



## **E33 - Adam Pitches, I'm Raising \$100k For 8% Of My Supplement Brand Transcript**

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. You're going to like this. In case you're not aware, we do this thing called pitch week at Capitalism.com. It's where some of our students inside the Incubator present their visions and where they're going as a company to a board of advisors and real investors.

Ryan Moran [00:00:25]

And sometimes they get funded on the spot. In fact, you're going to hear an example of that on today's podcast. Adam inside of Incubator pitched his vision and both me and one other investor offered him money on the spot. So, you're going to benefit from hearing his vision and you're going to be able to see your own business through this lens.

Ryan Moran [00:00:50]

You're going to ask yourself, am I clear? Or am I clear as Adam is? What pieces did Adam bring to the table that I need to be clear on in my business in order to attract an investor? And plus, it's just fun to hear somebody who's got something pretty cool on their hands that I want to fund. So, this is from pitch week inside the Capitalism Incubator. Enjoy.

Adam Orlandella [00:01:16]

It's funny how you never give a 2nd thought to doing whatever you want and enjoying the things you love until you can't. I'd like to introduce you to Kristen. By all accounts, she's lived the American dream life. Tight-knit family, great childhood, excelled in sports and school, and is currently helping children as her role in a career in school psychologist.

Adam Orlandella [00:01:43]

All her life, Kristen knew she wanted to be a mom. And thankfully, that dream came true in 2011 and again in 2014 with 2 beautiful baby girls. She absolutely loves being a mother and works hard to maintain her active lifestyle and adventure seeking. She just has 2 new sidekicks in tow now is all. Little did she know, however, that things would take a turn for the worst.

Adam Orlandella [00:02:06]

A couple months into her 2nd pregnancy, her life changed in an instant. She was diagnosed with gestational diabetes. Like so many other things in her life, she put her mind to mastering



this problem for the remainder of her pregnancy, since it was temporary. The frequent doctor, visits the finger pricks, the blood sugar checks, the counting every single carbohydrate that passed her lips to ensure that her baby would be healthy was all-consuming, but she managed, especially since it was temporary.

Adam Orlandella [00:02:32]

Near the end of her pregnancy, though, her doctor came in and informed her that she did not have gestational diabetes. She was in fact a late onset type 1 diabetic. The diagnosis stopped Kristen in her tracks. This was not temporary. This was for life. In true Kristen fashion, she was determined she could handle this, too. The insulin shots, the blood sugar checks, the meals that always equaled math problems seemed endless.

Adam Orlandella [00:03:00]

And while extremely draining, she was going to live the life that she chose on her terms and continue her adventures while being the best mom she could be. And she made it work for quite a while, as long as she could, until the pain set in. At first, she attributed the pain to being on her feet most of the day, running around with the kids and standing most of the day, all while wearing heels.

Adam Orlandella [00:03:21]

She stopped wearing heels, but it didn't stop. Then it set in earlier during the day, and it got worse. It didn't matter what shoes she wore or if she rested. She stopped exercising after the kids went to bed because it hurt too much. Still, the pain didn't stop. It was unbelievable pain from her nerves. The pain would hit suddenly, and not that dull, bearable pain that you can kind of deal with. It was icy, driving needles that took her breath away.

Adam Orlandella [00:03:48]

She'd try and shake it off to clear it, but the pain would still scream up and down her limbs, feeling like there was no end in sight. She was too tired and in too much pain to do the things she loved. She felt like she was failing. Failing in her life, failing her children, and failing her family. You can be sure she wasn't even telling people the worst of it. This is sadly the story of far too many diabetics suffering from diabetic neuropathy.

Adam Orlandella [00:04:15]

I should also mention the Kristen in the story, she's my wife. Painful diabetic neuropathy is caused by chronically high blood sugars, and it's basically the sugars toasting your nerves, like the fire toasting outside of a marshmallow when you make s'mores. But think for a moment what your life would be like if you were stabbed with pain in your hands and feet throughout



the day without warning, or felt like you were holding your hands over a fire for an extended period of time. That's the life of a diabetic with neuropathy.

