



## Top 5 Investor KPI's

For Kombucha Companies  
LJ Suzuki – Fractional CFO

# JuneShine Closes \$24 Million In Series B To Accelerate Hard Kombucha Business



**Douglas Yu** Senior Contributor

Food & Drink

*I cover exclusive financial news of the food & beverage industry.*

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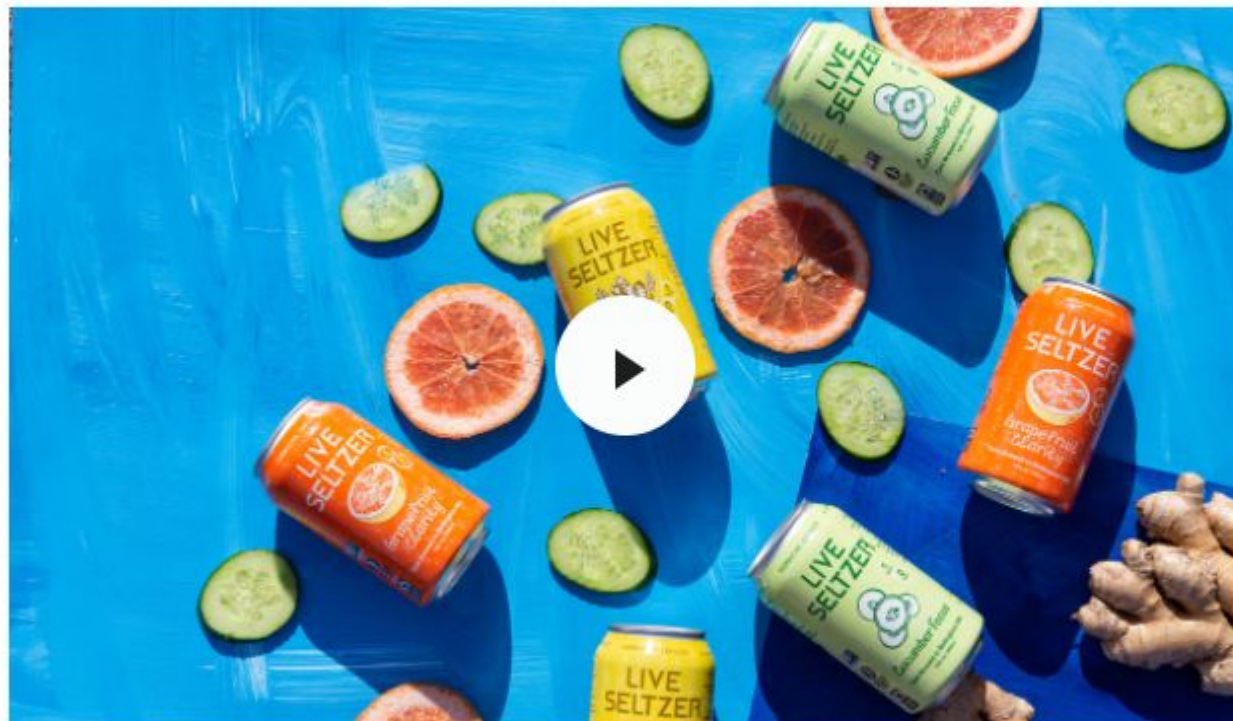
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# Kombucha Town

Living beverages for a better world



[Website](#) [Bellingham, WA](#)

FOOD & BEVERAGE

MANUFACTURING

Kombucha Town brews energizing and refreshing live seltzer and kombucha drinks, packaged in cans that are easy on-the-go and easy on the earth.

**\$113,142** raised [i](#)

**165**  
Investors

**\$20M**  
Valuation Cap

**8.0%**  
Annual Interest Rate

**\$250.00**  
Min. Investment

**15.0%**  
Discount Rate

**Conv. Note**  
Offering Type

**08/08/22**  
Maturity Date

**0**  
Days Left

OFFERING CLOSED

This offering ended on January 12, 2021 and is no longer accepting investments.





**What do investors look for in kombucha companies?**



# Cash Runway

No cash = low chance



# Simple, accurate projections.

Confidence inspiring.







