



**Complete Transcript: HALO Talks with Alex Bayer
Posted August 17, 2021**

Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book titled time to win again, 50 takeaways from playing and watching team sports to guarantee your business success. Those of you who know me personally, and anyone who's listening to halo talks for any length of time, know that I am an avid sports fan and a big believer in the value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur myself in coaching and mentoring executives in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. So quick read. There's also illustrations in there from our good friend market cruelty free cartoons. If you go to integrity, sq.com, enter your email address and we will send you information on the book and the entrepreneur wars survival kit as well. Be great. Take names go halo.

Pete Moore:

This is Pete Moore on HALO Talks NYC on location, south bay, California entrepreneur been on shark tank about to take on the pro shop industry, get cleaner products into our brethren here, Alex Bayer. Welcome to halo talks.

Alex Bayer:

Thank you here. Yeah. Thanks for having me on the show, man. Glad we made this happen.

Pete Moore:

Yeah. Awesome. So you're coming from genius juice. Why don't you give us a little bit of background? I've obviously done my research, but talk about how you kind of stumbled upon this product and then decided, Hey, I'm going to dedicate my life to the halo sector or if you will.

Alex Bayer:

Yeah. Yeah. I mean a long story. I'll try to do a, this long story in a short fashion. Essentially I was, I was insurance agent for seven years. Every single morning I would blend smoothies. I was a vegan like half of California about 15 years ago. And I think it's pretty well stereotype that if you're from California, either you drive an electric car, you're a vegan or I do yoga. So those are the three big ones right there. So I, I love making smoothies in the morning fell in love with the fact that I could get something on the go that gives me great sustainable energy and a really clean format. And so I would literally be knocking on

doors, you know, all day. And when I was working with Aflac business in 80 each door was about a mile apart.

Alex Bayer:

Cause I would go to I wasn't homes. I would go to industrial parks and business plazas, big buildings, big warehouses, you in Carson, California, and different areas that are not far from you. And yeah, so from there I'm like, okay, I'm done with insurance and there's only so many times I can sell an accident. You know, our hospital plan. So I need to do something else. And I stumbled upon an idea from a friend of mine. They invited me over to their home. It was actually someone I met for my work husband and wife, and they cooked me a vegan or vegetarian dinner. And then for dessert, they're like, Hey, have you ever had a coconut smoothie? I'm like, what, what the hell is that? And it's basically the whole coconut cracked open. You take the water and the meat blend it together, really creamy. And I remember looking at it for the first time. It was like vibrant, creamy filling full just two ingredients, just the whole coconut blended. And I'm like, this is genius. This is a genius concept that I really need to come up with and bring it to the market. So that's how genius was born.

Pete Moore:

Got it. So w what's the coconut supply right now? Because you've got all these coconut milks and you've got some other types of products that are, I don't know, they're trying to turn everything into milk these days, whether it's a fruit or vegetable. So how you, where, where do you get your coconuts from? How's that? Did you become like an expert on supply chain and logistics as part of this entrepreneurial venture?

Alex Bayer:

Yeah, so we get the coconuts from Thailand. We looked at coconuts from all over the world, you know, Mexican coconuts. I remember getting samples, you know, from a Brazilian Mexican coconuts, Sri lock-in coconuts, which is the king coconut, the gold coconuts. And I just remember that the Thai coconut was just by far the best tasting coconut. And right around that time, when we launched in 2014, another brand called harmless harvest, which is still around and doing well today, I just remember drinking their coconut water and being like, they have a great coconut water. I mean, I like to give props, you know, no matter if they're in the same space as us, they're a competitor. I don't like to bash competition, especially when they have a great product. So I'm like harmless has a great product. Just the Thai coconut water. I think I'm, I've fallen in love with a Thai coconut. So the non-POM coconut Navajo means sweet fragrance or sweet sweeter Roma in the Thai, in the Thai language lives up, it lives up to its name. So that's, that's our supply chain and we bring in several containers a month. Now we probably produced over 20,000 coconuts a day when we're in production. Well, so it's a big operation we've grown considerably and scaled, and we really pride ourselves on the simplicity, the tastes and the benefits of using coconut water and coconut meat and every single bottle that we, that we produce.

