



PROINFLUENCE

ProInfluence Startup Spotlight: Episode #7

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

Startup: Verb Energy

Matt Czarnecki, CEO & Co-Founder



How do you describe Verb Energy to people you meet?



We make healthy and delicious energy products that come without compromise. Our first product is a tasty and energizing caffeinated energy bar with a cup of coffee's worth of caffeine, but the caffeine comes from organic green tea for a longer-lasting and jitter-free energy.

Who are some of the key members of the Verb Energy team?

Matt Czarnecki (CEO) executes operations, product management, and fundraises. **Bennett Byerley (CFO)** leads sales and manages finances.

Andre Monteiro (CTO) controls the back-end of our e-commerce platform, automates order flow, and gathers data about our customers.

Isaac Morrier (CMO) executes all creative work, front-end web development, and marketing.

Matt, Bennett, and André came together through the entrepreneurial incubator that Matt founded and Isaac joined the team shortly after.

We quickly meshed exceptionally well and our ability to work together has been our greatest asset. In fact, we spent this past summer living together in a small apartment & André and Bennett even had to share a mattress. So, you could say we're quite close.



How do you differentiate VERB Energy from the competition?



When we started creating Verb we saw a lot of companies in the space focusing on giving people more, louder energy. We thought they had it figured out, and we were just going to make the next Red Bull or Five Hour Energy. But when we interviewed our best customers – the people having Verb Bars every day – we realized what other energy brands haven't: people don't want more energy, they want better energy. People simply want to feel good every day without having to waste time and money (with coffee) or compromise their health (with energy drinks, pills, or shots) to do it. People want wholesome, powerful, and convenient energy. That's why we make Good Energy, and that's why people eat Verb Bars every day.



PROINFLUENCE

Who is your target market?

Our initial target consumer is a health-conscious student or professional that regularly consumes caffeine and likes convenient, on-the-go nutrition. The consumer frequently has coffee, energy drinks, and/or energy bars, and they may be looking for a healthier, better tasting, and more convenient source of energy. This consumer cares about both what she or he eats and how it tastes. We are committed to the highest quality natural ingredients on the market at ultra-competitive prices so that Verb is never too expensive. If a prospective customer can afford a cup of coffee or an energy bar, they can afford Verb, which does both at a lower price than either.



Where can consumers buy Verb Energy today?

We're currently selling almost exclusively online by subscription and through one-time orders. We also have a growing presence on college campuses as students love the convenience and impulse buy.



How do sales look? How are they trending?

We launched in April and sold out of 10,000 bars in our first 30 days. Recently, we're seeing very strong subscriber growth all organically and growing 30% MOM.

Does Verb Energy currently own any intellectual property?

Our recipe and manufacturing process is trade secret and we've just developed a proprietary energy blend to be introduced in our next product. We also own design and wordmarks for Verb.

Are you currently raising capital?

We recently closed \$300k of capital and may do a second close soon.

If people want to learn more about Verb ENERGY, where should they go?

Please check out our website, www.verbenergybar.com, as well as our Instagram, Facebook, and Twitter.

Where on social media can we find VERB ENERGY?

@verbenergy @verbenergy @verbenergy

Special Offer

Visit www.verbenergybar.com and use Discount Code: **SPOTLIGHT** for **\$10 OFF** your purchase

Listen to the podcast on SoundCloud, iTunes or Stitcher

<http://bit.ly/2proinfluence-StartupSpotlight-VerbEnergy-podcast>



Steve Schwartz, Founder

sschwartz@proinfluencellc.com ▪ 206 992-3554

@ProInfluenceLLC @ProInfluence

