



Pavel Agaev Founder and CEO

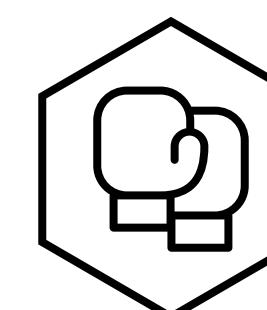
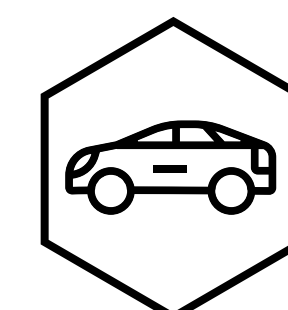
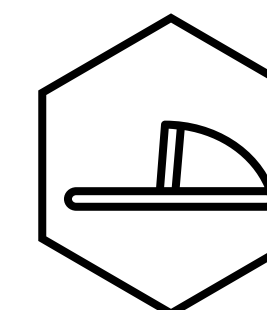
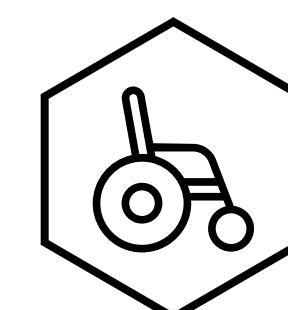
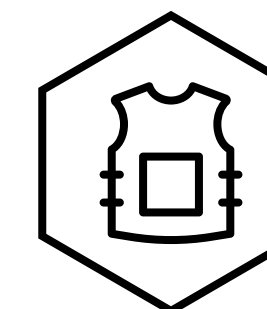
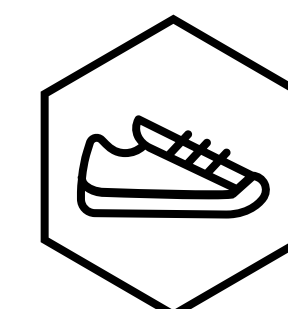
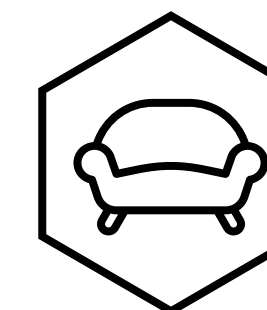
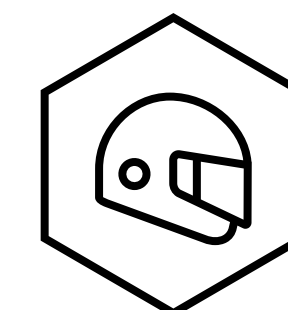
**Helmetex eliminates
the cause of odor and bad
smell at a molecular level**

Many people face odor problem every day!