Adam Orlandella [00:04:48]

The nerve pain is debilitating and it holds you back from doing everything that you love in life. You'd give anything to feel like your old self again, and it isn't just the pain that's scary for people, but the fact that neuropathy also leads to a higher rate of lower limb amputation in diabetics. Diabetes is a major public health problem that is approaching epidemic proportions globally. According to the American diabetes association, there are currently more than 122 million people in the US alone diagnosed as having diabetes or pre-diabetes.

Adam Orlandella [00:05:20]

That's 37% of the US population and getting worse. The overall cost in America for this is estimated to be over \$400 billion dollars between direct and indirect costs. Healthcare costs for diabetics average 2.3x the cost of traditional healthcare. Neuropathy is the most common complication of diabetes, with the CDC estimating that 50% or more of people with diabetes will develop neuropathy.

Adam Orlandella [00:05:49]

When that's the case, their additional costs increase 4-fold, and that's roughly \$38,000 dollars in additional healthcare costs for someone each year with neuropathy. All these numbers boil down to more than 50 million people that need our help and translates into a total addressable market size for neuropathy between \$3.5 and \$5 billion dollars, with many forecasts having that tipping over \$7 billion dollars by 2026.

Adam Orlandella [00:06:14]

From a market opportunity perspective, capturing just 1% of that future pie translates into a \$70 plus million dollar business. Now, doctors say there's no cure for neuropathy because there is no drug or surgery to cure it, but they themselves don't have a good answer for the problem. As such, pain drugs are the go-to for physicians leading to Big Pharma being the most prominent player in the niche and gabapentinoids being in the top 5 of prescribed drugs for pain in the United States.

Adam Orlandella [00:06:44]

The problem is, these drugs don't do anything to help fix the problem and they don't even work for the majority of the people for whom they are prescribed. The Journal of the American Medical Association published that gabapentin was effective in only 14-17% of patients taking



it. And if they do work, the side effects are often so brutal that people would often rather deal with the pain.

Adam Orlandella [00:07:07]

These snippets on the right here are just a few of the thousands of comments from the neuropathy community that would rather the pain than feeling like a zombie every day with suicidal thoughts from the drugs. It's not that your doctor's holding out on you for the treatment, although some could be, it's that the breakthroughs coming from places like Johns Hopkins, Harvard, Mayo Clinic, they can take 10-20 years to hit the mainstream medicine. Our community doesn't have that kind of time to wait.

Adam Orlandella [00:07:35]

We've lived this unfortunate reality ourselves, which is why we devoted ourselves to finding a healthy, natural solution. Today, I'm proud to introduce to you Nervitalize, neuropathy support created by neuropathy sufferers. Nervitalize has given my wife her life back and has also helped thousands of others in the process find relief from their diabetic nerve pain.

Adam Orlandella [00:07:59]

Our flagship product is our advanced nerve relief formula. It's an all-natural nutritional supplement supporting neuropathy relief. Best of all, doesn't have any of the Big Pharma side effects. The supplement market for neuropathy pain is extremely fragmented with many small players, which provides ample opportunity for Nervitalize to get our share of the pie.

Adam Orlandella [00:08:19]

We focus on a premium product that covers all the base ingredients, but includes 2 key ingredients that nobody else in the market has in theirs, PEA and ashwagandha, which focus heavily on pain and stress relief and have over 1100 scientific studies and counting between the 2 of them.

Adam Orlandella [00:08:37]

It's a premium formula, which costs \$7.25 to manufacture with gross margins around 81% after the cost of product and fulfillment. And we sold 15,730 units in 2021, so we're confident in the market for our primary formula. 100% of our efforts so far have been in the direct to consumer space to our online store, but we do see other distribution channels to tap into the future, ranging from traditional brick and mortar retail to holistic clinics and chiropractic offices.

Adam Orlandella [00:09:07]



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Now, we're fully aware that while we do have key ingredients to set us apart from current competitors, people can come into the space with similar ingredients and try to undercut us on price to gain market share. But people don't want just another pill. What they really want is to live long, healthy, disability-free lives and that's why our big idea is different from all the others.