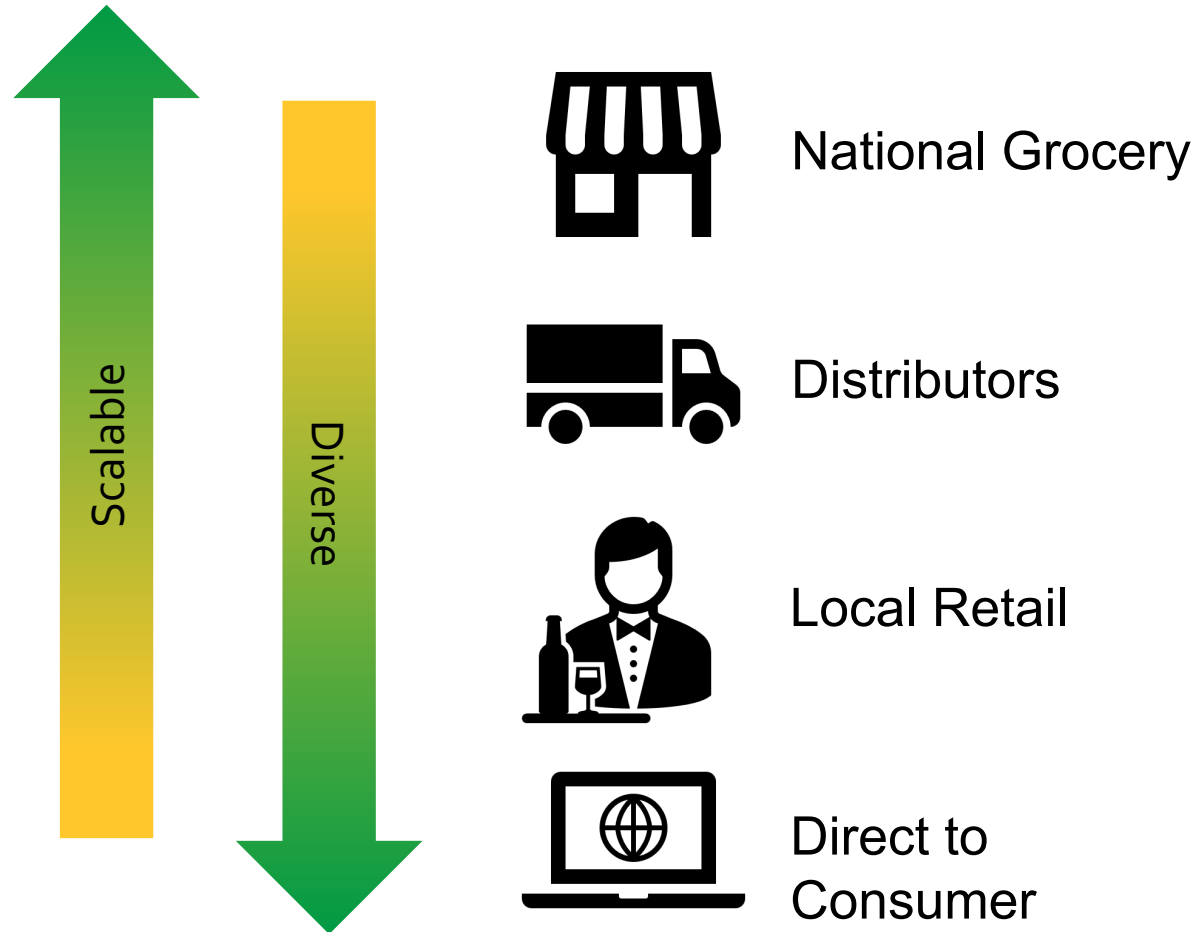
# Strong Gross Margins

Efficient operations for  
sustainable growth.



# Customer Mix & Concentration

Scalable & diverse





# Debt to equity ratio.

Nobody will bail you out.



# Top 5 investor KPI's

For kombucha companies



Robust  
Projections



Gross Margins



Customer Mix



Debt to Equity



Cash Runway



Be Unique





# CFOshare

## Questions?

LJ Suzuki

[LJ@CFOshare.org](mailto:LJ@CFOshare.org)