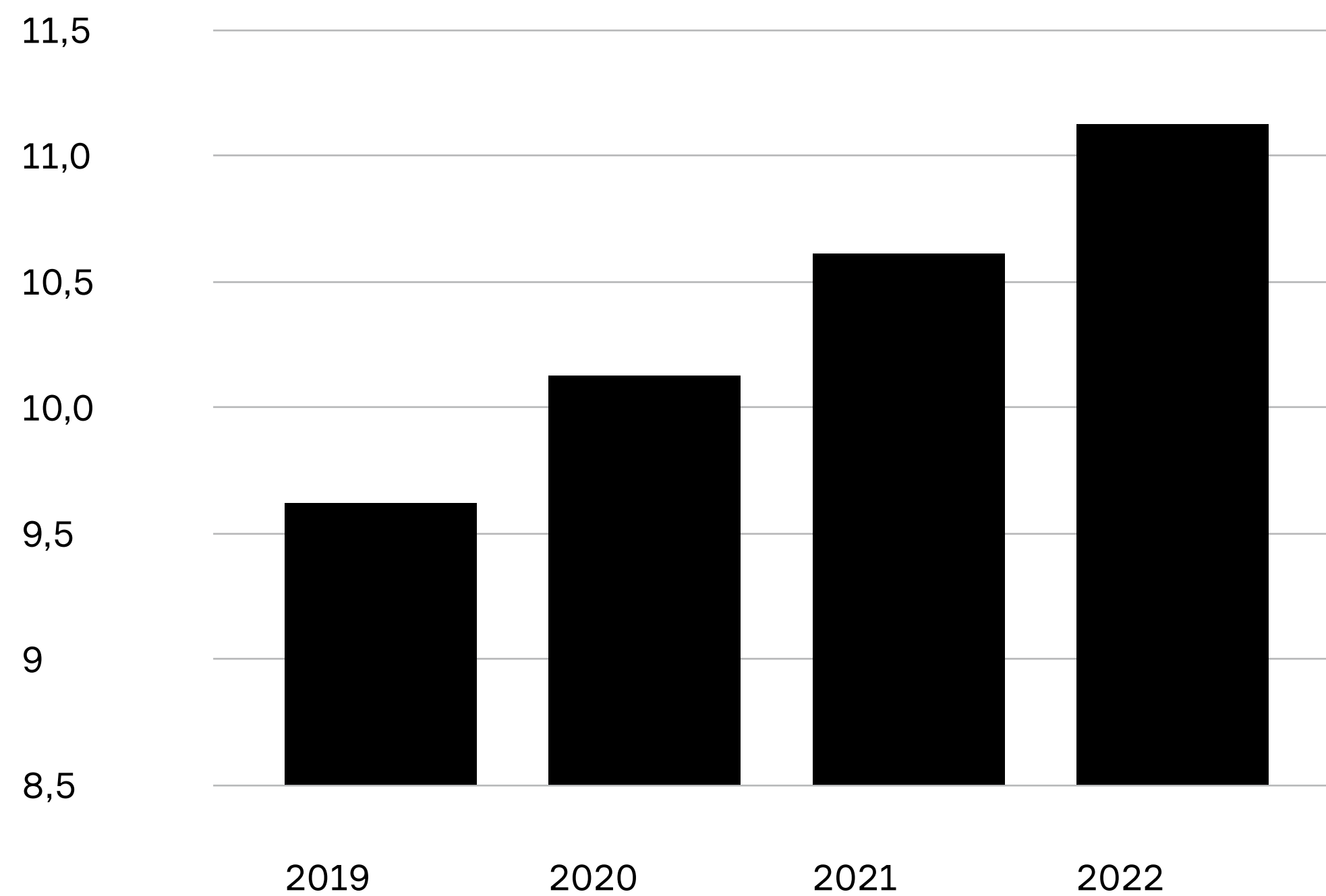
- ◆ Discomfort
- ◆ Uncertainty
- ◆ Hard to get rid of odor