Adam Orlandella [00:09:28]

We're not just another pill. We are a complete platform. Our initial formulations for Nervitalize supplements will be life-changing, yes, but that is just a piece of the puzzle. And that is where pretty much everyone else stops. The change begins at the ability to deliver value beyond treating the illness and start to facilitate the wellness. This is done through our full platform approach, focusing on education, wellness, community, and coaching.

Adam Orlandella [00:09:55]

People need more than just a supplement. They need to be guided by the hand to achieve the success they're looking for. The current medical system is so overburdened, people are lucky to get 10 minutes with their doctor. I know mine is halfway out the door before he's halfway in the door, and then they just keep sending you away with a pocket full of prescriptions. We are here to fill that coaching community gap with continuous guides, online courses, and future live coaching options.

Adam Orlandella [00:10:22]

The power of community to create health is far greater than any physician, clinic, or hospital, and we are here to provide that full service approach. Neither Big Pharma or any of the other supplement competitors are doing this kind of work. This is what will allow Nervitalize to stand out in the fragmented crowd of other competitors, giving us the ability to not only continue attracting new customers, but retain them as well in our broader community.

Adam Orlandella [00:10:46]

We deal with neuropathy firsthand in our household every single day and are members of that tight knit community. We feel our customer's pain, literally in Kristen's case. We regularly check in with our customers and the feedback from the community has been wonderful. Beverlie is a great example, and her story is nothing short of amazing. Her neuropathy was really bad, so bad that she was struggling to care for herself, nevermind her husband, who was in and out of the hospital 19 times with cancer treatments all during while she was trying to figure out what was wrong with her.

Adam Orlandella [00:11:19]



She had to rely on her family and friends to do everything for her. Her doctors weren't much help. They offered to send her to a specialist, but that specialist had a 6 month long waiting list and she had nowhere to turn, felt hopeless. She was on the cusp of sending her husband to a nursing home and feared that she wasn't far behind when she found Nervitalize's relief formula. About 4 weeks in, she was back to taking care of her home, driving, and being able to get around the yard again.

Adam Orlandella [00:11:44]

She had her freedom back, and most importantly could take care of her ailing husband. We actually just got another message from ... A heartfelt email from Beverlie about a month ago thanking us so much again for giving her life back. Sadly, her husband has since succumbed to his cancer and passed away, but our products were able to give her another year with him on her terms.

Adam Orlandella [00:12:07]

There are so many great stories we get from the community of Nervitalize customers. We get comments on our social posts and there are nearly 150 reviews on our site for customers that are finding life-changing impacts with our products. Our path forward here in Nervitalize is a bright one, and it's just the beginning of us helping to serve the community who needs us. Our online course, Learning to Master Your Pain Experience, goes live at the end of this month, something no other competitor offers.

Adam Orlandella [00:12:34]

In March, we publish our book on Amazon, Life Without Tingling and Pain, on how you can better live your life with neuropathy to continue to serve our community while simultaneously building credit in the marketplace. Expansion of the channels beyond our Shopify store is next. We go live with Amazon in March, launch our chiropractic wholesale outreach program in April, and expanding to Google and YouTube PPC in June.

Adam Orlandella [00:12:57]

By year end, we'll be at a \$2 plus million dollar run rate. 2023 is a year of continued growth. We've taken early surveys from our customers and found that there is a gap in the availability of truly diabetic-friendly snacks and protein bars in the market. And we plan to ... We will expand the product line into that space the middle of next year. By the end of 2023, we'll be at a more than \$4 plus million dollar run rate with continued focus on building our brand to over \$10 million dollars quickly thereafter.

Adam Orlandella [00:13:24]



We recognize that none of this could happen without the people we have in place. Kristen and I are the founders and full equity holders in the business. Kristen has her certificate of advanced graduate studies in psychology and is a nationally certified school psychologist. Given her background and training, she's a key factor and contributor in understanding the medical studies and research papers for our formulation and also will be a key factor in all our training courses going forward.

