

roon

Making people believe in *natural deodorant* again.

A natural deodorant balm paired with a patent-pending delivery component we designed, tooled and own.



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Roon pairs a formula that actually works with an owned component that makes balm clean, portable and one-handed. The formula is the proof; the patent-pending delivery system is the moat.

STAGE	Pre-seed
INDUSTRY	CPG · Personal care
MARKET	~\$1.8B natural deodorant
RAISING	\$270K SAFE · \$3.0M cap

MEASURED TRACTION

\$14.7K

TOTAL REVENUE
DTC + wholesale since launch

18.8%

RETURNING RATE
16 of 85 paid and cold

\$3,652

FAIRE WHOLESALE
25% of net sales, ~15% marketplace cost

66

REVIEWS · 4.98
65 of 66 five stars

THE PRODUCT

A soft, anhydrous balm carries the actives that matter: bicarbonate suppresses odor-causing bacteria and zinc ricinoleate binds odor molecules. The tube advances it in a dosed click of the bottom cap, no jar, fingers or spatula.



MARKET + POSITION

Global natural deodorant is a ~\$1.8B category in 2025, tracking to \$3.8B by 2034 at roughly 8.5% CAGR, with \$1.4B+ in North America today. Three exits in nine years: Native to P&G, Salt & Stone to Advent, Wild to Unilever.

Roon holds the open premium-format corner: an elevated formula, an engineered applicator and owned tooling. At \$29.19 per ounce the Discovery Set is the most expensive in the category and still repeats. The \$32 full-size extends the system into retail, spa and hospitality.

FOUNDER + ORIGIN



Roon started with someone Josh loved. Her heavy-metals panel came back elevated, so antiperspirant went first. Every natural stick faded by midday; the balms that worked needed fingers or a spatula.

Josh brings 10+ years of technical sales across semiconductors, telecom, packaging and aerospace. He saw a mechanical failure, not a branding problem, and designed the tube around the formula.

SOLO OPERATOR · NO FOUNDER SALARY · FIVE MANUFACTURERS TRIALED, TWO CAN HOLD IT · PATENT-PENDING · TRADEMARK ALLOWED (USPTO)

BUSINESS MODEL

Since launch Roon has collected \$14.7K across DTC and wholesale, including \$3,652 through Faire at a ~15% marketplace cost, 25% of net sales. The \$54 Discovery Set carries 77% gross margin and \$39.89 of contribution against a \$40 best-observed CAC. Six accounts are won and shipping, 28 are tracked and 12 sit at negotiation or beyond, including Pendry, Shoppers Drug Mart and Well.ca. Modelled path: \$0.7M in 2027 to \$13M in 2029.

WHY ROON WINS

- Formula + component solve both halves of the problem
- Mini molds owned; this round funds the full-size mold
- Five manufacturers trialed; only two can hold the batch
- Wholesale at ~15% cost; \$2,273 landed in August alone
- Named demand: Shoppers, Well.ca (signed), Free People, Von Maur