

UHURU



Your drink knows what your body needs.

THE PROBLEM • WEARABLES

MEASURED, BUT NOT USED.

Every morning, a score arrives from the device you slept in — then advice you have to carry out yourself. The data is gathered. Nothing is done with it.



THE UHURU NODE • PRODUCT RENDER

RIGHT: OURA FIGURES • **ACTUAL**

>3.5x

ACTUAL

Times a day the average member opens the app.
Checked constantly — acted on never.

~85%

Member retention, year over year

\$907.9M

FY2025 revenue — the score habit is already paid for

UHURU BY AURASOVEREIGN HEALTH

THE INSIGHT

**WE ADD VALUE BY
MAKING THE
OVERLY
MONITORED/GATHERED
DATA FROM OUR
WEARABLE
ACTUALLY
USABLE.**

RODMAN JOHNSON • FOUNDER

UHURU BY AURASOVEREIGN HEALTH

MEET UHURU

NO PLASTIC PODS. **EVER.**

A countertop appliance that pours the
drinks you actually drink — coffee,
juice, cream, sugar.

SELF-FILL BOTTLES · BEST CONCENTRATES ON
THE MARKET

HOT OR COLD

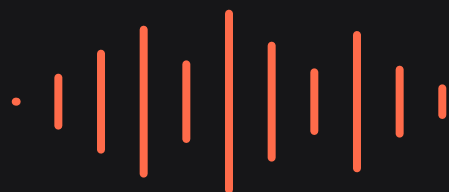
MADE YOUR WAY



PRODUCT RENDER

BUILT TO READ YOUR SCORE. PARTNERSHIP FIRST.

01 · Ask



ASK

Ask for your drink — voice activated, hands free.

02 · The read



THE READ

Designed to read your recovery score and suggest the pour.

03 · It pours



IT POURS

Hot or cold, made your way — the pour is the payoff.

Nothing pours without your voice confirmation — and the score read goes live only with the partner's consent.

WHY IT IS DIFFERENT

THE INTELLIGENCE LIVES IN THE MACHINE. NEVER RENTED BACK.

UHURU's agents run on the device itself — edge native, no cloud dependency. The machine you buy is the machine you own, features and all.

EDGE NATIVE AI AGENTS

VOICE ACTIVATED

SELF-FILL REFILL BOTTLE · NOTHING
TO LANDFILL

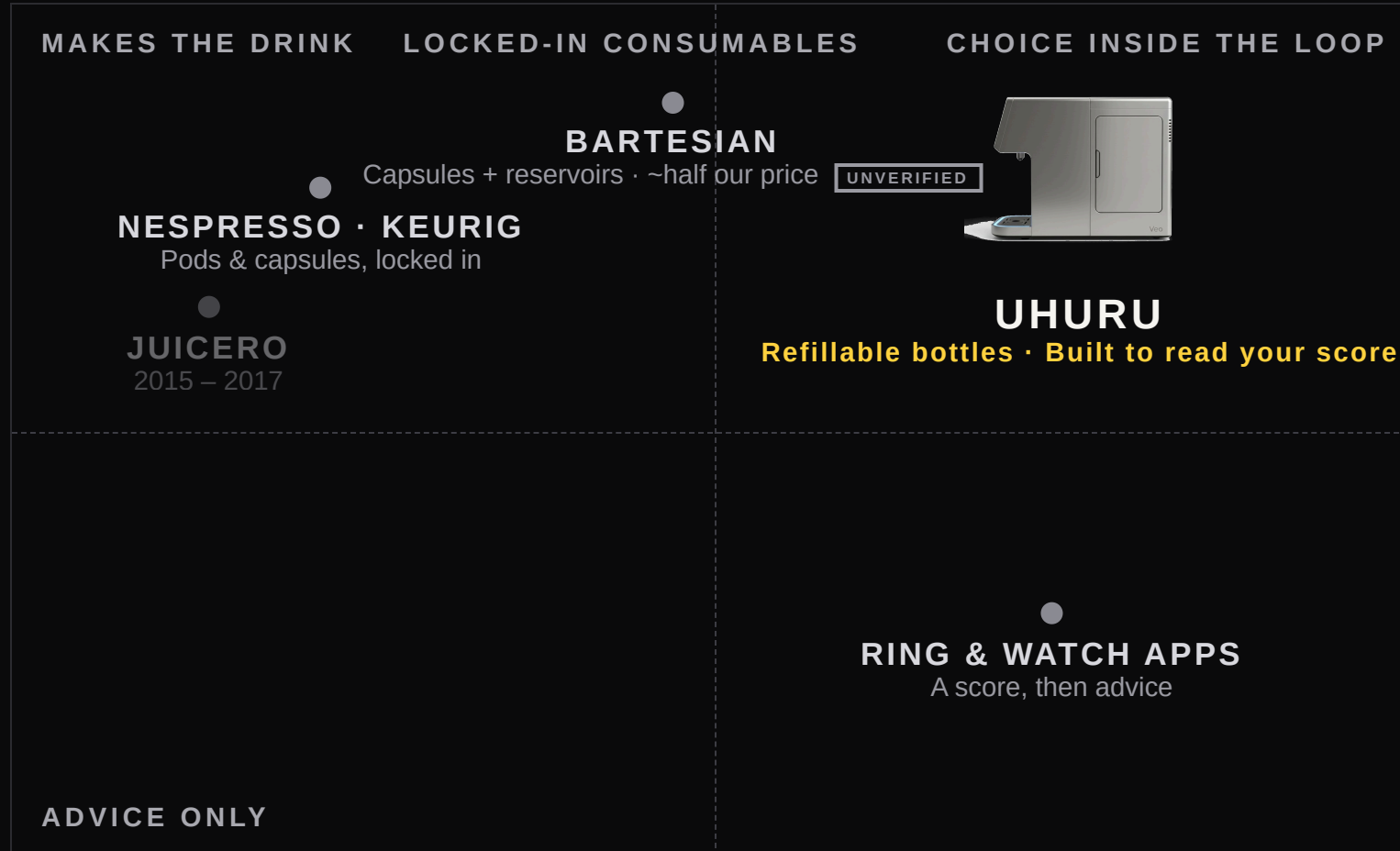
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PRODUCT RENDER