Adam Orlandella [00:13:51]

I, myself, am a strategic finance leader in the private equity space, having worked as the vice president of finance for a large private equity fund for the last 11 plus years, with my primary focus being on implementing systems for growth and supporting acquisition activity. We've also surrounded ourselves with other incredibly talented people to help us serve the 50 million plus people we need ... Who need us.

Adam Orlandella [00:14:13]

Dr. Nick Lucas is an advisor in our business. He was previously a professor in the neuroscience discipline at the University of Sydney and is currently running a successful coaching and speaking business. He's the creator of our upcoming pain course and will be a critical factor in launching our live coaching courses in the near future.

Adam Orlandella [00:14:29]

North Node Solutions is running our Facebook advertising, managing several large clients in the health and supplement space as part of their roster. Amazon sales is launching with Sunken Stone, our premier Amazon agency with 11 plus years experience and over 3,600 skews under management.

Adam Orlandella [00:14:45]

Past successes of theirs include taking the wellness company Organifi from \$40,000 per month on Amazon to over \$40,000 a day. Manufacturing fulfillment are provided by Jetpack, an Ohio-based company that keeps all the necessary certifications and registrations to ensure that our customers have the best possible supplements delivered to them as quickly as possible, of course.

Adam Orlandella [00:15:05]

Our customer service is handled by InFocus, a Utah-based company focused on providing telephone and email support to our customers, allowing us to scale customer service as we continue our growth. We are confident in our team and partners to take us to a \$10 million dollar plus valuation in the next 3 years.



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Adam Orlandella [00:15:24]

Today, we are presenting you the opportunity to help build the legacy and help the 50 plus million people who need Nervitalize to succeed. We are seeking a strategic investor who has the connections and network to assist us in rapidly scaling and expanding distribution. And for this role, we are offering 8% equity in return for \$100,000 dollars. The capital will be used in 3 main areas.

Adam Orlandella [00:15:50]

50% of the funding will go to accelerating our marketing and branding, building out the assets and creative to continue differentiating ourselves in the market, and building our community engagement. And we've already identified a vendor partner that will help with this. 30% will be used for expansion of acquisition channels, continuing to optimize our current advertising on Facebook while accelerating our testing and scaling into new areas, such as Amazon, Google, and native advertising.

Adam Orlandella [00:16:15]

The last 20% will be used to create additional content for customized training for our customers to build out our library. This allows us to do 2 things. Better serve our community overall with an additional training, but also to build out a subscription-based training area to add to our core offerings. We also have 2 advisors seats open for those that can help advise in the areas such as copywriting and marketing and sales distribution to help with expansion into offline opportunities.

Adam Orlandella [00:16:42]

Right now, as we're here talking today, people are getting diagnosed with diabetes and marching towards the unbearable pain that comes with diabetic neuropathy. These people and the 50 plus million others need us and can't be left behind.

Adam Orlandella [00:17:00]

So, if you love the idea of this legacy of saving limbs and lives, and you want the Beverlies of the world to be free, and you want to be known as the capitalists who build a legacy for the ages, then we are the right company to back today because we are living the realities of neuropathy each and every day and know this better than anyone else, and we are doing this with or without a partnership.

Adam Orlandella [00:17:21]





When you feel the time is right, I encourage you to get in touch and we can talk over how we can make it happen. Thank you again for the time today, and at this point, I'd invite you to ask any questions that you'd like to discuss now.

Ryan Moran [00:17:36]

Well done, Adam.

Adam Orlandella [00:17:40]

Thank you. Stop sharing, Stan? Or I keep sharing?

Stan Way [00:17:46]

Please go ahead and stop. Ryan, what questions would you have for Adam about this business, and why we should invest in this?

Ryan Moran [00:17:55]

First of all, before we kind of go into our analysis here, I'd like to know, what's your price point and your profit margin on your current product?

Adam Orlandella [00:18:01]

Price point for a single bottle is \$69.95. We do offer if they buy ... Right now, the packages are up to 4 bottles. They go down to \$49 a bottle. If they buy on subscription, it's \$51.75.

