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Preggonista is a subscription box service in the history of subscription commerce meant to reduce the stress that women often face when shopping for maternity clothes that are appropriate for work and up to their style standards. Each month, a Preggonista Box will arrive at a member's home containing fashion finds and beauty products designed especially for pregnant women.

PeopleFund selected Preggonista to move on to the semi-finals amidst a pool of six applicants.

November 17, 2015



Revised July 2013

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The information in this Business Plan is confidential and proprietary. It has been made available to you solely for consideration and evaluation of this information. In no event shall all or any portion of this Business Plan be disclosed, copied or disseminated without the express written permission of Preggonista, LLC.

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1.0 Executive Summary

Fashionistas – women who love fashion – view beauty and style as an essential part of their lifestyle. Clothing and accessories top the list of must-haves, with beauty products not far behind. These women develop a style that makes them feel attractive and boosts their confidence. Their desire is to be seen as polished, stylish, chic and *skinny*.

When they become pregnant, the fashionistas desire for style doesn't suddenly change. Yet unfortunately, pregnancy adds a challenge to finding ways to feel attractive and to look polished, stylish, chic and skinny.

In addition, a growing number of pregnant women are over age 35. These women are often professionals and have the discretionary income to create a curated look. Should they have to take off from that look while they are pregnant? We don't think so. That's why we created Preggonista.

1.1 Introducing Preggonista

Preggonista -- combines "pregnant" and "fashionista." As it sounds, the goal is to enable fabulously stylish women to remain that way – even during pregnancy.

Preggonista is a subscription box service in the history of subscription commerce such as wine-of-the-month and book-of-the-month clubs, and the wildly popular Birchbox for beauty samples. Each month, a Preggonista Box will arrive at member's homes containing fashion finds and beauty products designed especially for pregnant women.

Preggonista can be sent as a one-time gift box, or subscribers can choose a subscription that will automatically cancel based on their pregnancy stage.

The Preggonista Box will include:

- A wearable fashion item like a dress, shirt or skirt
- An accessory, such as a belly band or long necklace
- Beauty products geared to meet the needs of pregnant women, for example, stretch mark cream

Preggonista Boxes will retail for \$55, charged each month of the subscription. The Preggonista one-time Gift Box will be \$75.

1.2 Revenue Model

Preggonista will obtain revenue from multiple sources, including:

- Subscription boxes – shipped monthly on a recurring basis
- Gift boxes – one time purchases
- Profit share from upselling – Preggonista will offer additional items that members can choose to purchase. These items will coordinate with the Box's contents. These items will be drop-shipped

from the wholesaler, so Preggonista does not have to purchase the items and maintain them in inventory, thereby reducing our risk

- Limited Edition Boxes – From time to time, special Boxes will be offered. For example, a celebratory and recuperative Box after the birth or a Box to help prepare for the hospital stay
- Affiliate programs – Preggonista will develop relationships with companies who desire to market to this lucrative group of consumers

1.3 Outline of Marketing Strategy

Preggonista's appeal is built on **creating a community** of fashionable pregnant women. We have built a robust marketing strategy that:

- Begins prior to launch
- Is heavy on social media
- Matures as time goes on

Prior to launch, Preggonista will begin a marketing campaign offering style tips, articles, celebrity photos and other content that will engage the target audience and begin establishing the community.

We will also begin interacting and building relationships with resources with whom we share a target market, such as journalists and bloggers.

Once launched, Preggonista will use a variety of marketing methods

- **Social Media** – 75% of our social media presence will be style advice, with 25% being promotion for our products.
- **Social Relations** – maintaining relationships with journalists, bloggers and others who are influential in the market
- **Traditional Advertising** – Direct mailers, brochures in doctor's offices, ads in men's and working mom's magazines
- We will also use guerrilla marketing to further reach our target market

As we mature, we will continue to expand on our content and marketing. See 5.2 Marketing Campaign for a more detailed marketing plan.

1.4 Overview of Operations

Preggonista will operate out of two locations – Houston, Texas and New York City. The Houston office will oversee business operations. The New York office will oversee creative, marketing, sales, business development and technology.

1.4.1 Technology Infrastructure

Preggonista's website will be hosted by Shopify and integrated with Chargify for recurring transactions and Stripe for payment transactions and the merchant bank. These systems will be connected to QuickBooks for inventory control and back-end accounting.

1.4.2 Fulfillment

Preggonista will partner with a fulfillment center in Texas who will pick, pack and ship boxes based on an operating manual of instructions provided by Pregonista.

1.4.3 Procurement

The clothing and accessories included in the subscription boxes will be obtained from wholesalers and designers. Beauty products will be obtained through strategic partnerships with beauty companies.

1.4.4 Launch Strategy

1. Pregonista's website will be live in May 2013. At that time, it will be one page that hints at what's coming and offers the opportunity for the site visitor to sign up to receive an invitation when it launches. Later, as we mature, this invitation model will also help us control growth.
2. In August 2013, we will have a soft launch and begin shipping gift boxes.
3. In September 2013, Pregonista will be fully operational and shipping gift boxes and subscription boxes.
4. Finally, in November 2013, we will begin providing opportunities for members to purchase additional items, or "upsells."