UHURU BY AURASOVEREIGN HEALTH

THE TOP-RIGHT OF THE SHELF IS EMPTY.



THE GRAVEYARD — STUDIED, NOT CELEBRATED ACTUAL

Drinkworks — shut December 2021, months after national launch.

Juicero — a \$699 press, \$118.5M+ raised, shut 2017.

Teforia — a \$1,000 infuser, shut 2017.

PicoBrew — receivership, 2020.

THE SURVIVOR

Bartesian won on a Hamilton Beach license and a \$20M Series A — distribution plus a consumable engine.

7.5M

ACTUAL

Score-native people — the most engaged audience in wearables, waiting for something to do with its score.

BEACHHEAD · PREMIUM HOME-WELLNESS HOUSEHOLDS, BUFFALO / WNY

VERIFIED BASE · ACTUAL

Oura ~5.0M paid members + Whoop 2.5M members — people whose mornings already start with a score.

EXPANSION LAYER

Garmin + Samsung score users — unquantified.

FUTURE LAYER

Apple Watch installed base — the score is new, exposure unverified.

\$500M

Eight Sleep cumulative sales — data-to-action already sells. **ACTUAL**

ENTER ON THE BOTTLE. COMPOUND ON THE LOOP.

PHASE 1 · V1 — ENGINE 1 · HARDWARE

\$800

SINGLE TEMP CORE

Hot *or* cold — one perfect temperature

\$1,000

DUAL TEMP CORE

Hot *and* cold — the full ritual

MARGIN ARCHITECTURE

\$800 / \$1,000 against healthy BOM targets of $\leq \$267$ / $\leq \$333$ — the spread funds tooling and return.

ILLUSTRATIVE

THE REFILL BOTTLE

Self-fill and open — the best concentrates on the market, sold from launch in uhuru.tech partner stores; UHURU sells none, none required.

PHASE 2 · UPDATED UNITS — TARGET END OF 2027

ENGINE 2 · SUBSCRIPTION

THE LOOPS — GLASS CYLINDERS

The concentrates are in development — they do not exist yet. On updated units, sold by subscription: empties return, refill, pour again. Nothing to landfill. Nootropics are a Loops category.

IN DEVELOPMENT · TARGET END OF 2027

Authenticated cylinders — sealed for freshness.

Subscription pricing not yet set — no figure claimed.