Helmetex formula is unique innovative solution



Sales, bln USD



Market size of odor eliminators

- ◆ TAM = \$10 bln
- ◆ SAM = \$300 mln
- ◆ SOM = \$15 mln (5% SAM)
- ◆ CAGR = 5%

Competitive categories

Efficiency



Traditional
methods

Odor eliminators

Car fresheners

Shoe deodorants

Air fresheners

**Helmetex
is second
to none**

Lasting effect

Helium absorbers



SONAX

OdorGone

Five Plus

 **MCM**
Odor Removal



ODOR-AID

Distribution channels

Retailers

**E-commerce
Marketplaces**

**Specialized
Retail Stores**

**Corporate
Clients**

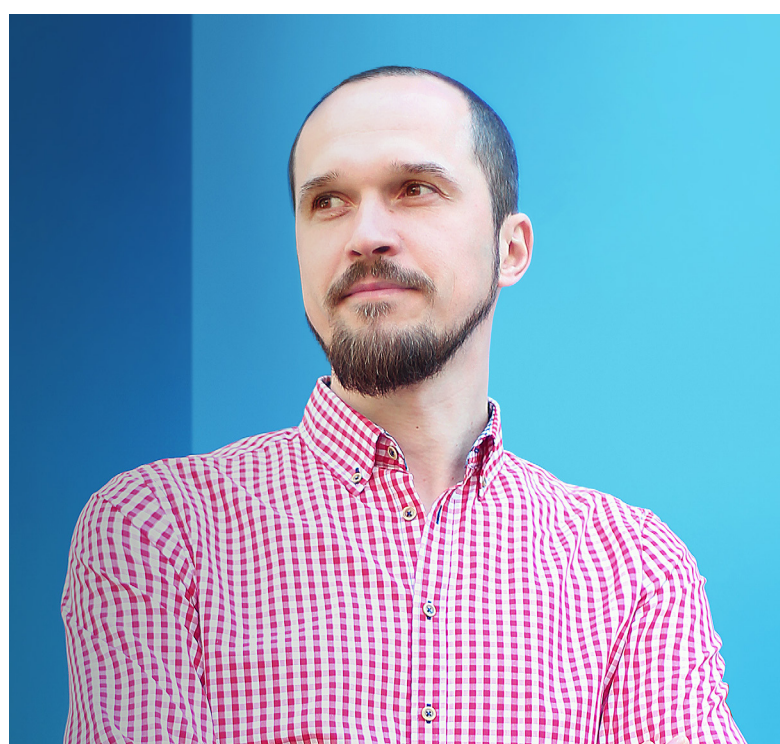
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- ◆ MSRP from \$5 to \$8
 - ◆ Sales margin — 60%

Marketing

- Online marketing
- Offline marketing
- Influencers and bloggers
- Exhibitions and conferences



Helmetex Team



Pavel Agaev

Founder and CEO

Over 9-years of experience managing a production and retail company. Over 19-years of sales and product development experience.



Olga Perevertailova

Chemist, R&D

Over 20 years of experience in chemical product developments. Moscow University graduate.



Evgeny Shchukin

B2B Sales

Over 15-years of business development and managing B2B sales in large international and Russian companies.