Pete Moore:

Yeah. Great. So what, at what point, I think you were on shark tank probably a year and a half ago, two years ago. Does that sound about right?

Alex Bayer:

Yup. Yeah. We aired January 19, 20, 20,

Pete Moore:

Yeah. 2020 that's right. So did talk to talk to us for a minute. How did it, how did you get on there? Like what's the process and I feel like people just watch the show, but don't actually motivate to apply as much as I thought they would.

Alex Bayer:

Yeah. I mean, the process is that, I mean, things were totally haywire last year with the pandemic, the way that you apply. I think this year it's still the same. It's all virtual, but normally you go, it's like American idol. If you ever watched that show, you probably have where everyone lines up at a stadium or like some kind of venue. And then like they bring you in one by one, you present in front of, you know, some casting agents. So it was the same thing. And I actually auditioned four times. So it wasn't three times a charm. It was four times a charm. I was one of the key taglines that I have when it comes to my shark tank experience. I think I realized why I did so well my fourth time the reason was, is the, you know, the first time was in like a convention, some kind of office convention center.

Alex Bayer:

Second time was in Salt Lake City at, I think a third time was at the mall in San Francisco. These are all just not my kind of venue. The fourth, the fourth time I used to be a poker player. I used to play Texas Hold'em. I was in the world series of poker. I was in one of the events I used to play three times a week because you know, when you're in selling insurance, you got to get to do something to get your mind off insurance. So poker was great for that. You know, not to downplay insurance. Great. It's just boring as hell. So essentially the TRIA, the auditions was at a casino. Pachanga I believe it was I think with Pachanga and I'm like, man, I feel right at home here, you know, like poker table over there, you know, that there were the whole Texas hold 'em tournaments.

Alex Bayer:

I feel great here. And so like I just naturally went through my pitch. I was loose. I was carefree. And then the rest was history. I got invited back and then there's a couple more hurdles to get on. So it was about a two or three month process for anyone that is applying to be on shark tank is probably less stress, less time intensive as it was compared to before. But it's a lot of time jumping through hurdles, doing multiple interviews, multiple presentations, you have to send in videos. And I think every year, from what I remember at least about 30 or 40,000 people try out and at the end of the day, only about 80 to a hundred are actually aired per season and say like, you know, the, the chance of being aired is like, you know, 800 or 80 out of 30,000, you do the phone it's pretty low. It's like 0.0, zero 2%. But once you actually get on the show, it's obviously a very real thing. You can air aired, even more rewarding. So it was a great experience.

Pete Moore:

Yeah. So she ended up getting two sharks to, to actually put money in.

Alex Bayer:

Yeah. So I'm very open about this. Some, some shark tank alumni or not, I just figure, you know, the way I do business is be really transparent upfront and, you know, and just, you know, confide and release the information. That's true. So basically we got a deal on the air for \$500,000. Mark Cuban and Barbara Corcoran for 25% of genius juice, the deal actually fell through after. So we went through negotiations, went through term sheets. We didn't really get far down the road. We went back and forth maybe

twice. And I've unfortunately I've heard many stories where the entrepreneur just tries to hang on, you know, for months trying to get the deal done and trying to push for better terms. They end up spending a lot of money, probably more than what they would have raised from the sharks just on.