Ryan Moran [00:18:14]

Okay. I mean, so, you did about \$1.1 last year, then?

Adam Orlandella [00:18:18]

Of sales, yeah, we did about ... Last 12 months is \$841K.

Ryan Moran [00:18:23]

Okay. Okay. That makes sense. I'm glad you told me that. I also wanted to hear from you, I heard that you have snacks as a followup product, but I missed in there what other products might exist in the total line. What is on that product roadmap?

Adam Orlandella [00:18:42]

Got it. Right now, we have a cream that we use that's a topical cream, which we do mainly as an up-sell. And then, we have a maintenance product that we ... We call it maintenance because it doesn't have the pain relief in there, because some diabetics don't have as much pain.



Adam Orlandella [00:18:55]

The other products on the roadmap are more kind of supplementary that we'll be rolling out, a more kind of a greens product for nutritional ... We have an NO2 product because our market is 55 plus, so to have NO2. So, it's more supplements that fit the age group that we serve, and then the roadmap beyond that is the snacks and the diabetic, kind of the clean eating.

Ryan Moran [00:19:17]

Got it. And how are people finding you right now?

Adam Orlandella [00:19:22]

Facebook ads only. And then ...

Ryan Moran [00:19:24]

Facebook ads only. And they're buying on Shopify, no Amazon or ... Marketing. It's all ...

Adam Orlandella [00:19:30]

No, Amazon would be ...

Ryan Moran [00:19:31]

All Shopify to your checkout, or all Facebook ads to your Shopify checkout.

Adam Orlandella [00:19:35]

Correct. Yeah, we just ... We actually just got on Shopify. We were on a custom setup prior to that, but all through our online store and got our Shopify in January.

Ryan Moran [00:19:41]

Okay. I have a ton of feedback, but I want to let the rest of the panel ask their questions first.

Jared Springer [00:19:49]

All right. Since no one's jumping up, I'll go first. So, Ryan asked a lot of the questions, but first of all, I love the story. I love how you presented the story. Me, myself, I was crippled for a year, so talking about your wife's struggles and everything else, it really hits, how you have skin in the game in this one. So, that was awesome.

Jared Springer [00:20:08]

The big things that I put down was you kind of mentioned your profit margins, your units, and your costs, but you never did how much revenue you did. And as an investor, you're going to



want to know revenue. So, that was kind of ... But Ryan already covered all of my questions, but the big one I want touch on, and Ryan touched on, which was ... But he didn't go very deep on it is you use Facebook ads for pretty much all customer acquisition.

Jared Springer [00:20:31]

As an investor, in my point of view, knowing with a marketing background and with all the new iOS updates and advertising costs skyrocketing on Facebook, could you go a little deeper on what other avenues you're going to use to market? Because when you have all your eggs in Facebook ads' basket as a business and if that goes away and that's your only customer acquisition, that makes me a little bit scared.

Adam Orlandella [00:20:58]

100% agree with you, which is why we have ... We started a month and a half ago getting onto Amazon and we're building out the listings and those listings will go live as soon as Amazon has the intake for our products. So, those products will get shipped out to Amazon next week and then it usually takes a couple of weeks. So, that's why I've been building out the Amazon channel.

Adam Orlandella [00:21:19]

And I've actually spoken to a partner, had discussions with him yesterday on taking things to Google to get there because I 100% agree with you that to be one platform, to have all in one eggs in one basket ... And that's part of what the money will be used for, is to accelerate those avenues outside of Facebook to a Shopify store.

Jared Springer [00:21:40]

Awesome.

Ryan Moran [00:21:42]

I want to ask you a question, and to piggyback on what Jared just said, what have your sales been like since the iOS update? What's your trailing 3 instead of your trailing 12?

Adam Orlandella [00:21:52]

Yeah. To be 100% transparent, they've come down quite a bit. The trailing 12 was \$840, the trailing 3 ... I have the trailing 6. It's about ... I was doing about \$100,000 a month, and now we're down to about \$50-60. So, we've taken it down on purpose from an ad spend perspective because the ROAS was way down.

