



# BANKRUPTCY AUCTION

## IP Assets of BOA NUTRITION, INC.

US-Based Sports Nutrition & Wellness Company

Bid Deadline: May 10, 2024 • Auction Date: May 14, 2024

### COMPANY OVERVIEW

BOA Nutrition, Inc. ("Company") was a sports nutrition, wellness & IP technology company based in Raleigh, North Carolina. The Company specialized in producing oral aerosol sports energy supplements tailored to athletes and fitness enthusiasts of all ages and levels. Launched in 2020 and created in collaboration with athletic training and sports nutrition experts at Duke University to create its fast-acting oral aerosol for nutraceutical applications, the Company aimed to provide supercharged solutions that optimize performance and recovery during physical activity. The Company's products are created using their OraBlast technology to deliver atomized nutrients which are rapidly absorbed.

The Company's two primary products, BOA Endure Blast and BOA Ignite Blast, used this technology to provide a blend of caffeine, B vitamins, electrolytes, sodium, as well as fast-acting and slow-acting carbohydrates, designed to restore balance and support energy levels during exercise, all within a two-second spray. This "precision nutrition" allows athletes to meet their individual needs by controlling how much or how little they receive in order to jump-start the metabolic engine to sustain optimal performance.

### INVESTMENT HIGHLIGHTS

- Assets include patent applications, licenses, trademarks, tradenames, internet domain and website.
- First oral aerosol to fuel athletes fast.
- OraBlast technology uses oxygen to propel atomized nutrients all within a two-second aerosol spray.
- Proprietary formulations help energize up to 10x faster.
- BOA Nutrition products included Endure Blast rapid hydration solution referred to as a "competitive-level sodium" and Ignite Blast, "the fastest sports fuel on the planet".
- Products used and endorsed by elite athletes.
- Prior partnerships with USA Triathlon and IRONMAN.
- Ability to capitalize on established brand that faced substantial headwinds due to COVID and supply-chain disruptions.
- Interchangeable nutraceutical patents that may apply to pharmaceutical and other consumer products.

### SPORTS NUTRITION MARKET OVERVIEW

The global sports nutrition market share was valued at USD \$45.24 billion in 2023 and is expected to expand at a compound annual growth rate of 7.5% from 2024 to 2030.

The sports nutrition market is experiencing rapid growth, fueled by a surge in health-conscious consumers and a growing awareness of the importance of nutrition in athletic performance. Energy gels, for example and which are a popular supplement among endurance athletes, have witnessed a significant uptick in demand due to *their convenient and efficient delivery of quick energy during intense physical activities*. The surging consumer demand for nutritional products containing plant-based ingredients and immunity-boosting advantages is also contributing to this growth. In addition, the expanding use of social media platforms, such as YouTube and Instagram, by manufacturers to promote their products is projected to boost the demand for sports nutrition products.

### SUMMARY OF SALE PROCESS

BOA Nutrition filed Chapter 7 bankruptcy on December 19, 2023, and The Chapter 7 Trustee has entered into an Asset Purchase Agreement to sell the Company's assets for \$400,000 subject to higher and better offers at Auction. Interested parties must pre-qualify to participate in the Auction by submitting a Bid in accordance with the Court Approved Bidding Procedures by no later than 4:00 p.m. EDT on May 10, 2024. The minimum bid to qualify is \$425,000.

Bid Deadline, Auction Date and Bidding Procedures have been approved pursuant to Court Order.

Additional information is available subject to a Non-Disclosure Agreement (NDA). Please contact Great Neck Realty Co. for NDA and Bidding Procedures.

### CONTACT GREAT NECK REALTY CO.

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