

# GABA Labs

INVESTMENT BRIEF

Q4 2020

## Adult Social Drinking

Social drinking has been core to adult social interaction for millennia and the alcoholic drinks market represents over a trillion pounds in annual sales worldwide.

However, alcohol is also responsible for enormous global annual harms:

GLOBAL MARKET

£1T+

DEATHS

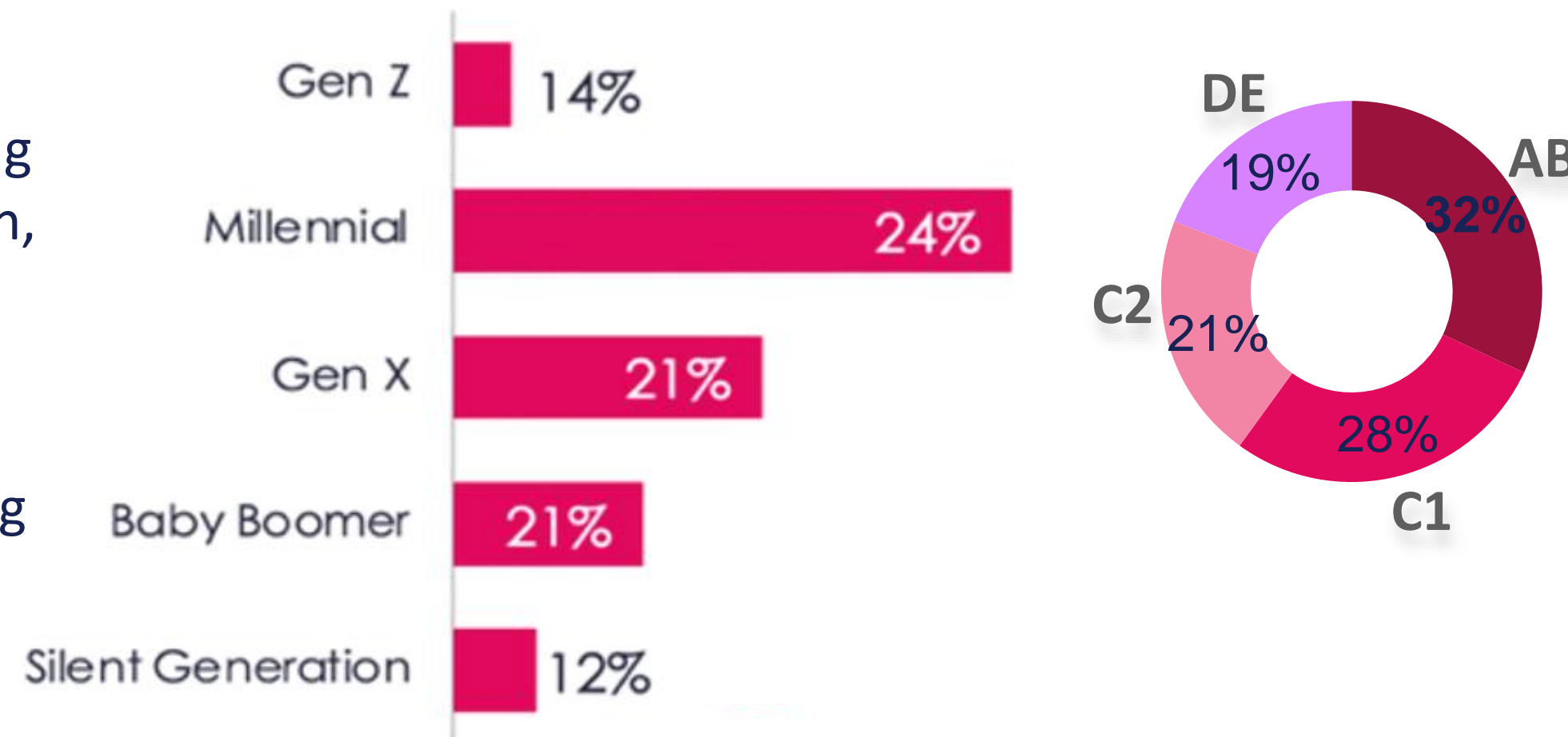
>3m

FINANCIAL IMPACT

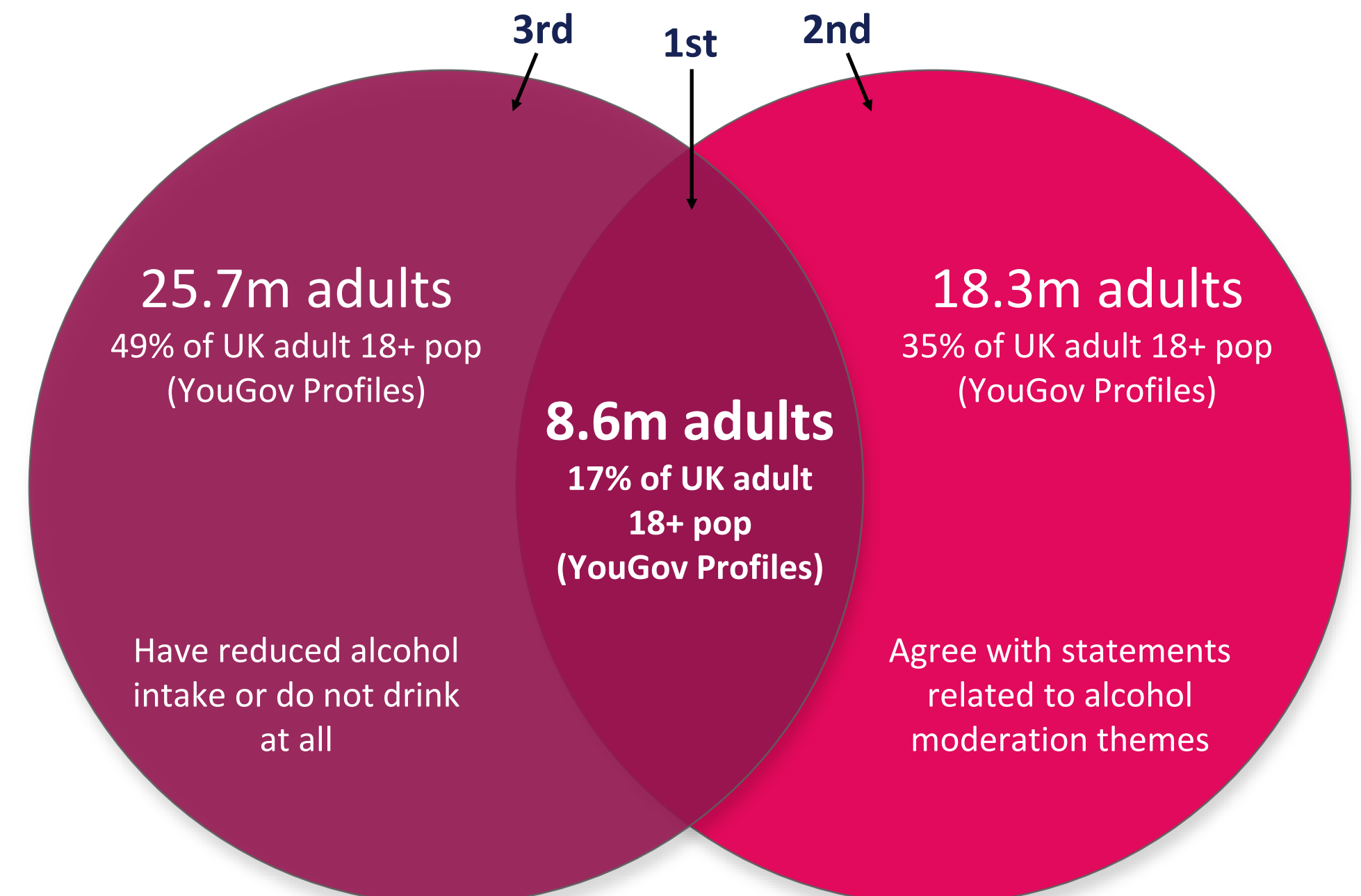
£500B

## Non-Alc Market Gap

Up to half of adults are deciding to moderate their consumption, with the trend being driven by experience-hungry, 'AB' socio-economic type millennials, eager to experiment and willing to pay premium prices for healthy adult experiences.



## Target Markets



## Global Trend

In the UK there are now 25.7 million adults who either do not drink, or are moderating their consumption. This represents a global trend, reflecting those moderating or abstaining in the EU (c.200M), in the U.S. (c.100M) and significant numbers across the Globe.

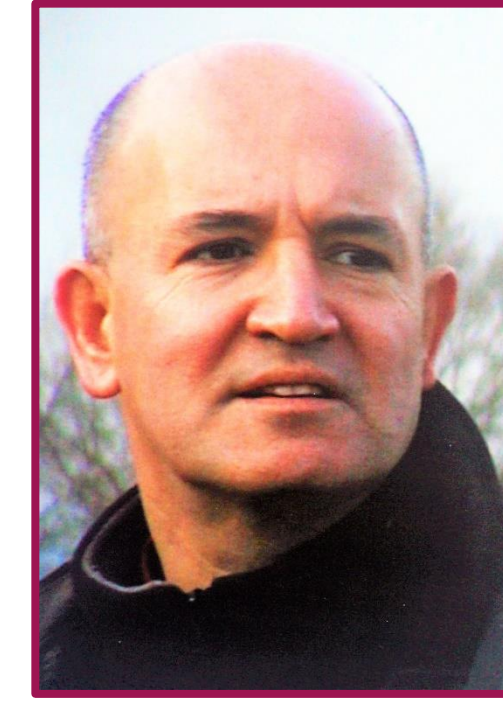
## GABA Science

*'Like drinking, but better'*

To serve this emerging market and to improve the lives of millions, GABA Labs Ltd, led by world renowned Professor David Nutt, is developing a patentable alternative to alcohol (known as *Alcarelle*). David Orren, an experienced founder and managing director, leads the business.

