



Duvet Business

Who we are



John Doe

Co-Founder
MBA, BFA
[claim to fame]



Jane Doe

Co-Founder
MBA, BFA
[claim to fame]



Duvet Business is a global provider of customized designs for your bedding needs

We believe we are creating a unique product that allows you to
tune your room to your personality



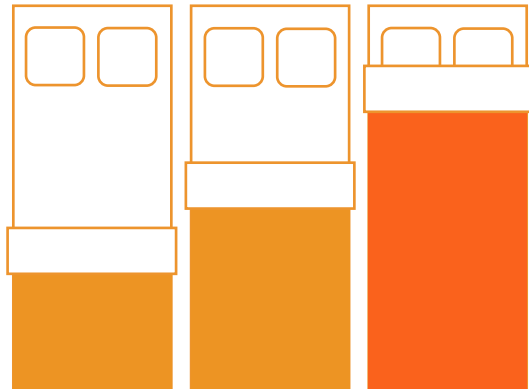
Our Mission

Transforming the intangible to **tangible**



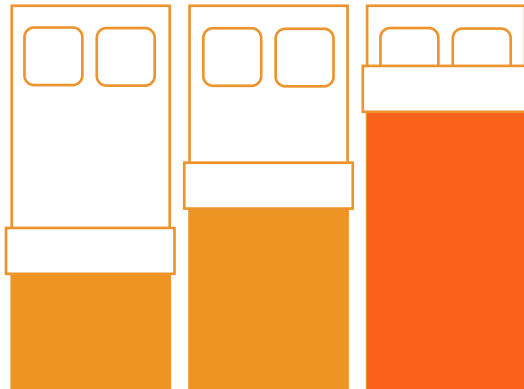
Market trends are in our favor

Health Consciousness



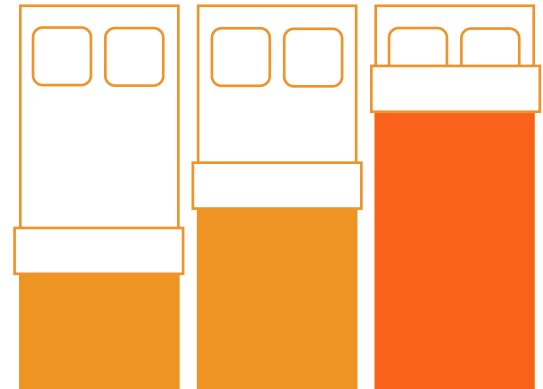
2014 2015 2016

Personal Expression



2014 2015 2016

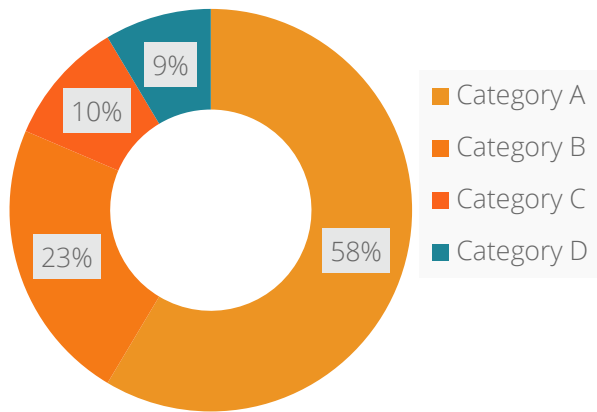
Small Luxuries



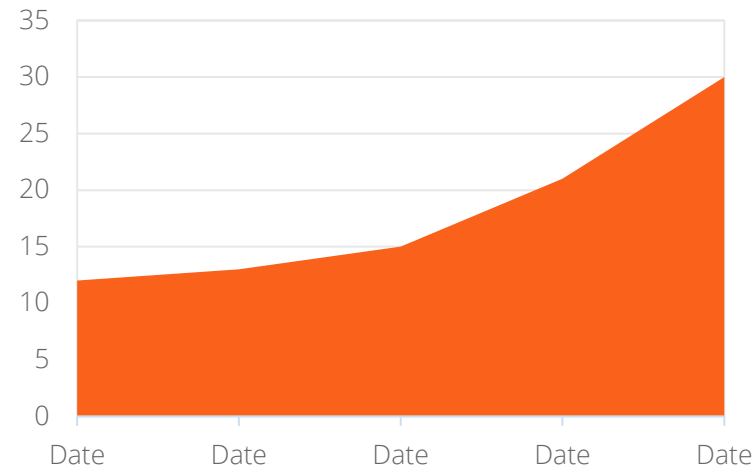
2014 2015 2016

Our results: rapid adoption, growth and profitability

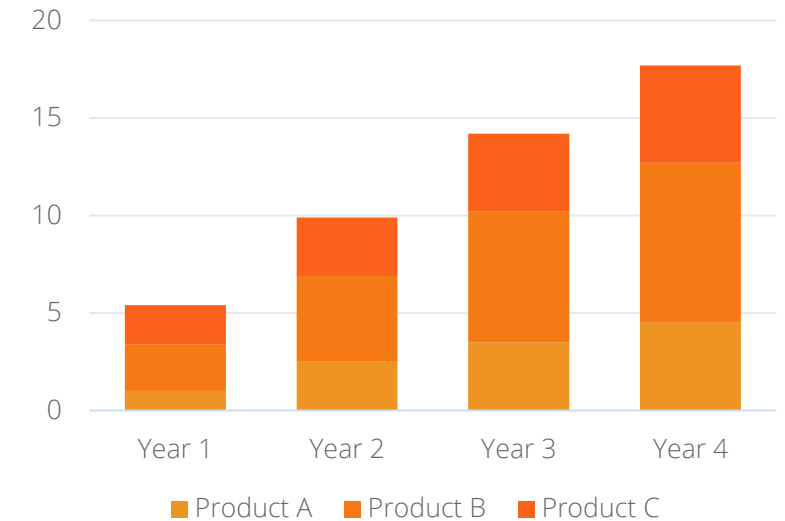
Repeat Order Rate




Active Customers



Annual Revenue



A woman with long brown hair is sleeping peacefully on her side in a bed. She is wearing a white tank top and is completely covered by a white duvet. Her head is resting on a white pillow. The background is a soft, out-of-focus light blue and white, suggesting a bright, airy room. The overall mood is calm and comfortable.

