

InnovateHER Competition
New Jersey innovation Institute

Winning Individual:

Regina Gwyn
TresseNoire
40A Melmore Gardens
East Orange, NJ 07017
United States

Business Address:

P.O. Box 2023
Jenkintown, PA 19046
Incorporated in Delaware

On Line Beauty Booking App for Women of Color

<http://www.tressenoire.com>

regina@tressenoire.com

(973) 760-9159

Host Organization:

New Jersey Innovation Institute
487 Fenster Hall
University Heights
Newark, NJ 07102
POC: Judith Sheft

Associate Vice President Technology & Enterprise Development

973 – 596- 5825

Sheft@njit.edu

Description of Service:

TresseNoire is the leading online beauty booking app designed for women of color. We reduce the black hair salon wait time to ZERO by sending a traveling textured hair expert to your house, hotel or office to style your hair or makeup.

Number of Applicants Participating in InnovateHER Competition: 41

June 23, 2017
SBA InnovateHER Competition

Re: New Jersey Innovation Institute – InnovateHER Competition Winner

The New Jersey Innovation Institute supports TresseNoire as our competition winner for our feeder competition for InnovateHER.

TresseNoire is a premier web- based service provider of on-location beauty appointments for women of color. TresseNoire's licensed beauty professionals are textured hair and beauty experts who specialize in blowouts, braids, twists, darker skin tones and more. The company is dedicated to empowering the women of color community and helping support the black hair and beauty industries. From creating opportunities for black stylists and freelancers to generate incremental income to providing education and resources on managing natural hair for the black community, TresseNoire prides themselves on giving as many women of color access to personalized beauty services as possible. The TresseNoire philosophy is to "take care of the village," and they want to ensure that local hair and makeup artists have a greater opportunity to make their passion to create beauty their economic livelihoods. They also want the community to know that black is beautiful, and deserve improved access to higher-quality salon services.

The TresseNoire online booking model creates the flexibility to drive rapid commercialization into new markets and services. Geographic locations with a low supply of multicultural beauty services in particular are ripe for rapid brand penetration by TresseNoire and the TresseNoire technical platform can support thousands of Tier 1 & Tier 2 markets across the country. TresseNoire's professional network adds new traveling hair & makeup artists daily and new support is being built into the platform to increase cosmetology education and development opportunities. In addition, expanding their style menu to include manicures, lash extensions & eyebrow shaping and adding natural hair product ecommerce vendors on our platform can enable them to scale their business exponentially.

TresseNoire clearly fills a need for amazing stylists who are educated but understand the demands of women who need to look good fast. Imagine spending 1-2 hours per week watching YouTube videos researching the latest styling tricks, another 2 hours reading blogs and Facebook pages to learn which products to use, and another 2-3 hours to actually perform the style, only for curls to be limp, frizzy, uneven and vastly different from the

original look on Instagram! To add insult to injury, a trip to the hair salon often results in an out of body experience of frustration and unnecessary expense. Salons compound the time it takes to create a style by double and triple booking client appointments and staffing their chairs with unprofessional stylists. This experience is simply unacceptable, and yet the latest and most successful styling concepts like DryBar, BloBar & Glamsquad have largely overlooked a huge market of customers that spend significantly more on consumer products. TresseNoire delivers high quality styling to give women back some quality time.

Over 60% of all Americans have curly or textured hair. Market research shows that ethnic haircare sales reached \$27B in 2016 and will grow to \$4.3 B in 2020. TresseNoire's founders are committed to improving the lives of women of color. Cosmetologists are overwhelmingly female, and they employed and supported over 25 women since their launch in 2014. These women realized incremental income because they were able to take on new clients during the unused/unbooked time they would have had waiting for clients in a traditional salon. Additionally, their compensation was higher than their salon work, also adding to their commitment to success. The company's platform fills a need in the marketplace and has a positive impact on the lives of women and families.

Regards

Judith Sheft
Associate Vice President
Technology & Enterprise Development
New Jersey Innovation Institute



TresseNoire Business Plan

Executive Summary

TresseNoire, Inc. is the premiere web-based service provider of on-location beauty appointments for women of color. TresseNoire's licensed beauty professionals are textured hair & beauty experts who specialize in blowouts, braids, twists, darker skin tones and more. The founders of the company have been 'naturalistas' for over 15 years, and uniquely understand the challenges of looking effortlessly fabulous. They are on a mission to empower women of all textures with quality styling to give them back some quality time. TresseNoire was formed in October, 2014 in Philadelphia, PA and is led by Co-Founders Regina Gwynn (serves as CEO) and Octavia Pickett-Blakely (serves as COO). Their style team of 21 members cover the Philadelphia, New York City and Washington DC metro markets.

Almost 1,000 appointments for over 250 customers have been booked through the platform at an average style price of \$125, more than double any mainstream service (e.g. DryBar, Glamsquad). Partnerships with Proctor & Gamble (My Black is Beautiful), SheaMoisture, Cantu and Hello Beautiful have built national awareness and have prepared the brand for future growth.

