

INTERNAL

(Areas we can directly impact)

STRENGTHS

(Build on Strengths)

- Focused on two intuitive products at launch
 - Will develop into comprehensive product line
- Stackable, complementary product lines
- Proven ingredients
 - Healthy
 - Long-term benefits
 - Non-addictive
- Intuitive product naming structure
 - Re: Vive
 - Re: New
 - Etc.

EXTERNAL

(Areas we can influence, but not directly control)

OPPORTUNITIES

(Invest in Opportunities)

- Create clear, strong brand messaging
 - Distinguish amongst competitors
 - Solve a unique problem for specific people
- Define a unique character/voice within the space
 - Tone, look, and feel needs to stand out & resonate with target audience
- Early enough to become leader in space
 - Build trust through education
- Cross-promotions & affiliations with those who have secured audiences and have trust
- Strong market drivers (product that people need)
- Natural products trending
- Largely untapped market (and sub-markets)

WEAKNESSES

(Address Weaknesses)

- New to the space, uphill battle to compete ever more crowded space
- Unknown brand with unproven products
 - Trust will be a major hurdle early on
 - Lack of reviews & testimonials
 - Lack of social media presence
- Need to create a core identity and develop the brand
- Need to build an audience
- Traction will take time (as more competitors move in)

THREATS

(Monitor Threats)

- Many new brands jumping in space
- Many competitors pushing "optimization" message
- Nootropics relatively new product
 - Requires educating on what they are, how they work
 - Can make it difficult to distinguish in this space
- Some players have celebrity cache
 - Onnit (Joe Rogan)
 - Persona (Kelly Ripa)
- Some competitors selling on low cost
 - Nootropics Depot
- "Snake oil" products & imposters
- Regulations & restrictions
- Rising ingredient costs

COMPETITOR ANALYSIS

TRUBRAIN

Products:

TruBrain offers drinks, bars, and keytones. They sell their drinks (which is their nootropic) on a subscription basis:

- 20 day supply for \$49/month
- 30 day for \$65
- 60 day for \$125/month

Brand Strategy:

- Young, bold, fun, and carefree

Unique Selling Proposition:

"Brain food designed by UCLA-trained neuroscientists to help you create faster, impact more, and grab more life."

Other Key Messages:

"Brain food in a bottle."

"You & Improved"

"Our products are nootropics blended to increase your verbal fluency, avoid distractions and boost mental output."

Calls to Action:

"Sign up now to get our trial for only \$19"

What they do well:

- Very casual and fun brand
- Website is simple, fun
- Brand is young, fresh, and inviting (good for people new to nootropics)

Where they struggle:

- Feels a bit "start up" (not polished)
- Pricing structure is confusing
- Interaction with brand is muddled:
 - Questions are handled by a message bot
 - Laggy email order confirmation response
- So-so reviews:
 - Amazon: 3.7/5 out of 89

Website Traffic: unknown

Average visit time: unknown

truBRAIN GET STARTED PRODUCTS SCIENCE BLOG REFER FRIENDS HELP SIGN IN

You & Improved

Brain food designed by UCLA-trained neuroscientists to help you create faster, impact more, and grab more life.

GET STARTED

Sign up now to get our trial for only \$19

Stay in the know with news and promotions.

Email Save me money

Say hello to TruBrain

Perhaps the best way to tell you who we are, is tell you who we aren't. We're not magicians. We're not going to turn you into a rocket scientist. Unless you're already a rocket scientist. We're not Big Pharma. Our products are nootropics blended to increase your verbal fluency, avoid distractions.

10 DRINK TRIAL

Brain food in a bottle.

1 oz. shots designed by UCLA trained neuroscientists to boost your mental output.

START TRIAL

★★★★★ 50 reviews

Designed to help you carpe more diem.

- UPGRADE WORKING MEMORY**
Designed to help you juggle distractions and perform at your peak.
- BOOST MENTAL OUTPUT**
Packed with raw materials consumed by the brain, helping you stay sharp all day long.
- OVERCOME MENTAL BLOCKS.**
Made for working memory - focus, so you can find the right words, faster.

What's In It?

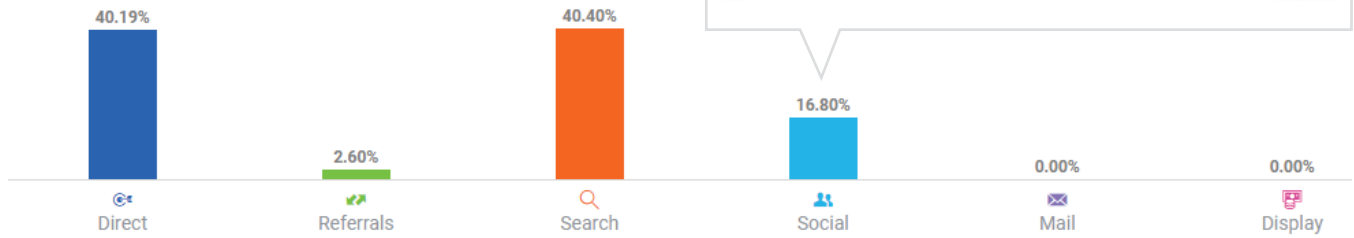
Functional Ingredients

Other Ingredients & Flavoring

COMPETITOR ANALYSIS

TRUBRAIN

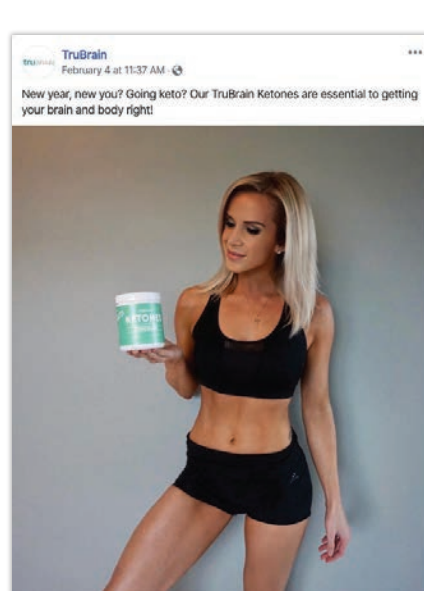
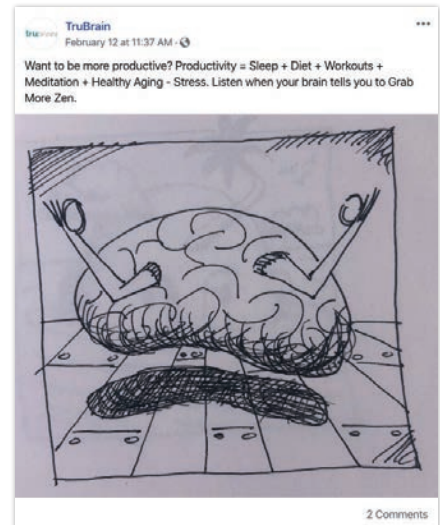
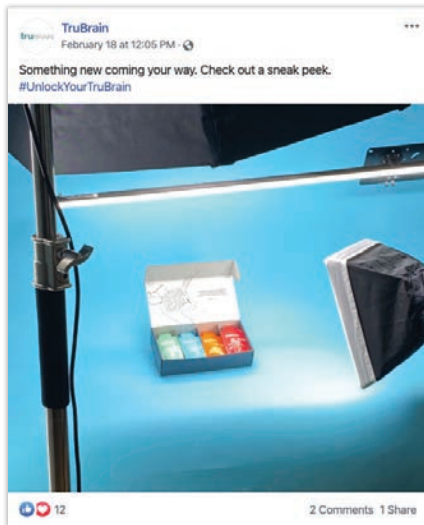
WEBSITE TRAFFIC SOURCES:



ACTIVITY ON SOCIAL MEDIA: Posts 2-3 times/week, wide variety of post types - minimal engagement

Facebook Likes: 29K

Instagram Followers: 24.6K



COMPETITOR ANALYSIS

PERSONA

Products:

- Performance & Recovery Formula \$28.28
- Foundation Formula \$50.96
- Sound Slumber Program \$10.64
- Train Right Support \$3.92

Brand Strategy:

- Healthy, clean, 30+ focus
- Education-centric

Unique Selling Proposition:

“Personalized vitamin packs based on an assessment algorithm”

Other Key Messages:

“Vitamin Packs Designed with Purity, Transparency & Highest Bioavailability”

“Our experts cut through the hype and confusion with doctor-approved recommendations.”