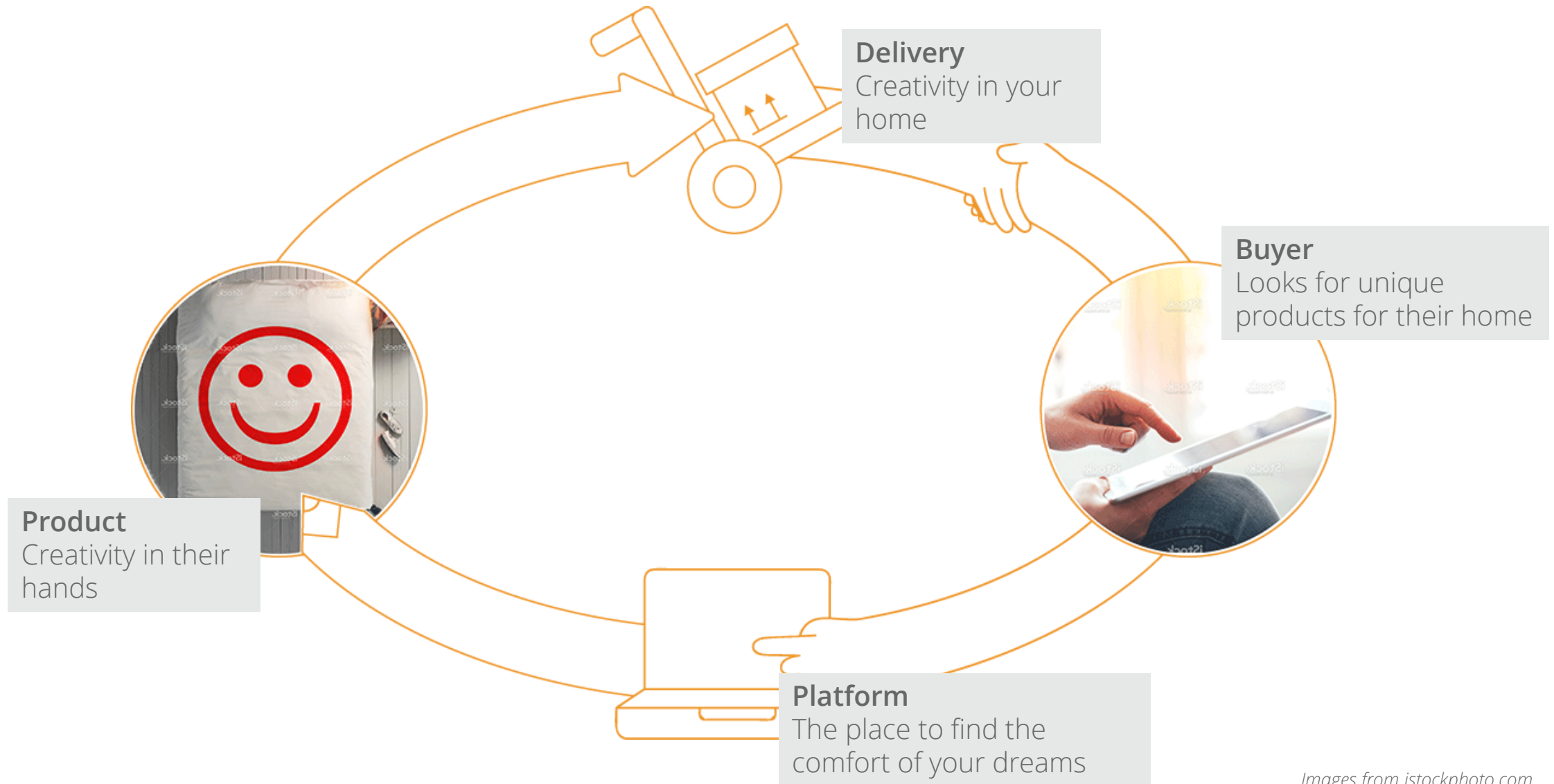
“When I go to sleep each night I feel truly at peace, all wrapped up in a duvet that I designed.”

- Loyal Customer



Our Business

Our business model is unique



Our customers are clearly defined

Young adults with good taste

Finally able to pay their own rent, the young adult will want to customize everything!