1.5 Management Team Highlights

Pregonista is co-owned by Tina Hawkins and Tamisha Piper. With experience in business development, marketing, sales and healthcare between them, they offer a unique combination of perspectives that will drive Pregonista's ability to meet the needs of the target market.

Tina, a business consultant, specializes in employee marketing and has managed accounts for major clients like Pfizer, Siemens, Viacom and Hearst. Previously, as a Principal in Mercer's New York office, Tina managed a book of business of \$2.3M and also helped launch a new business product line for the Human Capital division.

Tamisha has eight years of experience as a healthcare professional. She has both clinical experience – working with pregnant women – as well as, business development experience as a member of a team charged with developing a startup healthcare company.

In addition to using best-in-class contract resources, the co-founders will also be supported by a team of advisors with deep entrepreneurial experience.

1.6 Financial Summary

The gross projected revenue for Pregonista in 2013 is \$305,000 with a goal of obtaining 5% penetration of the target market within five years. Pregonista has been funded thus far through personal investments from both founders and is now seeking to raise \$50,000 for the August 2013 launch.

The funds will be used to:

- Buy merchandise
- Develop the ecommerce site
- Develop the brand identity and marketing materials

2.0 Company Overview

Preggonista is an online retail business following the subscription commerce model to provide fashion and beauty products to pregnant women. Preggonista is a lean company, starting with two employees and planning to strategically grow larger as the number of subscribers increases.

The products included in the subscription boxes will be obtained from wholesalers and through strategic partnerships with beauty companies.

2.1 Company Background

The Preggonista journey started in June 2012 with a pair of work pants that wouldn't button. On a phone call between the founders, Tamisha mentioned to Tina that she was at work with unbuttoned pants. Tamisha was entering her fifth month of pregnancy and had yet to buy maternity clothes. Tina, not believing Tamisha's claim that it was next to impossible to find maternity clothes that didn't resemble a tablecloth, spent the weekend looking for maternity clothing. She discovered that it was no easy feat to find decent maternity apparel. And, decent was still settling from the style standard they both usually strived for.

The co-founders started researching the market, but having no interest in opening a brick and mortar maternity clothing store, didn't take immediate action. That fall, Tina was inspired by the idea of developing a business based on the subscription commerce model, but for maternity fashion and beauty products. Preggonista was born.

2.2 Company Ownership

Preggonista is a privately owned limited liability company. It was formed in November 2012 in Delaware. There are two members, both with a 50% share: Tina Hawkins and Tamisha Piper.

2.3 Company Location and Facilities

Preggonista will operate out of two locations – Houston, Texas and Brooklyn, New York.

The Houston office is a home-based office. The President/Chief Operations Officer, Tamisha Piper, will work in this office and oversee business operations, including customer service, fulfillment, procurement of goods and financials.

The New York office is located in a co-working space. The Chief Executive Officer, Tina Hawkins, will work in this office and oversee creative, marketing and technology, including social media, graphic design, writing, public relations, sales, business development, email marketing and e-commerce technology.

As Preggonista grows, we will obtain affordable office space once needed.

3.0 Product Description

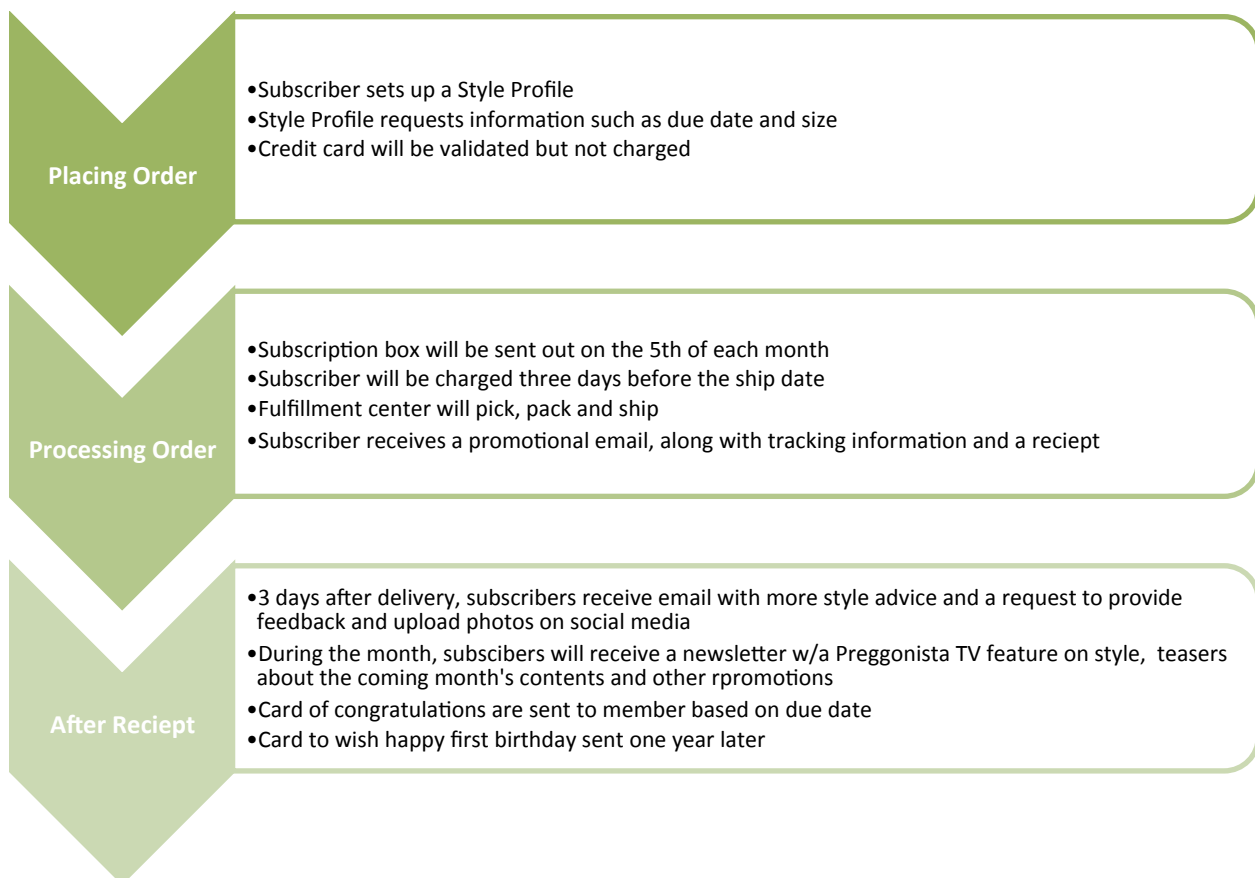
Preggonista is all about fashion and style. The core of our business is sales of the Preggonista Box. Each Box contains a maternity apparel item, fashion accessory and a pregnancy-related beauty product. Members can choose to participate for up to six months. Other components of our revenue model include:

