

A stack of Anastannie Beauty product boxes in various colors (yellow, green, brown, orange, red, grey) with pink flowers scattered around them. The boxes have labels with the brand name and product names like 'MINI MAKE', 'LILY CLIMBER', 'COCO VANILLA', 'CITRINE', 'FRESA P', and 'MORA KIWI'.

Entrepreneurship Summit | 2023

ANASTANNIE BEAUTY

Presented by **Antasia (Annie) Glenn**

ABOUT

Who are We?

Founded in June 2021, Anastannie Beauty is a cosmetic and skin care brand that places an emphasis on the enhancement of natural beauty.

What we Do?

Empower and encourage people to embrace their natural beauty and promote a higher level of self-esteem and self confidence.

How we Do it?

Offer light topical cosmetic and skin care products. Handmade, cruelty-free, natural/ organic/ vegan products. Provide resources for redefining beauty and breaking down social barriers.

OUR WHY

Anastannie Beauty was founded by me for people like me to encourage and empower those like me to embrace and redefine their current definition of beauty and the significance it has in their lives.





PITCH YOUR WHY

PITCH YOUR WHY

The what

- What you do is the fundamental portion of your business/brand.
- The what is always tied to your mission & vision.
- The what is your mission & vision carried out.

The how

- How you do it is the materialized portion of your business/brand.
- The how is always tied to your value proposition.
- The how is the production of products and or services.

The why

- The why is the connection portion of your business/brand.
- The why is always tied to your motives.
- The why is the connection between you and your target audience.

STORY & SUCCESS

STORY

- Pitching your why requires telling your story.
- Pitching your story means being vulnerable.
 - How did you get here?
 - What keeps you going?
 - What is your impact on others?
 - How can you connect to those around you?

SUCCESS

- Pitching your success builds credibility.
- Pitching your credibility requires measurability.
 - Funding
 - Opportunities
 - Awards
 - Titles



CONFIDENCE

- Pitching requires confidence
- No one can tell your story better than you
- No one knows your why better than you
- Remember that your why is what moves people.

A decorative background featuring pink flower petals and a glass bottle. The bottle has a label that reads "NET WT 5 ML".

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THANK YOU!