Stylists are handpicked to offer a wide selection of styles that include makeup, crochet sets, twistouts, coils, braids, blowouts and precision cuts. Each appointment also includes a free curl consultation to assess hair health and recommend the best haircare regimen going forward. A 3-step appointment process coupled with online payment and white glove customer service complete the convenience demanded by today's time-starved customer.

TresseNoire is raising \$500k in 2017 to replatform of the current web application, refine stylist recruitment efforts and expand customer growth in new markets (targeting Tier 2 population cities like St. Louis, Detroit, Cincinnati, Austin TX, etc.). Current funding sources include a \$30k investment from Coventure.vc & Backstage Capital along with \$40k in bootstrapped funds from the Founders and Friends & Family. Future growth opportunities include new beauty services in lash extensions & eyebrow shaping along with additional ecommerce capabilities for beauty & natural hair product sales.

Company Description:

Every single woman in the world wants to look fabulous, polished and put together. Countless women who share this story feel helpless, annoyed and desperate for convenient, easy ways to look great. Hell, we ARE this woman. Enter TresseNoire.

We believe that the path to pretty for everyone should be easy. But the multicultural beauty experience for over 40 million time-starved curly-haired women across the US is filled with inefficient salons, unprofessional stylists and information overload for those who attempt to learn how to style their newly natural hair. Women easily spend 8-10 hours per week on haircare styling & prep - valuable time for busy people living in a technology driven, on-demand culture.

TresseNoire reduces your hair salon wait time to ZERO by sending a traveling textured hair expert to your house, hotel or office to style your hair or makeup. As beauty booking apps and quick service salon concepts grow in relevance and profits, none of these companies address the nuanced styling needs for a \$10B underserved ethnic beauty market. The TresseTeam team is uniquely qualified to understand this consumer behavior and tackle multiple pain points with technology-enabled solutions.

With TresseNoire, time-intensive styles (certain braids styles can take 5+ hours) are performed in the privacy and convenience of your own home, providing clients with a new valuable window of added productivity. Plus our stylists reduce the DIY test/fail/repeat cycle of bad haircare choices by providing in-person, customized haircare education, and styling times are reduced with a focus on one-client at a time vs. the multi-client salon environment. Automated bill-pay & scheduling, online gratuity options and flat-rate pricing complete the convenient experience.

Market Analysis:

The ethnic haircare market is huge, underserved, and ripe for disruption. Period.

Mintel Research shows that ethnic haircare sales reached \$2.7Bn in 2016, and will grow to \$4.3Billion by 2020. However, these numbers only reflect IRI/InfoScan data, which does not include independent beauty supply store revenue, which are the primary distribution source of extensions, weaves, wigs, and styling tools. Our market? It is NOT just for black women. We support the interracial parents who want

to learn how to take care of their daughter's hair. We support the LGBT community who adopt baby naturalistas. We support single dads who need a bit of help from time to time. Over 60% of all Americans have curly or textured hair, and new products and services are necessary in order for us to celebrate curls of all shapes and sizes. There has been a 133% increase in bi-racial children in the past decade. Our customers are tech-savvy, time-starved women who care about their appearance and need convenient styling options that fit their schedule & lifestyle.

At a more detailed view, there are 26M African American/Latina working moms & professionals, and with our \$125 Average style price, we see a \$3.2Billion total addressable market (TAM). A 1% conversion across the top 50 markets creates a \$32M sales opportunity. Our users purchase beauty appointments through TresseNoire's online booking platform - our administrative fees are 35-40% per style session, and the Stylists receive the remaining 60-65%. Corporate clients are charged by project - our administrative fees are 45-50% per style session, and the Stylists receive the remaining 50-55%. Seasonality definitely plays a role in sales, as high humidity, rain or winter weather often cause spikes in service cancellations. Clients also book protective styles (e.g. braids) that last longer in the summer months, which influence sales trends.

Curly girls use multiple products to create ideal hairstyles, which results in spending on average \$100+ a month in their search to find the holy grail of curl crème. Many admit that they are constantly looking for ways to improve their appearance, and feel there is a lack of products and services specifically designed for their needs.

There's also this huge company called Uber, and their on-demand, ultra-convenient riding experience paved the way for consumers to build a comfort level with new exchanges of goods and services. On-demand/quick serve beauty services have quickly followed suit, however a large consumer 'niche' was left behind.

When a Glamsquad or DryBar customer books an appointment for a blowout, the entire experience from when she arrives to when she leaves will take no more than an hour. This is not my experience. Apart from the time it takes to perform this style (30-45 minutes at DryBar, 60-90 minutes for curly/textured hair) the lack of efficient booking systems, walk-in customers and poor customer service will cause my appointment to last at least 4 hours. In today's fast-paced, on-demand culture, millions of

women like me are left with few options to find fast, convenient hairstyling and beauty prep other than doing it ourselves (and ending up with horrible hair!). When you look good, you feel good. Women of color spend 9x more beauty and personal care products than our counterparts (Nielsen report 2015), so there is significant demand for a better beauty experience.

