



E14 - Dan Asks, Invest \$300k For 20% Of Our Supplement Brand For First Responders

Transcript

Ryan Moran [00:00:02]

This is Road to \$1 Million and I'm Ryan Daniel Moran. Today is a special episode of the podcast because you're going to hear a live pitch that I gave feedback on in our Capitalism Incubator pitch week. This is special because it was maybe the first time that I thought that I student just nailed it, just absolutely crushed his pitch. His name is Dan McBride and he's been doing a lot of hard work inside our Incubator where we help people get clear on their vision, launch profitably, and build the foundation for a 7-figure business that you can sell.

Ryan Moran [00:00:39]

And Dan's been putting in the work and Dan already had a brand coming in that was doing okay but he clarified his vision and presented that vision at pitch week. Pitch week is when you bring your vision, you present it to a panel of judges and advisors who poke holes in your vision and in your plan and help you re-tool it. And Dan gave one of the best pitches that we had ever had in the Incubator.

Ryan Moran [00:01:07]

There were a few areas for optimization, but overall I thought he absolutely crushed his pitch. And so, I wanted you to hear an example of someone who did it extremely well. And you'll hear how clear he is in the person that he wants to help and what his plan is to help that core audience. And as a result, he may get my money. Meaning, I might invest in this brand. I'm still advising him on some things to do inside of the Incubator and he's still got some momentum to build in terms of aligning his focus behind what products are going to lead the way in this company.

Ryan Moran [00:01:43]

But overall, his vision and his plan is rock solid and I'm really proud of the work that he and his partner did inside of the Incubator and I wanted to share it with you on today's episode. You've heard me talk about the Incubator before, but if you want to follow in Dan's footsteps and cast a vision for the type of business that you can scale and even sell for 8 figures if you want to, then you can find out more about what we do over at Capitalism.com/inc. Alright, listen to this pitch from pitch week inside of the Incubator.

Dan McBride [00:02:18]



First responders are the unseen and undervalued men and women who risked their very lives to protect our communities. They serve as police officers, firefighters, corrections officers, paramedics, EMTs, and ER nurses just to name a few. We call these brave men and women thinline heroes. Our first responders are often overworked, under appreciated, and even vilified by the communities they serve. The current cultural norm surrounding our first responders and especially law enforcement officers today is toxic. Our heroes are losing hope for their profession and losing confidence in their sacrifice when citizens spit and scream vulgarities in their face.

Dan McBride [00:02:58]

In response to this, we are determined to stand for our heroes. Studies show that up to 85% of first responders experience mental health problems and they are 5x more likely to experience depression and PTSD than the general population. In fact, police officers and firefighters are both more likely to die by suicide than the line of duty. With over 2.5 million active first responders, we know there's a lot of heroes struggling with their mental health. Why is this the case?

Dan McBride [00:03:26]

John Violanti, a veteran police officer of 23 years and professor at the University of Buffalo, explains it this way. They see abused kids, dead bodies, and horrible traffic accidents. These traumatic and stressful events build on one another. If you have to put a bulletproof vest on before going to work, that's an indication you're already under the possibility of being shot or killed. So, all this weighs heavily on the psyche and over time, it hurts the officers. Is it actually any wonder that these men and women struggle as they do?

Dan McBride [00:03:59]

Hi, my name is Dan McBride. My father served as a firefighter for over 38 years and is now a deputy fire chief and fire commissioner. I understand the dangers and uncertainty surrounding the job of a real life hero, because when a member of your family is involved in public safety, the whole family is. My dad's dedication to duty led me to follow in his footsteps as a volunteer firefighter, and eventually entering the law enforcement as a corrections officer with homeland security.

Dan McBride [00:04:26]

In my 5 years as a corrections officer, I found out first hand how easy it is to become trapped in the never ending cycle of mandatory overtime and sleepless nights. When you regularly experience attempted suicide, are assaulted, and have death threats toward you and your family, horrific stress and anxiety is inevitable. Soon after I successfully launched my facility's



first labor union and was inducted as our first union president, I realized my mental health was spiraling out of control.

Dan McBride [00:04:56]

I enrolled myself into counseling and was diagnosed with PTSD. I met with 3 different counselors who did nothing to help me but prescribe drugs. Then, I finally found someone who specialized in trauma. Instead of prescribing me a new drug, she helped me remember who I was before the trauma and encouraged me to go be that person again and go do what that person loved to do again.

