

# Dragon's Den: Teddy's Perfect Matcha



Teddy & Marisa



Peter Jones



Steven Bartlett



Sara Davies



Touker Suleyman



Deborah Meaden

**Narrator:** Last into the den are University Pals turned business partners, Marisa Poster and Teddy Levenfiche.

**Marisa:** There's massive opportunity in the natural energy drink sector. And we want to ride the wave and be at the forefront.

**Peter:** A fruit melt seltzer drink.

**Steven:** Matcha though, isn't it? Fruit matcha energy drink.

**Marisa:** Hello dragons, how are we doing today?

**Dragons:** Tremendous. Amazing.

**Marissa :** I'm Marisa.

**Teddy:** I'm Teddy and we're the founders of Perfect Ted, the brand on a mission to spread positive energy. So we're here today to ask for 50,000 pound and return for a 5% stake in our business.

**Marisa:** For years I've struggled with ADHD and anxiety, which was particularly challenging while studying at university in the US. I would consume copious amounts of coffee and energy drinks to help me get through the long study days. But the caffeine gave me jitters, crashes and exacerbated my anxiety symptoms. That's when I discovered matcha, a powdered Japanese green tea that offers slow release energy. I was hooked. So naturally I recommended it to everyone, including Teddy, who at the time was studying to go to law school.

**Teddy:** We found a massive barrier to people switching to matcha was its umami flavor and the time it took to prepare. So when Marisa moved to London last year, we quit our jobs in finance and created an on-the-go solution. The UK's first matcha powered energy drinks flavored with real fruit so that everyone else could feel as amazing as we did. Our drinks will keep you energized for twice as long, improve your focus and give you the antioxidants you need to look as young as Steven.

**Steven:** Oh, thank you.

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**Narrator:** A high energy pitch from Marisa Poster and Teddy Levenfiche.

**Marisa:** If you could look into your boxes, we have our three flavors pineapple-yuzu, apple-raspberry and pear and ginger.

**Narrator:** The pair are seeking 50,000 pounds in return for a 5% stake in their business.

**Marisa:** You'll also see our matcha powder, which is organic and ceremonial grade from Uji, Japan.

**Peter:** So you've launched a new product, but what are you up against at the same time?

**Teddy:** There's huge growth in kombucha, but other natural energy drinks that have also come into the category. So we're up against a fast growing category, but other competitors that aren't really innovating that much.

**Deborah:** You thought I was drinking champagne last night. I was drinking a lovely clear sparkling kombucha.

**Steven:** It's because of how you're acting.

**Deborah:** Well, it gives you energy. That's why you do it. So in terms of that market, which has had an explosion and I'm a kombucha drinker, tell me why I would switch to matcha.

**Marisa:** You would probably try it as a compliment because kombucha targets different things. For matcha, we're specifically looking to the effects of caffeine and L-Theanine and how it's able to enhance mental cognition and give you energy for a longer period of time than coffee or other energy drinks, as well as for that antioxidant boost.

**Deborah:** That's a great answer. That fills some of the gaps in.

**Marisa & Teddy:** Absolutely.

**Sara:** I have sampled in detail all of these drinks and can confirm I categorically like all three of them.

**Marisa & Teddy:** Thank you so much.

**Sara:** I'll be really honest. I struggle a little bit with matcha. So I wasn't expecting at all. I thought I'm gonna have a little bit, but I've actually gone back three times to drink more. So that's a really good sign. You've come in here with an absolutely brilliant product. You two are fantastic. I think the only thing that I think is slightly too problematic for me is, you know, to only have 5% in the business, it's not quite enough incentive. You're not high enough on my priority list for me to want to be right in there. But I can change that. So I'm gonna make you an offer. So I will give you all the money for 10% of the business.

**Marisa & Teddy:** Thank you so much. I really appreciate it.

**Steven:** I'm gonna make you an offer as well. I'm gonna offer you all of the money for 10% of the business as well.

**Teddy:** Thank you, really appreciate it.

**Touker:** You're great, both of you. And you won't be surprised I'm gonna make you an offer. I don't wanna give you the whole spiel about what I can do, whether it's distribution, marketing, sourcing, you name it, I can do it. That's all. So I'm gonna offer you all of the money, that's 50,000, and I also want 10% of the business.

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**Marisa & Teddy:** Thank you so much.

**Peter:** I'm gonna offer you all of the money for 10%.

**Deborah:** I'm going to make you an offer. And I think I must want you more than them. I think I must value more than the other guys because I'm gonna offer you all of the money. And I want 7.5% of the business.

**Teddy:** Wow, thank you so much. Really appreciate it. Thank you everyone so much. Do you mind if we go and-

**Steven:** You wanna go to the wall?

**Marisa:** Yeah, probably, thank you.

**Narrator:** A rare clean sweep for Marisa and Teddy. Four dragons are seeking double the 5% equity the pair were originally looking to give away. Whilst Deborah Meaden wants 7.5%. It's decision time for the young entrepreneurs.

**Teddy:** Thank you so, so, so much. Thank you all. I mean, sorry, just so you say, like, you love the drinks.

**Sara:** I do. It is great.

**Teddy:** I grew up watching the show, and I said to my dad that one day I would be on the show.

**Steven:** Fantastic. Same.

**Teddy:** In a different way.

**Steven:** Yeah.

**Teddy:** And we're super, super grateful for all the offers. This is really not an easy decision. Steven and Peter, would you be willing to do 5% each and share the 50,000 pounds? So 5% each for 25,000 pounds each.

**Steven:** I would, I'd be honest.

**Peter:** I would, I love it. I really do.

**Steven:** I think it tastes great.

**Teddy:** Thank you so much. Thank you so much. We appreciate it. And thank you.

**Steven:** Have we got a deal?

**Teddy:** Yes, you have a deal.

**Marisa:** Yeah, we have a deal.

**Marisa:** Oh, amazing.

**Teddy:** Thank you, everyone, for the kind feedback.

**Everyone:** Thank you very much. Thank you. Thank you. Thank you. Thank you so much. Thank you. I really appreciate it. Bye.