Adam Orlandella [00:22:13]



So, purposely we've taken down ad spend while we try to determine where to go, rather than just throw money at Facebook and have a terrible return on ad spend. So, we've taken that down so we can ... The correlation is the more you throw at it, but without a good return on ad spend, it's not worth throwing there. So, we've diverted some of that ...

Ryan Moran [00:22:32]

You're [INAUDIBLE 00:27:02] bit of transition on that customer acquisition process right now.

Adam Orlandella [00:22:36]

Correct.

Ryan Moran [00:22:38]

Heard.

Kurt Wilkin [00:22:39]

Adam, appreciate the candor. I've got a couple of comments and then a few questions and I'll try to hit them in priority. First of all, great job. I thought the story was really compelling. I like the surprise at the end that you're her husband, which is well done. You've been well-trained. Good job. So, I've seen a lot of pitches and what I would say is if you're doing about \$840 grand in '21, and you expect to do ... At least be on a \$2 million dollar run rate in '22, your valuation may be pretty light.

Kurt Wilkin [00:23:09]

You're raising \$100 grand on \$1.2 million dollar of pre-money, you may be able to increase that enterprise value, and you might consider raising more over time. \$100,000 dollars probably isn't going to take you too far. And I didn't notice any hires in that \$100 grand, so I'm curious what you're going to do there. And then the other related question is, what is your role in the company? Are you still full-time employed at your current place? Are you full-time? That sometimes scares investors if they think it's a part-time gig.

Adam Orlandella [00:23:38]

Yeah. So, the hire ... To answer the hire question, we're planning to work with vendors, not hire a full-time employee just yet. So, that makes it a little more nimble. The way I've operated is to be more nimble with the vendors, to hire someone, maybe give them a profit share so that way they ... There's some skin in the game for them, too. For me, I do work full-time still in my current position, which is why I've set this up to be very ... I have a lot of infrastructure here, so there's the customer support, there's the teams that deal with Facebook.



Adam Orlandella [00:24:13]

So, for me, ultimately what I deal with on a day-to-day is really just keeping the operations running and understanding the finances and dealing with metrics and things like that. That way the Amazon team can do their thing, the Facebook and marketing team can do their thing in terms of the vendor relationships, and then I have customer service, and then ... So, no full-time employees. Everything's done through vendors at this point.

Kurt Wilkin [00:24:37]

I think that works well as long as you're a strong manager and operator and able to manage those relationships because they can get very expensive and very off-kilter quick. But one other really high-level question and then I'll turn it over to other judges, and that is you haven't mentioned anything about the FDA. I'm assuming you're not ... You don't have to be compliant with what they're doing, but talk a little bit about the medical aspect of this and how you're dealing with that.

Adam Orlandella [00:24:59]

Yeah, from the FDA perspective, it's more ... With supplements, it's more about the manufacturing side, make sure they have their registrations involved and make sure that they get audited. Our manufacturer is audited at least annually and provides all the registration certificates we need for what's in the supplement. On the marketing side, you just have to be really careful in terms of making claims. And we deal with ... We've spoken to attorneys as we've laid out the site in our disclaimers, making sure we're covered there.

Adam Orlandella [00:25:31]

But in terms of the labels as well, the manufacturer has to go through compliance and make sure the labels are all good on that medical side. And then on the trainings and things like that, we don't give medical advice on the courses we've built out. It's more about ... I mean, it is, but it's not ... You're telling them how to get better with pain, but in terms of ...

Adam Orlandella [00:25:53]

And then on the customer support side, when anyone ever asks, is this going to work for me, or is this ... Can you take this ... Then they give you this laundry list of medications they're on, they say, can I take it with this? The direct answer is always go see your doctor. We're not doctors. So, we never tell anyone yes, you can take it with such and such, or yes, you can do it ... We always err on the side of caution of sending people to their doctors.

Kurt Wilkin [00:26:15]

Thank you.