Dan McBride [00:05:20]

So that's what I did. I started spending more time outdoors, like hiking Mount St. Helens, kayaking the Puget Sound, and regularly visiting the gym. This counselor also encouraged me to explore vitamins and supplements as opposed to prescription drugs, so I did that too. That's when I realized there's absolutely nothing in the market made for and marketed directly to first responders. This had to change.

Dan McBride [00:05:44]

Since then, I've been determined to build the best nutraceutical company on the market made by first responders for first responders. Today, I'm proud to introduce you to Thinline Anthem, optimal performance supplements for the human behind the badge, a tangible way to better our heroes' personal health with an emphasis on mental health. Our flagship product, Reload, covers all the bases to fortify and supercharge a first responder's physical and mental performance while delivering laser-sharp mental focus and clarity, along with digestion, heart, respiratory, adrenal, and immune system support.

Dan McBride [00:06:22]

Renew features our soothing adaption blend of fruit and herb extracts designed to have a mood-balancing effect, inner calm and clarity, to help our heroes get through even the longest and most intense situations. Our product Night Shift is all about helping our heroes finally unwind, destress, and get serious shut-eye. Nobody can function over time without proper sleep. We believe this is the most important mental health related issue we're addressing here at Thinline Anthem, and this is just a sampling of our products.

Dan McBride [00:06:54]

Since our launch in May of 2018, we've received over 7300 orders, \$500,000 dollars in revenue, and over 300 positive reviews from heroes all over the country. We've also built a combined social media and email subscriber audience of 25,000. We regularly survey our customers to



better understand their specific needs and how to serve them, which provides confidence in our charted course and inspires product development. Their feedback has been overwhelmingly positive.

Dan McBride [00:07:25]

Thinline Anthem isn't just another supplement brand, we're a community, a family, and we're here to support and inspire first responders towards a healthier and stronger lifestyle, both mentally and physically. Take for example Christopher, a retired war veteran and current law enforcement officer. Before Christopher found our company, he was consuming 50 milligrams of melatonin, 3 Benadryl, and a sleeping prescription every night just to fall asleep and have nightmares. With Night Shift, he is now ready to sleep peacefully within 15 minutes. We are so excited to be doing our part in holding line with and for these heroes.

Dan McBride [00:08:03]

As a first responder, I know what our customers are going through. There's no question, Thinline Anthem must succeed. We believe our team of passionate patriots at the helm of this company can do this. Our co-owner Grant Dunn is already the owner of 2 successful ecommerce companies, and with the team he has built, has already generated over \$10 million dollars in physical and digital product sales since 2015.

Dan McBride [00:08:27]

Jon Gregory is our digital advertising wizard with over 10 years of real world experience and currently manages all digital advertising on 13 different platforms for a company selling over \$100 million per year online. Jon is already in the process of preparing to launch Thinline Anthem campaigns on Walmart, Google, and Bing.

Dan McBride [00:08:47]

Brian Massey, the most recent addition to our team, brings an uncommon blend of creative analytical talent. Brian's goal is to help Thinline Anthem propel to the next level, overcome data strategy roadblocks, and build competitive advantages through data insight, web design, and analysis. We've also partnered with Ryan Daniel Moran and his team and the Capitalism Incubator to serve as strategic business advisors. And with our Shopify site already off the ground, we have recently partnered with Turnkey Product Management to expand our presence on Amazon.

Dan McBride [00:09:22]

The future here at Thinline Anthem is bright and we have a clear path to \$10 million annual revenue over the next 3 years with our pending Amazon launch and advertising efforts on



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Google, Bing, and Walmart scaling to \$1.5 million in annual revenue with our existing product line is on the horizon. First responders crave humor, patriotism, and all-American bad-assery. So, during this period of growth, we're eager to finally build the team of marketing enthusiasts we've been dreaming of.

Dan McBride [00:09:53]

Once our core formulations and packaging are the reckoning force we envision, we'll expand into snack bars, coffee, and clean energy drinks, all things our customers will go crazy for. This means we're aiming at the absolute best in manufacturing. We're confident with the team of expert advisors, formulators, and marketers we will reach a \$10 million dollar valuation within 3 years, and a \$100 million dollar valuation within 10 years.

Dan McBride [00:10:17]

Thinline Anthem is seeking a strategic investor and business advisor who can expose us to the experts in product development, manufacturing, global distribution, and strategic partnerships. For this role, we're offering 20% equity for \$300,000 dollars based on a \$1.5 million dollar valuation. We're also seeking first responder and/or American patriot influencers who may or may not be in the health and fitness industry and can help drive brand awareness and sales. This role is worth up to 10% equity depending on the audience size and real world influence.