Avg. Age	29	27	35
Avg. Disposable income	\$16,427	\$19,612	\$22,128

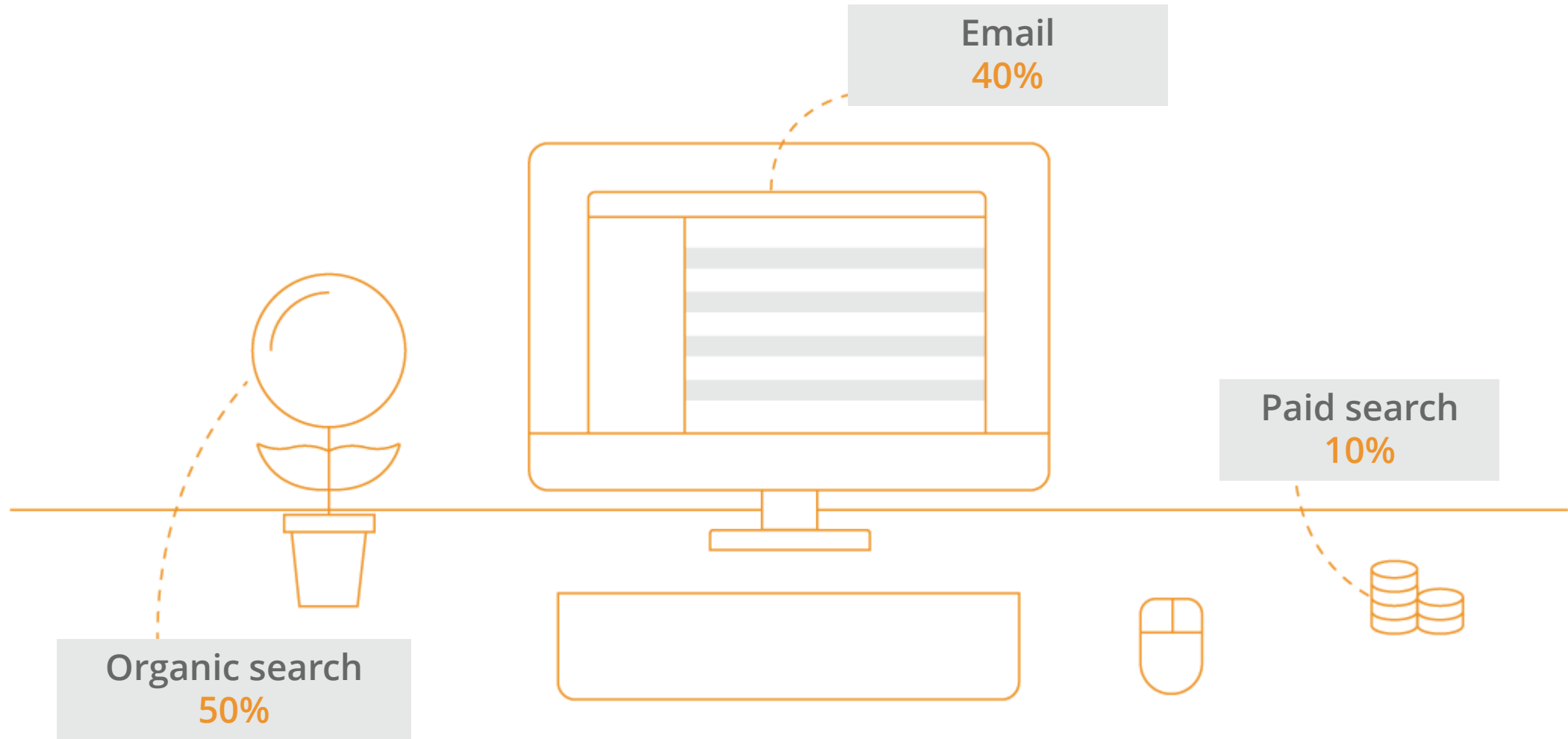
Cool moms

Looking for an original gift for her children.