Demand for beauty services does vary by geography. Cities with Black/Latino populations of 250k and above (New York, Los Angeles, Washington DC) show more variety of salons & stylists, while cities with lower volume (Denver, Cincinnati, Austin) show fewer resources and potentially higher demand for our services. Southern cities also contain higher concentration of our target customer which could influence market penetration and the network effects of our referral program.

Additionally, investment trends with ethnic beauty brands are definitely picking up steam. L’Oreal acquired Carol’s Daughter for an undisclosed sum late last year, Andreessen Horowitz recently invested \$10M in hair extensions company Mayvenn and Bain Capital made a minority stake investment in SheaMoisture, a natural hair product company now valued at \$700M.

Primary competition is StyleSeat (styleseat.com), a directory for customers to find and book stylists in their area. TresseNoire offers unique value against StyleSeat through our vetted, tested, curated group of stylists that all travel to your location. Newer booking apps have also started to address the multicultural market (Beautylynk.com – on-location beauty services based in Boston, Swivelbeauty.com - a salon directory) but neither provides a focus not only on styling but healthy haircare regimens.

Mobile Cosmetology is state regulated, along with licensure of certain braided/textured haircare. Market expansion will take these regulations into consideration. In addition, we are monitoring the independent contractor/employee gray area for on-demand/gig economy startups.

Additionally, from the supply side of market, there is a highly fragmented industry, where individual salons compete on price which directly impacts service quality. Stylists’ lack of education around natural hair created a missed opportunity to engage clients with new styles from the natural hair movement. TresseNoire stylists receive peer to peer education to refine styling techniques, enjoy compensation at or above industry standard, and are not responsible for marketing and promotions, so that they can focus on customer care. We also offer special ‘intangibles’ that discourage platform leakage. But while

we have watched the explosion of new natural hair products, styling tools and educational resources hit retail stores, we know that the bigger problem – the styling experience – remains the same....

Organization & Management:

TresseNoire, Inc. is owned by Regina Gwynn & Octavia Pickett-Blakely, two women who have been close friends for over 15 years. Both own 39% equity, with Coventure at 11%, Backstage Capital at 2% and the rest in an option pool (see cap table in Appendix).

Regina & Octavia's careers have required relentless focus, drive and commitment. Octavia was the first African American female to complete gastro-intestinal training at Johns Hopkins School of Medicine, and in her first year of training she was awarded the prestigious Fellows Teaching Award - which goes to only one fellow in the entire multispecialty department of medicine. Having lived in Baltimore, Central New Jersey and Maryland to complete her training, her broad networks are a valuable resource of potential clients. She currently practices medicine at the University of Pennsylvania Hospital.

Regina started her career in the Product Development Executive Training program at Federated Department Stores (now Macy's Inc.), and successfully launched three private label brands during my tenure: INC International Concepts for Men, Material London Tailored Clothing and American Rag Cie, whose original marketing strategies are still in place almost ten years later. She was tapped to build The Apparel Group's first marketing department from scratch, from hiring staff, developing budget forecasts and standard operating procedures to launching the company's first ecommerce site for its signature brand, Foxcroft Collection. This track record of 'internal' entrepreneurial projects has allowed me to develop a strategic blueprint for TresseNoire. She holds a Bachelor's in Marketing from Rutgers University, and a MBA in Management & Entrepreneurship from the Kellogg School of Management. Outside of work, Regina loves to travel, dance and watch football (Go Giants!). She also sits of the Board of Directors for BRAG, a nonprofit for diverse retail professionals.

The team also includes a Technical Lead (Alvin Milton), a full stack developer with experience with RalphLauren.com and Complex.com magazine and a digital marketing lead from Glamsquad & Bichbox (Grace Ouma-Cabezas) that leads our customer acquisition efforts.

Services

TresseNoire offers a variety of hair and makeup services, including natural & glam looks, bridal parties, celebrity styling, braids, on-trend natural hairstyles, weaves with hair extensions, hair straightening looks, and children's styles. Clients book beauty appointments every 4-6 weeks, and each style varies in their 'shelf-life' before needing a refresher. Pricing varies by market, and surge pricing is added to appointments booked within 4 hours.

Unlike other quick service salons, styles designed by the TresseNoire beauty pro team are created with healthy hair care in mind. Special attention is given to clients with thinning hair or edges, traction alopecia due to extended weave use, and clients with life events (pregnancy, menopause, etc.). A nuanced technical (UX/UI/Functionality) approach also creates an additional layer of differentiation. From special drop downs for hair extensions to specific weave install techniques, this type of customized platform is only available at TresseNoire.com.