- Gift boxes
- Limited Edition boxes
- Profit shares from upselling
- Affiliate programs



3.1 Subscription Boxes

Preggonista is designed as a monthly subscription box. However, due to our members having a limited amount of time when our items are applicable, there is flexibility in the number of boxes they can choose to receive. Upon signing up, members will be asked to provide their due date and their subscription will end once they are 40 weeks pregnant. Preggonista will not ship the same item more than once in a six-month period.



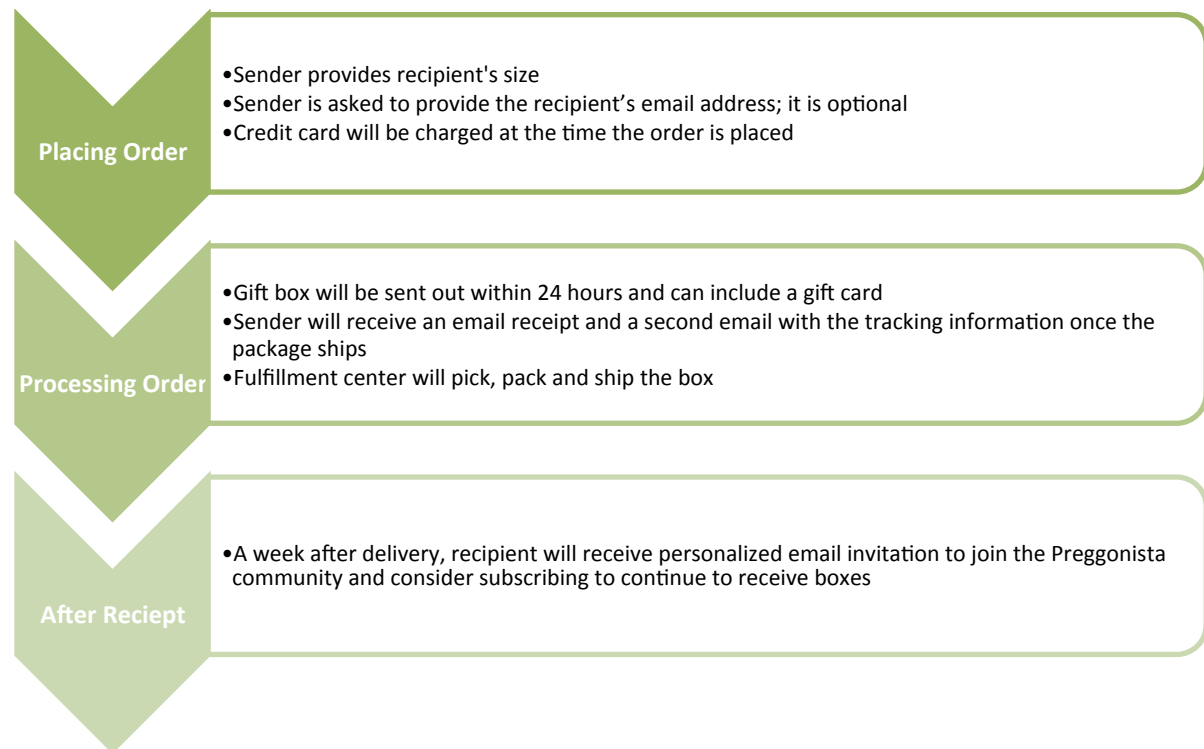
Preggonista, LLC Business Plan

The Subscription Box will be based on a theme each month, but will always contain three items, at a minimum. For example, the Style Box to be sent in September 2013 will contain:

- Leggings
- Pashmina scarf
- Face wash/cream
- Style booklet and promotional materials

3.2 Gift Boxes

Gift boxes are an ideal purchase for a loved one who is pregnant. Preggonista will market the gift box as a baby shower gift. In addition, we will do targeted advertising to men, focusing on the convenience and simplicity of the Box, as well as the reaction they can expect from their partner.