Ryan Moran [00:26:18]

Adam, I want to echo something that Kurt just shared, which is I would ... I think that if we change a couple of things about the structure of your pitch, I agree with Kurt that your valuation may be low. The way you presented it, though, you presented it more of like here's where we are, and based on that, I think your valuation is fair. So, what needs to be tweaked in your approach is putting more emphasis on the growth potential based on the hard work that you've done until this point.

Ryan Moran [00:26:48]

So, there were a couple of things that stood out to me in your pitch from an investor standpoint. 15,000 customers, you've got reviews and feedback and people who come back and voluntarily tell you that your product is having an impact in their lives. That's awesome.

Ryan Moran [00:27:02]

The fact that you're acquiring customers from cold traffic as your primary way of getting sales, that stands out to me. So, I'm looking at that foundation that's being built, but the value is going to be what we stack on top of that and you didn't put as much emphasis on that as you did on the foundation that was built.

Ryan Moran [00:27:21]

So, if you were to go to market right now to sell your company, I think the valuation that you're looking at is fair, but when we're looking at a future pacing perspective, more of that vision piece, that's where I agree with Kurt that your valuation is a little bit light.

Ryan Moran [00:27:35]

Now, there's one thing that I think was missing in your pitch that I wanted to see that made this an absolute slam dunk. If I were to grade this pitch, I give you a 9 out of 10. I would say, this is a top 5 opportunity that I would see that has come out of the Incubator at this point, because I can see the vision of where you're going and how big this market size is and you did an awesome job framing how big the market was.

Ryan Moran [00:28:03]

Side note, whenever ... It's a known thing in the investor world. I'm surprised based on your background that this was outside of your awareness, the 1%, if we only get 1% of a big market, that's a big pitch faux pas. A lot of investors just go, oh, please, because you've got to get the 1%, Adam. Show me how you're going to get the 1%.



Ryan Moran [00:28:27]

So, I would just remove that from your pitch. But here's the thing that was missing. The thing that was missing, you sort of danced around it, was the audience piece. So, who is the influencer? What is the piece that is going to build the audience? You touched on it and sort of danced around it by saying we're writing a book, which is an amazing way to build an audience.

Ryan Moran [00:28:50]

It's an amazing way to get new customers. I'm obviously a big fan of that model. That's a big deal. So, you sort of touched on it there and you said you're going to engage them with a lot of content, but I didn't hear from you a plan that I was like, yeah, they've really thought through this and that is going to be how they build this audience and that customer base.

Ryan Moran [00:29:11]

Even if it had been as simple as my wife is starting a podcast, it launches on this date and we're flowing all of our followup sequences to that to be the leader in that space, that would have at least checked the box for me. But I wanted to see a little bit of a more crystallized plan of how that audience was going to be built and engaged because you have such a foundational piece and I'm looking for how you can engage those raving fans in a way that they can refer other people to the brand.

Ryan Moran [00:29:42]

I thought you did a phenomenal job. I have very little that I would poke holes in. I think you have a very clear, easy way to that \$2 million dollar run rate and then beyond, but I would change those things in your pitch.

Adam Orlandella [00:29:56]

Thank you. Great feedback. Appreciate it.

Sam Prentice [00:29:58]

Well done. I want to piggyback just real quickly on one last thing. So, Adam, the notes I had that I had listed down here, which most people have covered already, was just the audience size, how it was acquired, and where it sells. And then specifically, the only other piece I wanted to get with the reorder rate you have right now, because as an investor, in my mind, I always look for, what is the efficacy? Anything in a pain management supplement space, I want to know, what is the actual efficacy?

Sam Prentice [00:30:19]



And so, what I love is you did a really good job of going from the emotional to the facts, the emotional to the fact. They're really good and really well woven throughout the story. That kind of the closer for me would have been I get to see 15 Facebook posts that you showed of people saying this works, and then you also say, in addition to that, I have a 25% reorder rate, a 30% reorder rate just to kind of show me and demonstrate to me in numerically that there's an efficacy to the product.

Adam Orlandella [00:30:42]

Perfect. And to that question, Sam, I do have a 30%, just to take over 30% reorder rate.

