

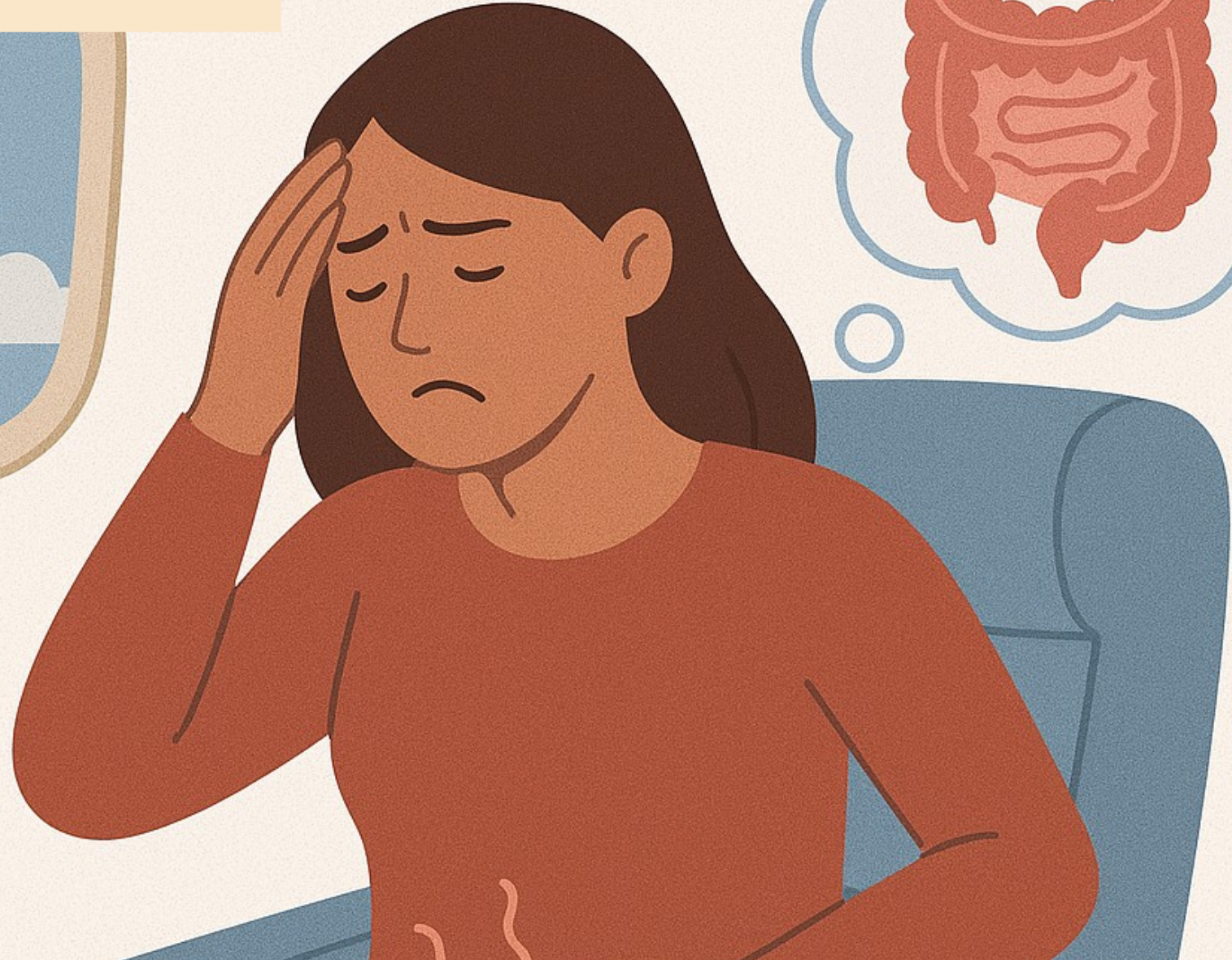
Tumbly

ENTR-462 – New Venture Discovery – FALL 2025

