based alkaloids. These alkaloids are researched for pharmacokinetic and physiological effects.

Scientific research funded by the National Institutes of Health.

# SUPPLY CHAIN ISSUES

Indonesia is the primary global supplier of Kratom. However, it lacks the technical expertise and agricultural infrastructure needed to scale Kratom for widespread adoption in the mass market.

Issues and blockers include:

- E.coli, salmonella, heavy metals contamination
- Poor quality assurance and standards
- Long shipping and logistics times
- Possible U.S. FDA detentions

# CRITICAL CRISIS

## OPIOID ADDICTION

- Overdose deaths surpassed 107,000 in 2022, a 30%+ increase
- 88% of opioid deaths involved synthetic opioids, psycho-stimulants, and cocaine
- Deaths doubled in over a decade
- [https://www.jec.senate.gov/public/\\_cache/files/67bced7f-4232-40ea-9263-f033d280c567/jec-cost-of-opioids-issue-brief.pdf](https://www.jec.senate.gov/public/_cache/files/67bced7f-4232-40ea-9263-f033d280c567/jec-cost-of-opioids-issue-brief.pdf)

## CHRONIC PAIN

- 50 million U.S. adults experience chronic pain, resulting in costly healthcare
- 17.1 million U.S. adults experience high-impact chronic pain
- Chronic pain is linked with depression, dementia, higher suicide risk, and substance misuse
- [https://www.cdc.gov/mmwr/volumes/72/wr/mm7215a1.htm?s\\_cid=mm7215a1\\_w](https://www.cdc.gov/mmwr/volumes/72/wr/mm7215a1.htm?s_cid=mm7215a1_w)



THE SOLUTION

# THE ANSWER IS ETHA

## GAME-CHANGING SUPPLY CHAIN

**ETHA** operates a 4,000 sq. ft manufacturing and fulfillment facility, greenhouse, Kratom retail outlets, an eCommerce platform, and a retailer network.

Now we look to expand:

- Establish farms and production facilities in Hawaii for the U.S. Market
- Expand distribution in the EU
- Establish farms and manufacturing facilities in South America and Africa
- Bespoke brands targeting specific markets

## SCIENTIFIC APPROACH SOLVING OPIOID ADDICTION AND CHRONIC PAIN

**ETHA** stands out by elevating the science with:

- Setting the standard for Kratom laboratory testing
- Cloning the best Kratom plants
- Developing proprietary cultivation methods
- Researching and developing a diverse portfolio of products

HOW IT ALL WORKS

# FARM PROCESS

1



Identify alkaloids grown from specific kratom genetics

2



Cloning Pure kratom trees for alkaloid profiles

3



Grow, harvest, dry, and manufacture – package into various forms of kratom products drinks, tabs, mint

4



Sell/Distribute: ETHA brands, and others (Private Label)



BEFORE + AFTER ETHA

# ETHA IMPACT

## BEFORE ETHA

- Kratom was readily available in smoke shops or through questionable FB Messenger sellers, typically packaged in plastic bags filled with powder
- Achieving a satisfying Kratom experience required comprehensive education and understanding of personalized dosages, along with significant trial and error

## AFTER ETHA

- Everywhere, easy!

