



# Tota Vita

## A Better Snack for a Better Life

*"To provide easy access to a holistic lifestyle through snacks designed to support the mental and physical health of our communities"*



At Tota Vita, everything we do, is targeted to improve the mental health of our communities. By using the highest quality products, sourced from local farms and distributors, we design our snacks to benefit individual aspects of our consumers' mental and physical health. We believe that incorporating our snacks into a balanced diet will provide our consumers with a more complete and holistic life than they were living before.

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### Important Dates

- January 9th, 2019 LIU POST TRADESHOW
- October 20th, 2018 ELEVATOR PITCH COMPETITION
- November 22nd, 2018 CANSTRUCTION VISIT

### COMPANY LEADERSHIP

Chief Executive Officer

**Ethan Feder**

Chief Operations Officer

**Blake Sanford**

Chief Marketing Officer

**Natalia Alexandrova**

Chief Financial Officer

**Matthew Applebaum**

Human Resources Manager

**Peter Santella**

# OUR SUCCESSES



## ELEVATOR PITCH COMPETITION (3rd Place)

October 20th, 2018

Tota Vita Kicked off the year strong today, with our CEO, Ethan Feder winning 3rd place for the Virtual Enterprise Elevator Pitch Competition. Ethan's speech includes Tota Vita's crucial idea, that is At Tota Vita, everything we do is targeted to improve the mental health of our communities. By using the highest

quality products, sourced from local farms and distributors, we design our snacks to benefit individual aspects of our consumers' mental and physical health. We believe that incorporating our snacks into a balanced diet will provide our consumers with a more complete and holistic life than they were living before.

### Inside Story Headline



## LONG ISLAND UNIVERSITY REGIONAL CONFERENCE AND TRADE SHOW

January 9th, 2019

Tota Vita recently took home gold for the booth award in the Long Island Regional Conference and trade show. Tota Vita attend the business plan presentation and winning first place in booth design. Our success has honestly been a team effort. While our marketing department has been involved in increasing brand exposure, our Sales and Accounting departments have been cooperatively working in securing a sale with the Long Island Food Service organization, Whitsons. From this sale, we obtained \$521,236.38 in revenue which has allowed us to initiate our efforts in providing our goods and services to the masses.





## COMMUNITY EVENTS



**November 22, 2018**

*Happy Thanksgiving from Tota Vita! We wanted to give back this thanksgiving at Canstruction, by donating food to the homeless.*

*<http://www.canstructionli.org/>*

We have focused much of our resources on the exposure of the brand, while genuinely striving to make our local communities aware of the variety of snacks that we offer, and the benefits that all could truly gain. Through social media campaigns and participation in local competitions, we have been working tediously connecting with other firms in the interest of future sales. The firms of which we have been in contact with include, but are not limited to, T. Merchants of New Hyde Park, NY, Sway VE Team of Westhampton Beach, NY, FITS VE of New York, NY, and FACE IT! VE of Floral Park, NY. All of these partnerships will enhance our client's experience with the Tota Vita brand, and provide excellent opportunities for everyone involved!



**October 31, 2018**

*Wishing everyone a Happy Halloween from some of our Tota Vita employees showing their own creative costumes.*

# Tota Vita World

## Mental Health and Physical Health

### 3 SNACK OFFERED

“Stress Be Gone Snacks” for stress and anxiety relief,

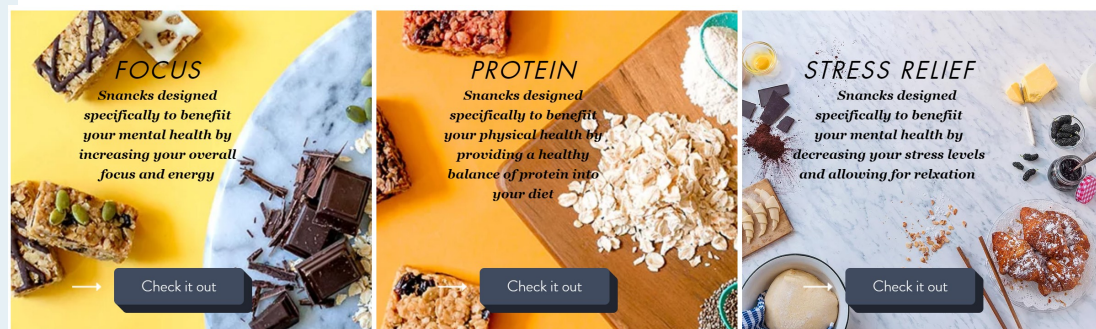
“Focus Foods” for increased focus and energy

“Muscle Mass Snacks” for increased protein.

