

The background of the slide features two hands, one from the left and one from the right, holding two beer bottles. The bottles are positioned diagonally, with their necks pointing towards the top center. The scene is set against a soft, hazy sunset sky with warm orange and yellow tones. The foreground shows a dark, textured surface, possibly sand or gravel, with some light reflecting off it.

SUMMIT
TIDES
BREWING

New England's First Nonprofit Brewery

WHAT PROBLEM ARE WE SOLVING?

Beer Drinkers & Nonprofits alike.

1. Style and full-bodied flavor are the factors driving roughly 50% of craft beer purchase decisions. So what's behind the other half? Emotions. "More than 88% of consumers think companies should try to achieve their business goals while improving society and the environment." (Forbes)
2. Nonprofit fundraising is really, really hard. "88% of dollars raised comes from 12% of an organization's donors." And "12% of all giving happens in the last three days of the year." (nptechforgood.com)



THE SOLUTION

CONCEPT

"Barstool Philanthropy"
100% of net profits from our beer sales goes directly to our rotating partner charity or NGO that align with our company mission and consumer ideals.

VISION

Our vision is twofold: partner with impactful charities and nonprofits that provide clean and safe drinking water sanitation & forge alliances with conservation and environmental advocacy groups fighting to protect our major bodies of water - oceans, lakes, rivers.

MISSION

Turn beer into clean water.



United States

106 BILLION

Overall Beer
Market Sales

Craft
Beer Market

22.3 BILLION

Total Number of
U.S. Breweries
as of 2015

4,269

MARKET SIZE

Massachusetts

Craft Breweries (ranks 17th)

123

2.8

Gallons of beer per 21+
adult

6.745 MILLION

Population of MA

National & Local addressable markets

"Sure, America is massive. But this rate of growth is unprecedented. In fact, for the first time since 1873, we've eclipsed more than 4,000 breweries nationwide. And without a doubt, the New England craft brewery scene is a major contributor to that – thanks in large part to what's cooking right here in Massachusetts."



MARKET VALIDATION

29%

Craft beer consumption rate among ages 25-34 (a majority of whom report that "the beer they drink is a reflection of their identity").

62%

Percent of US Millennials are interested in companies' green practices.

57%

Percent of the millennials surveyed reported a desire to directly see the impact of their donations.

Positioning Statement:

**FOR MILLENNIAL BEER LOVERS
WHO CARE ABOUT THE
PROTECTION AND IMPROVEMENT
OF OUR WATER SOURCES,
SUMMIT TIDES BREWING
PROVIDES THE NEW ENGLAND
CRAFT BEER MARKET WITH A
HIGH-QUALITY LOCAL PRODUCT
THAT ADVOCATES FOR CLEAN
WATER BY DONATING 100% OF
NET PROFITS TO CHARITY
PARTNERS**



THE PRODUCT

Our Beer & How It Works:

- Website: tells consumers where they can find our beer, make direct donations, volunteer, buy merchandise, vote on next charity partner and next seasonal beer. Imperative to have total clarity into ongoing sales & total funds raised.
- IPA and Pilsner first two Summit Tides beers to market.

THE NITTY GRITTY DETAILS

- Ideally 10-15 BBL initial batch to validate.
- Sell first batch entirely out of DBC taproom - removes overhead costs of bottling, labeling distribution.
- ~350-450% markup in taproom vs ~35-45% wholesale.

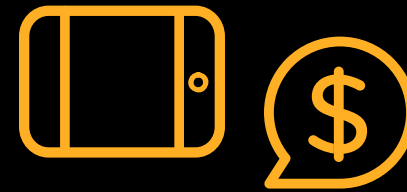
Target: 500 interactions (likes + comments), 150 click-throughs, 50 email signups

THE COMPETITION



Business Model + Competitive Advantage

So what makes us unique?



We would be the first and only nonprofit brewery in New England and the entire East Coast. Key challenges would be breaking into the MA craft brew market and cutting initial startup costs low enough for significant margins. The nonprofit would raise funds through the sale of our beer and direct donations through our website, and would make heavy use of volunteer work.



MARKET ADOPTION

Strategy & Timeline?

- Oct '16: Successfully negotiated contracting details with DBC, finalized recipe with Brewmaster, initial nonprofit partner identified and confirmed.
- Nov '16: Landing Page built - explaining concept, capturing email addresses, and promoting upcoming Kickstarter campaign.
- Jan-Feb '17: Kickstarter campaign goes live and runs for 30 days, target goal between \$15,000-\$25,000 depending on contracting terms.
- March '17: Begin brewing!
- May '17: Launch party at DBC Tap Room.
- June '17: 2nd round of brewing commences.



TEAM



Jacob Passey

Head Brewer @ Pinthouse
Pizza Lamar in Austin, TX.



*Dorchester
Brewing Co.*

A contract brewing facility
with a public Tap Room.



*Clean Water
Action Boston*

A national organization working
for clean, safe, and affordable
water, and prevention of health-
threatening pollution.