The Gift Box will contain:

- Dress
- Long necklace
- Body wash and lotion
- Style booklet and promotional materials
- Free Preggonista maternity t-shirt

3.3 Limited Edition Boxes

Limited Edition boxes are special edition boxes that are available to purchase outside of the subscription program. These boxes will be released periodically in limited quantities.

Special edition boxes will follow the same process described in section 3.2 Gift Boxes.

An example Limited Edition box is the To-Go Bag Box which provides fashionable items for the hospital stay after delivery. This Box would contain:

- Nightgown
- Slippers
- Pregnancy recovery cream

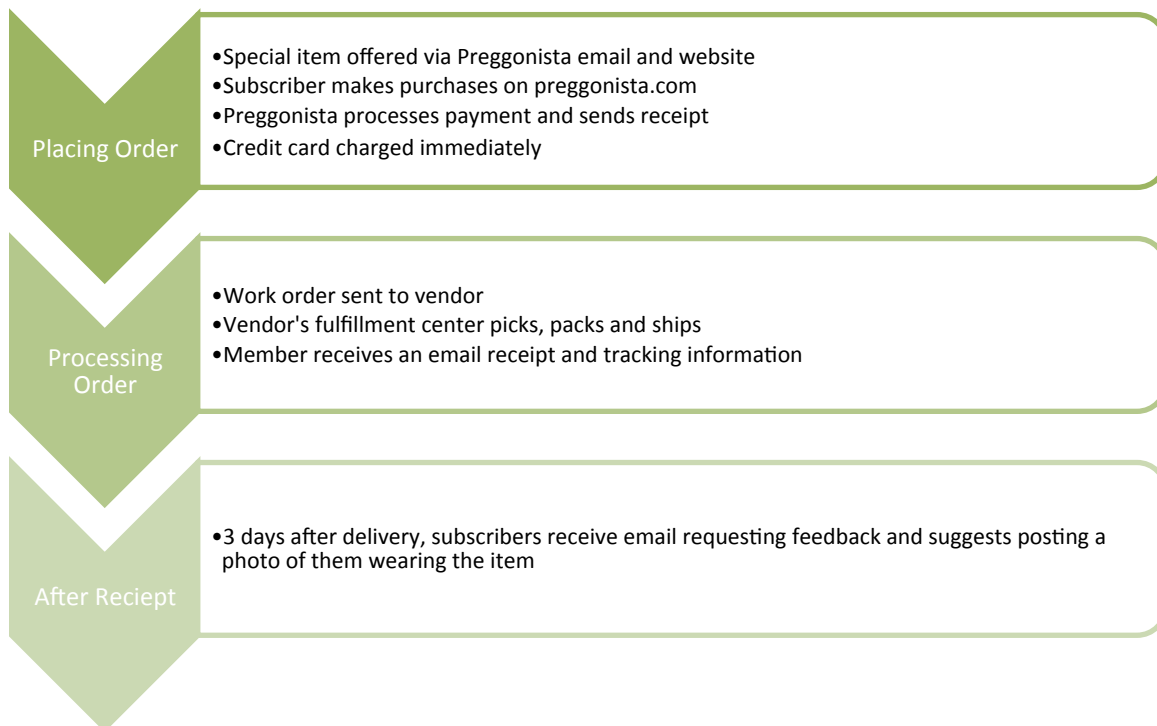
3.4 Upselling

Preggonista will offer a limited number of apparel items, accessories and beauty products from vendors outside of the subscription boxes. These include:

- Garments that coordinate with a recent boxes' content
- Seasonal items (for example, Halloween costumes)

We will negotiate with vendors so that Pregonista:

- Is not required to buy, send or store the merchandise
- Will receive at least 30% of the retail cost as the profit share
- Has input into how the item is shipped in order to maintain the Pregonista experience
- Can carefully curate items to keep the Pregonista experience stylish and simple



3.5 Affiliates

Since Preggonista will build a community through our blog, there will be much content on style. In some of the content, we anticipate featuring stylish clothing and accessories. In those cases, we will negotiate with the appropriate vendor to receive affiliate pay for including a link or other information on the Preggonista blog.

To minimize the chance that Preggonista members feel that too many items are pushed at them, affiliates will only be included in the style blog, not on the website.

In addition, these vendors can include an item in the Box at a negotiated fee. The item will be scheduled to match the theme of that month's box.

3.6 Customer Service

According to a Limelight networks survey of Internet shoppers, the most popular customer service features are:

- 79% - Ability to track deliveries of the products they purchased online
- 45% - Online chat and instant messaging services
- 39% - Availability of video demos on retailers' site

Preggonista will be fully committed to high-touch and personal customer service. The standard operating hours will be 10 AM to 7 PM EST.

3.6.1 Contacting Preggonista

Potential members and members can contact Preggonista by:

- Telephone -- Answered by a customer service rep during operating hours with a back-up via a live answering service so that callers always speak to a person. Off-hours callers will hear a recorded message that notifies them of the office hours.
- Message sent via an online form. Messages will receive an immediate autoreply. Responses will be sent within 24 hours.
- FAQs -- there will be a frequently asked question section to address common concerns.

