



Mission Statement

Beneve was founded with a mission to provide our customers with best-in-class, nutritional foods & supplements. Our exceptionally formulated, efficacious products, will always be offered at fair market value; thereby, enabling our customers to affordably live a Healthier, Happier and more energetic life.

Customers & Influencers will always be treated as family, and we fully embrace an “our home is your home” corporate philosophy. We will meet our customers exactly where they are at in their wellness journey, and welcome them into the Beneve family with love and compassion. Every decision we make will be tested against our core philosophy “People doing good together”. By committing ourselves to this philosophy, we will help change our world to a happier and healthier place one consumer at a time!





First Year Market & Growth Strategy

PHASE I

May through September 2023, our Founder and corporate officers, as well as key field leadership will be actively promoting opportunity meetings and product trainings throughout the United States. Based on extensive focus group testing and the 87% positive impact within the focus groups of Beneve's core products

- Launch core Xcelerate product offering
- Launch Keto Friendly Pancake & Waffle Mix
- Acquire 15,000 plus customers
- Acquire 3,000 plus Influencers
- Surpass \$500,000 per month in sales.

✓ **ACHIEVED**

PHASE II

October 1, 2023 to mid 2024: Functional beverages and nutritional products continue to create success stories within our growing customer base.

- Launch Social Media campaigns with a focus on further expansion of customer base.
- Launch Beneve App
- Launch Limitless Xperience Samplers
- Launch Power of 3 Xcelerator
- Surpass \$2 Million per month in sales during Phase II.

