

**DRINK**

# BEFORE ELIXIR







# BEFORE ELIXIR

A pre and post party drink that prevents hangovers and flushing.



# Successful Crowdfunding Enabled Our 1<sup>st</sup> Production Run

INDIEGOGO

Explore ▾

How It Works

Equity Offerings



START A CAMPAIGN

Sign Up



InDemand

## Before Elixir

A Natural Tonic That Prevents Redness And Hangovers.



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Austin, United States  
[About](#)

**\$14,434** USD total funds raised  
109% funded on March 23, 2015





# Crowdfunding Is A Great Way To Launch A Consumer Product

1. Marketing!!!
2. Money for production
3. Social proof – lean startup method
4. Street cred





# Crowdfunding Is Extremely Difficult So... Be Prepared

1. Plan months in advance
2. **Press! Press! Press!!!**
3. > 70% fail, most just breakeven
4. Only 5% of your network will convert
5. Average sale is \$30-50
6. Perks should focus on product
7. Raise 30-50% of goal in first 48 hours





# The Bigger Your Network - The More You'll Raise

1. Build the biggest email list you can
2. Line up press in advance
3. Don't set your goal too high
4. HACK: Reimburse friends for big donations
  - *\*\*\*We didn't do this btw!\*\*\**





# SUCCESS TAKES HUSTLE & HUSTLE



**JUNE 2015**

- Soft Launch
- Ship first orders
- National press
- Figuring it out!



**NOW**

- 15 stores in Texas
- 40 states & 40 countries
- Distribution in Amazon, U.S, Singapore,
- Australia and Korea next





# Good luck! Try Before Elixir for your next party or night out!

- **Get 20% off - BEAWESOME**
- Corporate parties & events
- Bachelor(ette) parties
- Weekends :)
- [orders@beforeelixir.com](mailto:orders@beforeelixir.com)