Sam Prentice [00:30:48]

Okay. I was assuming that but I was curious, so I appreciate that. Thank you, man.

Kurt Wilkin [00:30:51]

Hey, I want to make sure that Stan and Jared get a chance to speak because I want to say one thing right quick if you guys have anything else to add. Okay, well, so I love what Ryan just said. You sold a dream, you sold a vision, you sold why you're doing it. And then at the end, if you have to really come back and think about what you said at the end, we're just going to sell on Facebook.

Kurt Wilkin [00:31:13]

And that didn't sound nearly as compelling as you were solving a world problem and all these people in pain. And so, what I would love to see is that sense of community, something that you're building to focus on with this money or the next round. Frankly, I'd love to see dedication from you and/or your wife. Full-time, not a part-time gig.

Kurt Wilkin [00:31:32]

I think this has real legs and I think it's a real opportunity. And then, I'd like to see vision. I'd like to have you talk about that dream, talk about what you're building. And I'm in for \$25 grand and I'm not a strategic investor necessarily, but I think there's a lot of things that you can do to make this a special brand, and you've got a good foundation.

Adam Orlandella [00:31:49]

Thank you very much.

Stan Way [00:31:54]

Excellent. Thank you so much.





Justus Murimi [00:31:55]

Can I speak into this really quick? Can I say one ...

Ryan Moran [00:31:58]

Sorry. I can't speak for my partner, but I think there's a chance that the Capitalism Fund may match Kurt's pledge.

Justus Murimi [00:32:05]

Let's go.

Sam Prentice [00:32:07]

You can speak for him.

Justus Murimi [00:32:10]

Stan, real quick, I do want to say, Adam, I remember when you joined Cap Inc, and just where you were at, at an emotional state and the pressure that was there. And just to see the full transformation right now and the work you've done in the Incubator and Stan, way to freaking go. Amazing.

Justus Murimi [00:32:26]

I want you to highlight when you share this that you've been doing this with a full-time job and how this is going to allow you to leave that to focus on it to grow it even more because you are an integral part of this thing doing what it's doing. So, I think just being able to show that you'll be putting more focus as they raise would be really cool. So, I will stop talking, but great work.

Adam Orlandella [00:32:48]

Thanks, Justus.

Ryan Moran [00:32:50]

Adam, I'm freaking impressed. Really good work.

Adam Orlandella [00:32:53]

Thank you. And for ... Plug to you, Ryan, this is the best group or training program I've ever been in. And Stan knows I almost didn't join because I've been in others that just didn't work so well.

Ryan Moran [00:33:04]

Well, what pushed you over the edge? Who twisted your arm?



Adam Orlandella [00:33:07]

I think it was what you ... How you ... What you offered in here, true business owners doing their thing, investors. It's not just people who throw money and think they're going to be rich. It's people that are doing the work, getting taught the right way, and learning the process. It's been great.

Ryan Moran [00:33:24]

I appreciate that. Very good work, Adam.

Adam Orlandella [00:33:26]

Thank you. Thank you, everyone.

Ryan Moran [00:33:29]

If you've read my book, listen to the podcast, or watch any of my YouTube videos and you're asking yourself, where the heck do I start? Where do I begin my journey to my million dollar business? We got you today. My team and I just completed a new kickstart class called 5 Days 7 Figures.

Ryan Moran [00:33:48]

This is the best on-ramp class for any of you who are ready to begin your 7-figure journey. In this 5-day class, you're going to choose your ideal market, what products to launch, come up with a plan to get each one of them to 25 sales a day, and you'll know at the end of the class exactly what your business is going to be, how you're going to get it to a million, and exactly what your next steps are to get it off the ground.

Ryan Moran [00:34:15]

It's a 5-day class. It costs \$100 bucks. And when you're done, a member of my team will get on the phone with you and review your homework directly with you. When you're ready to start, go take the challenge at [Capitalism.com/5](https://Capitalism.com/5). That's the number 5. 5 Days, 7 Figures, [Capitalism.com/5](https://Capitalism.com/5).