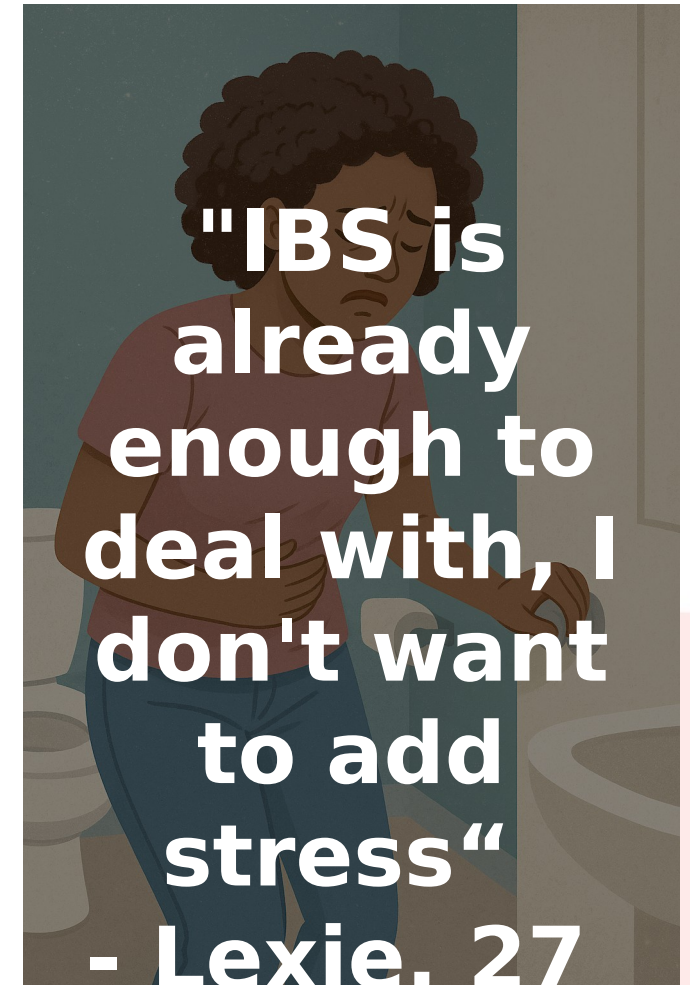
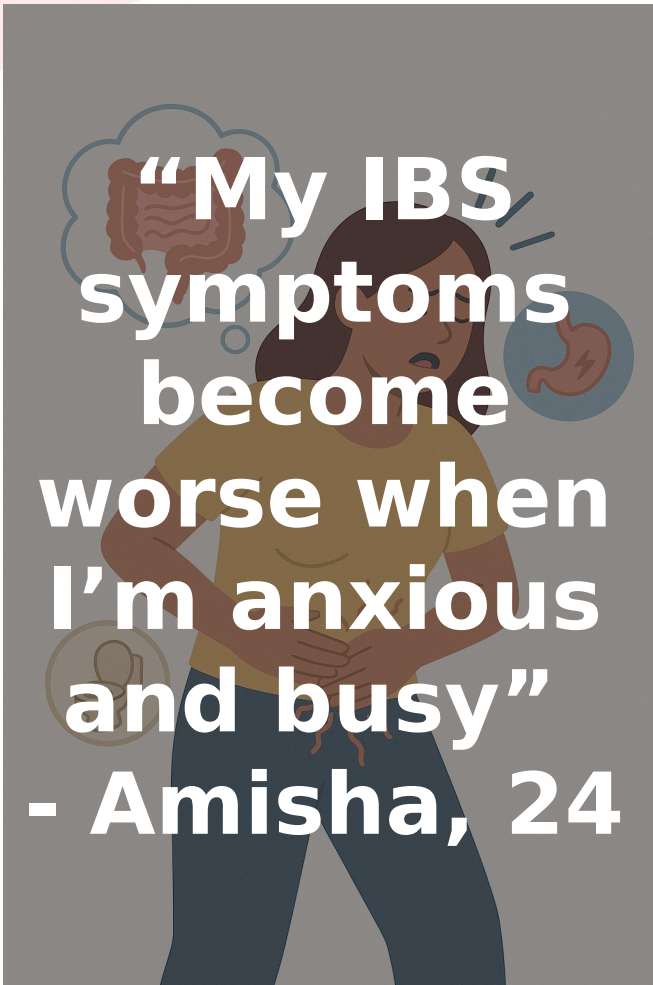
Team Tummy