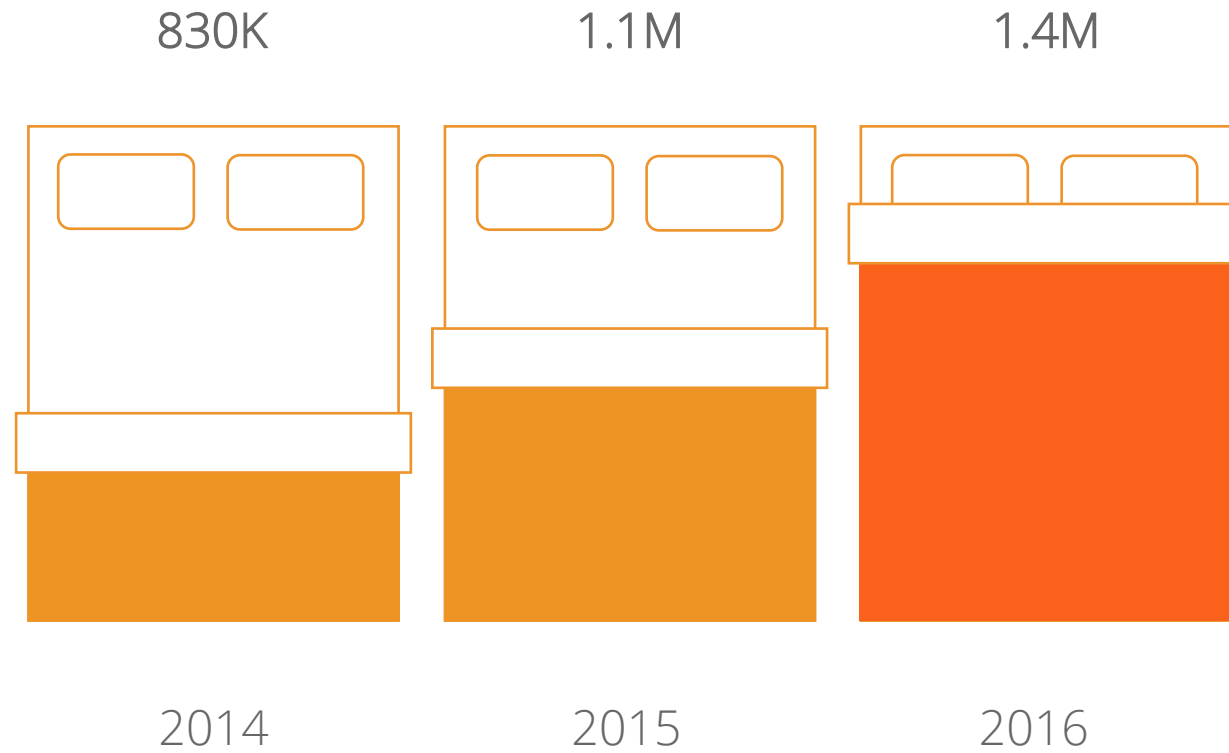
Airbnb home owners

Wanting to provide a state of the art environment to their customers.

Our channels are optimized



And customers keep coming back



“I searched high and low for the perfect duvet... and finally found it by designing my own at Duvet Business. Beyond satisfied!”

- Satisfied Customer



The Path Forward