ENGINE 3 · LICENSING

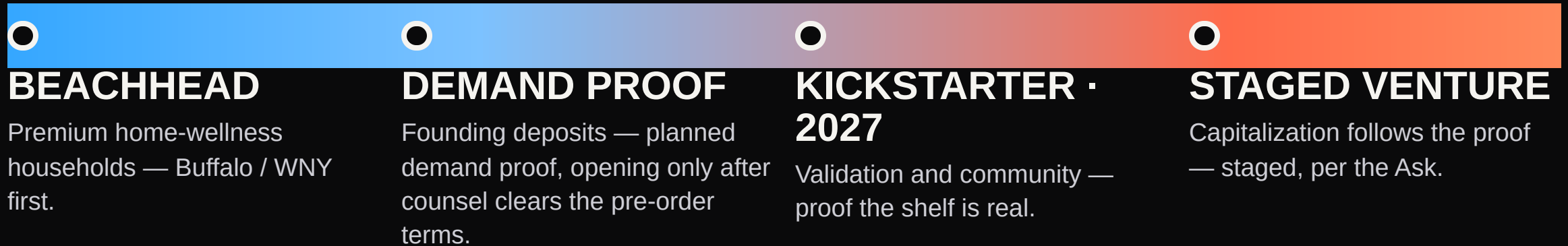
PLAN

OTHER BRANDS, INSIDE THE LOOP

Licensing targets the best-in-market concentrate brands owners already buy.

Phase 2 is an addition, never a takeaway — V1 bottles and self-fill keep working on every unit.

KICKSTARTER VALIDATES. VENTURE CAPITALIZES.



PHASE 2: LICENSED BRANDS BRING THEIR AUDIENCES TO THE LOOP.

CHANNEL ARCHITECTURE

D2C · OUR OWN STORE

LAUNCH

uhuru.tech sells direct to the home — the launch channel, alongside Kickstarter.

WHOLESALE · BIG-BOX

PLAN

The scale channel — shelf placement in big-box stores as volume grows.

B2B · HOTELS, GYMS, SPAS

PLAN

Placements that double as experiential showrooms — experience the pour, buy for home.

Commerce bridge — from launch, uhuru.tech carries partner stores selling other brands' best-in-market concentrates: commerce from day one, no UHURU supply chain. When the Loops launch (target end of 2027), the storefront converts to UHURU brand + licensed partner brands. Partner-store terms not yet set. Channel terms and margins not yet set — none claimed. One sequence, in order. No stage is skipped, and none is promised early.

WHERE WE ARE

IN TESTING TODAY. EVERY NEXT STEP, NAMED.

ACHIEVED · ACTUAL	
Prototype in testing	FOUNDER STATEMENT
Site live at uhuru.tech	LIVE
Kickstarter draft in preparation	TECHNOLOGY · GADGETS
Brand + social channels live	@UHURU.TECH

Everything on this slide is stated exactly as it stands today — the gaps are named before they are asked about.

NEXT · TARGET	
Prototype Evidence Pack	
Per-variant BOM quotes	
Legal gate — pre-order terms + trademark	
Partnership outreach — Oura first, Whoop second	
Phase 2 · The Loops — concentrates + cylinder authentication	IN DEVELOPMENT · TARGET END OF 2027
First licensed brand partners	TARGET
Kickstarter 2027	

A CHEF WHO HAS RUN KITCHENS FOR 25 YEARS. A PHYSICIST WHO BUILDS MACHINES.



RODMAN JOHNSON

FOUNDER

Chef and operator, 25+ years in hospitality.

The beverage side of UHURU: kitchens, service, and the daily ritual the machine is built for. Founder of AuraSovereign Health, UHURU's parent company.



MUHAMMAD ASIF WARSI, PHD

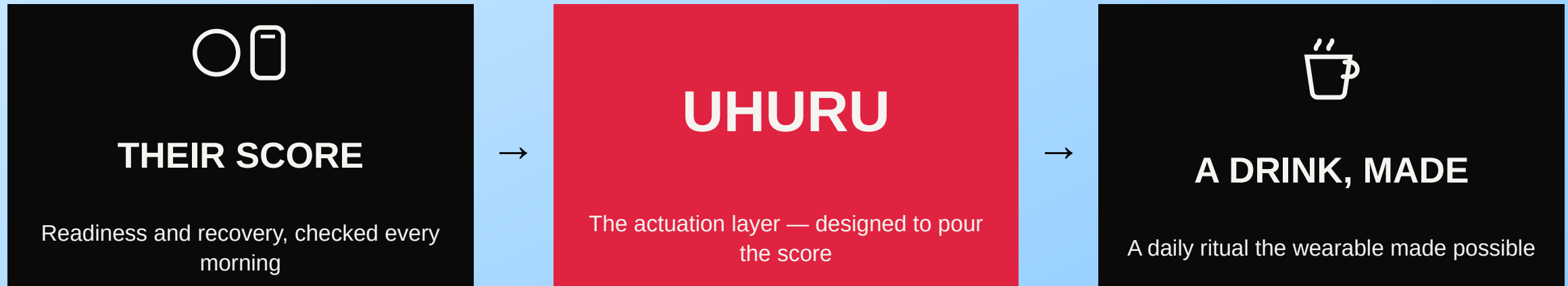
CO-FOUNDER · TECHNICAL LEAD

Physicist — Experimental Condensed Matter Physics, University of Delaware.