3.6.2 Complaints

Complaints will receive a personalized response via email or telephone. Remediation will be made through comps, future discounts or resending products.

3.6.3 Cancellations

Members can cancel at any time. When they cancel, they will be asked to complete a survey and provide a reason:

- Cancellation reasons will be monitored in order to continue to improve service.
- If a member cancels because they did not successfully carry their baby to term or they are ill, Preggonista will send a personalized condolence note.
- If a member was unhappy with the service, we will perform outreach to determine if the relationship is repairable.

3.6.4 Member Outreach

Each month, we will contact 10% of members to gauge their happiness with the service. We will do so by using electronic surveys and some spot check-ins via telephone.

3.6.5 Guarantee and Return Policies

Preggonista will put a premium on customer service, including addressing concerns from dissatisfied customers.

- Item doesn't fit – Members can return new items for another size within 10 days of receipt. The member will need to contact customer service and Preggonista will cover the cost of shipping for exchanges. We will also request that the member update their style profile with new size information.
- Don't like item – Members can return items they do not like within 10 days of receipt. They will receive credit toward their future subscription boxes. If future boxes are not available or the member requests it, the member will receive a prorated return.

4.0 Market Analysis

Preggonista's target customers are pregnant women. In 2010, there were 4,191,100 live births in the U.S,ⁱ and 40% of those births were to first time moms. This number is expected to grow to 4,559,500 in 2030, representing almost 9% growth.ⁱⁱ

More specifically, Preggonista appeals to women who are interested in remaining fashionable throughout their pregnancy. The key item in the subscription box is a wearable, fashionable basic, such as a shirt, dress or skirt.

In 2011, 2,391,677.4 households bought maternity apparel.ⁱⁱⁱ In fact, the maternity apparel market in the United States is projected to exceed \$4.8 billion by 2015.^{iv} This is a thriving market of sophisticated consumers with very specific needs, several of which Preggonista can fill.

US Stat Snapshot:

Women in prime birth years:
75,860,506

Given birth in last 12 months:
4,260,000

4.1 Market Segmentation

The table below describes the demographics for our target market.

Category	Our Target	Why Preggonista Is Concentrating on This Segment
Age	25 to 44	<p>The number of births to mothers over 35 has been increasing since 1990 and now surpasses the number of births to those under 20. As well, the average age for pregnancy will rise to 30.8 years by 2030.^v</p> <p>This group has a refined fashion style and more disposable income.</p>
Income	Over \$75,000+	<p>Women spend an average of \$1,200^{vi} on maternity clothes, with those with higher income spending even more.</p> <p>Preggonista is seen as a gift or luxury item that is more appropriate for those with disposable income.</p>
Occupation	Working professional women	<p>Working women don't often have time to keep up with fashion trends and to shop. These women also have more money to spend. Preggonista is appealing because of its curated approach to stylish maternity basics.</p>
Culture	All ethnicities Urban, city-dwellers	<p>Preggonista appeals to beauty and luxury, which women of all cultures and ethnicities will embrace.</p> <p>It appeals to the urban culture – or those who live in or next to a metropolis. These women most enjoy the convenience of pre-selected fashion and are most interested in remaining on fashion trend during their pregnancy.</p>

Category	Our Target	Why Pregonista Is Concentrating on This Segment
Location	Our target market lives in the U.S.	Pregonista sells to consumers in the U.S., but has plans to sell to consumers outside the United States by 2015.
Marital Status and Family Size	Pregonistas have a variety of family styles	<p>Because Pregonista is especially appealing to women who are new to the pregnancy experience, our target customers are first time moms or currently have small families with 1 or 2 children.</p> <p>This product is for women who are excited about their pregnancy. They are used to luxury and willing to spend on themselves.</p> <p>Finally, Pregonista will be all-inclusive and not make assumptions about family types. Instead of using “husband,” we’ll use the term “partner” to include the many different type of families that may be welcoming a child. The gift box will also be an appropriate gift for surrogates.</p>

4.1.2 Buying and Spending Habits

In 2011, 2.043% of households in the U.S. purchased maternity clothes. This represents nearly 2.4M consumer households. On average, women spend a total of \$1,200 on maternity clothes.

Average Cost of Having a Baby

Furniture (crib, mattress, dresser, rocker)	\$1,500
Bedding, décor	\$300
Baby clothes	\$500
Disposable diapers	\$600
Maternity/nursing clothes	\$1,200
Nursery items, high chair, toys	\$400
Baby food/Formula	\$900
Stroller, car seat, carrier	\$300
Misc.	\$500

Source^{vii}

4.1.2.1 Where they shop

Pregonistas shop equally at department stores, mass merchants, specialty stores, and chain stores. 18% of their shopping dollars are spent in each channel.

4.2 Secondary Target Customers

In addition to pregnant women, the second demographic for Preggonista is their partners and loved ones. Preggonista will market the subscription box service to men using targeted marketing for that demographic.

4.3 Target Market Segment Strategy

Industry observers have organized the attitudes, preferences and habits of female shoppers into two groups – fashionistas and commonistas.^{viii} Preggonista has something to offer both groups.