Dan McBride [00:10:51]

Lastly, we've carved out an additional 5% equity for 2 strategic advisors who will fill any remaining gaps within our advisory board, for example, with specialized knowledge in copywriting, manufacturing, and marketing. We would love for you to join us in being the hero for heroes, holding the line between life and death. For more information, please contact me via the following. Thank you for your time.

Justus Murimi [00:11:18]

Way to go, Dan. Way to go. I'm going to move quickly to the panel. Dan, from yesterday to today, amazing. Alright, moving to the panel. Ryan, you kick us off. Sam, I saw that you unmuted, and then we'll hit Coran.

Ryan Moran [00:11:30]

Man, I got nothing. This is maybe the first pitch ever in the Incubator's history that I'm like, fucking nailed it.

Dan McBride [00:11:43]

Wow.



Ryan Moran [00:11:44]

Fucking nailed it. Now I'm biased. I'm biased for a couple reasons. First of all, a year and a half ago I was sitting in Ben Shapiro's office with his team with my old business partner that I grew and sold Sheer Strength and we were pitching a possible partnership on a supplement company called the Blueline Company. It was exactly this. We had partnerships lined up with Mike the Cop, Ben Shapiro and his team, we were ready to go. My partner ended up taking an opportunity rolling up Amazon brands, and 2 weeks ago he called me, I was walking around in Costco and he's like, it might be time for us to do the Blueline, we have the infrastructure now.

Ryan Moran [00:12:31]

So, I'm like, how much capital do you need and when? So, I got nothing. Now, I'm also biased, you got me all kinds of emotional at the beginning because that's my family. I know exactly ... This is exactly why I wanted to do that company, the timing just didn't work out. The only piece of feedback I have for you, Dan, the only thing is what's the problem? You have a great positioning, you believe in your product, you have sales, why aren't you scaling faster? I don't know what ... I know what I have based on the work that I did to prepare for Blueline that could come in and be like alright, let's bring in Mike, let's bring in Ben, let's bring in some capital, and let's build this up.

Ryan Moran [00:13:17]

But I wasn't sure if you knew what the problem was up until that point. I wasn't sure where you needed help, why you were only doing \$500,000 in sales and not \$5 million and I wanted to hear that, and I mostly wanted to hear it for your own clarity so that I know if you're aware of what's going on under the hood. The only other thing that I would add is that it's awesome that you have a target valuation of \$100 million dollars. We had that too and we thought it would be pretty fast to get there based on the relationships we had lined up.

Ryan Moran [00:13:52]

I couldn't hear you justify it. You kind of went right to it, like we'll be on track to get a \$100 million dollar valuation. I mean, if you're going to say that you've got to back that up with something, show some comparisons, show comp, show what your run rate is going to be, and I didn't see that. Apart from those 2 things, when do you want to work together? I'm done.

Dan McBride [00:14:15]

Today.

Samuel Prentice [00:14:19]



Yeah, I'll second that, Dan. I was sitting here throughout the pitch going first off, thank you for your service. We all appreciate that. And then secondly, just hearing your pitch as you went through it, I might have a little bit of feedback at the beginning as I think that there was actually ... I will say, I think there's some areas that you could have capitalized a little bit more on pulling on heartstrings because as someone who doesn't have a background with people who are in the first responder space, I can see how an investor would hear that and it might not be as gripping as I think it could be. I'll come back to that in a second.

Samuel Prentice [00:14:47]

But as you continue to go on, you have all the pieces of the puzzle, you demonstrated all the pieces, all the things that I would look for in a pitch to hear, everything from sales to audience to your who. I was going to ask you, with who if you'd hear Ryan's feedback on the prior brand and just decided to make sure you really highlighted your who because you did that phenomenally well. You did a great, great job with what you have there and I actually really, really like the direction of the brand that's in play there.

Samuel Prentice [00:15:12]

The feedback that I would give is at the beginning, you had kind of to some degree almost polarizing first slides where someone, in my opinion, I feel like it's if someone either gets the first responder heart string pull or they don't get it. So, if you're in that space, you understand it and that resonates with you. For someone who's maybe not in that space, I think there's a powerful opportunity where every pitch can raise the level of awareness and there's that emotional connection that comes from an investor for me when I hear a pitch that opens my eyes to problems I didn't know exist, or at least opens my eyes to the severity of the problems that I didn't know exist.

Samuel Prentice [00:15:51]

Where I think you can flip the order of how that pitch comes through, where you share your story. You share specifically how that affected you, which you did eventually in the pitch midway through which was why I said your pitch had everything. All I would say is the order switch where you share your story, you share how you felt, and then you go into a specific of how the product was created to address that, story being I did this, this, and this. I witnessed this.

