



Pop Up Plus Inc. Business Plan

popupplusonline.com



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I. Executive Summary

A. The Company

Pop Up Plus Inc., is currently an online and pop up shop offering trendy apparel for curvy girls ages 25-44. In spring of 2018 we will be launching an additional service – special occasion rental for sizes 14-32. The goal of Pop Up Plus Inc. is to challenge our customer perceptions of what curvy girls can wear, and encourage confidence in our customers at any size. We are a brand that curvy girls look to, not just for style but for a counter narrative to the current fashion industry and lifestyle norms for a plus size woman – we celebrate what is fun, independent, and sexy in our customers.

B. Objectives

Pop Up Plus Inc.'s objective is to execute our 3-5 Yr. Growth Plan which includes:

- Introducing a rental option with “smart fit” technology to our customer base increasing wider availability of product styles, expanding size ranges from XL – 5X and “fit” recommendations - merging highly detailed product information and customer data using artificial intelligence
- Expanding to other online marketplaces such as Amazon.com
- Becoming a content leader in the plus size lifestyle category with styling, confidence and body image trainings
- Expanding emphasis on an omni channel experience with Pop Up Shop Tours to other cities
- Continuing to grow our loyal customer base to 100,000 by becoming the premier plus size company - a one-stop shop for edgy and trendy plus size fashion.

C. Market Opportunities

The plus size industry is an \$18 billion market growing at 5% a year. As this trend increases so does the need for clothing to satisfy the segment. Established specialty stores-Lane Bryant and Ashley Stewart and newcomers Asos, ModCloth and Eloqui dominate the market with the availability of a huge range of styles, however, most primarily focus on work wear basics and everyday apparel. Pop Up Plus Inc., has a unique opportunity to capitalize on the growing 25-44 age market. As this age demographic spends more of its disposable income on travel and experiences, this market wants fashion runway trends translated to their sizes and special occasion pieces for the 3 or more special events they attend yearly.

D. Competitive Advantage

Pop Up Plus Inc. continues to grow our loyal customer base. We have shipped 4500 orders to date, grown our email subscribers to 25,000, Instagram and Facebook following to over 100,000 combined. We focus primarily on the social lives of our customers - outfits for dates, birthdays, baby showers and other social gatherings. Pop Up Plus Inc. will continue to win if we grab our customers' attention at these special moments.

E. Management Team

Camille Newman brings 15 years of expertise from various roles in the Fashion Industry - buying, planning, store execution and pricing strategy at companies such as Ross Stores Inc., Macy's Inc and Hudson's Bay. Pop Up Plus Inc. has 3 advisory board members-Natalie Cumberbatch, Ndaya Kasanda, and Lennox Newman.

F. Financial Summary

Pop Up Plus Inc. had gross sales of \$114,000 in 2016. We are currently raising \$350,000 for a full stack developer for our “smart fit” platform, rental inventory, 2 full time staffers and aggressive online marketing.

II. Company Description

A. Legal Name and Form of Business

Pop Up Plus Inc. is established as an “S” Corporation in the state of NY.

B. Mission Statement

Pop Up Plus Inc. is an online and pop up shop offering trendy apparel for curvy girls ages 25-44. In spring of 2018 we will be launching an additional service – special occasion rental for sizes 14-32. The goal of Pop Up Plus Inc. is to challenge our customer perceptions of what curvy girls can wear, and encourage confidence in our customers at any size.

C. Names of Top Management

The Founder and CEO of Pop Up Plus Inc., is Camille Newman. As we launch the rental and “smart fit” technology platforms we will be adding a Chief Technology Officer and an operational, logistics and marketing team.

D. Location and Geographical Information

Pop Up Plus Inc., is based in Brooklyn, NY.

E. Company’s Development Stage

Pop Up Plus Inc. was founded as a sole proprietorship in 2010. The organization transitioned to an “S” corporation in August of 2015. Initially founded as a pop up shop, Pop Up Plus Inc. added an online shop - popupplusonline.com, in fall of 2013 and has seen tremendous growth with the inception of the online store. To grow the business further, we will be launching an additional service – special occasion rental for sizes 14-32 in spring 2018.