Additionally, TresseNoire will expand its service offerings next year, and introduce makeup, brow shaping, lash extensions and branded products long-term. Additional revenue streams include consulting and market research offerings for CPG companies, given the extensive data collected during each client's curl consultation on haircare regimens, style variety, beauty product buying behavior and brand awareness. Gathering valuable customer data is a theme amongst the leading multicultural and natural hair beauty brands (e.g. Sheamoisture, Bevel, Myavana).

International markets will also play a major role in TresseNoire's growth – we have already received inquiries from South Africa & London and have resources in both areas to set up operations. In addition, our data collection presents a unique opportunity to work with product companies on customer behavior and insights. Lastly, TresseNoire will kick off ecommerce capabilities in 2018, using AI to collect lifestyle information and recommend beauty, health and wellness products that compliment our client's personal and professional needs.

Marketing & Sales

TresseNoire uses a tiered marketing strategy to connect with its target market. Before booking appointments, we introduce the brand with content across all social media channels, and targeted social ads on Facebook & Instagram. We encourage interested clients to join a waitlist to receive discounted services once we go live. This allows us to fully understand demand before investing significant resources. Advertising is paired with events and our 'TressElite' brand ambassador interns to spread the word about high-quality and convenient beauty services coming to the area. Facebook & Google ads have also expanded our reach - although our CPA is high and will be optimized with the right digital marketing resource. Social media also drives customer inquiries, brand exposure and awareness for our events (we participate in Hair Shows & Beauty festivals).

Once we've started to establish our base, additional growth comes from our regular email newsletters and social content, search engine marketing and strong word of mouth referrals from our clients (we've added children, bridal parties, and other family members through our current customer base), add on services to upsell during the style session (e.g. deep conditioning or trims) and expanded services for makeup & hair care products. Social advertising strategy here is focused on targeting key demos during a specific timeframe or occasion that leads to sales conversion.

Incremental service distribution through bridal and event planners, along with corporate clients who need style teams for fashion shows, film and celebrity styling has provided a separate revenue opportunity.

Our market leads drive brand penetration and awareness for sales conversion and recommends incentives for booking the first appointment. They identify key women organizations, special events, local influencers, and target neighborhoods to canvas with brand materials.

Funding Request & Financial Projections:

Tressenoire plans to raise \$500k in equity (16% on \$3M valuation, 0% discount, \$3M cap) to drive deeper penetration in current markets and capital resources to open 5-7 new service areas within the next 12-18 months. An additional \$250k future funding requirement may be supported through a strategic partnership with a lending partner dedicated to working capital for marketplace businesses in health & wellness (see Quick.me). Financial projections and historical data are attached in the Appendix.

APPENDIX



TresseNoire - In the News

Brand Overview:

<https://www.youtube.com/watch?v=dfCgfODaVkQ>

Technically Philly

February 5, 2016

We're pretty excited about the 7 startups in this year's Philly Startup Leaders accelerator

By [Elissa Prichep](#) / GUEST

Drexel MBA candidate **Rachel Benyola** loves biking to and from her home in Chestnut Hill, but she does have this gripe: she hates dragging her helmet around because it doesn't fit in her backpack or her purse. So she developed a prototype for a collapsible bike helmet — she called it [AnneeLondon](#) — and realized she was also solving a major safety problem. She always wears a helmet. But not everyone does, in part, she said, because they're a pain to tote around. Benyola is among seven local startups in [the third-annual PSLU Accelerator](#), which began Tuesday night at Old City software firm **ArcWeb**. Volunteer mentors and community members joined the founders to kick off the free Accelerator, an offering of [Philly Startup Leaders \(PSL\)](#), the volunteer-run community of tech entrepreneurs in the region. "We started the PSLU Accelerator with a clear mission in mind: to help Philly startups grow by giving them access to the resources in our community," said [Yuval Yarden](#), program director at PSL. "Everything we do is by the community, for the community." Other startups include [TresseNoire, an on-demand hair stylist startup for women of color](#), and **GuestNet**, an advertising platform cofounded by **Jesse Bookspan**, son of **DreamIt Ventures** cofounder **David Bookspan**. Each team will get 12 weeks of marketing, sales and operations education taught by local business leaders. They are also paired with a Philly entrepreneur who will mentor the teams by providing the practical advice, business insight and connections needed to grow. The accelerator is free and doesn't take any equity. The power of that community was felt at the accelerator kickoff event. AnneeLondon's Benyola said the PSL team has been "amazingly supportive since day one." Find a list of the startups below. Keep up with the program

by [joining the PSL listserv](#) and see the startups give their final pitch at Demo Day on April 27 during [Philly Tech Week 2016](#).