John Hardek, Joe Harwood, Naveed Hedayat, Julia Loverde, Shibani Raje

Meet Liana



Meet the Tumbly Customer



tumbly

☀ **Ginger**

Soothes Nausea & Cramps

☀ **Peppermint Extract**

Eases Gut Pain

☀ **Magnesium**

Calms Anxiety-Linked Pain

☀ **L-Theanine**

Relaxes Gut-Brain Tension

Contains Calcium Carbonate
A Natural Antacid



Each Tumbly Ingredient Is Scientifically Supported

Ginger has been shown to reduce nausea and improve gut comfort¹



Peppermint oil has been clinically shown to reduce IBS pain and discomfort²



Magnesium supplementation has been shown to reduce subjective anxiety and stress³



An L-theanine-based drink was shown to significantly reduce stress responses⁴



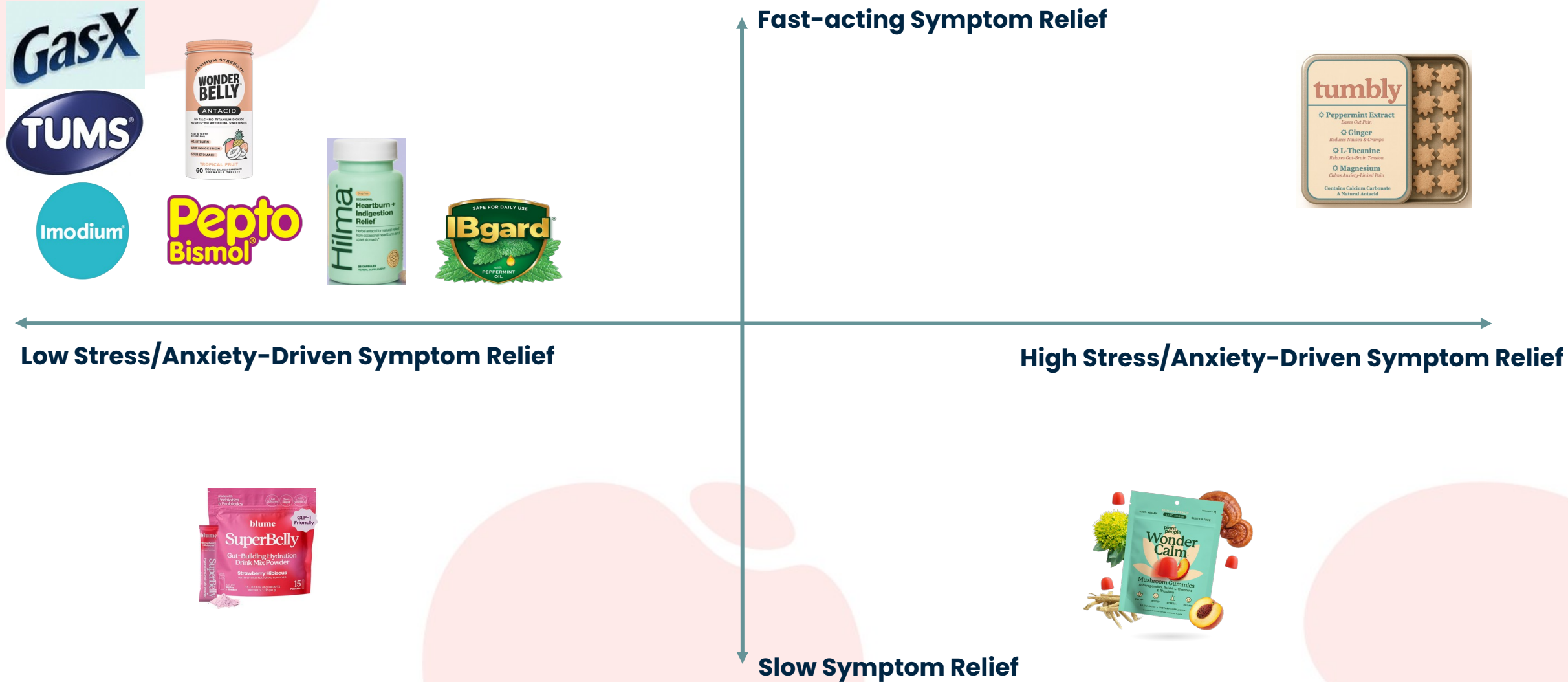
Bodagh MN, Allué JR, et al. Ginger in gastrointestinal disorders: A systematic review. *Nutrients*. 2018;10(1):53. ¹