Calls to Action:

“Start free assessment”

“Get your personalized vitamin regimen”

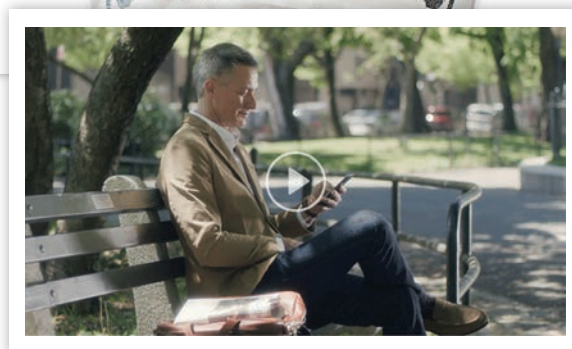
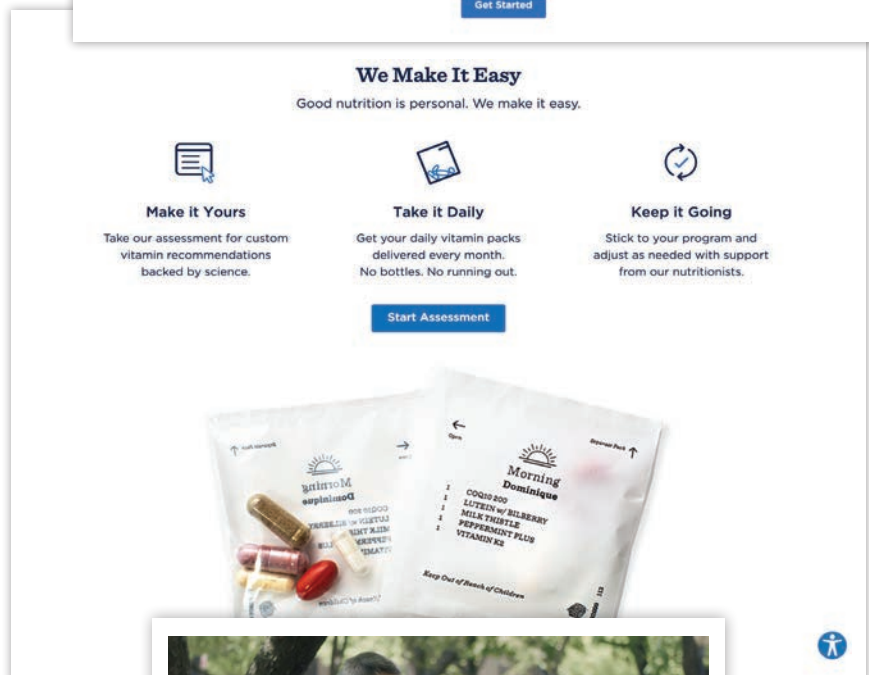
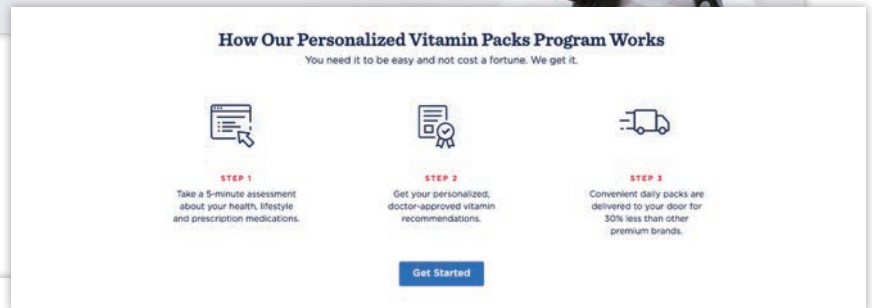
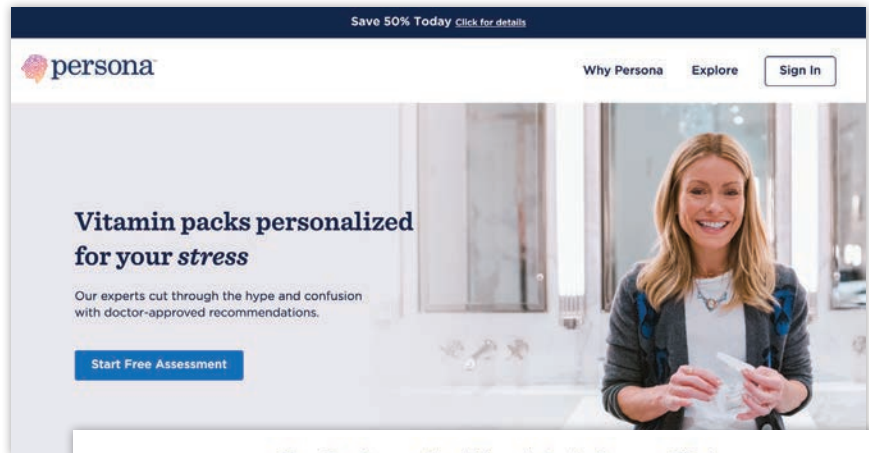
What they do well:

- Strong branding w/clean design aesthetic
- Clear, direct messaging: what it is, how it works, what it's for
- Well-rounded website content
- Endorsed by celebrity known for health
- Nice video commercial
- Loads of reviews:
 - 4/5 out of 2,071 on website
 - 4.2/5 out of 2,071 on Trustpilot

Where they struggle:

- Hard to nitpick, perhaps a tad too clinical

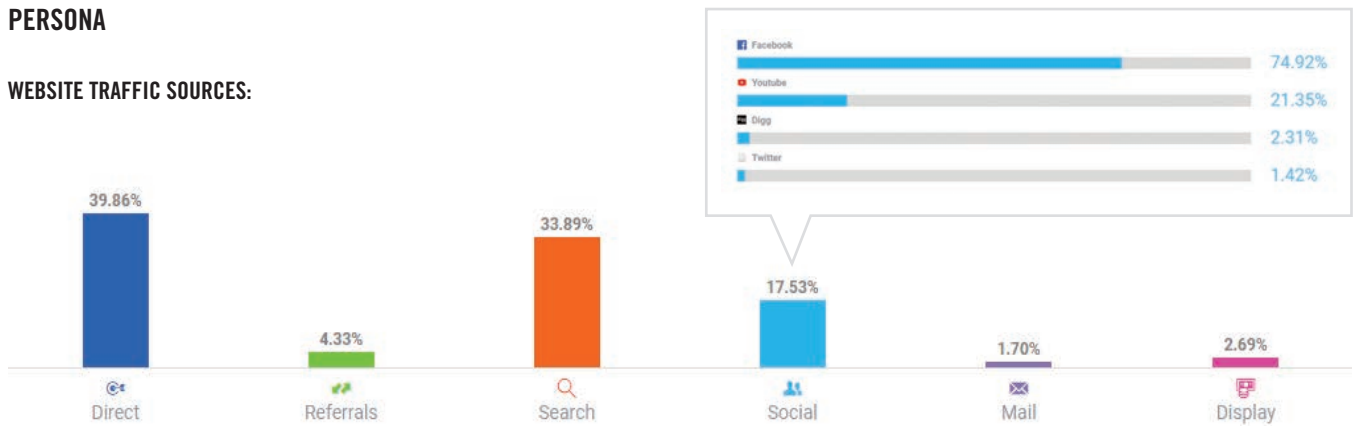
Website Traffic: 197,170/month average Average visit time: 0:03:15