Black Enterprise

March 7, 2016

10 Unique Black Women-Owned Tech Startups

10 startups founded by black women that represent the height of innovation by [Samara Lynn](#)

In honor of Women's History Month, here are ten black women-owned tech startups that are truly innovative:

9. Regina Gwynn and Octavia Pickett-Blakely

Startup Name: [Tresse Noire](#)

Gwynn and Pickett-Blakely are the co-founders of Tresse Noire, an app that is used to schedule an appointment with well-vetted, credentialed natural haircare stylists who will come to your home or office.

Black Enterprise

February 2, 2016

High-Tech Hair: Meet TresseNoire

A natural haircare journey sparks innovation by [Samara Lynn](#)



TresseNoire founders, Regina Gwynn (left) and Octavia Pickett-Blakely.

Schedule an appointment with a well-vetted, credentialed natural haircare stylist who will come to your home or office. Receive customized curl consultations tailored to your unique locks. Stylists: Gain greater control over your career by reaching a wider client base and managing your appointments with ease.

You can achieve all of that with an app—TresseNoire. The app and company of the same name, were founded by Regina Gwynn and Octavia Pickett-Blakely.

“With TresseNoire you book an appointment online, you pay online...we offer every type of natural hairstyle you can think of,” says Gwynn. From twists, to crochet sets to box braids, clients can have styling done in the convenience of their home or office, which “allows more productivity,” Gwynn said. The idea for TresseNoire sprung from each woman’s 20-year natural haircare journey. As professionals, they had the same experience of many with curly hair; finding the right stylist, at-home products, and styles that were appropriate for both work and casual looks, was challenging. “We put [TresseNoire] together out of necessity,” says Gwynne. “What is the ideal luxury salon experience? We see lots of beauty booking apps in the market, and when we saw these technologies none of them had the types of hair styles we were looking for.” And so Gwynne and Pickett-Blakely got to work. They began working with small design firms to map out their app and company vision. There was some frustration in this early stage, according to Gwynne, who says there was a lot of miscommunication between what they wanted and what these design firms could deliver.

Then they received early stage VC funding from CoVenture, according to [Angellist](#), CoVenture connected the women with a development team in Pakistan. “Having a better partner allowed us to expand to the type of experience that we wanted.” Currently, [TresseNoire](#) is available for Android and as a [web app](#) , but an iOS app is coming very shortly. TresseNoire services are available only in New York and Philadelphia for now. The service requires that stylists have accreditation from reputable training, including Aveda, Carol’s Daughter, and Paul Mitchell.

Twitter

October 14, 2016



[Britni Jones @ThinkingBJones](#)

More

[#Tressenoir](#) helps you get your hair did without the long waits at the salon. Good luck guuurll!

[#GFEEExchange](#)

Channel 6 WPVI-TV Action News

April 11, 2016

HEALTH & FITNESS

FYI Philly: Salon Services on-demand

Let's face it, spring weather can be dreary and unpredictable, and juggling work and family schedules can be challenging.

Sometimes you just want to hunker down and have the world come to you.

Some newly launched companies in Philadelphia are offering salon services that come to you!

Black to Business

2015

15 Black-Owned Businesses You Should Support on Black Friday

THE CONNECT

by [Black to Business Staff](#)

15 Black-Owned Businesses You Should Support on Black Friday

Black Friday is here and it's only right to add some black-owned businesses to your list of favorites to support this holiday season. Team "Black to Business" has compiled a list of 15 black-owned businesses making waves in the community. In no particular order:

6. TresseNoire

HQ: Online

Founders: Octavia & Regina

Established: 2014

Website: <https://www.tressenoire.com/>

IG: @tressenoire **Twitter:** [@TresseNoire](https://twitter.com/TresseNoire)

About: After experiencing numerous hours at the hair salon, Octavia and Regina saw a need for making natural hair care more convenient. TresseNoire consistently brings luxury natural hair care to the doorsteps of many women around the country. This exceptional styling experience has changed the way naturalistas maintain their fierce crowning glories.

Why you should support: It has found a niche in a very competitive market, and has added a high level of convenience for women.

Kailei Carr

July 26, 2015

EPISODE 35: REGINA GWYNN DISCUSSES BEING A NATURALISTA IN THE OFFICE

BEYOND THE BUSINESS SUIT/PODCAST

In this episode of Beyond the Business Suit I had the pleasure of interviewing my soror, friend, fellow Kellogg alum and kick-butt entrepreneur, Regina Gwynn. Regina shares with us why she launched her new company, [Tressenoire](https://www.tressenoire.com/) (people are calling it [the Uber of Black natural hair salons](#)), as well as how women can rock their natural curls in the workplace and still look polished and professional.

WHAT REGINA AND I TALKED ABOUT:

- Dos and don'ts of showing your natural hair in the workplace
- The two things all women need to make sure of when it comes to their appearance in the workplace
- The one hairstyle that you can't go wrong with at work
- How to prevent your natural hair from getting in the way of your workouts
- much, more!

Listen to the episode for all of the details.