We are just getting started



Country Expansion

U.K.
China
Brazil



Product Expansion

Duvets
Accessories
Interior Design



Customer Experience

We will ask you questions to
tailor your search

Product expansion: providing our customers with...



Duvets



Accessories

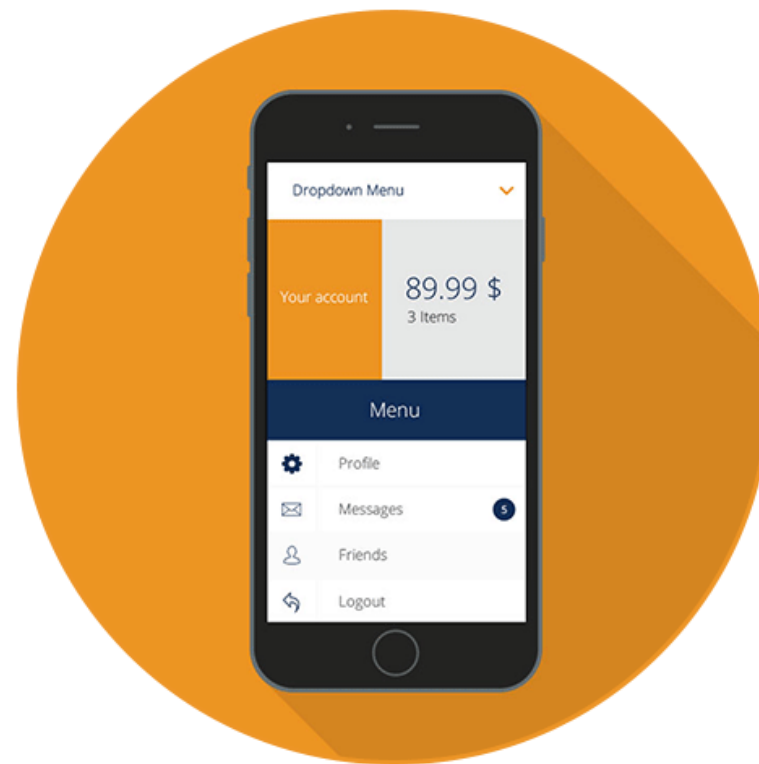
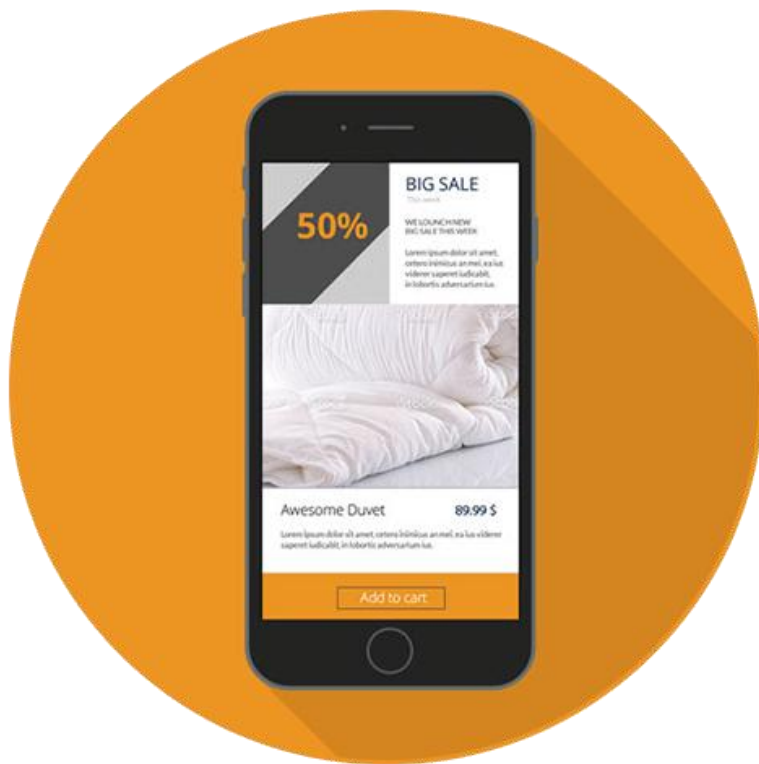