COMPETITOR ANALYSIS

PERSONA

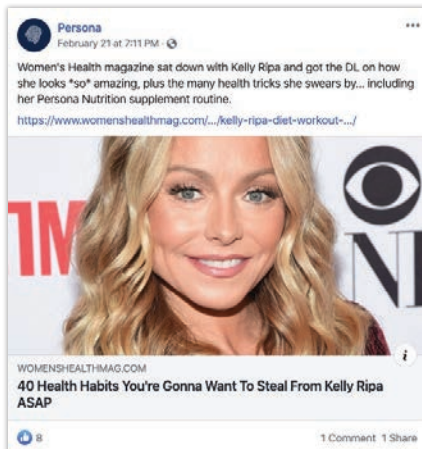
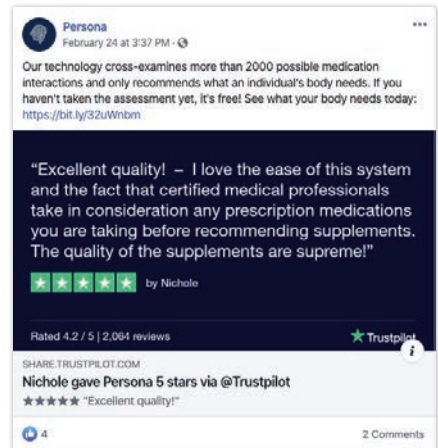
WEBSITE TRAFFIC SOURCES:



ACTIVITY ON SOCIAL MEDIA: Posts daily, focus on Kelly - decent engagement

Facebook Likes: 25,244

Instagram Followers: 44.6K



COMPETITOR ANALYSIS

HVMN

Products:

- Nootrobox \$109.95
 - Rise Bottle \$34.95
 - Sprint Bottle \$24.95
 - Kado Bottle \$34.95
 - Yawn Bottle \$24.95

Brand Strategy:

- Serious, performance-minded, aspirational
- Sells to those who know this space

Unique Selling Proposition:

"We're leading at the forefront of modern nutrition. We apply cutting edge metabolism & physiology to support your health and performance goals."

Other Key Messages:

"Train like the best. Fuel like the best."

"Modern Nutrition for Modern Lifestyles"

Calls to Action:

"Enter to win \$100 in store credit"

"Get early access to HVMN Ketone Ester"

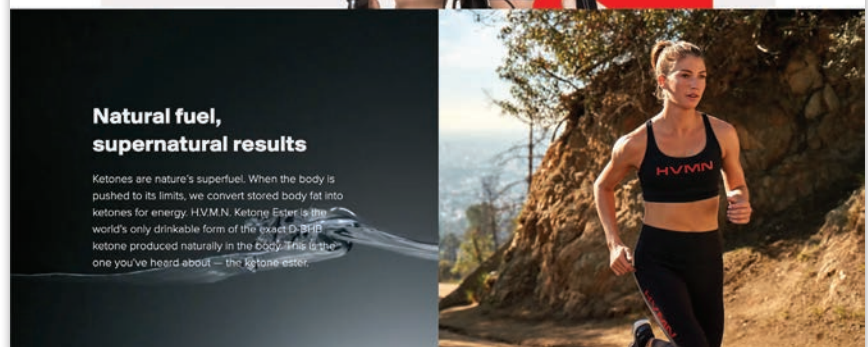
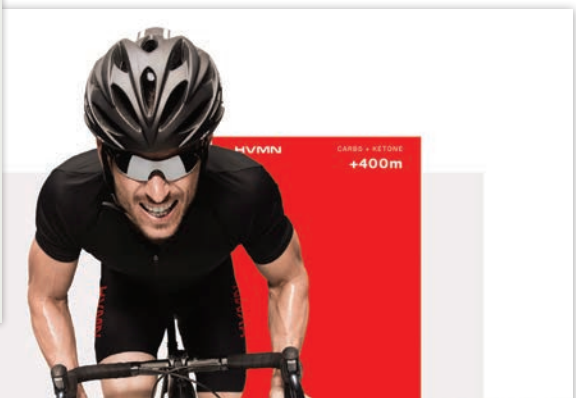
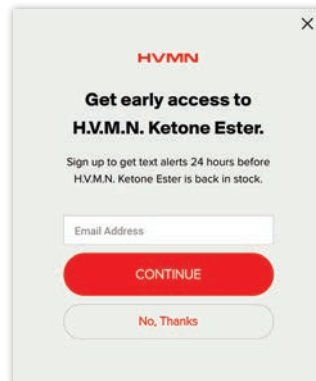
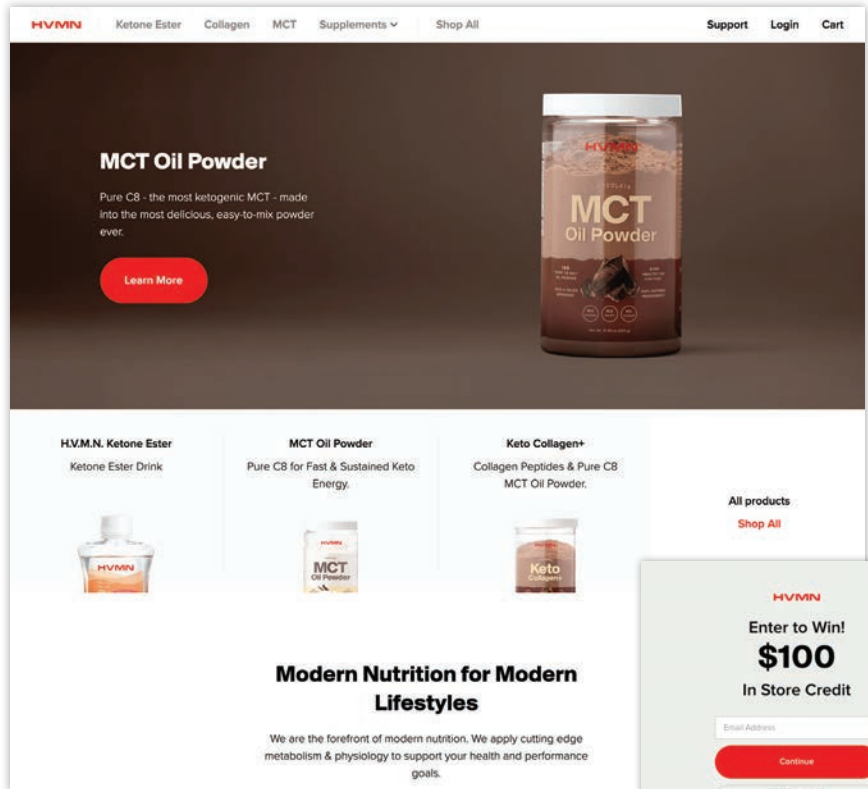
What they do well:

- Sell a more extreme product for people serious about optimal performance
- Educate through their SM channels
- Strong reviews:
 - 4+/5 out of 1000+ on Amazon

Where they struggle:

- Do not distinguish a problem solved
- Hard to get the purpose, unless you already understand these types of products (tough for such a new segment)

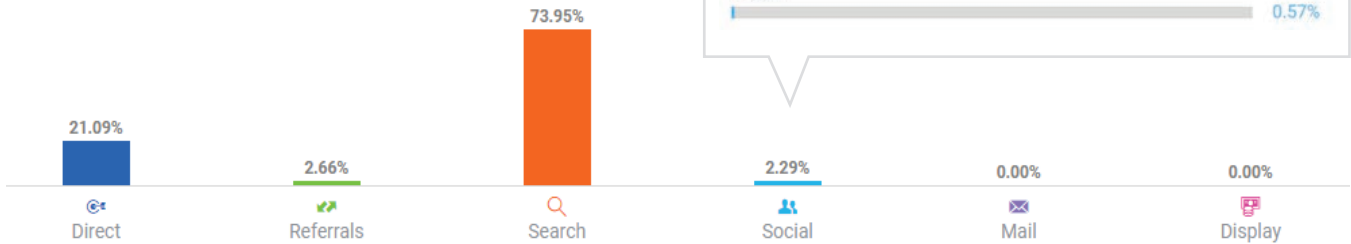
Website Traffic: 168,820/month average Average visit time: 0:00:52



COMPETITOR ANALYSIS

HVMN

WEBSITE TRAFFIC SOURCES:



ACTIVITY ON SOCIAL MEDIA: Posts 2-3 times/week, focus on YT videos - decent engagement

Facebook Likes: 18,829

Instagram Followers: 32.3K

H.V.M.N. September 13, 2018

Professional cyclist and HVMN Athlete Vittoria Bussi becomes the first woman to ride past 48 kilometers in 1 hour. This is her story.

... See More

You have to give priority to the bike.

Watch together with friends or with a group

54 likes • 11 Comments • 36 Shares • 4.8K Views

H.V.M.N. February 24 at 2:37 PM

The relationship between ketosis, mitochondria, and metabolic coenzymes: An obituary for Dr. Richard Veech (co-inventor of the ketone ester in H.V.M.N. Ketone Ester) from Geoffrey Woo.

<https://youtu.be/9ler8ksUAFE>

Doctor from Oxford is air crash here

YOUTUBE.COM

The Relationship Between Ketosis, Mitochondria, & NAD+ / NADH Ratio: A Dr. Richard Veech Obituary

7 likes • 2 Shares

H.V.M.N. February 20 at 10:21 AM

With over 250 professional #muaythai fights in her career in Thailand, Sylvie von Duuglas-Ittu - Muay Thai (105lbs) is truly a fighting machine. How can one engage in combat at such an intense volume?

Driven by pure passion and a discipline made of steel, Sylvie also follows the #ketogenic diet to improve both her mental, physical, and recovery game.

Tune in below... See More

Keto Muay-Thai

YOUTUBE.COM

Muay-Thai: The Advantages of Keto and Challenges for Women - Sylvie von Duuglas-Ittu - #144

5 likes • 1 Comment • 1 Share

<p>The Relationship Between Ketosis, Mitochondria, &... 1.5K views • 5 days ago</p>	<p>Muay-Thai: The Advantages of Keto and Challenges for... 25K views • 1 week ago</p>	<p>Natural Movement: How Primal Fitness Trumps the... 30K views • 1 week ago</p>	<p>Type 2 Diabetes = Metabolic Dysfunction: Breaking Dow... 6.5K views • 2 weeks ago</p>	<p>Summiting Metabolic Health: MHS Recap, Joe Rogan Goe... 5.8K views • 3 weeks ago</p>
<p>Vittoria Bussi Breaks UCI Hour Record - First Woman ... 610 views • 3 weeks ago</p>	<p>HVMN Ketone Ester Review - Vittoria Bussi Breaks 'The... 719 views • 3 weeks ago</p>	<p>'I Feel Like a Teenager Again': Biohacking a... 5.7K views • 4 weeks ago</p>	<p>Dopamine Brain Fasting: More Than Just A Fad, It's... 10K views • 1 month ago</p>	<p>The Ketogenic Diet "Flu": Why It Happens & How To Avoid It 8.6K views • 1 month ago</p>

COMPETITOR ANALYSIS

NEURO HACKER

Products:

- Qualia Mind \$69.50
- Qualia Mind Caffeine Free
- Qualia Focus \$34.50
- Qualia Nootropic Energy \$59.50
- Eternus \$79.50

Brand Strategy:

- Science-first, progressive approach
- Use education to build trust

Unique Selling Proposition:

“We are scientists, medical practitioners, biohackers, and health conscious creators sharing our knowledge and techniques to help optimize the quality of your life—beginning with your mind.”

Other Key Messages:

“Working with nature towards whole systems health”

“Learn a better strategy for well-being”

Calls to Action:

“Find your best self with 50% off your first order”

What they do well:

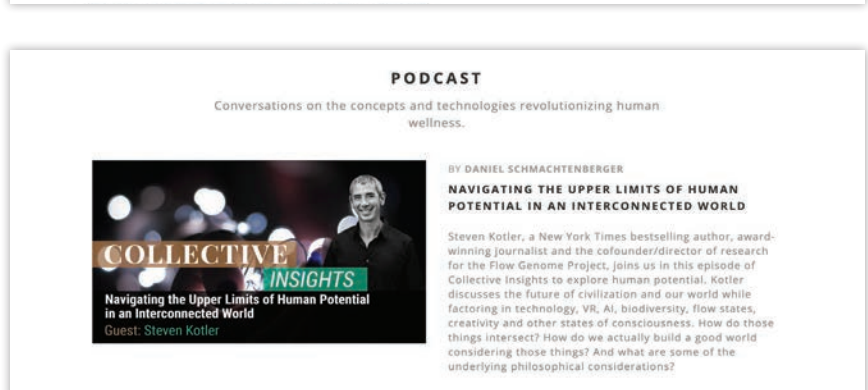
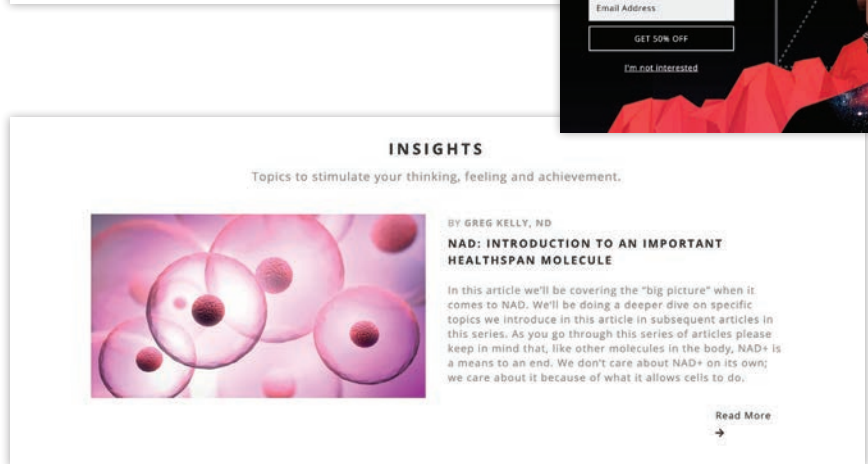
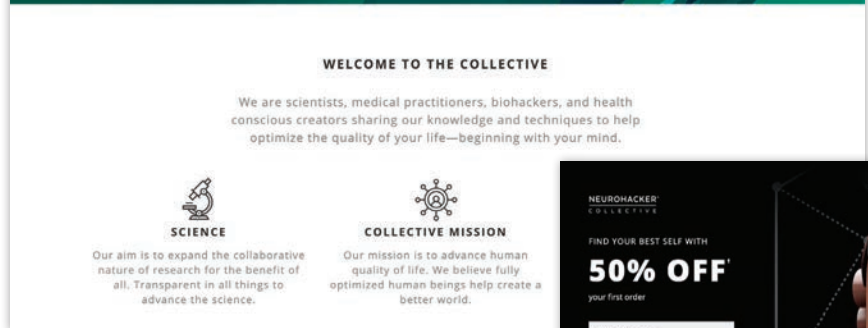
- Utilize education content well
- Clear breakdown of products
- Strong reviews:
 - 4+/5 out of 1000+ on Amazon