Samuel Prentice [00:16:14]

And you're like, I'm sure there's a story and depends how vulnerable you want to be on that talk or if you want to use somebody else for that or use a story with just an avatar of a person. Say here's a story, here's the gruesome reality of what's [INAUDIBLE 01:07:20] on a day-to-day



basis, here's what this affects. This affects sleep patterns, sleep cycles, these sorts of things just lead to all these other problems. So, we created this one thing to give one element of control in a world when you witness things outside of your control on a day-to-day basis. I gathered that throughout the entirety of the pitch but I think you could have hammered that in the first 2 minutes and in between choking back tears, I would have been trying to get my wallet out to give you money.

Dan McBride [00:16:50]

Oh, thank you. Thank you for that feedback.

Samuel Prentice [00:16:54]

That's really all I have on that front, and then I will reiterate what Ryan said, is that any time you have a valuation you want to be able to justify it, and so just a little bit more talk on that vision because I think that that slide had a lot of power to it. I think hammering a little bit more on what the vision was for getting to there was great, but I love your vision, your direction. I think you've got all the right tools in play to make a big business out of this.

Dan McBride [00:17:16]

Oh wow. Thank you so much. You guys are making my heart rate ... I'm going to have to take some of my own medicine right now.

Samuel Prentice [00:17:25]

You can do a live demonstration. We can see if it works. [INAUDIBLE 01:08:21] Show us your pulse before and after. We'll know what's up.

Dan McBride [00:17:34]

Thank you guys.

Coran Woodmass [00:17:35]

So, Dan, again, awesome, awesome presentation, mate. This was ... Yeah. Yeah, exactly what the guys were saying. I do have a thought on this. I'm not sure if you've already got this in play, or ... This is actually just 2 pieces of feedback. But the 1st one is when I heard the story, I didn't know that problem existed, similar to what Sam was saying, like that's cool, we now know this problem exists and this product helps. I love that there's a target market. That's amazing. You can focus on this.

Coran Woodmass [00:18:09]



I wonder if there's a way to service, especially going out to mass market, if there's a way to service people that care about this space but aren't necessarily a first responder. One of those things could be either giving back to a charity, like a percentage of sales goes to this charity, or doing some direct work. This goes to that. If there was some sort of angle like that where just simply buying a product that's going to help me it's going to help someone else, I think that could be really big. And you've got that ... The basis for that already.

Coran Woodmass [00:18:43]

Another thing was the customer testimonial about sleep. I think that's probably the best testimonial for a sleep product. I take a shit load of melatonin too, I'm traveling a lot, I'm in different environments. If it works for someone with that sort of issue, it's going to knock it out of the park for me. So, highlighting that maybe earlier in the piece, like Sam was saying, working around that flow a little bit better. And then just the last thing was I didn't really understand how you were selling the product already. You've got to half a million in sales, you've got the email list. Are you selling direct to consumer? Is the email list active? How many of those customers are buying?

Coran Woodmass [00:19:32]

If you've got 25,000 people and they're buying, it should be more than \$500,000 in revenue. And maybe there's a ramp up period or something, but a little bit more behind that would be really interesting as an investor. But yeah, I think this is awesome.

Dan McBride [00:19:48]

Thank you. Yeah. Those are great points. I appreciate that.

Max Kerwick [00:19:52]

I'm going to add just one thing because I think we're going to probably have to move on here pretty soon Justus but Dan, obviously I have some insight into your business because we talked a couple years ago now but I think you can actually connect those 2 pieces of feedback that you got on the justifying the \$100 million dollar valuation and how you get there, and Coran's piece about focusing on first responders and then going out to that next circle.

Max Kerwick [00:20:17]

Focusing on first responders, I can see you having a \$10 million dollar business no problem. Unlocking that \$100 million dollar valuation is going to come when you can get the people who identify with first responders, who sympathize with first responders, all that kind of stuff. And so, painting that picture and how you're going to use the investment to expand customer acquisition with your core first responder audience and then take the steps to kind of spread



out to a more mass audience, I think that that's a really powerful part of the story. But the pitch was fantastic. You guys did a great job.

Dan McBride [00:20:50]

Wow, thank you. Thank you. It's good seeing you, Max.

Max Kerwick [00:20:53]

Yeah, for sure.

Justus Murimi [00:20:55]

It's like they had help from somebody who understands brand. You know what, we've got to move to the next one, but I did see Steve unmute, and if Steve unmutes, it's a new rule in my life, I've got to see if he has something to say. Steve, was there anything that you wanted to add?