Built the initial prototype. Materials-science R&D and 3D-printing engineering before UHURU.

PARTNERSHIP IS THE STRATEGY.

UHURU is designed to increase the value of the device people already own — with a partnership in place, their score gains a daily, physical consequence, and the wearable gains the engagement.



← RETENTION + ENGAGEMENT — WHAT THE PARTNERSHIP RETURNS TO THE WEARABLE

PARTNERSHIP MILESTONE 1

Written consent — secured before any public wearable claim.

Oura — Readiness score · **Whoop** — Recovery score.
Outreach order: Oura first, Whoop second.

Oura's members — ~85% retained, app opened >3.5× daily — and the score stops there. **ACTUAL · OURA**

THE ASK · SCENARIO B — THE WORKING PLAN

STAGED CAPITAL, IN THE RIGHT ORDER.

\$75–125K

PLAN

B1 · PRE-PROOF

Prototype completion, vendor quotes, and the legal gate.

2027

VALIDATION

KICKSTARTER

Proof and community — the campaign validates, it does not capitalize.

\$200–300K

PLAN

B2 · POST-PROOF PRIVATE

Opens the NY Ventures match and the Launch NY path.

Staged total \$350–600K PLAN · Instrument and entity per counsel. Nothing is being solicited with this deck.

UHURU

Your drink knows what your body needs.

LAUNCHING 2027

Rodman Johnson, Founder — uhuru.tech

14 · UHURU by AuraSovereign Health

EVERY ACTUAL FIGURE, SOURCED.

Oura — ~5.0M paid members · ~85% retention · app opened >3.5×/day · FY2025 revenue \$907.9M

Oura S-1 filing and company disclosures, as compiled in the UHURU market analysis, 2026-10-22.

Whoop — 2.5M members

Whoop company disclosures, via the UHURU market analysis, 2026-10-22.

Score-native base — 7.5M people

Oura paid members + Whoop members, above. Garmin, Samsung, and Apple layers deliberately left unquantified on Slide 8.

Eight Sleep — \$500M cumulative sales · \$1.5B valuation

Company statements and trade press, via the UHURU market analysis, 2026-10-22.

Drinkworks · Juicero · Teforia · PicoBrew — closure dates and figures

BevNet, The Drinks Business, and contemporaneous trade reporting of each shutdown or receivership.

Bartesian — Hamilton Beach licensing · \$20M Series A

Company announcements; agency-reported, noted as not independently verified in the positioning plan.

Bartesian price comparison — ~half UHURU's price (Slides 7 · A5)

UNVERIFIED — no manufacturer or retailer price sourced as of 2026-10-22. Labelled unverified wherever it appears; a sourced price replaces the label when one is obtained.

Crowdfunding comps — Anova, Pico C, Fellow Ode

Kickstarter campaign records, Appendix A4. Compiled in the UHURU market analysis, 2026-10-22.

Subscription overwhelm — 28% · Privacy switch — 70%

Deloitte Digital Media Trends; Copeland survey, 2024. Cited in research; privacy is presented in this deck as trust, never as a priced premium — no source prices it. The distinction this deck draws: on updated units, UHURU's subscription replenishes consumables the owner uses up — it is not a subscription for the device or its features.

Keurig 2.0 — brewer sales fell 23% in 2015; the brewer policy was reversed

The Register, May 2015, reporting Keurig's CEO remarks. Used in Appendix A5 as a handled risk, with UHURU's mitigations stated beside it.

DATA ACCESS IS CONTRACTUAL, NOT TECHNICAL.

PROVIDER	WHAT IS EXPOSED	TERMS POSITION
Oura	Readiness score, via API	API agreement (effective June 8, 2026) bars feeding API data to AI models and charging for API-related features without prior written consent. Consent = Partnership Milestone 1.
Whoop	Recovery score, via API	Conditionally more open — developer terms permit the read, but fees can be imposed or access suspended without notice.
Eight Sleep	Nothing official	No official API exists. Not claimed anywhere in this deck or the campaign.
Health hubs	Raw inputs only	HealthKit / Health Connect carry raw signals; the HRV-based scores are not written there, so there is no score to read.
Garmin	Negotiated partner program	Access by agreement only; the program is reported paused in 2026.