Where they struggle:

- Not a very strong conversion strategy within website
- Brand feels a bit cold (lacks emotion)

Website Traffic: 244,270/month average

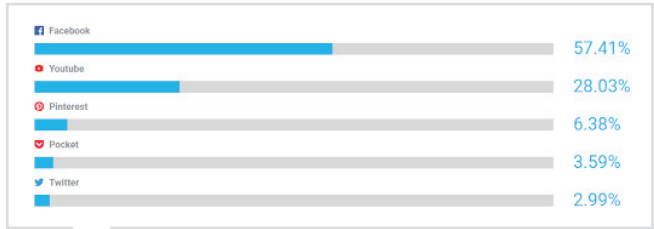
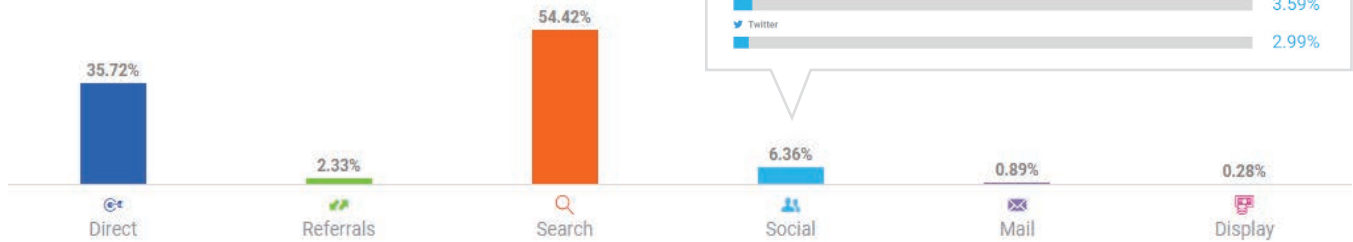
Average visit time: 0:02:18



COMPETITOR ANALYSIS

NEURO HACKER

WEBSITE TRAFFIC SOURCES:



ACTIVITY ON SOCIAL MEDIA: Posts daily, focus on science education - decent engagement

Facebook Likes: 99,086

Instagram Followers: 135K

Neurohacker Collective
February 11, 2019

We all know dopamine modulates a wide array of cognitive capacities and emotional states. But what happens if demands for dopamine signaling exceed supplies? This.

WHAT IS DOPAMINE?
A Deep Exploration of the Dopaminergic Systems and its Enhancement

NEUROHACKER.COM

What is Dopamine? A Deep Exploration of the Dopaminergic Systems and its Enhancement

198 likes • 39 Comments • 99 Shares

Collective Insights
Neurohacker Collective

LIFE SCIENCES - 2017 - 2020 ★★★★★ 4.5, 273 RATINGS

Collective Insights is a voyage through topics and technologies revolutionizing human wellbeing.

Trailer

MAR 6, 2019
Restoring Humanity: Exploring Our Connections to Earth & Each Other
Join us as we explore the possibilities for a healing our planet by creating new narratives, taking a new approach to conflict and conversation, and restoring our connections. Full episode releases March 13, 2019 at neurohacker.com/collectiveinsights

Episodes

FEBRUARY 15
Keesha Ewers, Ph.D., ARNP, LLC - Trauma is Stored in Our Bodies: Healing the Mind-Body Connection
Today we have a very special guest, Dr. Keesha Ewers. She reversed her rheumatoid arthritis within a year of diagnosis and now helps women reverse their autoimmune disease, heal their childhood trauma, and make fri...

JANUARY 15
Barry Komisaruk, Ph.D. - Neuroscience of an Orgasm: The Effect of Pleasure on the Brain
We invited Dr. Barry Komisaruk onto the show to find out what happens in the brain when we orgasm, and we found out so much more. It turns out that when we orgasm, every part of our brain is activated. So why do we have orgasms anyways? Why does pleasure matter?...

DEC 15, 2019
Andrew Weil, MD - Stress Reduction, Psychedelics and Breathwork: Exploring Integrative Medicine
Dr. Andrew Weil has been exploring solutions to the epidemic of chronic disease for over 45 years. He played a key role in legitimizing the integrative approach to medicine. We're delighted to have him on the sho...

Neurohacker Collective
February 25 at 4:47 PM

Author & Ironman Brian MacKenzie Shares Why He Recommends Qualia Mind.

Qualia Mind is the result of thousands of hours of research and development by top scientists in complex-systems modeling, neurobiology, organic chemistry as well as dozens of MDs and PhDs.

7 likes

Qualia Reviews | Author & Ironman Brian MacKenzie...
127 views • 2 weeks ago

Qualia Reviews | UFC Fighter Gray Maynard Talks About...
472 views • 1 month ago

Qualia Nootropic Energy Drink | Approach, Formula,...
2.8K views • 1 month ago

What to Expect From Taking Qualia Mind
413 views • 3 months ago

Qualia Nootropic Energy Shot Review
364 views • 3 months ago

The Deep Relationship of ATP and NAD+
284 views • 3 months ago

Who is Eternus For?
253 views • 4 months ago

Supporting the Homeodynamic Systems...
118 views • 4 months ago

Joel Harrison
83 views • 5 months ago

Andrew Huberman and Mark Divine
124 views • 5 months ago

COMPETITOR ANALYSIS

NUOPTIMAL

Products:

- MetaBrain Bundle: \$109.85

Brand Strategy:

- Performance-minded, strong-willed

Unique Selling Proposition:

“There’s a ton of nootropic supplements out there. But most of them have minimally dosed ingredients, toxic fillers, cookie-cutter formulations, and/or no research to back them. Here’s the metaBRAIN® difference:

- Complete formulation transparency
- Customizable based on cognitive requirements
- Clinically recommended dosages
- Fully backed by clinical research
- 60-day guarantee with no return needed”

Other Key Messages:

“Intense Focus. Laser-Sharp Memory. Unstoppable Drive.”