Weerts ZZRM, Masclee AAM, Jonkers DMAE, Keszthelyi D, et al. Efficacy and Safety of Peppermint Oil in a Randomized Controlled Trial of Patients With Irritable Bowel Syndrome. *Gastroenterology*. 2020;158(1):106-115. ²

Boyle NB, Lawton CL, Dye L. The effects of magnesium supplementation on subjective anxiety and stress — a systematic review. *Nutrients*. 2017;9(5):429. ³

Alammar N, Wang L, Saberi B, et al. The impact of peppermint oil on the irritable bowel syndrome: A meta-analysis of the pooled clinical data. *BMC Complementary and Alternative Medicine*. 2019;19(1):21. ⁴

Tumbly has a Unique Position in the Market



A natural, fast-acting symptom reliever that relaxes gut-brain tension

Google

Gut-Brain Connection

Google Search

I'm Feeling Lucky

AI Mode

Why Now?



#GutTok +1.2B Views
(TikTok)



Dr. Pal +1.9M Followers
(Instagram)



"Gut-Brain Connection" +250%
(Google Trends)

Tumbly Targets a Significant Gut Health Market

**28.3M
Adults
(20-40)**

x

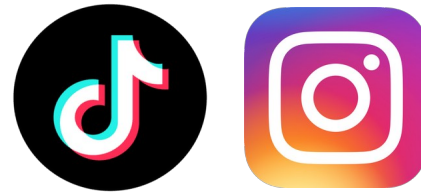
**\$47
Annual
Spend**

=

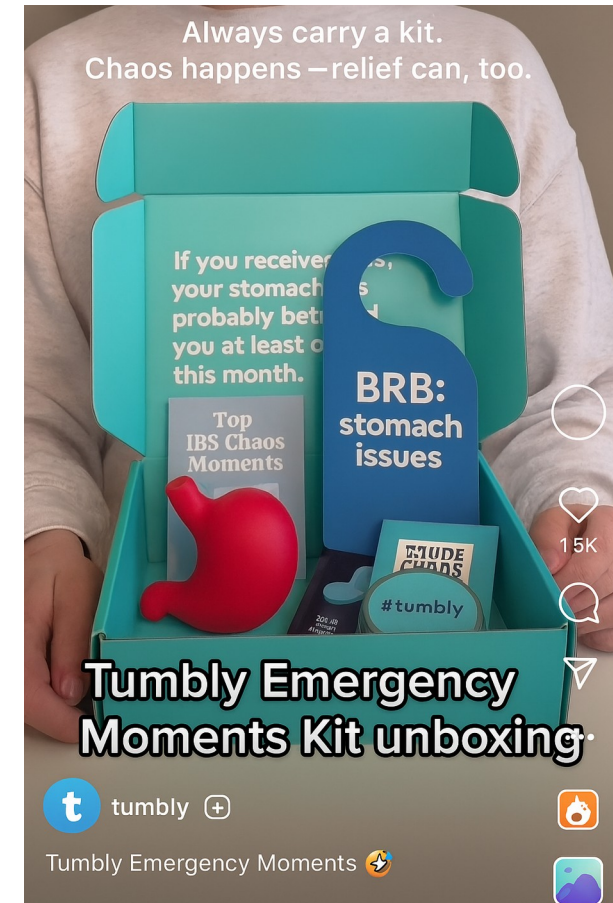
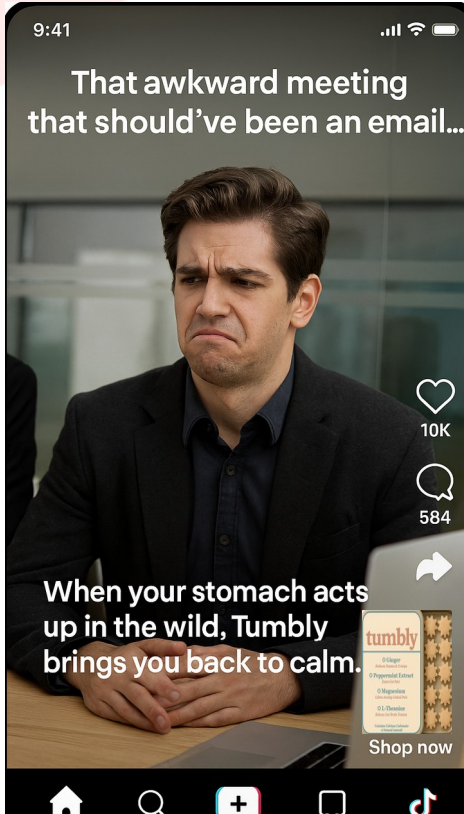
**Estimated Market
Size of \$1.38B**

Creative Campaigns will Increase Tumblr Awareness

“IBS in the Wild” Campaign



“Tumblr Emergency Kit” for Influencers



Find Tumbly Where you Shop!

ON SHELF



ONLINE



The Value of Real Relief

LTV

~\$47

CAC

\$24

*target

LTV:CAC

2x

Meet the Tumbly Team!



Julia Loverde

Product
Manager at
Medline
Industries



Joe Harwood

Digital
Strategy &
Operations
Manager at
Intuitive
Surgical



**Naveed
Hedayet**