THE GRACEFUL-DEGRADATION COMMITMENT

If access is denied or revoked, UHURU ships and runs as a pod-free appliance on the best concentrates owners buy on the market and their own preferences, with manual score entry. No provider is named publicly until written permission is in hand. No permission, no score-pull claim.

THE ILLUSTRATIVE MATHS, LABELLED.

ITEM	FIGURE	NOTE
Illustrative BOM	Single \$320 · Dual \$420	Pre-quote estimates from the funding plan — not vendor quotes.
Healthy BOM targets	Single $\leq$ \$200–267 · Dual $\leq$ \$250–333	The range vendor quotes must land inside. Single-Cold is the risk unit.
Gross spread at target BOM	Single $\geq$ \$533 · Dual $\geq$ \$667	Price less the top of the healthy BOM target range — before loop costs, licensing, and overhead.
Minimum viable Kickstarter	~870–980 backers · ~\$825–835K gross	The goal is recomputed from real quotes before the campaign is submitted.
Fixed-pool placeholders	NRE \$80K · Cert. \$45K · Campaign \$35K · Tooling \$120K	Placeholders in the goal model, each replaced by its own quote.

PHASED RAZOR-AND-BLADES · THREE REVENUE LINES

(1) Phase 1 — hardware margin on the V1 machine with user-refillable bottles. V1 is self-fill and open: owners fill with the best concentrates already sold on the market — purchased retail, not homemade; UHURU sells none at launch, none required, and no subscription attaches. V1 rides the existing retail supply — no UHURU supply chain needed before launch. (2) Phase 2 — the Loops: subscription replenishment of glass concentrate cylinders in the return-and-refill loop, on updated units; in development, do not exist yet — target end of 2027. Nootropics are a Loops category. An addition: V1 bottles and self-fill keep working. (3) Phase 2 — licensing royalties from partner brands in UHURU cylinders, targeting the best-in-market brands owners already buy; UHURU's own concentrates must compete to be best-in-market. Commerce bridge — partner stores on uhuru.tech sell other brands' concentrates from launch; the storefront converts to UHURU brand + licensed partners at the Loops launch. Channels — D2C via our own store (uhuru.tech) is the launch channel, alongside Kickstarter; wholesale to big-box stores and B2B placements (hotels, gyms, wellness spas) follow as expansion, labelled PLAN, with B2B placements doubling as experiential showrooms. Channel terms and margins not set. Terms not set. Subscription and licensing figures are **not yet modelled** — no price, margin, or attach rate exists, and none is claimed anywhere in this deck.

WHAT THE PROVEN CAMPAIGNS ACTUALLY RAISED.

CAMPAIGN	RAISED	BACKERS	PLEDGE
Anova Precision Cooker	\$1.81M	10,508	\$149
Pico C — PicoBrew	~\$1.9M	—	\$279
Fellow Ode	~\$1.25M	—	\$299

THE \$400+ PATTERN

At pledges of \$400 and above, the proven backer pool clusters at roughly 1,000–2,500. Premium campaigns prove demand — they do not, on their own, capitalize a company.

WHY IT MATTERS HERE

That is why Slide 14 stages venture around the campaign: Kickstarter validates, venture capitalizes.

FOUR FAILURES STUDIED. ONE SURVIVOR READ CLOSELY.

COMPANY	FATE	THE LESSON CARRIED INTO UHURU
Drinkworks	Shut December 2021, ~6 months after national launch	Pod lock-in plus a corporate parent's patience ran out together.
Juicero	\$699 press, \$118.5M+ raised — shut 2017	Hardware theatre without a repeat engine is a countdown.
Teforia	\$1,000 smart tea infuser — shut 2017	A premium price needs a daily ritual, not a novelty.
PicoBrew	Receivership, 2020	A funded campaign is not the same thing as a capitalized company.
Bartesian — survivor	Bulk reservoirs plus proprietary capsules, ~half UHURU's price (price comparison unverified — no sourced retail price on file; see A1); Hamilton Beach licensing + \$20M Series A	Distribution partnership plus a consumable engine is what survived.
Keurig 2.0 — a handled risk	2015: brewers that rejected other brands' pods cut brewer sales 23%; the policy was reversed (The Register, May 2015)	UHURU's mitigations: a glass sustainability loop worth joining, licensed-brand choice inside the loop, a new product — no existing choice is taken away — and, on updated units, a subscription for consumables, never for features.

UHURU's answer sits on Slide 9: V1 enters on the self-fill bottle — owners fill with the best concentrates already sold on the market; updated units add the Loops — glass cylinders in a return-and-refill loop (an addition, never a takeaway — V1 bottles and self-fill keep working), with licensed brands inside the loop — a platform other brands join, not a cage owners are kept in.