Interior design

Our business model is scalable:
We let our customers' imagination run free

Enhancing the customer experience

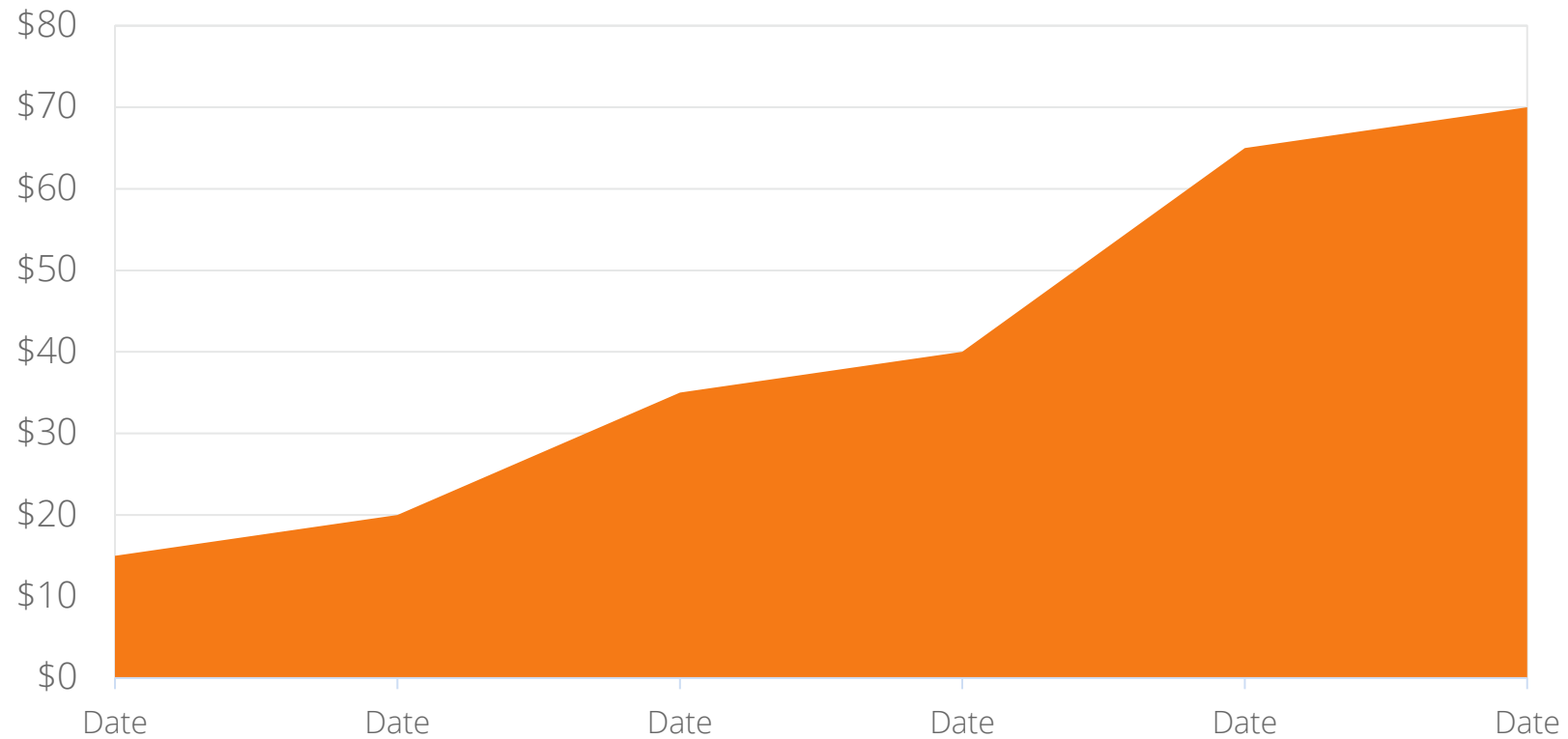
Differentiated experiences for **different people**