Alexey Golkin

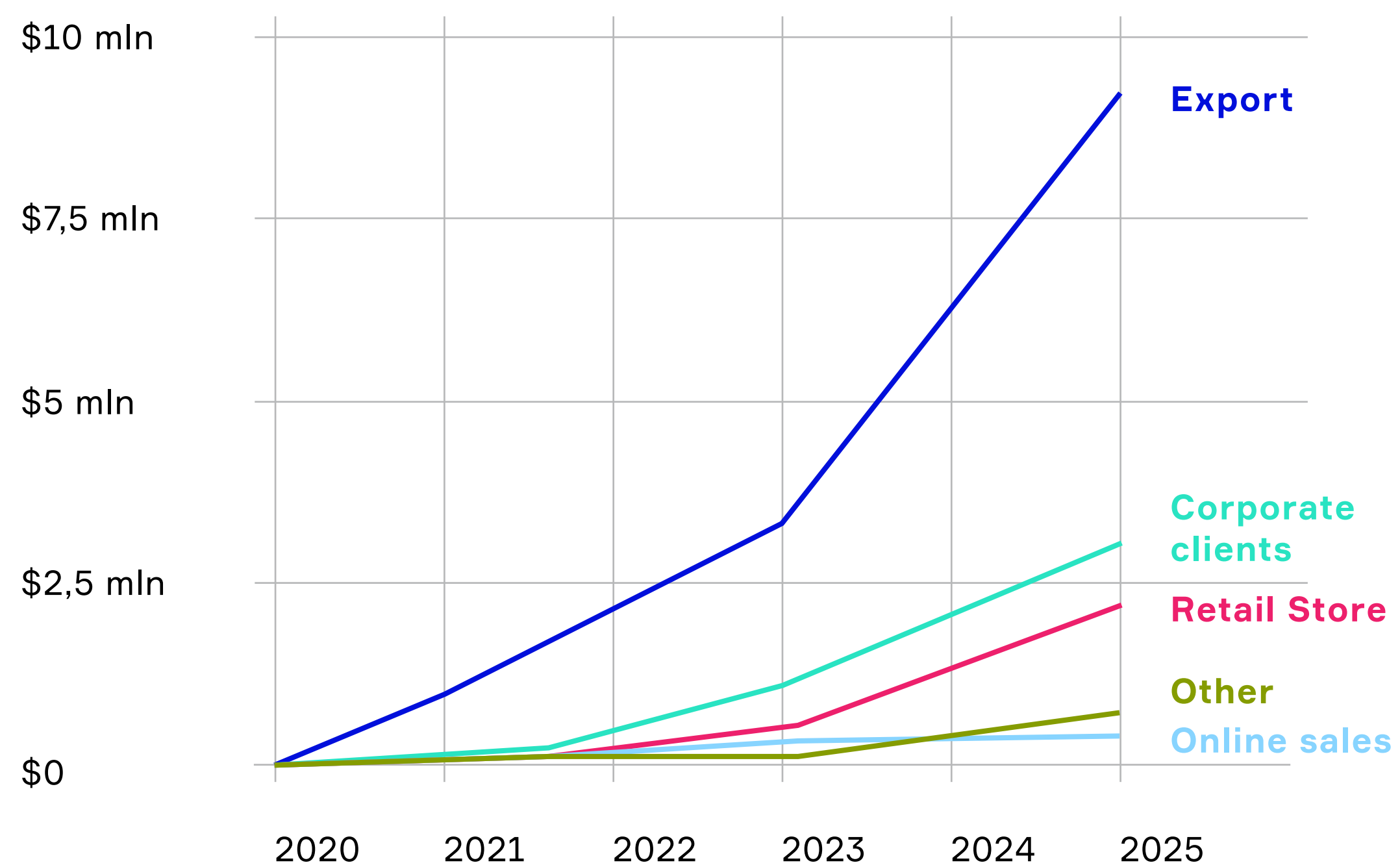
E-commerce, Customer Support

Over 10-years of in-depth experience in online promotion.

