Good energy. *In the open.*

A fruit-forward energy drink concept built around a simple idea: people should know what they're drinking.

BC born. 51% First Nations owned. Early by design.

Get to know Pogo ↘



CLEAR BY INTENT.

THE IDEA WORTH TESTING

A clear label. A considered drink. *A better conversation.*

Our hypothesis is that adults balancing study, work and training want appealing flavours and ingredient clarity alongside their caffeine.

01 **Say what's inside.**

Make ingredient amounts easy to find and understand.

02 **Be thoughtful about energy.**

Explore tea-derived caffeine and functional ingredients through qualified formulation review.

03 **Earn the trust.**

Match product claims to evidence and regulatory requirements.

Five flavours.
One clear intention.

Sparkling, fruit-forward and transparent. The visual identity is taking shape; the finished product is still to be developed.



Lychee



Citrus Blossom



Strawberry Yuzu



Peach Ginger



Blackberry Lime

THE PEOPLE BEHIND POGO

Two young founders. *A personal reason to build it well.*

Adair Chavez and Bruce Silver are building a business around transparency, thoughtful product development and the ambition to create something of their own.

Adair Chavez
Co-founder ↗

Bruce Silver
Co-founder ↗

20

Two founders, each 20 years old.
Both Canadian citizens.

51%

First Nations founder ownership.
A Hispanic co-founder.

DISCIPLINE BEYOND THE BUSINESS

Team Canada weightlifting.

One founder is a Team Canada weightlifting athlete.
This is a founder credential, not a product endorsement.

WHY THIS PROJECT FITS EARLY BUSINESS SUPPORT

Back the founders. *Build the first capability.*

Support Indigenous majority ownership, youth entrepreneurship and the skills needed to develop a viable BC food and beverage business.

OWNERSHIP

Indigenous entrepreneurship.

Prepare ownership documentation and work with the financial institution serving our BC location.

CAPABILITY

Two founders learning to operate.

Develop planning, product safety, manufacturing and financial management skills.

ACCOUNTABILITY

Specific, documented milestones.

Use approved scopes, quotes, invoices and evidence of completed work. Employment and local partnerships are future goals.

From a clear idea *to a credible first run.*

Today: website and packaging concepts in place. No inventory, no finalized formula and no incorporation yet. Manufacturer selection and quotes are not confirmed.

01 / FORMULATE

Review the formula.

Work with qualified specialists on ingredients, dosages, product classification and permitted claims.

02 / QUOTE

Know the real costs.

Compare manufacturing, minimum orders, packaging, freight and testing requirements.

03 / VALIDATE

Test the concept.

Complete appropriate testing and label review. Collect sensory and customer feedback when the product is ready.

04 / LAUNCH

Make our first batch.

Choose our production partner, make Pogo's first batch and shape the next run around feedback from our early community.



A GOOD FIRST CONVERSATION

Help us take *the first leap.*

If your program supports Indigenous-owned businesses, young founders or early food and beverage development, we would welcome an eligibility conversation.

Adair Chavez adairchav3z@outlook.com ↗

Bruce Silver brucesilver64@gmail.com ↗

drinkpogo.ca ↗ @drinkpogo on Instagram ↗