Steve Gray [00:21:11]

Yeah, they've ... Thank you Justus. Everybody covered most of what I wanted to say. I think there were 2 things that I was going to add. 1, Dan, is that I like to ... I use the term solve the bleeding neck problem, which is when somebody's got a bleeding neck they're going to do anything they can to stop it and I think in your market, I think leading with sleep is the way to go. I don't know all of your products but I know sleep is a major issue for a lot of people and specifically in your ... Telling the story, what you're talking about, I think that could be your hero product and then everything else supports it.

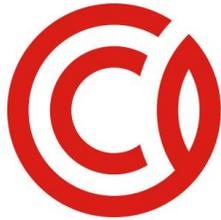
Steve Gray [00:21:48]

Going back to the ... What are you going to use for acquisition? Again, I don't know everything, that just popped out. And the other thing I was going to say is yes, I thought your ... I agree with everybody. Your presentation and your pitch was great. The one thing that stuck out to me was that it felt like you were kind of reading it word for word at points and I think if you did a little bit more practice and you got that pitch down to where you're sitting down with a buddy over beer telling him about what you're doing, I think that would take it into the stratosphere. It's the sales feeling of you being engaged, telling the story and coming from your heart versus you reading the script. That's the only difference.

Dan McBride [00:22:28]

Okay. Yeah.

Steve Gray [00:22:29]



I think that's it.

Dan McBride [00:22:30]

Thank you.

Ryan Moran [00:22:32]

Dan, people may or may not be sending me private chats about you right now.

Justus Murimi [00:22:41]

Way to go. Way to go. Alright, the rule applies ... Dan, between yesterday and today, way to go. I am seeing an increase in confidence, I am seeing just clear delivery. Guys, I hope you see that the investors got excited when the who was clear, that there was a clear pain point that they were solving, and that they could prove it. It's clear. This is why we set the Incubator up this way. This is huge and if you ever meet Steve in person, get him to sign an autograph or something because man, he is on fire today. Ryan, I saw you unmute so I'll let you do last words and then we'll wrap up.

Ryan Moran [00:23:16]

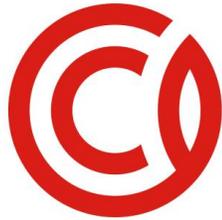
Yeah, 2 quick points. One, I felt really proud today. And I mean that genuinely. This was kind of a moment for me where a couple things happened. One, it's like oh, they get it, they get it. And that felt really good to see that you guys get it, you guys are getting that this can be way bigger than you thought coming into this.

Ryan Moran [00:23:41]

I was telling Justus before we let all of you into the room, one of the brands inside of the Fund that we've put capital behind, Sam and myself, is rebranding and adding some additional products to their product line. Those additional products are going to take them to very healthy 7-figure run rates. We're really excited about this. It's actually our biggest investment and I think it has the biggest upside. I'm really proud of this company.

Ryan Moran [00:24:09]

Now, my plan with this, as soon as they hit a certain target projection is I plan on leading a real funding round with my network, and specifically in The One Percent. We're going to take the deck that the founder has put together with all of the data that we have, go to my audience inside of The One Percent, and say, One Percent, we're giving you first dibs on putting \$2 million dollars at an \$8 million dollar valuation into this company that's already doing 7 figures, that I'm an advisor to, and we have these opportunities.



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Ryan Moran [00:24:43]

And I've been waiting to communicate all of that to you because that's where I'm going with my career and my positioning at Capitalism.com next. I've been waiting to communicate that to the Incubator because this was the first time it was like, they get it.

Ryan Moran [00:24:58]

And now there were several opportunities today that I was like, as soon as they launch, I know I can partner with that person and actually lead a real funding round that the Fund can be involved in, that the audience can be a part of, and that makes me feel really proud. You did really well. This is my favorite pitch week we've ever done. Great work guys. Alright team, hope to see some of you tonight. We'll see you later. Bye guys. Good work today. See you.

Ryan Moran [00:25:22]

If you found value in this podcast and you're ready to go deeper, here are 3 resources where we can help you. 1, you can grab my book 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a 7 figure business. 2nd, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits. You can get plugged in at Capitalism.com/1.

Ryan Moran [00:25:50]

And 3rd, if you're looking to go deeper and build a 7-figure business that you can sell, you can work closely with us inside the Capitalism Incubator and you can get on the waiting list and find out what we do over at Capitalism.com/inc. That's Capitalism.com/inc.