F. Trademarks, Copyrights & Other Legal Issues

Pop Up Plus Inc. currently has no pending trademarks and copyrights.

G. Company Products or Services

Pop Up Plus Inc. currently provides specialty plus size clothing primarily for social events such as dates, birthdays, baby showers, parties etc. We source our product primarily from wholesalers in California. This product would be categorized as “fast fashion”. Our primary focus is selling unique trendy pieces, presenting our collections through edgy editorial and visually appealing look books. In spring 2018, we will expand our inventory assortment with designer special occasion wear for sizes 14-32

H. Milestones Achieved to Date

Pop Up Plus Inc. is the recipient of the following awards:

- 2010 Citibank Power Up Brooklyn Business Plan Competition Winner
- 2014 Facebook for Business All Stars
- 2015 Oberlin College / Launch U – Joe Rubin Venture Prize Winner
- 2015 Dream Project Pitch Winner
- 2015 “Going Up” Black Enterprise Elevator Pitch Competition Winner
- 2015 National Urban League Pitch Competition – Best Existing Business Pitch Winner
- 2016 Wells Fargo Works Top 10 Finalist / 2016 FedEx Top 100
- 2016 National Black MBA Association Whiteboard Challenge
- 2017 Global Fashion Battle - Startup Weekend NYC

III. Industry Analysis and Trends

A. Size and Growth

The plus size market constitutes 67% of American women who wear a size 14 and up. Plus-sized



women's clothing, which generally constitutes sizes 18 and up in the United States, grew 5 percent according to The NPD Group, a marketing research firm. The category generated \$18 billion in the 12 months ending April 2016 (May '15 – April '16). Most sales channels experienced growth between April 2015 and April 2016, namely e-commerce, off-price retailers, department stores, specialty stores and national chains. Plus size sales at E-commerce stores have grown consistently in the past two years. In terms of demographics, 55-64-year-old consumers represented the largest dollar share of all the age groups, accounting for \$4.2 billion, a 9% increase. The 65+ category, also grew at 9% and represents \$4.2B. The 18-24 age group has been on the rise since April 2014 growing 27% over a 2-year period – or from \$850 million to \$1.1 billion. Over the past year alone it has grown 23% while the 25-34 age group increased 11%. By contrast there have been declines in the 13-17 and 45-54 age group. The 35-44 age range has remained the same. The NPD Group, suggests that while the rest of the retail industry experiences a significant shift, the plus size industry will grow 4 to 6 percent annually. What was once

a niche category has grown into a thriving market segment and continues to expand.

B. Maturity of Industry

Though the retail industry is very mature, the plus size industry itself is an expanding category. For retailers, part of the challenge lies in finding the best way to effectively target these customers whether it be in design, product placement or store layout. Retailers are struggling with combining plus-sizes with their main line market and how the perception of plus size would affect their core customer, opening an opportunity for plus size specialty retailers such as Pop Up Plus Inc. As the industry grows larger and more segmented, the plus size industry still has a long way to go in addressing specific segments such as plus size teens, plus size baby boomers and petite plus customers. Analysts indicate that retailer's inability to market to the plus size customer is one of the industry's biggest challenge.

C. Vulnerability to Economic Cycles

The retail industry in general is suffering from a slowing economic market, however the plus size category is still expected to outpace smaller sizes at 5% a year. We are particularly excited about the rental/sharing economy which is expected to grow to \$34 billion by the year 2020.

D. Technological Factors

Plus Size apparel sales have seen the most growth online. In 2014 online sales increased 31%. This growth is reflected in our expansion of popupplusonline.com. The challenge remains to ensure the online retail experience is inviting, welcoming and friendly for plus size women that have not had positive experiences in brick and mortar retail stores. Cotton Inc, Lifestyle Monitor indicates that due to the tremendous growth of plus size e-tailers the presence of a plus size market willing to spend is undeniable.

F. Supply and Distribution

The great majority of plus size apparel is sold at low to moderate prices. There is opportunity for richer average gross profit margins in the plus size market in the coming years. Improved size selection, and trendier options will spell greater returns.