Marketing Executive with 15+ years of experience in branding and strategy. An effective communicator who motivates and persuades while working in fast-paced, entrepreneurial environments. Led integrated marketing projects with Cantu, SheaMoisture, Sports Illustrated, RoC beauty, Procter & Gamble, SXSW, Fader Magazine, SportsMark Management Group, Nordstrom, Black Brides and GQ magazines. Outstanding leadership skills, creativity, and regular interaction with C-level leadership.

EXPERIENCE

TresseNoire, New York, NY - *Co-Founder & CEO*

2014 – Present

Created the first on-demand, on-location beauty booking platform designed for women of color. Developed branding, logo, launch strategy, creative elements, digital plan & social media initiatives. Designed beauty consumption models for projected sales performance & budget needs. Raised \$50k+ in funding & services from Backstage Capital & CoVenture.vc, an early-stage fund focused on tech-enabled startups. Designed & launched custom online booking platform with overseas development team. Led wireframe development, UX/UI analysis and CMS management. Secured brand activation & product partnerships with Cantu, SheaMoisture, Black Brides Magazine, CRWN Mag, Mocha Moms, Philly Natural Hair Show, INHMD, and others. Selected for Grand Central Tech 2xinTech Female Founders' Workshop (October 2015), Philly Startup Leaders Accelerator program (Feb-Apr 2016), Rent the Runway Project Entrepreneur weekend (June 2016), Google for Entrepreneurs Exchange (2016).

Rutgers Business School, Business of Fashion Department, Newark, NJ - *Consultant*

December 2015 – April 2016

Provided input on RBS's first program centered on the Business of Fashion; coordinated with Department Chair to ensure curriculum course materials met program guidelines. Guest Lecturer (Fashion Marketing) to a class of 25 students for Introduction to Finance course. Designed new class, "*New Digital Commerce Models*" focused on shifts in online retail for fashion & beauty brands.

The Apparel Group (TAG), New York, NY - *Head of Marketing/Ecommerce, Women's*

2011 – 2015

Hired to build the company's first marketing department; reports to President/TAG Board of Directors Served as Brand Steward for the Foxcroft™ and Paperwhite™ womenswear collections; responsible for translating customer insight into strategic marketing initiatives that deliver results against aggressive sales growth objectives. Established departmental standard operating procedures to support marketing needs amongst internal clients (e.g. product development, design, sales, customer service, operations). Conducted key stakeholder interviews to design strategy workshops that defined product positioning & a common brand language across multi-functional teams. Launched TAG's first ever ecommerce website for the Foxcroft brand; designed functionality requirements for UX/UI, back-end CMS and SOP's for Customer Service/Warehouse; generated \$1MM+ in the first 11 months of operation, averaging 28,000+ visits per month. Designed and executed a digital strategy that includes SEM, Email, and Social tactics; developed analytic tools and marketing dashboard to monitor progress and assess marketing effectiveness against CR/CTR/CPA, customer engagement and web traffic KPIs. Owned three year marketing plans and \$2MM+ annual department budgets; revise forecasts monthly to maintain sales/margin targets. Built relationships with 20+ specialty/department store wholesale accounts and 7+ agency partners; saw 4-5x ROI for brand partnerships, trunk shows, blogger events, coop advertising & GWPs. Direct responsibility for all marketing creative; source and negotiate contracts with printers, photographers, stylists, makeup, models, hair stylists, studios and venues. Leveraged lifestyle and ecommerce creative campaigns for coop advertising, digital, lookbook and tradeshow marketing collateral. Previewed seasonal collections with long lead/short lead fashion media; generated 500MM+ impressions, 46% increase in online referral traffic, and \$70k+ in sales with editorial placements in WWD, Redbook, Good Housekeeping, Real Simple and O, The Oprah Magazines. Encouraged customer curiosity amongst TAG's senior leadership team; cultivate professional development opportunities and deliver ongoing written & verbal performance reviews for four direct reports.

Diversity Affluence, New York, NY - *Senior Consultant*

2013 – present

Developed marketing and business development strategy for multicultural events and experiences within the luxury, media and technology communities. Designed messaging and communications plans to activate registrations within a targeted C-Suite audience and encourage attendee participation and post-event engagement. Responsible for Day-of event coordination for Diversity Affluence Hamptons Brunch; managed event staff, VIPs and sponsors. Served as partner in exploring Diversity Affluence's repositioning strategy; led brand workshops redefining mission & vision.