Senior R&D
Portfolio
Manager at
Amgen



John Hardek

Product
Development
Engineer at
Ford



Shibani Raje

Supply Chain
Process
Owner at Ulta
Beauty

Help Tumbly Grow!

- **Formulating**
- **Lab Testing**
- **Marketing**

\$120,000

tumbly

☼ **Ginger**

Reduces Nausea & Cramps

☼ **Peppermint Extract**

Eases Gut Pain

☼ **Magnesium**

Calms Anxiety-Linked Pain

☼ **L-Theanine**

Relaxes Gut-Brain Tension

Contains Calcium Carbonate
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tumbly

☼ **Ginger**

Reduces Nausea & Cramps

Peppermint Extr

Eases Gut Pain



The digestive health market of the 2020s mirrors the gluten-free boom of the 2010s, and has been shown with our interviewees

2010

2013

2016

2019

2022

2025+

- Gluten-free market ~\$2.5B
- 1% of Americans have Celiacs, but 14% buy gluten-free products
- Celebrities like Gwyneth Paltrow, Novak Djokovic and Victoria Beckham cite "gluten-free" as part of a clean eating lifestyle

- Gluten-free product sales surge 136% from 2013 – 2015
- 30% of Americans actively seek gluten-free labels in food products
- Major brands launch gluten-free options (Cheerios, Dominos, Kind, Nabisco)

- The US gluten-free market surpasses \$11B in size (2019)
- "Gluten-free" is commonly known, understood, and sought as it symbolizes health and clean eating for many consumers
- Google searches for "gluten free" are 5X in 2020 what they were in 2010

- Gluten-free market is now estimated at \$13B in the US
- Market has matured and products can be found in stores, restaurants and convenience stores with clear labeling