Market Segment	Description	Why They'll Find Preggonista Appealing
Fashionistas	34% of females Most committed to fashion trend purchases Change their styles most frequently More affluent More influenced by brands Strongly influenced by relationships, including families, friends and aspirational connections with celebrities Significantly more likely to refer to a friend for clothing advice Drive shopping within their peer group 64% report that they are often asked for advice about clothing styles 64% are likely to piece together outfits from apparel purchased at different times and at different stores	Enjoy, on-trend items each month Like being the first to discover the latest fashionable items Value receiving styling advice from industry insiders Enjoy matching Preggonista items to their existing wardrobe, thereby creating choices
Commonistas	66% of females More conservative Slower to change Less trend sensitive Prefer a common statement or element of style Prefer to buy an entire outfit at the same store	Convenience Meeting their basic clothing needs at a time when they are going through massive change

4.3.1 Market Needs

When buying products, the Preggonista target market considers quality, convenience, service and then price. Most women don't wear maternity clothes in the first trimester because body changes aren't significant. Generally around the 20-week mark, they must consider new attire, at a minimum, for comfort.

Once they need maternity clothes, these women often delay purchasing them. They are not eager to buy a larger size, especially when it is not fashionable or appealing. As a result, pregnant women sometimes seek alternatives to maternity clothes. These include:

- Clothes from their current closet that are looser or can be left unbuttoned
- Jogging pants and stretchable pants
- T-shirt and button down shirts
- Knit shorts
- Oversized clothes
- Clothes from their partner's closet

Pregnant women can begin their Preggonista subscription as early as month three.

The Preggonista marketing takes these often unspoken alternatives into account and encourages new moms to subscribe in order to keep their wardrobe up-to-date during their pregnancy.

4.3.2 Market Trends

Multiple consumer megatrends apply to the Preggonista target market.

Connectivity: The need to feel a belonging to a community with which you share values and attitudes.

How Preggonista addresses this megatrend: Preggonista focuses on building a community among its consumers. Pregnant women will be encouraged to share their fashion looks through photos and videos. Consumers will also be invited to online events such as Twitter parties and Google Hangouts. All of these will be opportunities for them to connect and form community.

Convenience: 82% of consumers (U.S. and European) find time-saving products and quick fixes important.^{ix} Consumers struggle with maintaining a work/life balance and increasingly seek solutions that create time.

How Preggonista addresses this megatrend. Our target consumer is struggling with time famine. The subscription box is convenient in that it is pre-selected, requiring no action on the buyer's part once she signs up. In addition, it brings fashion accessories, beauty products and maternity clothing right to their doorstep.

Individualism: Increasing numbers of single adults in Western society has lead to a phenomenon of "looking after me." It centers on self-oriented gratification, as reflected in spending patterns.

- Over 50% of consumers (U.S. and European) find "brands that match their attitudes and outlook on life" important.
- In addition, 86% felt that products and services designed for specific needs were important. 66% of those bought products for specific needs in 2004.^x

How Preggonista addresses this megatrend. Usually during pregnancy, women are marketed various baby products. This subscription box is all about the **mom**. Preggonista will concentrate fully on the mom, thus helping meet her need to concentrate on herself.

Premiumisation: Provides consumers with innovation and a unique point of difference such as interesting packaging and superior quality ingredients and merchandise.^{xi}

How Preggonista addresses this megatrend: The customer service, packaging, style advice, giveaways and other small touches will make consumers feel like they're shopping at an exclusive boutique.

Small Indulgences: Stressed-out consumers want to indulge in affordable luxuries and seek ways to reward themselves.^{xii}

How Preggonista addresses this megatrend. The Preggonista box will feel like an indulgent gift.

4.3.3 Market Growth

The market growth will coincide with the number of pregnancies. The number of pregnant women is expected to grow to 4.6M in 2030, representing 8.8% growth.^{xiii}

4.4 Industry Analysis

Preggonista taps into two major markets: maternity apparel and subscription box services