Monitor Group/Deloitte, New York, NY - *Management Consultant, Market2Customer Marketing Strategy Practice*

2010 – 2011

Analyzed market segmentation and online purchase behaviors to identify e-commerce growth verticals for a Canadian home shopping network. Led roadmap and key milestone recommendations for the women's apparel vertical to generate \$70MM within three years. Performed comprehensive sales analysis of a \$3.2Bn skincare product category for a global beauty brand; triangulated Nielsen, NPD and client data to model performance against industry trend. Developed market map and consumption trend analysis of U.S., European and Chinese patient populations for a medical device company. Designed and fielded qualitative market research study to uncover customer insights for a retail pharmacy provider; leveraged findings to develop evaluation criteria for 2011 implementation plan and marketing strategies forecasted to generate \$44MM in three years. Assumed Project Management Office responsibilities for the NYC Housing Authority; Analyzed stakeholder survey data, secondary research and organizational systems to streamline 5 year strategic plan recommendations. Conducted senior executive client interviews to design a best practice communication strategy associated with the implementation of an organizational re-design at a global pharmaceutical company. Developed key insights into product category and channel trends within the Asia/Pacific consumer market for a global beauty brand; designed a catalogue process for multiple streams of beauty market data and identified information gaps for future analysis.

EDUCATION

Kellogg School of Management, Northwestern University

Evanston, IL

Master of Business Administration, Management & Entrepreneurship

May 2009

- Top Student Award, Entrepreneurship & Innovation

Rutgers, The State University

New Brunswick, NJ

Bachelor of Science, Marketing

May 2001

Octavia Pickett-Blakely

400 Lodges Lane
Elkins Park, PA 19027
Phone 732 397-8199
Email Octavia@tressenoire.com

Positions and Employment

2014 - present: Co-Founder and COO TresseNoire Beauty
1993 - 2002: Practice administrator Williams Family Dentistry
2002 - 2006: Intern and Resident, Department of Internal Medicine, Robert Wood Johnson Hospital- UMDNJ, New Brunswick, NJ
2006 - 2010: Fellow, Division of Gastroenterology, Johns Hopkins Hospital, Baltimore, MD
2010 - 2013: Instructor of Medicine, Division of Gastroenterology, University of Pennsylvania Perelman School of Medicine, Philadelphia, PA
2013 Assistant Professor of Medicine, Division of Gastroenterology, University of Pennsylvania Perelman School of Medicine, Philadelphia, PA

Professional Memberships

2007: Member, American Gastroenterology Association
2007: Diversity Committee, American Society of Gastrointestinal Endoscopy
2010: Member, American Society for Parenteral and Enteral Support
2010: Member, Certification Board of Nutrition Specialists

Honors

2003: Robert Wood Johnson Internal Medicine Residency Program Humanism & Professionalism Award
2004: NIH Minority Supplemental Research Grant Recipient
2006: Robert Wood Johnson Internal Medicine Residency Program Humanism & Professionalism Award
2007: Johns Hopkins Hospital, Department of Medicine Fellow's Teaching Award
2010: NIH Minority Supplemental Research Grant Recipient
2012: University of Pennsylvania Division of Gastroenterology Sidney Cohen Award Excellence in Teaching

Education

University of Maryland Eastern Shore, Princess Anne, MD, B.S. Biology 1994-1998
University of Maryland School of Medicine, Baltimore, MD, Medicine 1998-2002
Johns Hopkins Bloomberg School of Public Health, Baltimore, MD M.H.S Clinical Investigation 2008-2009

Selected Peer-reviewed Publications

Pickett-Blakely OE. Obesity and Irritable bowel syndrome: A Comprehensive Review. *Gastroenterology and Hepatology*. In press.
Pickett-Blakely OE, Huizinga MM, Clark JM. Sociodemographic Trends in Bariatric Surgery Utilization in the USA. *Obesity Surgery* 2012;22(5):838-42.
Barr H, Upton MP, Orlando RC, Armstrong D, Vieth M, Neumann H, Langner C, Wiley EL, Das KM, Pickett-Blakely OE, Bajpai M, Amenta PS, Bennett A, Going JJ, Younes M, Wang HH, Taddei A, Freschi G, Ringressi MN, Degli'innocenti DR, Castiglione F, Bechi P. Barrett's esophagus: histology and immunohistology. *Annals of the New York Academy of Sciences* 2011;1232(1):76-92.
Pickett-Blakely OE, Bleich SN, Cooper LA. The role of patient-physician gender concordance in weight-related counseling of obese patients. *American Journal of Preventive Medicine* 2011;40(6):616-619. PMID: PMC3675445
Bleich SN, Pickett-Blakely OE, Cooper, LA. Physician practice patterns of obesity diagnosis and weight-related counseling. *Patient Education and Counseling* 2011;82(1):123-129. PMID: PMC2902765

TresseNoire, Inc
Balance Sheet
As of December 31, 2015

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 6773)	-3,997.17
PayPal Bank	1,153.31
Total Bank Accounts	<u>-\$ 2,843.86</u>
Total Current Assets	<u>-\$ 2,843.86</u>
TOTAL ASSETS	<u>-\$ 2,843.86</u>
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	
Net Income	-2,843.86
Total Equity	<u>-\$ 2,843.86</u>
TOTAL LIABILITIES AND EQUITY	<u>-\$ 2,843.86</u>

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TresseNoire, Inc
Balance Sheet
As of December 31, 2016

