



CLOUDS

WHAT IF THE NEXT BILLION- DOLLAR BRAND WAS ALREADY IN YOUR HAND?

INVESTOR PITCH 2025

Phone. Wallet. Water Bottle.
Only two have iconic brands.

CLOUDS is turning the world's most carried product into
the world's most loved lifestyle brand.



CLOUDS

THE EVERYDAY ECONOMY

**The Products People Use Daily
Become The Brands They
Trust Forever.**

Toothbrush → Oral-B
Coffee → Starbucks
Shoes → Nike
Phone → Apple
Bottle → CLOUDS



➡➡ **Everyday utility → Frequent customer interaction**

➡➡ **Daily touchpoints → Deep brand familiarity**

➡➡ **Brand part of life → Loyalty over price**

➡➡ **Habit-driven product → Organic brand growth**



CLOUDS
Investor Pitch



THE SHIFT

**Consumers No Longer Buy
Products. They Buy
Identity.**

OLD THINKING: "I need a bottle."

NEW THINKING: "This bottle represents my lifestyle."

Lifestyle branding → Higher willingness to pay →

Brand loyalty replaces price competition.

Communities: Fitness · Travel · Office · College ·
Camping · Cycling · Minimalism



CLOUDS

LOOK AROUND THIS ROOM.

Who has a reusable bottle? Who remembers its brand? Who chose it because they loved its design?

That's the gap we're building CLOUDS to own.





CLOUDS

CUSTOMER JOURNEY

From First Sip To Lifetime Customer

Habit-based product → Natural repeat exposure → Organic brand growth. Every touchpoint deepens loyalty and turns a single purchase into a lifelong relationship with the CLOUDS brand.

05

Discover &
Purchase

06

Daily Use & Social
Sharing

07

Friends
Notice & Gift
Purchase

08

Repeat Purchase
& Brand Advocate



CLOUDS

Why CLOUDS?

Premium craftsmanship → Customer satisfaction → Higher retention and referrals. Built for daily life. Designed to last a lifetime.



Premium Steel · Leakproof
· Vacuum Insulated



Gift Editions · Corporate Branding ·
Limited Collections



Minimal Design · Easy Carry · Custom
Colors



Built for every lifestyle. Trusted by
every generation.

DESIGNED TO BE SEEN.

ENGINEERED TO BE USED.



CLOUDS

THE BUSINESS BEHIND THE BOTTLE

One Product. Multiple Revenue Engines.

Diversified sales channels deliver balanced revenue and scalable national distribution — built for growth at every level.



- D2C: Website, Amazon, Flipkart
- Retail: Stores & Corporate Gifting
- Partnerships: Schools, Gyms, Hotels, Airports
- Exports: Global Distribution & Expansion



CLOUDS
Investor
Pitch

01 Morning motivation &
Healthy habits

02 Travel memories &
Work productivity

03 Adventure &
Sustainability

04 Confidence &
Lifestyle Identity

THE EXPERIENCE ECONOMY

**We're Not Selling
Stainless Steel.**

"A wedding ring is just metal. Its meaning creates the value. The same is true for great brands."

CLOUDS doesn't sell a bottle. It sells the feeling of starting your morning right, the memory of a mountain trail, the confidence of walking into a room prepared.



CLOUDS
Brand Pitch

WHAT MAKES A GREAT BRAND?

Four Pillars of Consumer Brand Excellence

You may be wondering if design alone is enough. It isn't. Consistency builds brands. Great consumer brands are built on a foundation of four interconnected pillars — each one reinforcing the next in a continuous cycle of trust and growth.

01

Beautiful Product

02

Reliable Quality

03

Emotional
Connection

04

Community



CLOUDS
Brand

THE GROWTH ENGINE

The Flywheel That Never Stops

Every customer acquired fuels the next. Advertising drives awareness, awareness drives sales, sales drive social proof — and the cycle accelerates itself.



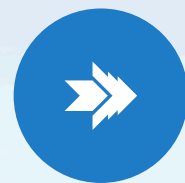
Advertising → Customers

Targeted campaigns attract first-time buyers. Every purchase creates a daily brand touchpoint that builds loyalty and organic reach.



Social Media → Word of Mouth

Users share their CLOUDS bottles online. Authentic peer content drives trust and referrals — zero incremental ad spend required.



Retail Expansion → Brand Awareness

Retail presence amplifies visibility. Each new shelf and channel compounds brand recognition across new customer segments.



Brand Awareness → Back to Growth

A recognized brand lowers acquisition costs, commands premium pricing, and re-enters the flywheel stronger with every cycle.



Keithston
and Partners

MARKET EXPANSION

**Current: Premium
Bottles. Future:**

Expandable product ecosystem → Higher
lifetime customer value → Growth beyond
one SKU.

- Kids Series, Travel Series & Sports Series
- Coffee Tumblers & Smart Bottles
- Lunch Gear & Outdoor Equipment
- One brand. Infinite lifestyle moments.





CLOUDS
Investors

Risk vs Reward Analysis

"The greatest consumer brands were built by people willing to bet on ordinary products."



RISKS

Inventory · Competition · Brand
Building · Manufacturing · Marketing



Brand Equity · Licensing · Global Expansion

HIGH RISK

HIGH RETURN



REWARDS

Premium Margins · Export Potential · Repeat
Customers



High risk, high return — the CLOUDS opportunity
is built for bold investors.



CLOUDS
and Partners

SUSTAIN- ABILITY

**One CLOUDS Bottle
Replaces Thousands Of
Disposable Plastics.**

1 bottle = 1,000+ plastic bottles saved. 80% of plastic bottles end up in landfills. CLOUDS users eliminate an average of 156 kg of plastic waste per year. ESG-aligned: ideal for corporate gifting and sustainability mandates.

Eco-friendly products → Growing consumer demand → Future-proof business. Sustainability is no longer a trend — it is the standard every great brand must meet.



Keithston and
Partners

INVESTMENT PLAN

Capital Allocation & Growth Timeline

40% Manufacturing • 25% Brand Building
15% Inventory • 10% Technology • 10% Working
Capital

Year 1: Brand Launch

Year 2: National Expansion

Year 3: Export Markets

Year 5: Category Leadership





CLOUDS

IMAGINE THIS...

Close your eyes.

Imagine walking through an airport. A college campus. A gym. A corporate office. A mountain trail. Now imagine seeing the same bottle everywhere. That's not just market share. That's culture.





CLOUDS

SOME COMPANIES SELL PRODUCTS. SOME BUILD BRANDS. SOME BUILD HABITS.

CLOUDS aims to build all three.

Feature: Premium lifestyle consumer brand built around one of the world's most frequently used products.

Benefit: Recurring demand, multiple expansion opportunities, strong brand equity potential.

Meaning: Invest before CLOUDS becomes more than a bottle — a daily companion for millions.



People may forget what they drank.



They'll remember what they carried.



That's the future we're building with CLOUDS.

