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 ↗

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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.

HOW WE'RE FINDING OUR FIRST PEOPLE

Start small. *Learn before we scale.*

We're using social media to find our first people, share what we're building and listen to what they want from Pogo before we scale.

SOCIAL

Build our first community.

We're connecting with early supporters on Instagram at @drinkpogo ↗, gathering feedback and bringing people into the conversation.

LOCAL

Focused retail conversations.

Explore independent retailers and fitness communities after product readiness. No listings or partnerships are secured.

MEASURED

Repeat purchase and margins.

Use actual pilot costs and demand to evaluate the next production decision.

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 you back early consumer brands, know a relevant capital partner or can help us establish the economics, we would like to meet you.

Adair Chavez adairchav3z@outlook.com ↗

Bruce Silver brucesilver64@gmail.com ↗

drinkpogo.ca ↗ @drinkpogo on Instagram ↗