G. Anticipated Changes & Trends in Industry

The clothing needs for plus size women will continue to grow and become more segmented. The low tier marketers such as Wal-Mart, Kohl's and Target are capitalizing at their levels, introducing lines in store such as Ava and Viv for Target. However, plus size women continue to want trend, style and fit not just an extension of the main line retailer's offerings. Specialty retailers such as Modcloth and Eloquii are experiencing tremendous success in providing these options. For the women who can afford it there is a move towards upscale fashion houses that are now providing plus size lines such as Marina Rinaldi and independent brands such as Carma Koma. Options for specific sectors of the

market such as plus size teens, petite plus, lingerie, denim or swim wear only sites for plus size women are gaining ground. In our target market demographic ages 25-44, we are seeing an increasing shift in a desire to rent their clothing instead of purchasing. With consumers now accustomed to the "sharing economy" by tapping into Uber rides and Airbnb for places to stay, there is a growing appetite for "rental retail." The trend is particularly strong among millennials, with 35% of the 25-34 age group interested in renting. In addition, one-fifth of all shoppers are willing to spend \$200 or more a month on unlimited clothing rental subscriptions.

IV. The Target Market

A. Demographics/Geographics

Pop Up Plus Inc. customers are plus size women ages 25-44 – 55% are in the 25-34 age group; 37% in 35-44 age group; 4% in the 18-24 and 45-54 age group. Their income ranges from \$40,000 to \$110,000. Twenty five percent are married, 55% are single and 20% are in a relationship. Women in our target market work primarily in sales, administrative and healthcare roles. A lower percentage works in government and business professions. Seventy percent have a college degree, 5% have a professional or master's degree and 20% have a high school diploma.

B. Lifestyle and Psychographics

Pop Up Plus Inc. customers are primarily concerned with career advancement, family and maintaining good friendships. Though some are mothers, they still crave social connections. Attending various social and cultural events is a priority and this is where their fashion statements are made. Our customer is youthful, intelligent, educated and hardworking. They are the “cool” plus size girls that are fierce and fun. They push boundaries and have confidence maintaining a “body positive” attitude. They are extremely tech savvy and rely on print and social media for on time news and information. They rely on Instagram and Facebook to maintain relationships and start new ones. Our customers belong to various professional organizations, such as the Boss Network and various national sororities. Our customers watch programs such as Scandal, How To Get Away With Murder, and the Real Housewives franchise. Our customers rely on bloggers for styling tips and fashion advice.

D. Purchasing Patterns

According to a survey by Modcloth, 21% of plus size women spend \$150 or more per month on clothes. They purchase primarily for work, social events and possibly church. Fit is everything for this customer- She is willing to splurge on items that are of quality and showcase trend. Of the women surveyed 81%, say they would spend more on clothing if they had more options in their size and 88% would buy even more clothing if the options were trendy. Our customers are looking for well-designed garments that integrate current trend and fit perfectly. Our customers research trend and design in magazines. Even though these magazines provide no plus size representation they look to these magazines to emulate current styles.

E. Buying Sensitivity

Price and quality are interrelated for the Pop Up Plus Inc. customer. She becomes only price sensitive when she questions the quality and fabrication of a product. Style, fit, brand and shopping experience are higher priorities for the Pop Up Plus Inc. customer. Due to negative in store shopping experiences plus size women are now more accustomed to shopping online.

F. Size and Trends of Market

The 25-44 age group represents a \$2B opportunity. With new tools such as Instagram and Facebook Marketing, we can reach a broader swath of customers.

V. The Competition

A. Competitive Position

Department stores such as Macy's, Bloomingdales and Nordstrom target primarily the 45+ market, carrying private label product designed specifically for their stores or designer capsules. A Pop Up Plus customer might shop with these stores for work wear basics and everyday staples but at a higher price point and higher product quality.

Lane Bryant, Ashley Stewart and Avenue are mid-tier chain plus size manufacturers and retailers. Many customers have described the shopping experience as mundane, however recent collaborations with designers such as Isabel Toledo are slowly changing the perceptions of these brands.