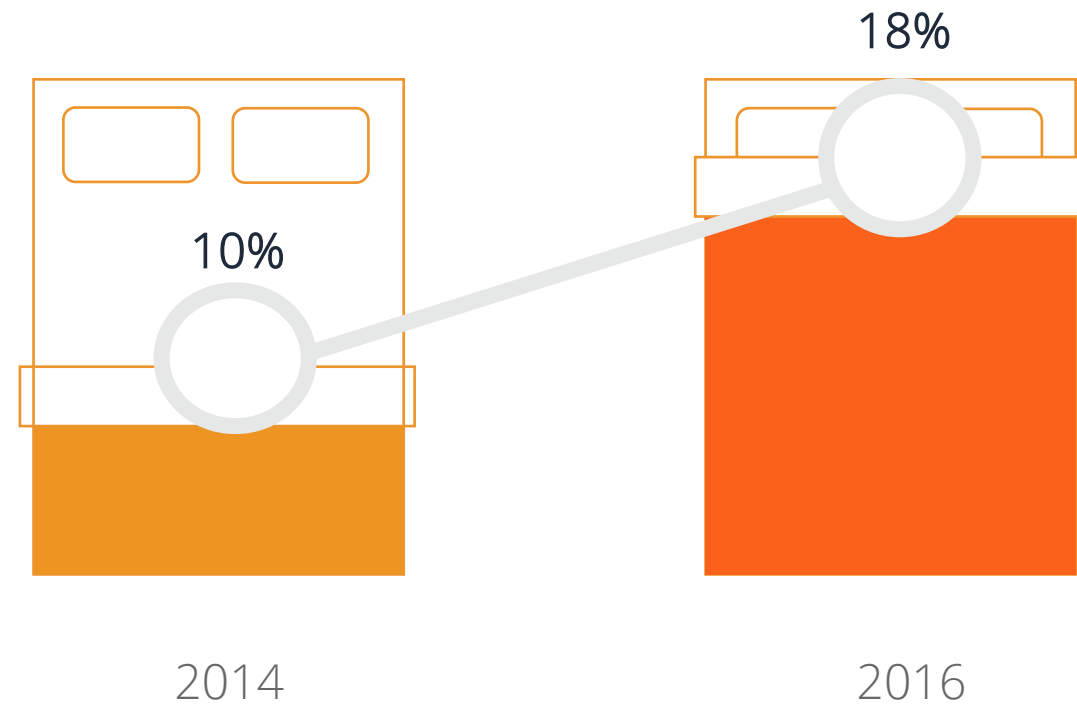


Our Financials

We are experiencing consistent revenue growth trends



And our EBITDA margins are very healthy



Which ultimately drives long term value creation

	Historical			Long Term Model*
	2014	2015	2016	
Revenue	100%	100%	100%	100%
Gross Profit	62%	65%	67%	50% - 52%
Marketing	15%	14%	14%	15% - 16%
Product development	20%	21%	22%	15% - 17%
General and Administrative	29%	25%	24%	9% - 11%
Adjusted EBITDA	10%	16%	18%	18% - 21%
EBIT	(2)%	5%	7%	7% - 10%

*Financial model from <http://www.corporatefinanceinstitute.com>

“I truly feel at home when I enter my room and my duvet reminds me of who I am.”

- Satisfied customer