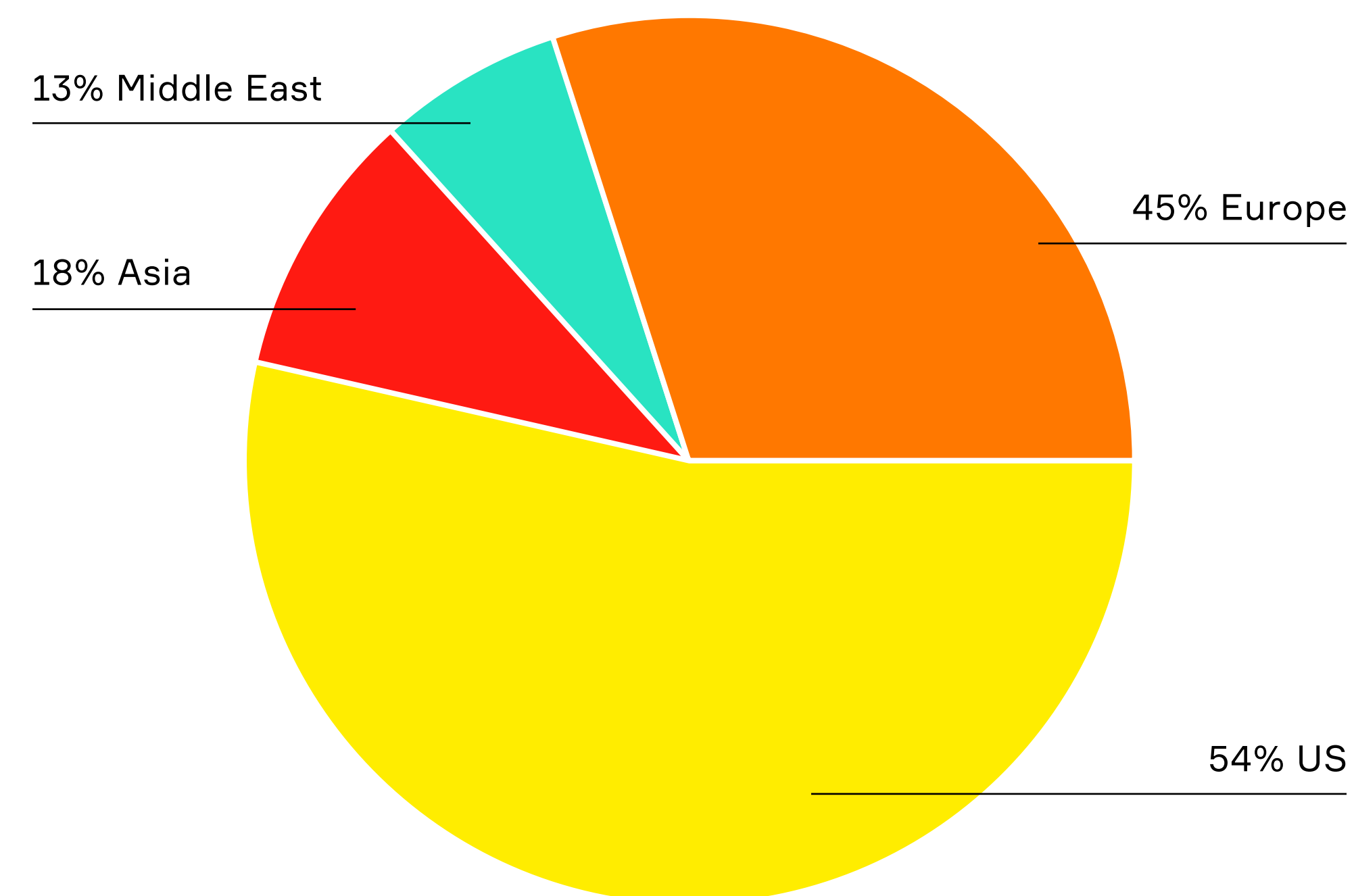
Financial Projections

mIn USD	Actuals	5-year forecast					
Year	2019	2020	2021	2022	2023	2024	2025
Revenue	\$0,13	\$0,31	\$1,45	\$3,14	\$5,00	\$10,37	\$15,71
COGS	\$0,05	\$0,11	\$0,72	\$1,57	\$2,49	\$5,18	\$7,86
Gross Profit	\$0,08	\$0,20	\$0,72	\$1,57	\$2,51	\$5,18	\$7,85
Gross Profit %	63,22%	63,5%	50%	50%	50,15%	50%	49,95%
OPEX	\$0,02	\$0,21	\$0,60	\$0,73	\$0,84	\$1,02	\$1,31
EBITDA	\$0,06	-\$0,01	\$0,12	\$0,84	\$1,67	\$4,17	\$6,54
EBITDA %	44,83%	-4%	8,51%	26,62%	33,35%	40,21%	41,63%
Headcount	2	7	12	15	18	22	22
Investment		\$0,16	\$0,16				