Our main direct competitors are Eloquii, Modcloth and European brands such as Asos, Boohoo and Simply Be. Eloquii re-launched with \$6 million in Series A funding and in just two years has gained fast traction. Eloquii has adopted a Zara model, designing pieces not to live longer than eight weeks. Modcloth, a vintage and retro brand expanded their size range to sizes 0-22. Modcloth sales in sizes 16 and up doubled year over year and size 16+ customers spent 20% more in orders than smaller sized counterparts. Modcloth serves a specific niche of pinup and vintage inspired aesthetic. European brands Asos, Boohoo and Simply Be have extensive assortments and are capturing market share by expanding their current product lines to include plus sizes.

Pop Up Plus Inc. has a laser like focus on providing “after 5pm” attire for the social lives of our customers.



We are focused on edgy apparel while many competitors are still focused on workwear and more conservative basics. Most competitors in the space are having success due to the expansion of their number of styles and size ranges, our rental concept will increase the amount of styles we carry and the breadth of assortment.

B. Pricing Strategy

Pop Up Plus Inc. customers are price sensitive due to the frequency of shopping visits. As one customer told us – “She has to have a new outfit for every event.” In our research, we have found our customers shop at least twice a month and spend on average between \$50 and \$150 during each visit. In terms of our competition Pop Up Plus Inc. is priced at the lower to mid-level in juxtaposition to our competitors.

C. Market Share Distribution

Overall the low tier marketers, Wal-Mart, Kohl's and Target dominate the plus size segment controlling 30% of the market. Specialty marketers such as Lane Bryant, Ashley Stewart and Avenue control 25%. Plus size independent stores throughout the country control 15% of the market. 10% of the market belongs to design houses such as Tommy Hilfiger and Ralph Lauren that have added plus sizes to their collections. Online retailers/catalogs are growing at a steady 20%.

D. Barriers to Entry

The cost of marketing and promotional activities in the online space presents a great challenge for Pop Up Plus Inc. Exposure to our customers is becoming increasingly challenging with the high spends required for digital tools such as Google AdWords and Facebook ads. Pop Up Plus Inc. still relies on style influencers to help engage the customer. Inventory costs are a definite barrier to entry. Expanding the sku count on our site will require that we own significantly more inventory.

E. Future Competition

The competition for the 18-44 market will continue to increase. These are the only sectors of the plus size market growing while the 45+ group remain constant. Pop Up Plus Inc. can distinguish itself with the introduction of more style choices and size availability through the rental option.

- 1. Special Occasion Rental Service** - As our customers spend less on fast fashion pieces and more on investment pieces, renting becomes a more attractive option to scale our business. For our customer's special occasions, renting a dress is a smart way to avoid spending hundreds of dollars on something the customer will wear only once. In Spring of 2018 we will introduce an a la carte dress rental service for sizes 14-32. At a time when every party dress appears on Instagram and Facebook, it's harder than ever for women to wear the same outfit twice. The idea is to offer a touch of Cinderella — on a budget. We are also doing something good for the designer community— they can get their clothing out to broad swaths of plus size women across the country that wouldn't normally interact with their brand and the customers are trying special occasion pieces without having to commit to purchasing. It's a win-win – a rotating dream closet that will reach a new generation of customers.
- 2. Rental Process** - Rentals will range from \$95 to \$200, 25% of the retail price, for a seven-night loan and are shipped directly to the customer's doorstep. After wearing the dress, she will put it into a prepaid envelope and drop it in the mail. Dry cleaning and damage insurance will be included in the rental price. Paid styling appointments and a dress concierge. Customers who want to be extra-safe can choose a second style as a backup, for an additional \$25. And all dresses come with a custom garment bag and a "fit kit," which includes double-sided tape, bra strap adjusters and deodorant stain removers. To assist with fitting, we have on-call stylists who can advise customers on how certain materials feel and how a dress might hang on various body types. In addition, we will offer returns within 24 hours for any reason and we will include an extra size of a first dress at no additional cost.
- 3. Our "Smart Fit" Innovation Technology Platform** – Customers will fill out detailed information – Height, Age, Weight, Size, Location, preferences for style and preferences for taking risk. With the help of artificial intelligence, "Smart Fit" will use this data to recommend rental pieces for a customer's body type. The platform will consider fit, material and dress design for various body shapes. Using data science principles, we will adapt a new approach, merging highly detailed product information with customer data. Clients will select a product's detailed attributes for a dress, this might be the color, sleeve length, the neckline, etc. We then combine these product details with customer body shape attributes, such as apple shaped, pear shaped etc., to build solutions for dress recommendations. Each time a customer 'clicks to change' an attribute, we're helping the customer find the perfect item. It's like interacting with an in-store stylist, but on our online platform. This process eliminates needless scrolling for dresses, picking the wrong size and the wrong dress for your shape for your event.