“Our Mission: to empower peak human potential”

Calls to Action:

“Upgrade my brain”

“Sign up and get early access MetaBrain + 20% Off , Early Bird Discount”

What they do well:

- Solid package design
- Professional, although cheesy video
- Strong reviews:
 - 4+/5 out of 1000+ on Amazon

Where they struggle:

- Convoluted website flow/content
- Trying to do too much (using all the tricks)

Website Traffic: 800/month average

Average visit time: 0:00:38

The image shows a screenshot of the NUOPTIMAL website homepage. At the top, there is a navigation bar with the NUOPTIMAL logo, a search bar, and links for HOME, METABRAIN, ABOUT, BLOG, and HELP. The main header features a large image of three bottles of NUOPTIMAL supplements (MetaFocus, MetaMemory, and MetaDrive) against a background of a mountain range. The text on the page reads: "INTENSE FOCUS. LASER-SHARP MEMORY. UNSTOPPABLE DRIVE." Below this, there is a section titled "OUR MISSION: TO EMPOWER PEAK HUMAN POTENTIAL." with a sub-headline "UNLOCK YOUR MIND'S FULL POTENTIAL" and a call to action "EXPERIENCE METABRAIN". A pop-up form is overlaid on the page, offering a "20% OFF + EARLY BIRD DISCOUNT" for signing up. At the bottom of the page, there is a section titled "FORMULATED FOR ENTREPRENEURS." and a footer with a "FLASH SALE ENDS IN" timer and a "SAVE 30% ON YOUR FIRST ORDER" offer.

COMPETITOR ANALYSIS

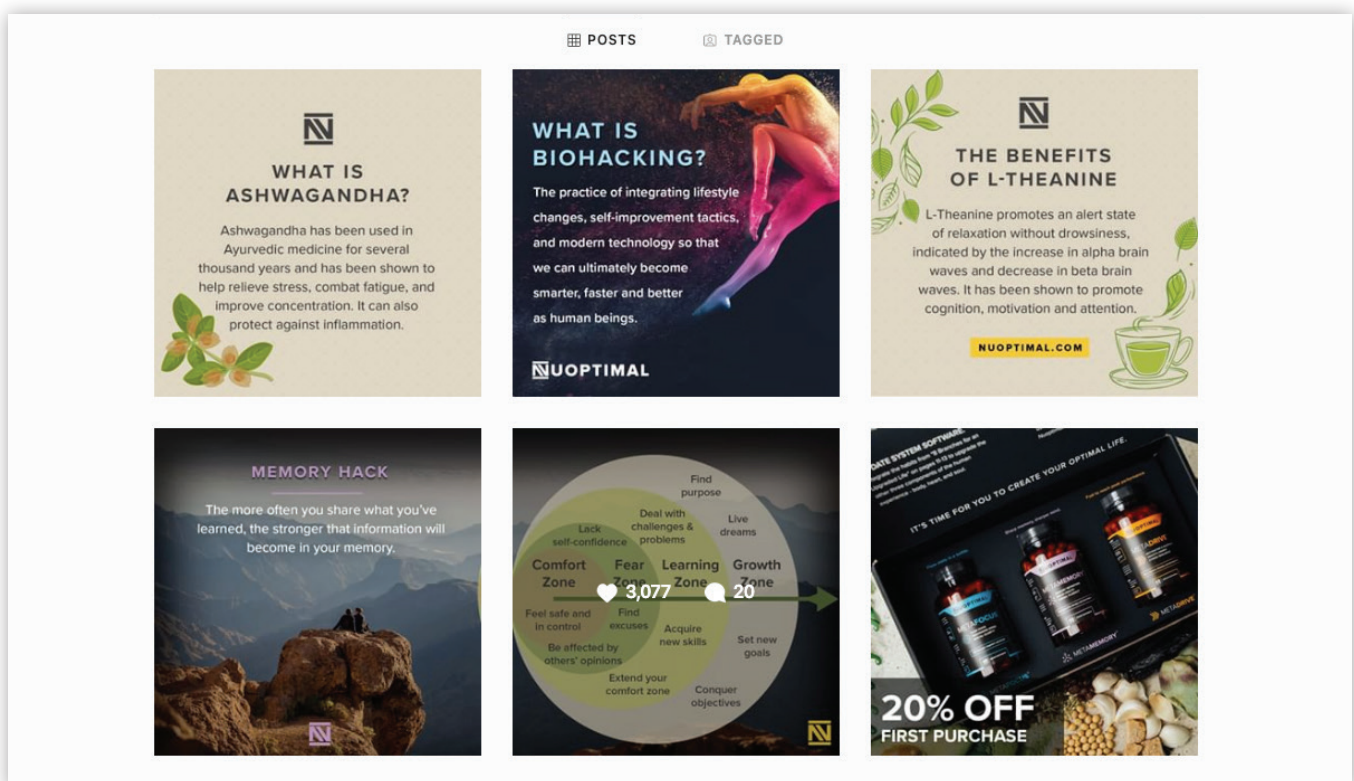
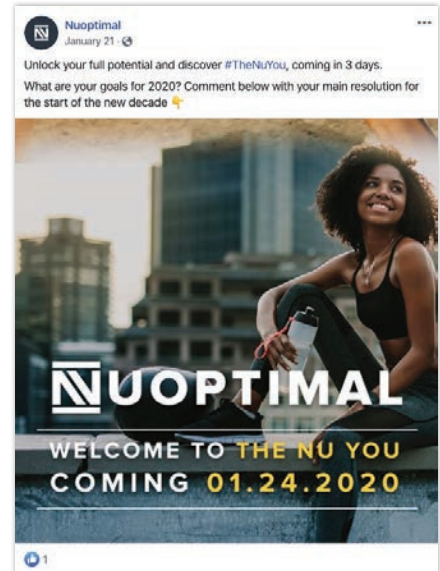
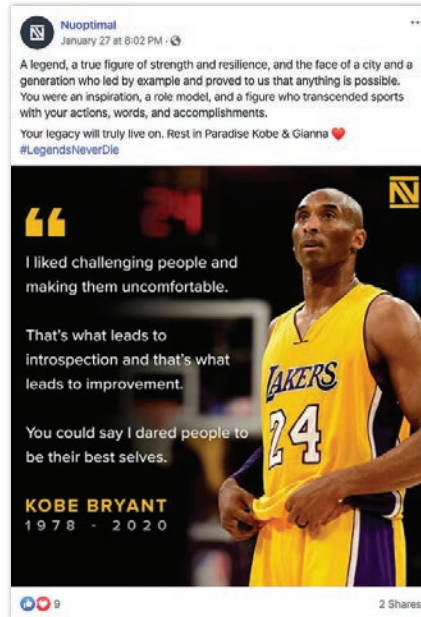
NUOPTIMAL

WEBSITE TRAFFIC SOURCES: Not enough data to report

ACTIVITY ON SOCIAL MEDIA: 2-3 posts/week, focused on YT videos - decent engagement

Facebook Likes: 1000

Instagram Followers: 281K



COMPETITOR ANALYSIS

NOOTROPICS DEPOT

Products:

- Hundreds?
- Most products are between \$14-\$34

Brand Strategy:

- "Budget Warehouse"

Unique Selling Proposition (Deals):

"Same Day Shipping on Most Orders Placed Mon. - Sat. by 4pm AZ MST."

"Free Priority Mail Shipping on Domestic Orders Over \$50 or Free Standard Worldwide Mail on International Orders Over \$200."