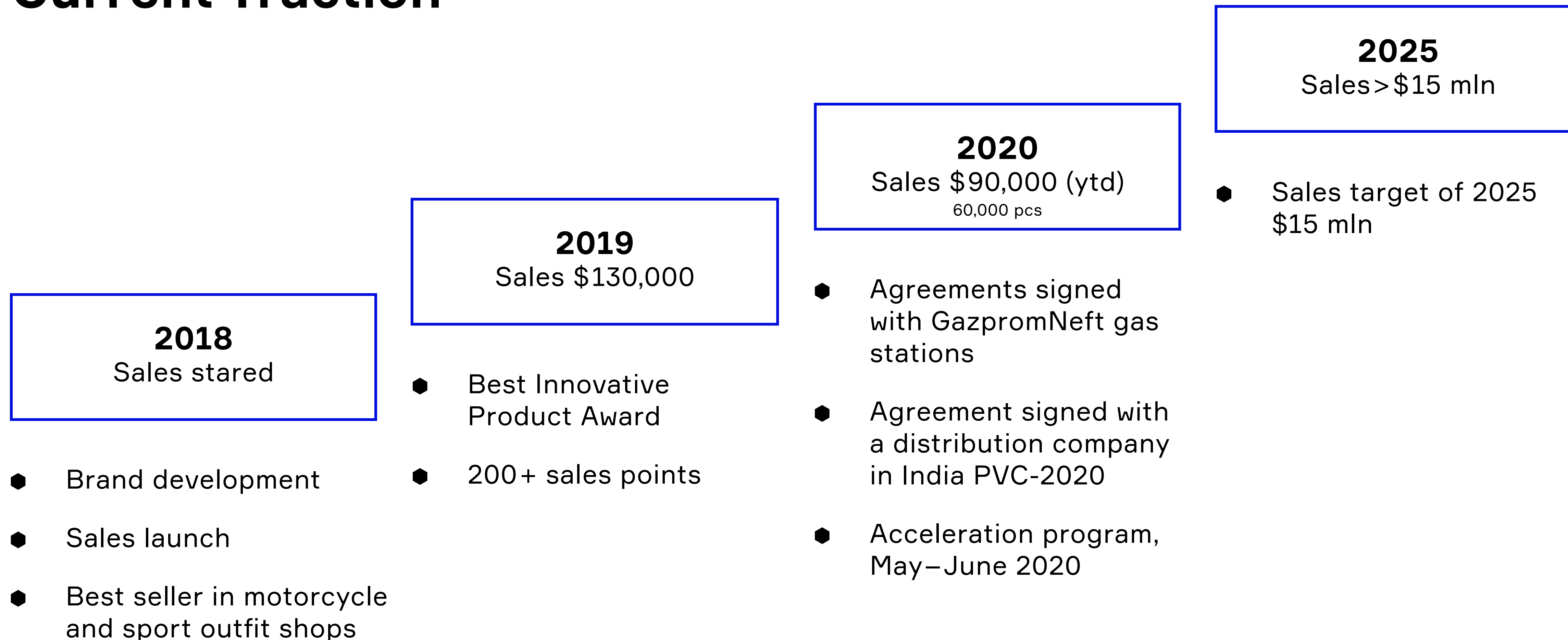
Financial Projections



Sales distributors in 2025

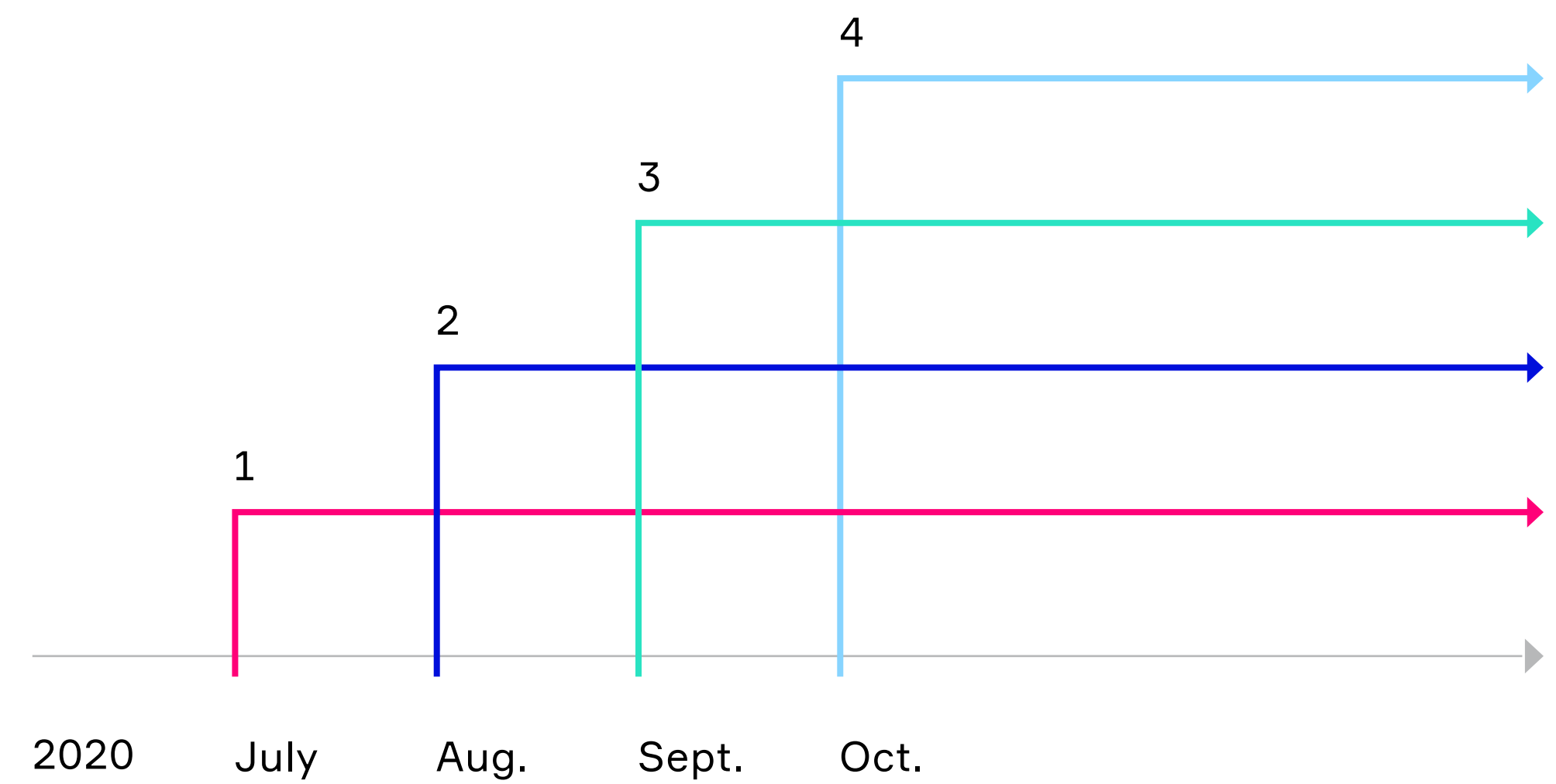


Current Traction



Roadmap

- 1** Launch sales and growth team
- 2** Intellectual property protection and certification
- 3** Launch In house production