VI. Strategic Position & Risk Assessment

A. Company Strengths

Pop Up Plus Inc. presents a well edited collection of plus size apparel. Our laser like focus on a targeted area of our customers lives is truly our greatest strength as we engage the plus size customer in new ways. Marketing to the plus size customer has been one of the industry's biggest challenges. Through our editorial content and highly curated clothing selections we bring the excitement back to shopping for our customer.

B. Market/Industry Opportunities



Pop Up Plus Inc. is positioning itself to become a premier recognizable plus size concept. Plus size customers according to Industry Surveys are still frustrated overall with their clothing options. The market is not yet saturated and Pop Up Plus Inc. can experience significant growth distinguishing ourselves with the introduction of more style choices and size availability. Growth areas include our upcoming rental option, becoming a content leader in the plus size lifestyle category with styling, confidence and body image trainings and expanding our emphasis on an omni channel experience with Pop Up Shop Tours to other cities.

C. Risks Assessment

Pop Up Plus Inc. is faced with two major risks-marketing / customer reach and lack of investment capital development and inventory purchases. The cost of marketing online is

becoming increasingly expensive. New brands have adopted aggressive use of style influencers which is our main marketing tool. We have a need to develop a unique marketing strategy and message to keep our current customer engaged and intrigue new customers.

D. Definition of Strategic Position

Most manufacturers of plus size garments have a utility approach to clothing, Pop Up Plus Inc. stresses trend and fashion. Pop Up Plus Inc., is an online and pop up shop offering trendy apparel for curvy girls ages 25-44. We will be adding a special occasion rental option in 2018. Our primary focus is selling unique trendy pieces, presenting our collections through edgy editorial and visually appealing look books. We challenge our customer perceptions of what curvy girls can wear, and most of all we encourage confidence in our customers at any size. The goal of Pop Up Plus Inc. is to be a brand that curvy girls look to, not just for style but for a counter narrative to the current industry fashion and lifestyle norms for a plus size woman – we celebrate what is independent, fierce and sexy in our customers.

VII. Marketing Plan and Sales Strategy

A. Company's Message

Pop Up Plus is for curvy girls! We believe in ending fashion boredom and introducing -fun, trend and confidence for plus size women. The goal of Pop Up Plus Inc. is to challenge our customer perceptions of what curvy girls can wear, and encourage confidence in our customers at any size.

B. Marketing Vehicles

Pop Up Plus Inc. utilizes 3 marketing mediums: 1. influencer marketing 2. social media such as Instagram, Facebook and Pinterest; and 3. email marketing, engaging in the plus size community online is essential. Because offline sources have neglected the plus size customer they have found a home online so the bulk of our promotion happens online. Pop Up Plus Inc. has had early success in our marketing efforts. Social media marketing is our primary promotional tool as our customer is trendy and tech savvy.

- **Influencer Marketing:** 49% of consumers seek purchase guidance from social media. We use influencer marketing to extend the reach of our brand messaging by working with social media influencers to create or support content they post on their own social media channels. This allows us to reach their follower base, and reach a broader audience while segmenting our efforts in ways that would never be possible through our own branded social media accounts. We recruit influencers to participate in content that we share and cross-post on our own channels. When picking an influencer, we review the following:
 1. **Relevance:** Is the influencer sharing content and developing a following relevant to our business and our market segment?
 2. **Reach:** The number of people we can potentially reach through an influencer's follower base that would bring value to our business.
 3. **Resonance:** The potential level of engagement the influencer can create with our audience
- **Instagram / Facebook / Pinterest Marketing:** As of 2015, our average cost per click on Facebook ads is \$0.64 , this allows us to compete with companies all over the world without a huge marketing spend. Instagram and Facebook have worked incredibly well for us. We can communicate our brand values through a mixture of product images and lifestyle elements. In the future, we are looking to stream more video, enhance the direct buying function from all platforms. Instagram / Facebook and Pinterest are essential to our long term strategic marketing plans.
- **Email Marketing:** Email open rates are falling at rapid rates. We continue to use it as a form of getting our message out, however we are trying different tactics, such as content themes.