- Most digestive solutions and probiotics are clinical in nature and/or prescribed by doctors and dietitians (market size \$1.6B in US)
- Still culturally "taboo" to talk about bowel movements and GI challenges

- Microbiome research goes mainstream; Kefir and Kombucha sales grow 25% YoY in 2017

- "Bloating" becomes one of TikTok's most searched for health and wellness topics (5B+views)
- Gut health mentions on social media rise 250% (2020)
- Liquid IV, AG1, LMNT sales rise 35% YoY (2022)

- 68% of Gen Z and Millennials say gut health effects how they feel "daily"
- Dietitians and GI say social media has increased GI awareness as "hot girls have IBS" memes go viral
- Digestive health market forecast to be \$23B by 2030



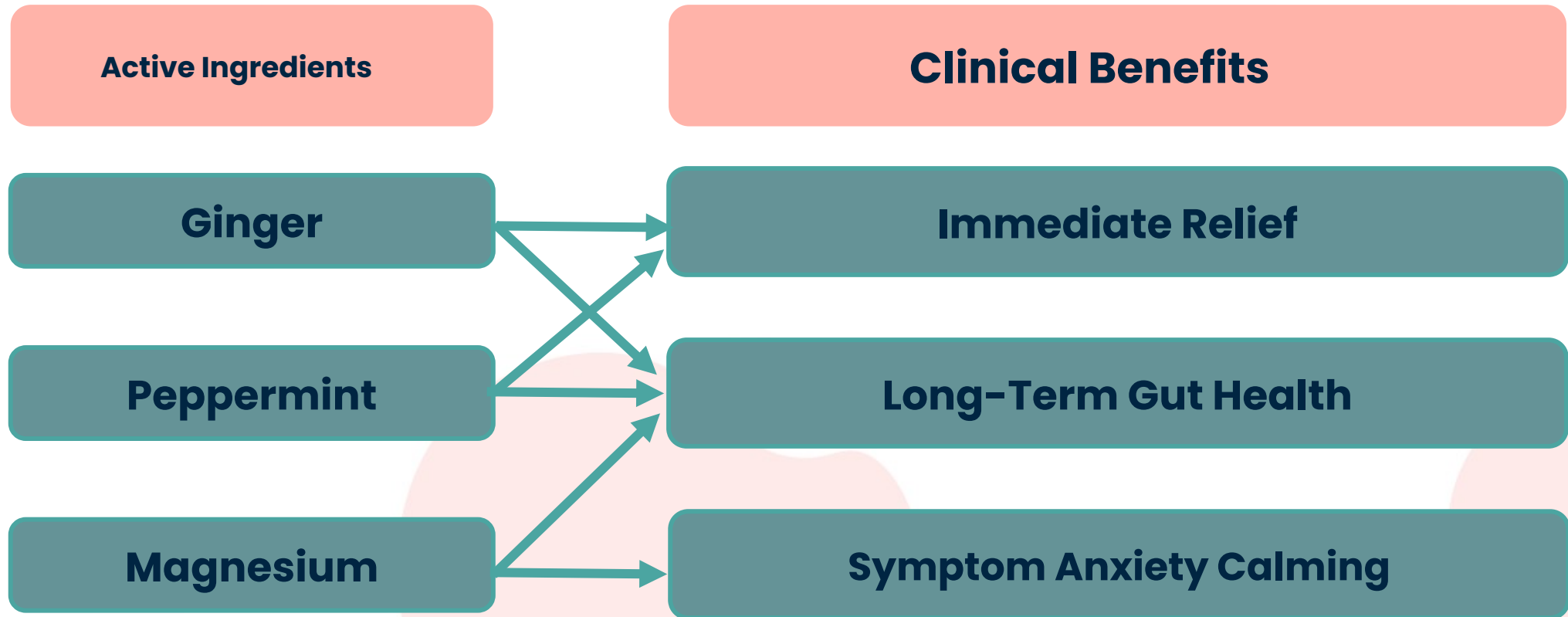
"Gluten-free"