- 4** Global market expansion (USA, Europe, India, MENA)

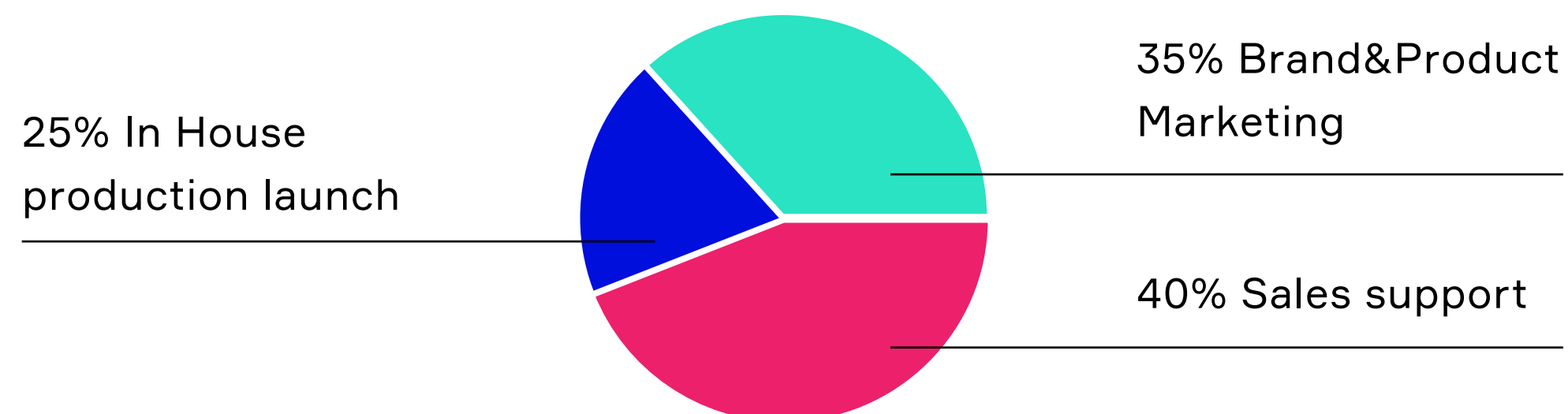


Funding

- Investment needed — \$310,000 for 12% equity
\$50 k committed by Pulsar Venture Capital
- Exit strategy — 10x for 5 years



Use of investments:



Looking for