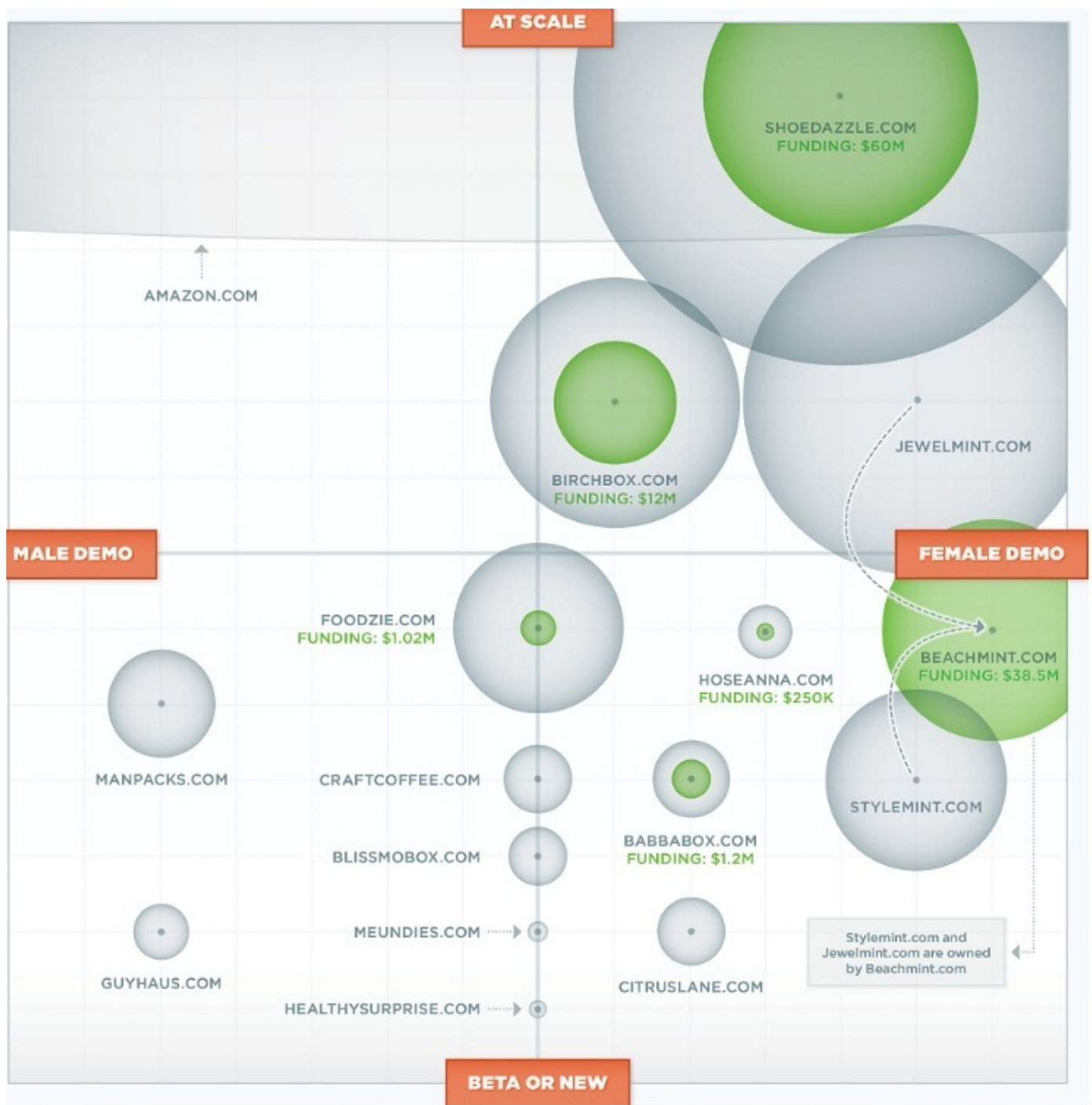
4.4.1 Maternity Apparel

Maternity clothing has evolved over the last ten years and. In the U.S., the market size was \$1.5B in 2005 and is expected to exceed \$4.8 billion by 2015.^{xiv} Some of the factors that have led to this growth include: explosion of celebrity pregnancies, older first-time moms and growth of ecommerce.

4.4.2 Subscription Boxes

The subscription box market is relatively new and as a result, research on industry size and profits is currently unavailable. However, the chart that follows plots some of the leading subscription box services. The brands are organized by scale (y-axis) and the market they target (x-axis).

The products that are most popular under the subscription box model are beauty, food and baby products and based on consumer reviews on subscriptionbox.com, consumers keep the service an average of four months.^{xv}



4.4.4 Competitors

While there are currently no other companies who offer specifically a fashion-related subscription box service for pregnant women, Preggonista will be competing with players in both the online maternity apparel and subscription box markets.

Company	Product	2011 Revenue	Highlights
Birchbox	Subscription box with beauty products www.birchbox.com	\$7.4M *Secured \$20M in funding in 2012	Obtain free samples which significantly lowers their cost of goods sold Makes customers feel like beauty “insiders” In 2012, expanded into men’s products and continues to expand to provide opportunities to shop beyond subscription boxes
Babbaco	BabbaBox www.babbaco.com	\$7.8	Offers toys, interactive play and books to engage kids aged 3 to 7
Craft Coffee	CraftCoffee subscription box www.craftcoffee.com	\$337,000	Monthly subscription box for artisan coffee along with tasting notes and expert brew tips
Stylemint	Subscription boxes for t-shirts Stylemint.com	\$1.5M	A part of Beachmint which includes several other subscription box schemes Launched in partnership with celebs Mary-Kate and Ashley Olsen
Belly Dance Maternity	Online maternity apparel www.bellydancematernity.com/	\$10.3M	Provides a style blog and celebrity style profiles along with selling “hip” maternity lines
Bella Blue Maternity	Online maternity apparel www.bellablumaternity.com/	\$407,000	Described as a boutique, features modern, comfortable clothes
Due Maternity	Online maternity apparel www.duematernity.com/	\$8.1M	Pregnancy, post-pregnancy apparel, baby items, diaper bags and other fashionable items Offers a Personal Shopping Assistant

In comparison to our subscription box competitors, Preggonista:

- Is specifically targeted to the consumer for the consumer’s individual needs
- Offers more than just product samples
- Provides style advice and community

In comparison to our maternity apparel competitors, Preggonista:

- Offers a more affordable price for basic pieces
- Is easy to give as a gift
- Offers a less overwhelming shopping experience
- Only requires the member to “buy” once; then, they enjoy the convenience of receiving items throughout their subscription period without further action being required
- Offers fashion, accessories and beauty products for the pregnant consumer
- Provides style advice and community

4.4.3 Barriers to Entry

Overall, there are very low entry barriers for developing a maternity subscription box service.

