



# Duvet Business

# Who we are



John Doe

Co-Founder  
MBA, BFA  
[claim to fame]



Jane Doe

Co-Founder  
MBA, BFA  
[claim to fame]



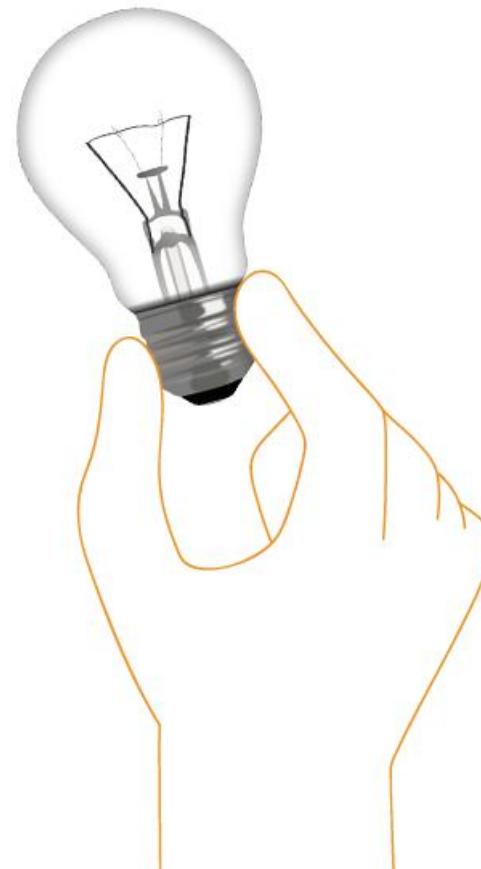
**Duvet Business** is a global provider of customized designs for your bedding needs