"Free USPS domestic mail shipping on all orders (same-day delivery in most cases)"

Other Key Messages:

"Lab Tested For Product Purity and Identity"

Calls to Action:

"Buy nootropics and supplements"

"Join newsletter take 10% off first order"

What they do well:

- Overload of product offerings with very specific uses
- Loads of info on each product
- Exceptional reviews:
 - 4.9/5 out of 1000+ on Google

Where they struggle:

- Minimal messaging, no reason to care or buy
- Website UX is very poor (easy to get lost)

Website Traffic: 577,530/month average Average visit time: 0:04:10

Same Day Shipping on Most Orders Placed Mon. - Sat. by 4pm AZ MST

Contact Us: Support@NootropicsDepot.com

Free Priority Mail Shipping on Domestic Orders Over \$50 or Free Standard Worldwide Mail on International Orders Over \$200

USD Create Account Sign In

nootropics DEPOT

HOME SHOP ALL SORT BY USE SORT BY TYPE TOP SELLERS

FREE SHIPPING

*FREE USPS PRIORITY MAIL SHIPPING ON ALL DOMESTIC ORDERS OVER \$50

*FREE STANDARD WORLDWIDE MAIL ON ALL INTERNATIONAL ORDERS OVER \$200

*FINAL ORDER TOTAL MUST BE EQUAL TO OR EXCEED MINIMUM DOLLAR AMOUNT AFTER ANY APPLICABLE DISCOUNTS EXCLUDED ON TUESDAYS

BUY NOOTROPICS AND SUPPLEMENTS

Lab Tested For Product Purity and Identity

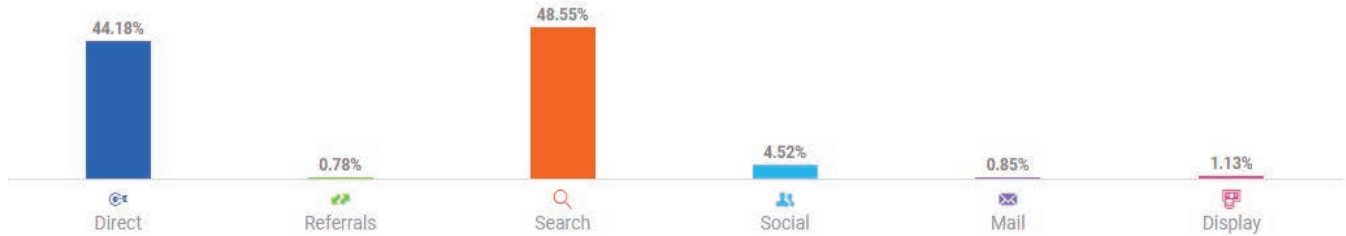
<p>Gotu Kola Extract Tablets 120mg Enteric Coated \$24.99 - \$39.99</p>	<p>DynaMAX Enhanced Caffeine Capsules ZümxR + Methyliberine \$14.99 - \$59.99</p>	<p>Nigella Sativa Extract Capsules 200mg Black Seed Extract \$19.99 - \$34.99</p>	<p>Bacopa monnieri Tablets 24% Bacosides \$19.99 4.9 ★★★★★ Google Customer Reviews</p>
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<p>PanaMAX Optimized Ginseng Capsules Panax Ginseng + Schisandra Extract \$35.99 - \$59.99</p>	<p>MicroMag Capsules Optimized Magnesium 625mg \$24.99 - \$59.99</p>	<p>Sensoril Ashwagandha Extract 125mg Capsules Withania Somnifera Root and Leaf Extract \$14.99 - \$24.99</p>	<p>KSM-66 Ashwagandha Extract 300mg Capsules \$14.99 - \$24.99</p>
<p>Caffeine + L-Theanine Capsules \$13.99 - \$29.99</p>	<p>MicroZinc Capsules 20mg Optimized Zinc \$14.99 - \$24.99</p>	<p>Lion's Mane Mushroom Capsules 8:1 Dual Extract Whole Fruiting Body 500mg Hericium erinaceus \$29.99 - \$79.99</p>	<p>Immune Defense Capsules Natural Immune Booster \$39.99 - \$69.99</p>

COMPETITOR ANALYSIS

NOOTROPICS DEPOT

WEBSITE TRAFFIC SOURCES:



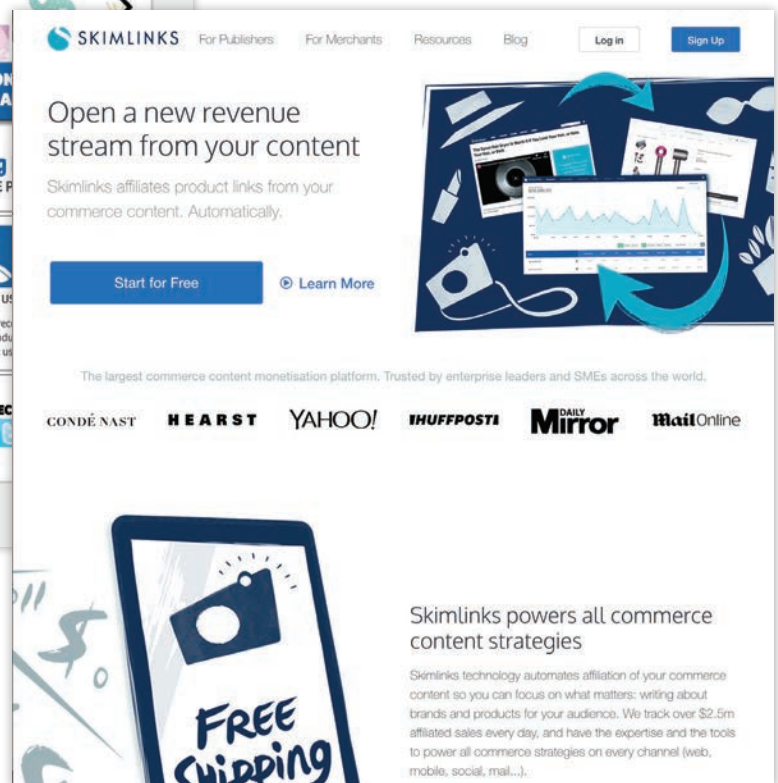
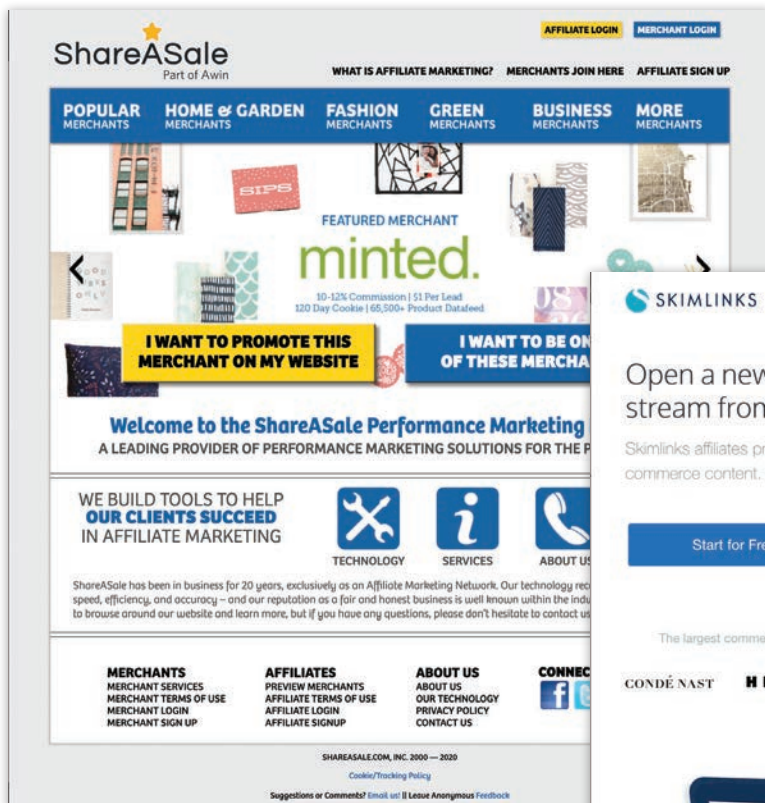
ACTIVITY ON SOCIAL MEDIA: 3-4 Times/week, Education focused, decent engagement

Facebook Likes: 53,489

Instagram Followers: :4.3K

PPC: Current PPC spend of \$6,890/month (see keyword research for more details)

AFFILIATE NETWORKS: Sharesale & Skimlinks



COMPETITOR ANALYSIS

ONNIT

Products:

Onnit carries a full line of supplement products ranging from \$15 to \$275, with their flagship product being Total Human, which “puts optimization on autopilot.” They also produce workout equipment and packages, podcasts, videos and merchandise.

