



# CAPABILITY STATEMENT

Funky Unicorn LLC aims to revolutionize equine health with innovative supplement chews designed to address prevalent horse health issues. Our mission is to offer easily administered, purposeful supplements that promote horse health and well-being.

## Mission and Vision

- **Mission:** Create innovative supplement chews that address common health issues in horses, providing an easy and effective administration method.
- **Vision:** Assist horse owners in maintaining their horses' health and well-being through easy-to-administer chews at optimum times for success.

## Product Range

Funky Unicorn offers:

- **Electrolyte Support Chews:** Enhance hydration and muscle recovery.
- **Gastric Support Chews:** Reduce gastric pH and protect the stomach during stress.

## Leadership Team

- **Renee Genter, APRN, AOCNP:** Founder and Managing Partner.
- **Emily Genter, RN:** Co-founder, Sales and Marketing.
- **Dr. Courtney Varney, DVM:** Medical Director.

## Industry Overview

The equine supplement products market is projected to grow from USD 89.5 Billion in 2023 to USD 116 Billion by 2030, with a CAGR of 3.9%. Funky Unicorn is positioned to leverage this growth through its innovative product delivery methods.

## Competitive Landscape

Our primary competitors include Equine Elixir's Gummies and Electrolyte Pastes. Funky Unicorn differentiates itself with unique chews that combine ease of use with targeted health benefits.

## Financial Performance

Funky Unicorn has seen substantial growth over the past three years, with a projected growth rate of 81% for 2024. We are focused on expanding our product lineup and market reach.

## Strategic Goals

- Increase brand recognition to 85% by 2026.
- Achieve a market share of at least 10% by 2026.
- Launch additional products by the end of 2025.
- Expand sales to the EU and UK by 2030.