*Alcarelle* offers drinkers what they want from drinking (sociability, relaxation), without the ethanol and all that it entails. *Alcarelle* is analogous to a pianist playing a symphony on a Steinway, versus the ethanol alternative of playing with boxing gloves on.

Funding is required to conduct safety trials which the team believes will show greater than 100x safety margin for *Alcarelle* over ethanol. The product will be licensed as an ingredient to the global drinks industry to create a new generation of adult beverages.



*David Orren*



*Professor David Nutt*

## Total Investment Required

**Total** - three rounds will raise a total of £20M over 5 years.

**Round #1** - this current Investment Memorandum seeks to raise £2.3M during Q1, 2021.

**Rounds #2 and #3** - the goal is to double the valuation at each of these two subsequent Rounds.

**Projections** for possible valuation of GABA Labs within 5 years of market approval for *Alcarelle* in its first major market (either the USA or EU) are in range of £3 Billion to £10 Billion.

If you are a qualified investor interested in participating, and if you would like to receive further information, please contact David Orren at -



[david.orrren@gabalabs.com](mailto:david.orrren@gabalabs.com)



+44-7914-223 691

### Round #1

INVESTMENT  
ROUND  
£2.3m

### Opportunity - ROI

BUSINESS  
OPPORTUNITY  
£10B+