C. Strategic Partnerships

We continue to build strategic partnerships with plus size style influencers. We are also looking to build partnerships with other brands that are a part of our customers lives, items such as shapewear, lingerie, boot enhancers and so many other things.

D. Other Marketing Tactics

Our 3-5-year growth plans include expanding our pop up shop strategy which is a form of our marketing, however we are considering other types of events. We have done various surveys and we have gotten feedback from our customers that they would like to attend other events geared towards styling and empowerment.

VIII. Operations

A. Plant and Facilities

Our Inventory is stored at 702 Bristol Street in Canarsie Brooklyn. Our storage facility is approximately 900 square feet. The space has no flooding challenges and we will be the only business housed at this location. As we expand into rental, we will need to expand our storage facility.

B. Equipment and Technology

Pop Up Plus Inc., conducts most operations virtually, including the maintenance of our website - www.popupplusonline.com. In addition to inventory, we have used clothing racks to hang merchandise, plus size (size 18/20) bust form/mannequin, professional steamers, specialized hangers, and shopping bags

C. Variable Labor Requirement

Pop Up Plus Inc. utilizes one part time shipping personnel and 2 interns.

D. Inventory Management

Pop Up Plus Inc. purchases inventory from wholesalers accessible on the web and trade shows. We buy and ship inventory several times a month. Inventory is currently managed manually.

D. Supply and Distribution

On average, our wholesale costs range from \$9 to \$45. This range will change when we add special occasion rental wear which is higher in price. Currently due to small purchase quantities we are required to prepay for our purchases with a credit card and don't yet purchase the minimum units required for net 60 billing. Most of our vendors have a reputation for timely delivery and have been in the business for 5 yrs. or more.

E. Order Fulfillment and Customer Service

We ship all orders within 24-48 hours. We have a customer service email and 1-800 number for customer concerns and questions.

F. Research and Development

Like all fashion businesses Pop Up Plus Inc. must stay abreast of trends, rapidly changing consumer preferences, new products and the changing pace and evolving nature of fashion. We solicit customer feedback regularly through surveys, Instagram, Facebook and fashion chats. It is through this constant connection with our customers that we saw the need for a special occasion rental. We continue to develop new ways to reach our customers and position ourselves as an industry leader and specialists in plus size apparel.

G. Quality Control

Quality control is a challenge as we have no way to monitor our vendors' manufacturing process. We do anticipate 1%-2% damages on all inventory received.

I. Safety, Health, and Environmental Concerns

702 Bristol is our storage facility and office space. We have general business insurance and flood and fire to protect inventory and other assets.

IX. Management and Organization

A. Principals/Key Employees

Founder/CEO: Camille Newman brings 15 years of significant retail-related management experience to her position as Founder and CEO of Pop Up Plus Inc. She opened her very first boutique while in college in Ohio to generate financial support for a local rape crisis shelters. A graduate of Oberlin College, she started her career in fashion editorial. She discovered her true passion while working for Lane Bryant where she grew to understand the needs of the plus size market and the potential impact she could have if she started her own business. She has honed her expertise in various roles in the Fashion Industry with roles in buying, planning, store execution and pricing strategy at companies such as Ross Stores Inc., Macy's Inc and Hudson's Bay.

B. Advisory Board

Ndaya Kasanda, (Strategy/Marketing)

Education: Providence College, Bachelor of Science Marketing / Relevant Work Experience: Joined Accenture's Retail Practice as a Consultant to design, build and deliver high value solutions by leveraging previous industry expertise to help various retail clients transform their businesses in the planning and merchandising space. Then promoted to a Manager and challenged to lead the design and business integration of high-profile clients to improve their merchandising and planning capabilities.