Brand Strategy:

- Dedicated, disciplined, focused, aspirational

Unique Selling Proposition:

“ONNIT is total human optimization (THO)—We’re all human, trying to get a little better at what we love every day. The human body is our instrument that we play to achieve greatness, and optimizing it for peak performance requires the proper nutrition, fitness, and supplementation. Onnit provides these foundations to support your human journey.”

Other Key Messages:

“Optimization is a process and not a prize”

“Alpha Brain Instant does what an energy drink wishes it could.”

“At Onnit, we measure time as moments that take you closer to who you want to become. Time well spent today makes you a little bit better than you were yesterday. And the only way to get to the best version of you...is you. Are you up to it?”

Calls to Action:

“Optimization is a process and not a prize. Ready to begin your journey? Start Here”

“Get the ultimate get s*** done formula now”

What they do well:

- Very pro, polished, powerful messaging
- Clearly establish the problem solved & provide education around the products
- Excellent value ladder
- Endorsed by celebrity known for health
- Strong Reviews: 4+/5 out of thousands

Where they struggle:

- Higher cost on most products

Website Traffic: 678,430/month average Average visit time: 0:01:56

ONNIT X REWARDS: EARN POINTS FOR EXCLUSIVES

ONNIT SUPPLEMENTS NUTRITION FITNESS APPAREL SALE + MORE CONTENT Search Account Bag

EASIEST WAY TO GET OPTIMIZED
TOTAL HUMAN, DAY & NIGHT
See the day & night difference

ONNIT IS
TOTAL HUMAN OPTIMIZATION

8-Weeks to 8-Pack Abs
The 8-Week 8-pack Plan is a transformation program that will get you lean and fit in no time.
Get The Ebook Today

OPTIMIZATION IS A PROCESS AND NOT A PRIZE.
READY TO BEGIN YOUR JOURNEY?
Start Here

NUTRITION & FOOD SUPPLEMENTS FITNESS

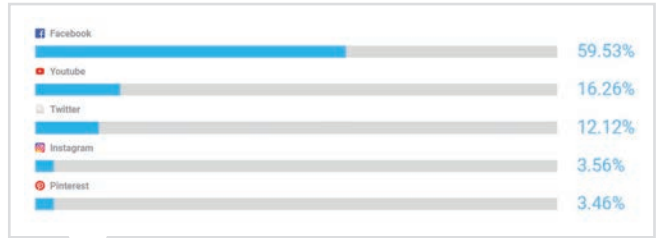
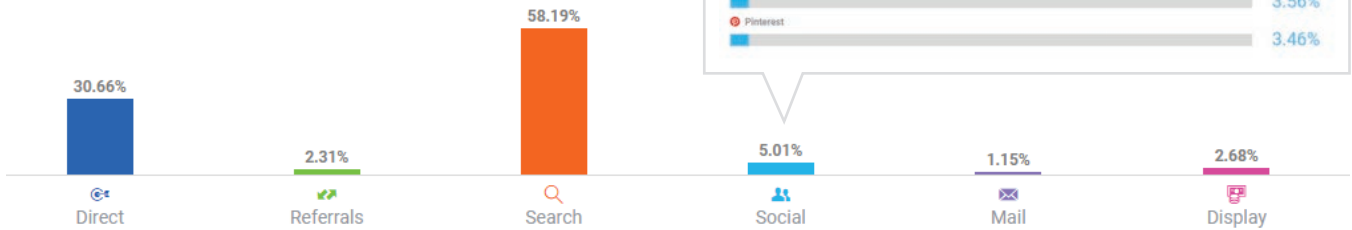
CREATINE
GET THE MOST OUT OF YOUR WORKOUTS
Whether you are looking to build muscle, improve strength & performance, or recover faster, you're sure to get more out of your workouts with our building blocks of muscle collection.
Shop Now

SAVE 10% TODAY!
Onnit has all the supplement, fitness, nutrition, and training products you need to optimize your health, wellness, and performance.
Enter your email below to get 10% off your first order.
*Valid for first time Onnit.com purchases. Discount excludes fitness products.
enter your email address

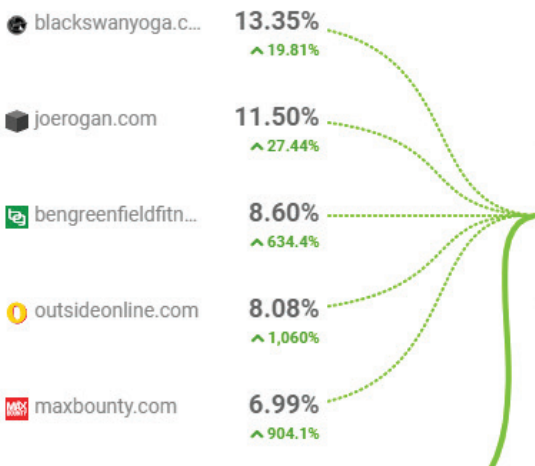
COMPETITOR ANALYSIS

ONNIT

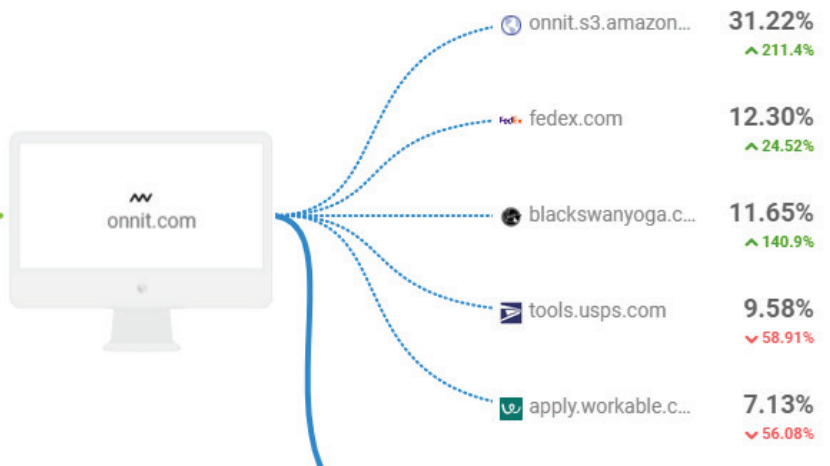
WEBSITE TRAFFIC SOURCES:



Top Referring Sites: ⓘ



Top Destination Sites: ⓘ



ACTIVITY ON SM: Posts **multiple times/day**, education and inspiration focused - good engagement

Facebook Likes: **618,855**

Instagram Followers: 606k