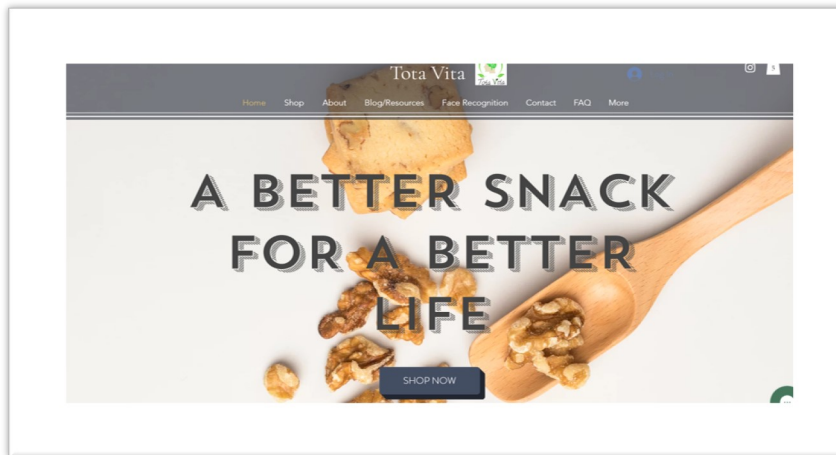
(Almonds, Dried Banana Chips, All Natural Peanut Butter Chips, Peanuts, Raisins)

- Raisins are also a good source of carbohydrates for energy
- The dietary fiber, potassium and natural sugars in bananas make banana chips a great energy-boosting snack, especially for the recovery period. During strenuous physical activity, vitamins B6 and C along with potassium are depleted. Banana chips help restore these missing nutrients
- Peanuts contain niacin, which helps convert food to energy
- Almonds are a reliable source of essential vitamins and minerals, giving you quick energy

## SNACKS CATEGORIES



## WEBSITE



<https://totavita.wixsite.com/mysite/blog-resources>

We've raised publicity around the virtual world through Tota Vita's Website. The website is a great platform to promote our ideas and included both practical and special features. Not only can buyers visit to purchase healthy snacks, they can also learn about the mental health aspect of knowledge relating to daily lives from the blogs and resource page.

We are currently developing a facial recognition page on our website that is intended to provide a suggested snack using the webcam to recognize and analyze a person's current state of

## Latest Promotions

In the spirit of our locally celebrated holidays, such as Presidents' Day, Valentines Day and even the Superbowl, Tota Vita celebrated the festivities by offering our customers 10% any purchase of \$100 or more by using specially crafted promotion codes such as "VITAPRES" and "VITALOVE". This created an opportunity to both celebrate these wonderful days and try the products offered by Tota Vita!



## Tota Vita Office

**Main Office**  
70 S Woods Rd, Syosset  
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**Office Hours**  
Mon—Fri: 10:45—  
11:20am

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516-364-5718

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## Tota Vita Mission Statement

Tota Vita is a healthy snack company with the mission of targeting the mental health issues that affect the lives of millions of teens and young professionals in both the United States and the world. Tota Vita is a B Corporation that is in its first year of operation. Located at 70 Southwoods Rd Syosset, New York, 11791, Tota Vita operates from 10:40 a.m. to 11:20 a.m. In conjunction with the CEO, the COO, CMO, CFO, and HR manager manage smaller departments with employees answerable to them.

### Management Functions:

1. To educate the average consumer on the relationship between one's diet and mental health.
- 2.
3. By using engaging marketing platforms and campaigns to interest older students and young professionals, ages 16-35.
- 4.
5. To use all natural and organic ingredients without damaging profitability.
6.
  - a) By buying bulk quantities of top quality ingredients from local distributors.
  - b) To expand our firm into other areas of the snack food industry.
  - c) By successfully and ambitiously executing the previous two goals.

## Employee of the Month

### BEAST AWARDS



**Naman Bharara**



**Zeyu Chen**

Congratulations to Zeyu Chen and Naman by winning the Beast Awards for the month of January, 2019!