Lennox Newman, (Operations, Sales, Strategy)

Education: CLU (Chartered Life Underwriter) Series 6, 63 Licenses / Relevant Work Experience: Mr. Newman's management and sales experience is extensive and spans two countries. In Jamaica, he served as a Supervisor at Aluminum Partners Ltd and worked with National Life and Jamaica Mutual companies. In the US, he is a 25 yr. Senior Nylia with New York Life Insurance Company. He currently owns and operates A to Z Realty, Newman's Insurance Brokerage and "Chicken On the Run" Ltd- a chicken, pastries and smoothie bar-fast food restaurant in Jamaica.

Natalie Cumberbatch, (Finance/Operations)

Education/ Relevant Work Experience: Natalie has a Bachelor's in Political Science, which she received from Brooklyn College and is an active member of the Society for Human Resource Management. She is currently the Director of Finance and Administration at Beam Pines, managing all the day-to-day operations for the New York office and supervises administrative support staff. In 2005, she assumed her current position working alongside our President and CEO and Corporate Secretary. Natalie continues to work alongside consultants to preserve the customer service experience and maintain quality control. In addition, she is a member of the Beam Pines Diversity and Mentoring task force.

C. Management to Be Added

To expand into rental, we are looking for opportunities to grow the advisory board to include a programmer and/or CTO (Chief Technology Officer), logistics, operational management and online marketing.



X. Pop Up Plus Inc. Development & Milestones

A. Long-Term Company Goals

Pop Up Plus Inc.'s 5-year growth plan is aggressive. We intend to grow our ecommerce business to \$600,000 by 2020, also an additional \$800,000 in rental income.

B. Growth Strategy

Our strategy to grow Pop Up Plus Inc. is as follows:

- Introducing a rental option with “smart fit” technology to our customer base increasing wider availability of product styles, expanding size ranges to include XL – 5X and “fit” suggestions using customer data and artificial intelligence
- Expanding to other online marketplaces such as Amazon.com
- Becoming a content leader in the plus size lifestyle category with styling, confidence and body image trainings
- Expanding emphasis on an omni channel experience with Pop Up Shop Tours to other cities
- Continuing to grow our loyal customer base to 100K by becoming the premier plus size company - a one-

stop shop for edgy and trendy plus size fashion.

C. Milestones

Pop Up Plus Inc. is the recipient of the following awards:

- 2010 Citibank Power Up Brooklyn Business Plan Competition Winner
- 2014 Facebook for Business All Stars
- 2015 Oberlin College / Launch U – Joe Rubin Venture Prize Winner
- 2015 Dream Project Pitch Winner,
- 2015 “Going Up” Black Enterprise Elevator Pitch Competition Winner,
- Wells Fargo Works Top 10 Finalist
- 2015 National Urban League Pitch Competition – Best Existing Business Pitch Winner.
- 2016 FedEx Top 100
- 2016 National Black MBA Association Whiteboard Challenge
- 2017 Global Fashion Battle - Startup Weekend NYC
- 2017 Million Dollar Women Summit

Accelerators

- 2017 Circular Board
- 2017 We NYC Cohort

XI. Pop Up Plus Look Books



POP UP PLUS™
FOR CURVY GIRLS



POPUPPLUS
FOR CURVY GIRLS

LE BLANC

2015 SUMMER LOOKBOOK

POPUPPLUSONLINE.COM
MODEL: KENYA MORRIS | PHOTOGRAPHER: OSHA WAITERS



POPUPPLUS
FOR CURVY GIRLS



SWEETS FOR MY SWEETHEART DRESS



THE GLAMOROUS LIFE JUMPSUIT



MARILYN HAREM JUMPSUIT

LE BLANC
2015 SUMMER LOOKBOOK

XII. The Financials

A. Financial Summary

Pop Up Plus Inc. anticipates raising \$350,000 for our 3-5 yr. growth initiatives. To date, a personal investment of \$60,000 from Founder, Camille Newman, has been used to fund the company. An additional \$60,000 has been raised from pitch and startup competitions. Below is 2015 / 2016 Profit and Loss Statement and Balance Sheet. Sales projections for 2017 – 2019 are included. An assumption of revenue goals for our additional rental service are included in the financial projections, however rental revenue or expenses have not been factored into the profitability and EBITDA projections listed.