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 6773)	457.77
PayPal Bank	1,114.21
Total Bank Accounts	<u>\$ 1,571.98</u>
Other Current Assets	
Uncategorized Asset	-1,250.00
Total Other Current Assets	<u>-\$ 1,250.00</u>
Total Current Assets	<u>\$ 321.98</u>
TOTAL ASSETS	<u>\$ 321.98</u>
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TresseNoire CC expenses	3,738.03
Total Credit Cards	<u>\$ 3,738.03</u>
Total Current Liabilities	<u>\$ 3,738.03</u>
Total Liabilities	<u>\$ 3,738.03</u>
Equity	
Opening Balance Equity	-6,363.57
Retained Earnings	-2,843.86
Net Income	5,791.38
Total Equity	<u>-\$ 3,416.05</u>
TOTAL LIABILITIES AND EQUITY	<u>\$ 321.98</u>

TresseNoire, Inc
Balance Sheet
As of June 21, 2017

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 6773)	-1,564.45
PayPal Bank	1,983.39
Total Bank Accounts	\$ 418.94
Other Current Assets	
Uncategorized Asset	-1,436.00
Total Other Current Assets	-\$ 1,436.00
Total Current Assets	-\$ 1,017.06
TOTAL ASSETS	-\$ 1,017.06
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TresseNoire CC expenses	3,501.34
Total Credit Cards	\$ 3,501.34
Total Current Liabilities	\$ 3,501.34
Total Liabilities	\$ 3,501.34
Equity	
Opening Balance Equity	-6,363.57
Retained Earnings	2,947.52
Net Income	-1,102.35
Total Equity	-\$ 4,518.40
TOTAL LIABILITIES AND EQUITY	-\$ 1,017.06

TresseNoire, Inc
Profit and Loss
January - December 2015

	<u>Total</u>
Income	
PayPal Income	13,803.30
Refunds-Allowances	-180.00
Services	10.00
Total Income	\$ 13,633.30
Cost of Goods Sold	
Subcontractors - COS	5,387.85
Total Cost of Goods Sold	\$ 5,387.85
Gross Profit	\$ 8,245.45
Expenses	
Dues & Subscriptions	10.00
Other General and Admin Expenses	20.00
PayPal Fees	448.85
Subcontractors	3,400.00
Uncategorized Expense	7,150.46
Total Expenses	\$ 11,029.31
Net Operating Income	-\$ 2,783.86
Other Expenses	
Miscellaneous	60.00
Total Other Expenses	\$ 60.00
Net Other Income	-\$ 60.00
Net Income	-\$ 2,843.86

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TresseNoire, Inc
Profit and Loss
January - December 2015

Income
PayPal Income
Refunds-Allowances
Sales of Product Income
Services
Uncategorized Income
Total Income
Cost of Goods Sold
Subcontractors - COS
Total Cost of Goods Sold
Gross Profit
Expenses
Advertising
Bank Charges
Commissions & fees
Dues & Subscriptions
Insurance - Liability
Job Materials
Legal & Professional Fees
Meals and Entertainment
Office Expenses
Other General and Admin Expenses
PayPal Fees
Shipping and delivery expense
Stationery & Printing
Subcontractors
Supplies
Travel
Travel costs
Travel Meals
Uncategorized Expense
Utilities
Total Expenses
Net Operating Income
Other Expenses
Miscellaneous
Total Other Expenses
Net Other Income
Net Income

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TresseNoire, Inc
Profit and Loss
January 1 - June 21, 2017

Total	
	36,401.76
	-254.00
	5,306.95
	30.00
	4,300.00
\$	45,784.71
	25,882.62
\$	25,882.62
\$	19,902.09
	746.90
	75.00
	158.85
	156.17
	700.00
	50.00
	1,358.55
	369.93
	129.60
	575.73
	1,113.59
	73.95
	237.34
	5,039.46
	46.76
	189.00
	277.00
	59.16
	1,106.72
	27.00
\$	12,490.71
\$	7,411.38
	1,620.00
\$	1,620.00
-\$	1,620.00
\$	5,791.38

Total	
Income	
PayPal Income	16,648.20
Services	10.00
Total Income	\$ 16,658.20
Cost of Goods Sold	
Freight & delivery - COS	149.14
Subcontractors - COS	3,074.95
Total Cost of Goods Sold	\$ 3,224.09
Gross Profit	\$ 13,434.11
Expenses	
Advertising	-650.00
Bank Charges	20.00
Dues & Subscriptions	679.69
Insurance - Liability	-270.00
Meals and Entertainment	594.67
Office Expenses	42.40
Other General and Admin Expenses	685.05
PayPal Fees	511.46
Repair & Maintenance	38.03
Travel	895.69
Uncategorized Expense	11,975.97
Utilities	13.50
Total Expenses	\$ 14,536.46
Net Operating Income	-\$ 1,102.35
Net Income	-\$ 1,102.35

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