Alex Bayer:

So I just figured, you know, what either of those meant to be, or it's not. So the deal actually ended up falling through, you know, we mutually walked away. It just wasn't a fit for us. You know, great experience spent about a month trying to go back and forth. And we decided not the right deal for us, for our company and our growth. And we moved on, however, the show did great exposure. We got the exposure, we got a quarter million in sales in the first week. It definitely hurt that we didn't raise the money. We definitely wanted to raise that money from the sharks at that point in time. But right after we aired on shark tank, we raised literally half a million dollars within one month. So whatever we want, we would've raised from the sharks. We raised it from others. So it ended up working out, you know, regardless, Virginia's too good to hear,

Pete Moore:

You know, so I've looked at a lot of different types of beverage companies you know, from a standpoint of, of giving a roadmap to other entrepreneurs, you know, what were the first couple of key hires that you made, obviously you're skilled and talented from your insurance days. Now, I'm just kidding. I'm assuming you love the product. Hey, I'm an entrepreneur, I'm kicking here. And like, I'll figure this out as I go. So what were some of the key hires? Cause I, and, and to, to the reason why I ask is some people come in and they say, I'm raising this amount of money. I'm like, okay, you know, what are your top three people that you got to bring onto this team to make sure you can win?

Alex Bayer:

I think I have two top hires that I'm really, really proud of. These are warriors that, you know, to them, obviously they're needing to get paid, but it's not about the money. It's about the passion for the products, the motivation and the fire under their to really grow the quickly because they see a, a really big opportunity with genius shoes to become, you know, a 50, 60, \$70 million a year brand. Right. And we're on our way, their first hire is. And I just want a big shout out to him. He's our national sales director. He you know, he's from South Africa, so he's a fellow Elon Musk, you know, fan. And he used to run restaurants and nightclubs. He was an entrepreneur general manager, managed finances. Tacky knows how to do taxes, accountants, accountancy stuff, great in sales as well.

Alex Bayer:

So he, when he moved over here, I hired him. He all helps to work. He used to work used to work in the energy sector, energy drink sector, I should say. Oh, so, so like he has a lot of experience with like, you know, all these different energy to energy drinks that are on the shelf. And when I first met him, I'm just like, this guy has a lot of energy, no pun intended, probably had too many energy drinks in his day. And it's kind of dangerous when you work for an energy drink company. It's like when you got unlimited energy drinks that could lead to a lot of energy, we

Pete Moore:

Were, we were, we were interviewing someone the other day and they said that the monster energy drink is the best performing stock on the stock market over the past, like 15 years. And it just pummeled

distribution. And I didn't even know that they were in the top, you know, 10% of publicly traded business.

Alex Bayer:

Yeah. I didn't know they were that high on publicly traded. I think they got, they eventually got bought by Coke, you know? So they're under the coconut Brella now and the core, the corporate machine. But yeah, so Gavin was a great hire. And then we also recently hired in the last six months or three months Casey Plachek, she's an operations manager, just people that know how to do it, they get things done. You don't have to ask twice. They're highly motivated. That's the type of team player, the floor, you know, they're there to help grow the business. No ego, just get done. That's the type of person I like to work with. And they exhibit that kind of trait. So that's a really two hires. I'm very proud of.

Pete Moore:

That's awesome. Thanks for sharing that with us. So, you know, when you look at you know, all these different drinks that come out and I'm sure, you know, you're on some newsletter where you're like, oh, somebody's coming up with some, you know, concoction now. And you talk about the, you know, from a cleanliness standpoint, you know, from an organic standpoint, obviously there's athletes that are in the news every now and again, because there was some hormone that was in some burrito that they ate in some place. And, you know, the Olympic metals are a risk. So T talk about, you know, the simplicity of the product and then somewhat of an infomercial, if you will, for us to get this product into a lot of health clubs and fitness centers.

Alex Bayer:

Yeah. It's a great thing that you brought up. I mean, look, the problem is that there's lot of drinks that are on the market that market themselves as healthy and clean, it says it on the label like, oh, this is great. This is organic. This is this, this is that. And then you kind of, you know, you take the bottle and you turn it around. You're like, this is really not good for me. Like, like what's on the front does not reflect what is on the back of a bottle. So like this starting to really me off, just kind of what motivated me and was the vehicle for me to create genius juice. I'm like, these are not healthy averages. They're loaded with sugar. They're loaded with gums, emulsifiers, artificial, and natural flavoring, just a step removed or a couple of steps removed from being a product.