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



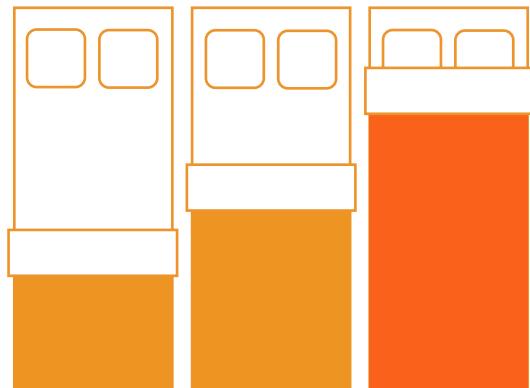
## Our Mission

Transforming the intangible to **tangible**

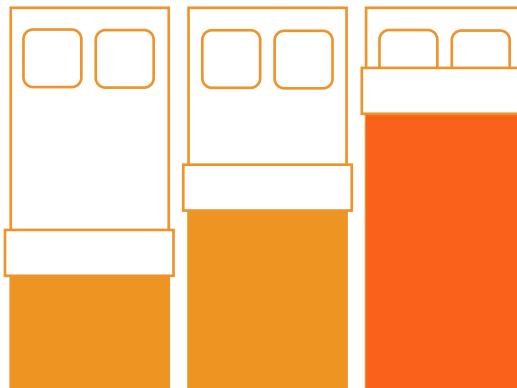


## Market trends are in our favor

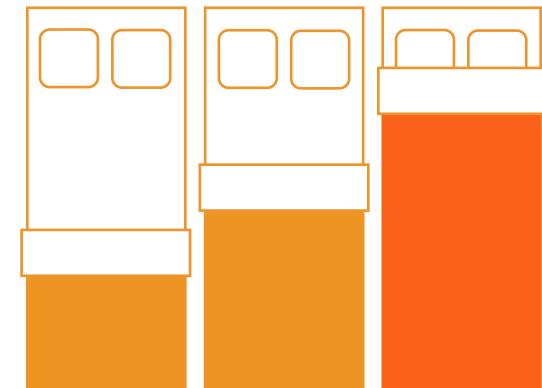
Health Consciousness



Personal Expression



Small Luxuries



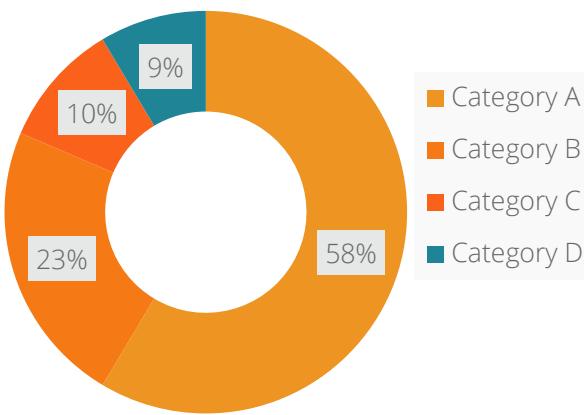
2014 2015 2016

2014 2015 2016

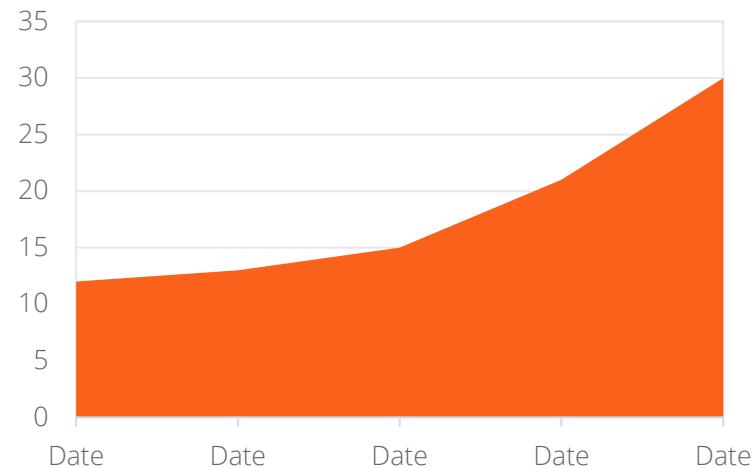
2014 2015 2016

# Our results: rapid adoption, growth and profitability

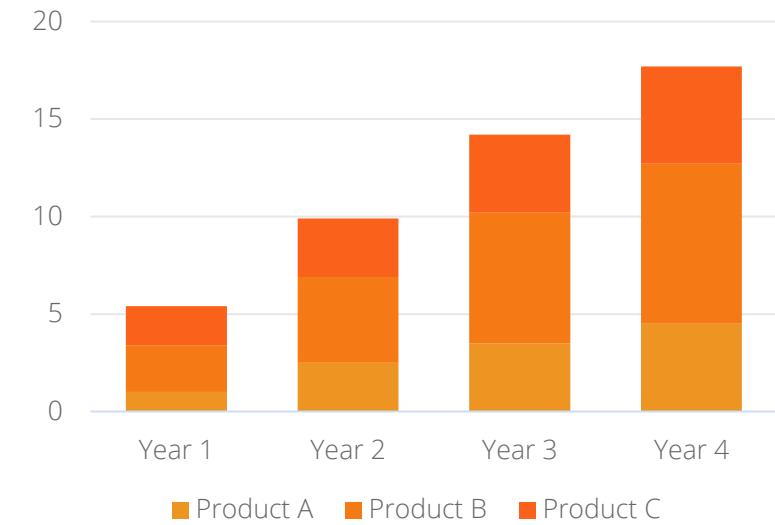
## Repeat Order Rate



## Active Customers



## Annual Revenue



A close-up photograph of a woman sleeping peacefully in bed. She has long, dark hair and is lying on her side, facing away from the camera. Her head is resting on a white pillow, and she is completely covered by a light-colored duvet. The lighting is soft and warm, creating a cozy and serene atmosphere.