Investment and Capital Requirement – Preggonista will partner with wholesalers for maternity apparel, so no equipment will be required.

Regulatory and Licensing Requirements – Neither subscription box services nor maternity clothing have regulatory or licensing requirements.

Rivalry – While there are other subscription box companies, there are only a few that provide products related to maternity, and none that focus solely on the mom. Maternity wear is competitive. Preggonista will seek to break in to fill the niche need for style kits.

Bargaining power of supplier – Bargaining power of suppliers is low in this industry because there are so many companies who can supply products. Preggonista selects quality suppliers so that we can assemble a subscription box that customers will want.

Research and Development – Preggonista will need to make moderate investments in research and development to ensure that we offer unique products. We will consult with creative designers to stay up with market trends.

Nature of Business – Maternity fashion has a challenge due to variation in fit and sizing. A size 4 woman might suddenly become a size 6 for a month, then balloon to a size 10. Mothers tend to become confused and frustrated about maternity fashion.

High Standard Customer Service – Garment fit can be frustrating, so we'll offer assistance through customer service.

4.4.4 Industry Trends and New Developments

Trends in the subscription box and maternity apparel industry include:

- Online purchasing trend of maternity clothing and accessories is gaining momentum, as is subscription boxes.
- Online subscription services that offer consumers the choice of what they will receive. For example, the opportunity to receive a subscription box that you can try out, send back the items you don't like and only be charged for what you keep. The customization of this approach addresses that one size doesn't fit all.
- Consumer backlash against "useless" products that are not only of no interest to the customer, and also wasted cost for the company.

5.0 Marketing and Sales Strategy

Preggonista will be the first of its kind in the marketplace. As such, we'll need to educate the consumer base on our offering. Pregonista's marketing objectives are to:

- Acquire customers who purchase ongoing subscriptions and gift boxes
- Use innovative, memorable and effective marketing methods to drive sales
- Develop sales volume of \$305,000 in the first year

In order to meet these objectives, Pregonista will engage customers by providing not only a product, but a service – advice, guidance and community in order to look beautiful during pregnancy.

To resonate with our target market, we will:

- Appeal to the emotions of the consumer and demonstrate how Pregonista can help them feel beautiful
- Use storytelling to demonstrate how other women are using Pregonista and other ways to remain fashionable
- Build a community using a variety of social media and use that to reinforce existing relationships and to nurture potential relationships until they are ready to buy

5.1 Market Recognition

Market recognition will be achieved through:

- A strongly recognizable brand
- Unique photography in our branding, advertising and website



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November 17, 2015

To the 2016 InnovateHER Challenge Committee,

After hosting our local business plan competition culminating in a networking event on November 4th, PeopleFund is proud and excited to nominate our client Preggonista, LLC to move on to the semi-final round. Preggonista, started by two friends Tamisha Piper and Tina Hawkins, aims to make pregnancy a fun and exciting time for women who are used to maintaining a high standard of style and trend. The business was born after the two women realized it was nearly impossible to find fashionable maternity clothes in the brands and quality point they were accustomed to, and heard echoes of the same sentiment from fashionistas like themselves.

Pregnancy is a stressful time for women, their partners, and families. Women's rapidly changing bodies often make it hard to feel good about themselves, and may isolate them from the social spheres they are used to occupying freely. Stressed and unhappy moms lead to stressed and unhealthy pregnancies, putting unnecessary strain on the developing baby. Preggonista does much more than keep moms-to-be stylish: it provides a source of happiness and stress relief during the most harrowing times of a woman's life. For \$55 a month, women and their partners will have something to look forward to, a recurring surprise that marks the passage of time in the pregnancy and changes to meet the mom's needs as the baby grows. Each box contains an article of clothing, a wearable accessory, and one or two beauty products meant to relieve pain, reduce stretch marks, or provide extra nutrients for mom and baby both.

Preggonista subscription boxes are unique in that they send maternity clothes to new and existing moms. There are only a few pregnancy subscription boxes available and none of them offer clothing choices. Preggonista's special approach to fashion has landed the company features on notable websites such as PopSugar (another extremely popular subscription box), Pregnancy.com, and Hello Subscription. They have carved out a place in the booming subscription box market and established a standard for product quality and customer service, the two main tenets to a successful subscription commerce business.

Preggonista already offers shipping and service to the entire United States. They target women that are located near metropolitan areas primarily because their target market is concentrated in these areas. The operations office is based in Houston, Texas and the creative office is based in Brooklyn, New York—Preggonista already has a cross country reach and presence in two major regional cities with these office locations. They are in prime locations in two economically flourishing cities to scale their business upwards and outwards. Their business model is based on similar subscription commerce businesses that have grown significantly to have a national and global reach, and their steady growth and job creation indicates they are prime candidates for further commercialization.

Please accept this letter as our enthusiastic support for Preggonista in their journey to become an InnovateHER 2016 finalist. We strongly believe their success and unique vision will make them a strong competitor in this challenge.

Warmly,

Amber Cooney
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