



EXPERIENCE MIND FUEL

Beyond Energy, ZERO Caffeine, Made with Plants

Enhance your endurance, heighten your focus, and get laser precision - in minutes. Introducing the world's first natural, great tasting, ready-to-drink nootropic supplement.

FOR IMMEDIATE RELEASE (Atlanta, Georgia) — Synapse, is a healthy alternative to the energy drink category. The company, formed in 2016, launched its flagship Synapse beverage brand in 2018 with the core proposition of enhanced mental performance and energy with no health compromise. Synapse was formulated to be a natural, fast-acting and ready-to-drink supplement designed to boost mental performance and vitality by optimizing focus and mental clarity. Made with herbal ingredients used in centuries-old health and wellness practices, and supported by a proprietary, cutting-edge support matrix, Synapse contains NO caffeine, NO high fructose corn syrup, and NO artificial flavors, colors, or sweeteners.

Synapse was founded by neuroscience scholar Daniel Porada, biomedical engineering student Charles Lankau and innovation and beverage industry leader Shouvik Ganguly.

“Putting our neuroscience and biomedical engineering knowledge to use, we sought to leverage the body’s Krebs cycle—the basic biological process in which cells generate energy - to create a supplement that would give a boost without the health consequences tied to some energy drinks and caffeine,” says co-founder Daniel Porada. “We began experimenting with ingredient blends to enhance the brain’s natural function through increased mental focus and vibrancy.”

With the idea and formulation for the health-conscious energy alternative solidified, the co-founders were ready to take Synapse to market. They were accepted to Georgia Tech’s distinguished [Create-X](#) entrepreneurial initiative, which gives students the platform, knowledge and funding to launch start-ups. Through the program, they met Co-founder Shouvik Ganguly, who brings a long history in operations, marketing and commercialization from the global beverage industry. At The Coca-Cola Company for 18 years, he led brand management teams, ran category businesses and executed global launches.

“We believe we’re pioneering the ready-to-drink nootropics category,” says Shouvik. “Consumers want healthier options, and Synapse addresses mental vitality and offers a unique, sustained natural energy with a great taste.”

The herbal supplement hones mental performance by harnessing the power of nootropics, ingredients that enhance cognitive function without negative side effects. Leveraging ancient natural ingredients with cutting-edge neuroscience, Synapse contains FDA-compliant ingredients that organically work together to increase levels of acetylcholine—the neurotransmitter in the brain responsible for maintaining attention and focus as well as forming new memories and learning new material.

“Though our product is brand new, the ingredients it contains have been well-researched and studied for their cognitive and physical effects,” says co-founder Charles Lankau. “Synapse’s makeup incorporates natural compounds – never synthetic chemicals - found in melons, avocados, spinach and more to help the body generate more energy.”

The team has designed the Synapse nootropic matrix for maximum effectiveness, healthfulness, and efficiency. Learn more about the science behind Synapse by clicking [here](#). Unlike beverages which have caffeine, Synapse does not cause jitters or a subsequent crash, but instead leaves a feeling of being fully in control with improved focus and mental clarity. “Nootropics are a fast-emerging, high growth segment in the supplement industry, expected by some experts to reach \$6B by the year 2025. With our innovative format and emphasis on health and peak performance, we think Synapse is leading and will continue to lead the trend in this rapidly growing segment,” says Porada.

Synapse tested the product in the Atlanta market in 2018. The company has raised a cumulative \$2mm this far which has allowed it to finalize a commercial run in 2019 and kickstart the company's expansion and marketing initiatives. Starting mid 2019, the company has expanded its footprint with their distribution partners Perfect 10 Foods in Georgia, Tennessee, and Virginia; with Carolina Cannery Inc. in South Carolina, and more recently launched in West Coast with UNFI and KeHE. In the e-commerce space, Synapse has identified esports and gaming as a key market and doubled down on a strong marketing program leveraging influencer marketing. “We have been received very well by the esports community,” says Charles. “We are humbled by the reaction to Synapse by gamers who find it a highly relevant product that meets their needs - keeping them healthy, alert and winning.”

“We are off to a great start across our retail and e-commerce sales. We are seeing increasing rate of sales and, very importantly, a high degree of repeats” says Shouvik. “We are establishing a new category in this new age. We call it Mind Fuel”

Available for purchase at select retailers in GA, SC, TN, VA, NC, CA, TX, OR, and WA, and online at www.drinksynapse.com and [Amazon](#), Synapse is sold individually in 8.4-ounce cans and in 12-packs. Monthly subscriptions are also available [here](#).

For more information on Synapse, visit www.drinksynapse.com or follow along on social media with @drinksynapse and #mindfuel.

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