Alex Bayer:

And definitely not from nature, like straight from nature. So with ours, the things we pride ourselves on the fact that it's called genius juice. We have a new marketing campaign, which is saying we have no dumb stuff in our product where genius juice. There's no dumb stuff. So there's no gums. There's no emulsifiers. There's no natural flavorings. There's no Stevia. I mean, a lot of people hate Stevia. We're actually removing Monk fruit out of our protein smoothies. We had monk fruit for the, for the initial launch, a lot of people that love our products and why add a sweetener, just use the coconut is naturally sweet. Why add anything else? It's perfect, exactly the way it's from nature. So we just really pride ourselves on having less than 10 ingredients per bottle. Our number one seller has only two ingredients. Number two seller has only five ingredients and just having the cleanest plant-based smoothie on the market. So that's what we're about. And we also have a new protein line, which came out about three months ago. It's exclusive and sprouts for right now, starting in summer, like August, September of 2021, it'll be opened up to any and all accounts. I want to bring it in. And I really think it's a great fit for

gyms. Now, gyms are reopening. People are going out and working out again. You don't have to wear masks inside, which are wearing a mask inside and working out just doesn't next.

Pete Moore:

Yeah. And then I tried it a couple of times that didn't work for me. You know, a lot of clubs, you know, had smoothie bars, but when you, you take the amount of time that it takes to make the smoothie, plus the theft, plus them also work in the front desk and not grading members, you know, having something in a bottle that meets the same needs is definitely more efficient way to run a health club operation.

Alex Bayer:

Yeah. It's like really just to grab and go, right? Like having a, you know, like a genius protein, right. You know, this was our top selling protein skew, just vanilla protein with functional ingredients that boost your mind and your body and your energy with clean plant-based protein and nothing else added no dairy, no gluten, no, it's just a great grab and go that you can buy within two seconds. You can pound it right before, or right after a workout. Doesn't slow you down gives you energy, nothing weird in there makes you feel and gives you a great workout. So that's really all about.

Pete Moore:

Awesome. All right. Well, we'll put in the we'll put in the show notes, the information on accessing a product and talking to your team on halo channel shales, you got any quotes that you live by or quotes that you come out of the genius network, besides the note, no dumb, no dumb stuff. And he could a business quotes that you like. Yeah.

Alex Bayer:

There's a one or two, one thing I want to mention, because this is going to be a video and audio, right. I think, or is it just video?

Pete Moore:

Do we do audio on? You could go. Yeah, we could go, but, but we could, we could caricature up whatever you want. Will you have one to share right now?

Alex Bayer:

Yeah. So the one thing I want to share just as a, my contact info alex@geniusjuice.com. If you're interested in doing wholesale with us email orders with an asset@theendatgeniusjuice.com, our website is genius juice.com, where you can purchase the products use genius 10 as a coupon code, your first purchase and get it for five bucks a pop, pretty much the same exact price I'd be in the store. And it's delivered fresh to your door with ice packs, which you can reuse for those sore muscles after working out and straight to your door within about two to three days, anywhere in the country, we delivered a 99.7% of all households across the country. So a yeah, appreciate that support. And hopefully you can bring, you know, order the product as far as quotes go. I liked the one from Woody Allen, you know, being that I'm a quirky Jewish guy, you know, just like him. I think he said half of success or, well, I think it was either 50% or 90%. So don't quote me on this quote. He said something like misquote, you how's that. Exactly. So it's a quote of a quote. So it's 50% of success is just showing up.

Pete Moore:

So there you go. Awesome. All right. Well from a fellow long island Jew to a endo and we'll take this podcast to the rest of the tribe. Good to see. I'll meet you in person. I'm going to order some juice right now. And

Alex Bayer:

You go to Costco where at Costco is in long island, New York right now. I think New York and New Jersey Costco was just launched last week. So make sure to go in and grab a pack off.

Pete Moore:

All right, man. Good to see you. I'm glad to reach out and talk to you soon.