

How We Make Money

We make money in a few different ways. Pricing: We price according to the market and competitors as well as adjust for our costs. We have been competitive. Ambassador: Our ambassador program has been the main driving force. Recruiting others and giving them a percentage of each sale has been integral in expanding the word about our product. Paid ads: We have recently adjusted our approach to this. In partnership with our business advisors we are retooling our advertising campaign and going to be doing a mix that does involve paid online ads on sites like LinkedIn. Social Media: We have a large following on social media and we continue to grow it with our social media team. With an investment we wish to expand our social media team.

Our upcoming line of exercise and fitness equipment will also be available online, on Amazon, and in retail locations. Our retail goal is to capture that very important first impression of a shopper. Within 30 seconds a shopper has decided to either stay or move on. With our product we have the right packaging and enough product to fill a wall so that, by the time that 30 seconds is up, the customer is still looking at our product.

Market

Already we have sold to all ages and people of varied backgrounds and internationally. Although that is still a small part of our operation. The supplement market in 2020 had over \$140 Billion in revenue. This market is expected to grow by 8.6% compounded annually. Within this market are athletes, gym goers, casual fitness enthusiasts, and regular people who just want to get healthier. There is a large problem in the world today, especially in the U.S. where obesity and unhealthy choices run wild. We want to empower those people (which can be anyone) to become stronger both mentally and physically. Our market is focused on 30 to 55 year olds. This market has typically allocated some of their income to purchase a higher quality product and generally are more health conscious but still tend to participate in regular vigorous activity.

Competitors

Redcon One: A large supplement company who primarily makes protein from Whey sources and animal byproducts. They are different in that we use only egg white protein and are over 90% pure (compared to their similar products at 84% pure). We also boast organic and all natural ingredients with an easy to read label with only four ingredients. Jay Robb Egg White Protein: Another egg white protein brand. They are higher priced than us and we believe that is due to the fact that they use a lot of ingredients in their product and they use non natural and non organic ingredients.

About the owners

Nate Korpusik is a combat veteran, entrepreneur, elite powerlifter, and an extremely passionate individual when it comes to fitness or mental health. Nate's role in this organization is co-owner. He is a good fit because of the passion he has for this industry. Nate has spent time working in the supplement industry and learned a lot about what companies are doing right and wrong. Match that with his 10 years in the medical field (EMT in Boston, MA) and he is a great fit with this organization. Nate brings with him the kind of patience and ambition that comes only from a background like his. With many certifications ranging from personal training to powerlifting coach, he also brings years of knowledge about fitness to the organization.

Kathryn Mabe brings a range of skills to the group. She attended UFC for Entrepreneurial Management and has continued to gather skills in the fitness and business industries. She has tackled all the major issues that come with building a startup.

Why you should invest

Long story short, the people in the company are what an investor would be investing in. I truly believe that a real investment is only going to help a strong team with proper delegation. With hiring people to work in their specific fields, we feel the company will be poised for major growth. Passion and persistence are rare in people nowadays. With many people saying "someday I will do this". In my opinion, someday means never.

So the people are where the investment will be spent along with portions going to marketing and inventory and business development. But each of those require the right people to drive them.

On another note, our company wants to become a conduit for veterans with PTSD and others with mental health issues. Through some of our previous programs we have offered free gym memberships to veterans but we need to be doing more to bring the suicide rate of 22 per day down. Our goal is to fund programs and get the care to those that need it the most and at no cost to them.

Where are we at today?

- Signed deal to sell with PHELPS wholesale on amazon and wal mart online marketplaces.
- Running a current REG CF campaign with Silicon Prairie with a max of \$107,000
- Appeared on Americas Real Deal and have made a deal with ISM for continuous fundraising up to IPO or exit.
- Hired OPTYO to expand market research, seo, business development, and eventual connection for large scale B2B.
- Currently selling 20 SKUs (including apparel) via our website www.asgardianathletics.com or www.vikinstrengthsupps.com (rebranding)
- In development for more physical exercise equipment, branded. Currently working with Bosscsa.
- Available via all social media platforms and growing.

Instagram: @asgardianathletics(2200followers)

@_vikingpowerlifting(27kfollowers)

Facebook: <https://www.facebook.com/asgardianathletics>

<https://www.facebook.com/VikingStrengthInvestors>

YouTube: TheVikingInside

Linkedin: <https://www.linkedin.com/in/nate-korpusik-1027651b0/>

TikTok: vikingpowerlifting