"Gut-healthy"

Tumbly

No Junk, Just All-Natural Gut Relief & Support



Tumbly has a unique position in the market, given the balance between clinical and medicinal value and health/wellness focus and branding



Product	Form	Key Ingredients	Mechanism & Benefit	Reactive ?	Natural ?
Tums	Chewable tablet	Calcium carbonate	Neutralizes excess stomach acid		
Gas-X	Chewable tablet	Simethicone	Breaks down gas bubbles in the stomach		
Wonderbelly	Chewable tablet	Calcium carbonate	Natural antacid that neutralizes stomach acid		
IBgard	Capsule	Peppermint	Targets small intestine; relaxes digestive muscles		
Hilma	Capsule	Ginger, Chamomile, Fennel powder	Natural anti-inflammatory and digestive support		
Superbelly	Dissolvable powder	Probiotics, Prebiotics	Improves gut microbiome balance over time		
Tumbly	Dissolvable powder	Ginger, Peppermint, Magnesium	Supports gut-brain axis, reduces inflammation, relaxes digestive muscles	Reactive with Long-Term Benefits	Yes



Drug Facts

Active ingredient (per tablet)

Purpose

Calcium Carbonate USP 1000mg.....Antacid

Uses

- relieves
 - heartburn
 - acid indigestion
 - sour stomach
 - upset stomach associated with these symptoms

Warnings

Ask a doctor or pharmacist before use if you are presently taking a prescription drug. Antacids may interact with certain prescription drugs.

When using this product

- do not take more than 7 tablets in 24 hours
- if pregnant do not take more than 5 tablets in 24 hours
- do not use the maximum dosage for more than 2 weeks except under the advice and supervision of a doctor

Keep out of reach of children.

Directions

- adults and children 12 years of age and over: chew 2-3 tablets as symptoms occur, or as directed by a doctor
- do not take for symptoms that persist for more than 2 weeks unless advised by a doctor

Other information

- each tablet contains: elemental calcium 400mg, sodium 2mg
- store below 30°C (86°F)

Inactive ingredients adipic acid, corn starch, FD&C blue #1 lake, FD&C red #40 lake, FD&C yellow #5 (tartrazine) lake, FD&C yellow #6 lake, flavors, mineral oil, sodium polyphosphate, sucrose, talc

Safety sealed - Do not use if printed inner seal beneath cap is missing or broken.

Questions?

1-800-897-7535
weekdays

www.tums.com

GSK CH
Warren, NJ 07059

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Gluten-Free

103593XB

Active ingredient (per tablet)

Purpose

Calcium Carbonate USP 1000mg.....Antacid

Inactive ingredients adipic acid, corn starch, FD&C blue #1 lake, FD&C red #40 lake, FD&C yellow #5 (tartrazine) lake, FD&C yellow #6 lake, flavors, mineral oil, sodium polyphosphate, sucrose, talc

LTV Calculation

MSRP

COGS

**ANNUAL
PURCHASE**

LTV

$$(\$5.49 - \$1.25) \times \sim 11 = \$47$$

Insightful Quotes from Interviews

- "My IBS symptoms become worse when I'm anxious and busy"
- "My stomach discomfort is inconsistent and unpredictable, and frankly embarrassing, to manage when I'm out"
- "IBS is already enough to deal with, I don't want to add stress"
- "Most of the time I have sudden bowel movements, they are stress-induced. I travel a lot for work, so the biggest challenge is I don't have a way to calm myself down on the plane"
- "I would prefer to take something natural to help with my symptoms"
- "My PCP prescribed Omeprazole and it didn't do anything for me, so now I take Tums when I'm out and experiencing a flare up"
- "I can't enjoy crucial moments of friends and family lives, and it's taxing on your life too"

“Most of the time I have sudden bowel movements, they are stress-induced. I travel a lot for work, so the biggest challenge is I don’t have a way to calm myself down on the plane.” – *Liana Meier, 27 y/o*