CURRENT ACTUAL KRATOM MARKET

**\$6.9b** EST  
(BASED ON 15-16M Customers)

**\$130b**

ANTI-INFLAMMATORY  
THERAPUTICS  
GLOBAL MARKET (2026)  
8.5% CAGR

**\$83b**

PAIN MANAGEMENT  
THERAPUTICS  
GLOBAL MARKET (2024)  
3.7% CAGR

**\$57.8b**

SPORTS NUTRITION &  
MEDICINE  
GLOBAL MARKET (2022)  
8.1% CAGR

PROJECTED MARKET

**\$1.3t** EST

FDA APPROVED for THERAPUTICS

THE COMPETITION

# MIXED COMPETITION



**ETHA**  
NATURAL BOTANICALS

*Super*  
**SPECIOSA**  
RAW LEAF



# PHYSICAL PROPERTIES

## CHANNELS

- eCommerce
- Stem cell clinics
- Brick and mortar retail
- White Label supports

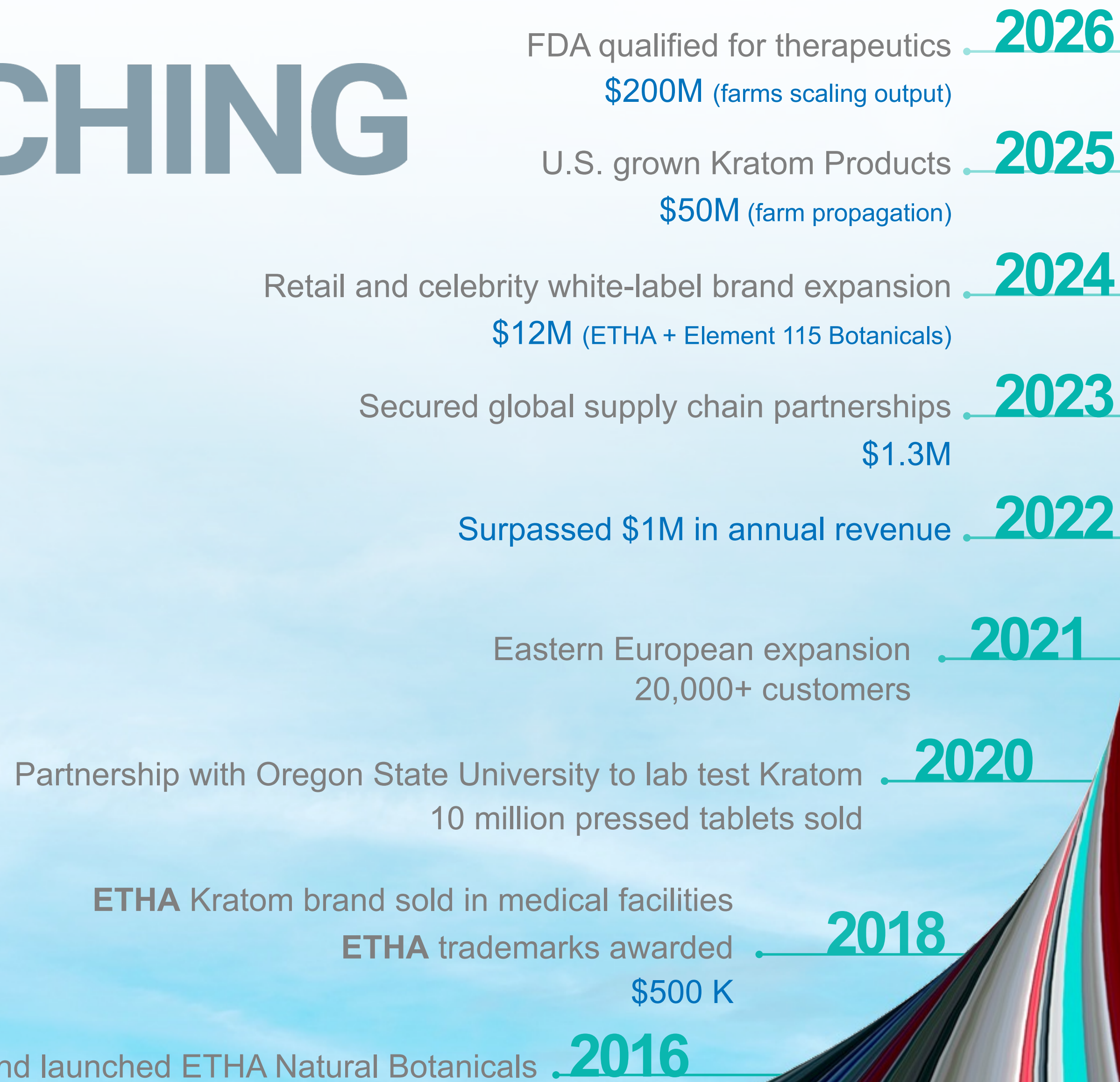
## PRODUCTS

- Tablets
- Powders
- Tea bags
- Brewed kratom
- Smoothie shot
- Sublinguals
- Transdermal patch
- Other botanicals



# BRANCHING OUT

\*Revenue & Targets



**DANNY WAY**  
5x  Gold Medalist

# DIGGING NEW GROUND

## GLOBAL ENRICHMENT

- Hawaii Propagation Farm: route to pharmaceutical supply
- Thailand: native region: but genetics and alkaloids profile is not adequate
- We have the opportunity to start with a family that has experience in farming forests, they own land that we can lease with the option to buy
- This would be an R&D learning farm, that can then propagate into local co-op farms around the area
- We have additional sites; Colombia, Brazil, and Africa and long term options to scale with the propagation from Hawaii

## ADVISORS



ETHAnaturals.com

# OUR ADVISORS

Geoffrey Laredo: worked in Washington for NIDA and is well connected to FDA, HHD, Senators, etc.

[Geoffrey Laredo - Senior Advisor - National Institute On Drug Abuse/National Institutes of Health | LinkedIn](#)

Holly Johnson: CSO at American Herbal Products Association (AHPA)  
[AHPA Staff: Holly E. Johnson, Ph.D.](#)

Dr. Albert Garcia-Romeu: Johns Hopkins  
[Albert Perez Garcia-Romeu, Ph.D., Associate Professor of Psychiatry and Behavioral Sciences | Johns Hopkins Medicine](#)

Richard van Breeman: Principal Investigator, Linus Pauling Institute  
Professor of Medicinal Chemistry, Department of Pharmaceutical Sciences, College of Pharmacy.  
<https://lpi.oregonstate.edu/faculty-staff/richard-van-breeman>



# FORGING THE PATH

The FDA acknowledged at a scientific meeting the data showed no significant safety concerns in the ascending dose study on kratom use and that clears the way for the planned Human Abuse Potential study.

An FDA scientist reported on some of the results of the dose finding study at the Third Annual Kratom Symposium on February 14-15, 2024. Researchers report that some of the policy staff at the FDA were “profoundly disappointed” at the **lack of adverse events that occurred among human participants in the dose finding study, where the ascending doses got to 12 grams of kratom material before just 2 of the participants experienced some nausea.** That level of kratom consumption is extraordinarily high among current kratom consumers.

It is reported that the scientists at FDA accepted the safety data for its evidentiary value and are now preparing to make a public presentation on the results of the dose finding study at a scientific conference in the **fall of 2024.**

[AMERICAN KRATOM ASSOCIATION: Policy Brief Feb 2024](#)

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THE TEAM

# STRONG ROOTS



**ALEXANDER KARP**  
**CIO & FOUNDER**  
Innovative Technologist and R&D Expert

**VICTOR CHUNG**  
**CEO & FOUNDER**  
Dynamic Visionary and Inspirational Team Builder



**PATRICK DEES**  
**CRO**  
Operating Executive and Strategic Leader

**DANNY WAY**  
**WHITE LABEL BRAND CO-FOUNDER**



THE ASK

# BLOSSOMING FUTURE

## INVESTMENT

SEED ROUND	\$5M SERIES A
MINIMUM INVESTMENT	\$200K MINIMUM
TARGET CLOSE	Q2 2024

## USE OF FUNDS

CUSTOMER OPERATIONS	31%
SALES + MARKETING	26%
PRODUCT DEVELOPMENT	25%
BUSINESS DEVELOPMENT	18%

# GROW WITH US

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