B. Use of Funds

Pop Up Plus Inc. is seeking financing totaling \$350,000

- \$100,000 - Addition of rental service (initial inventory and startup costs)
- \$140,000 - Aggressive online marketing - Facebook / Pinterest ads, content marketing and influencer marketing
- \$110,000 - 2 full time employees - a “full stack” developer for our “smart fit” platform

Pop Up Plus Inc. Profit and Loss

	2015		2016	
Revenue				
Sales	\$	95,645	\$	114,907
Total Revenue	\$	95,645	\$	114,907
GROSS PROFIT	\$	24,172	\$	39,440
Total Operating Expenses	\$	34,417	\$	43,003
NET PROFIT	\$	(10,245)	\$	(3,562)

Pop Up Plus Inc.
Balance Sheet

12/31/2015

12/31/2016

ASSET

Bank

Chase Checking	\$	10,768	\$	9,779
Total for Bank	\$	10,768	\$	9,779

Current Asset				
Cash On Hand				
Total for Current Asset				

TOTAL ASSETS	\$	10,768	\$	9,779
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LIABILITY

Current Liability				
Shopify Loan			\$	974
Credit Card				

Loan From Owner	\$	40,463	\$	35,348
Total for Current Liability	\$	40,463	\$	35,348

TOTAL LIABILITIES	\$	40,463	\$	35,348
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EQUITY

Previous Year(s) Earnings	\$	(19,450)	\$	(22,981)
Current Year Earnings(s)	\$	(10,245)	\$	(3,562)

TOTAL EQUITY	\$	(29,695)	\$	(26,543)
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TOTAL LIABILITIES AND EQUITY	\$	10,768	\$	8,805
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Pop Up Plus Inc.
Financial Projections

	Year 2017		Year 2018		Year 2019	
Revenue	\$	101,305	\$	203,800	\$	284,540
COGS	\$	45,587	\$	91,710	\$	128,043
Rental Income *	\$	-	\$	300,000	\$	500,000
Direct Shipping	\$	15,760	\$	31,112	\$	31,112
Gross Profit	\$	39,958	\$	80,978	\$	125,385
Expenses						
Rent	\$	7,200	\$	11,400	\$	11,400
Utilities	\$	1,440	\$	1,440	\$	1,440
Insurance	\$	600	\$	600	\$	600
Blogger Marketing	\$	3,000	\$	5,550	\$	5,550
Facebook Marketing	\$	3,000	\$	9,000	\$	18,000
Website Maintenance	\$	900	\$	900	\$	900
Hostgator	\$	120	\$	120	\$	120
Bank	\$	216	\$	216	\$	216
Constant Contact Marketing	\$	2,556	\$	5,139	\$	5,139
Telephone	\$	240	\$	240	\$	240
Online Store Maintenance	\$	1,272	\$	1,272	\$	1,272
Travel	\$	1,200	\$	1,200	\$	1,200
Meals and Entertainment	\$	2,400	\$	2,400	\$	2,400
Photographer	\$	3,600	\$	3,600	\$	8,600
Model	\$	2,400	\$	2,400	\$	7,200
Studio Rental	\$	1,800	\$	2,800	\$	2,800
Professional Services	\$	2,100	\$	2,875	\$	2,875
	\$	-	\$	-	\$	-
Total Op. Expenses	\$	34,044	\$	51,152	\$	69,952
EBITDA	\$	5,914	\$	29,826	\$	55,433
EBIT (Profit Before Int. and Tax)	\$	5,914	\$	29,826	\$	55,433
Interest Expense	\$	-	\$	-	\$	-
Taxes Expense	\$	2,366	\$	11,930	\$	22,173
Net income	\$	3,548	\$	17,896	\$	33,260

*Rental Income is a gross revenue calculation of a minimum rental of \$100 per month per customer

*250 customers per month in 2018 and 500 customers per month in 2019

*Expenses for rental service are not included