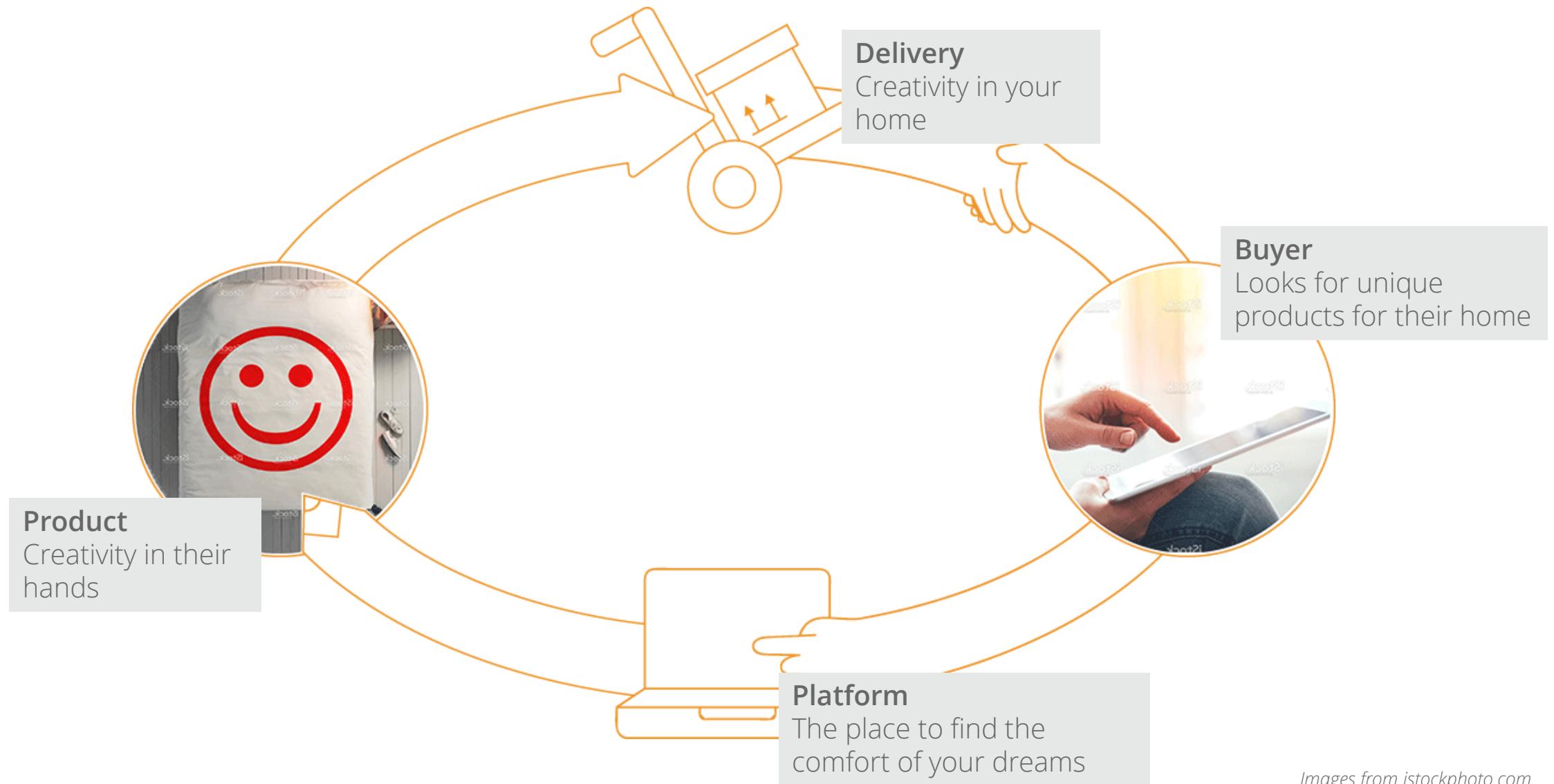
“When I go to sleep each night I feel truly at peace, all wrapped up in a duvet that I designed.”

- Loyal Customer



# Our Business

# Our business model is unique



Images from istockphoto.com

## 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

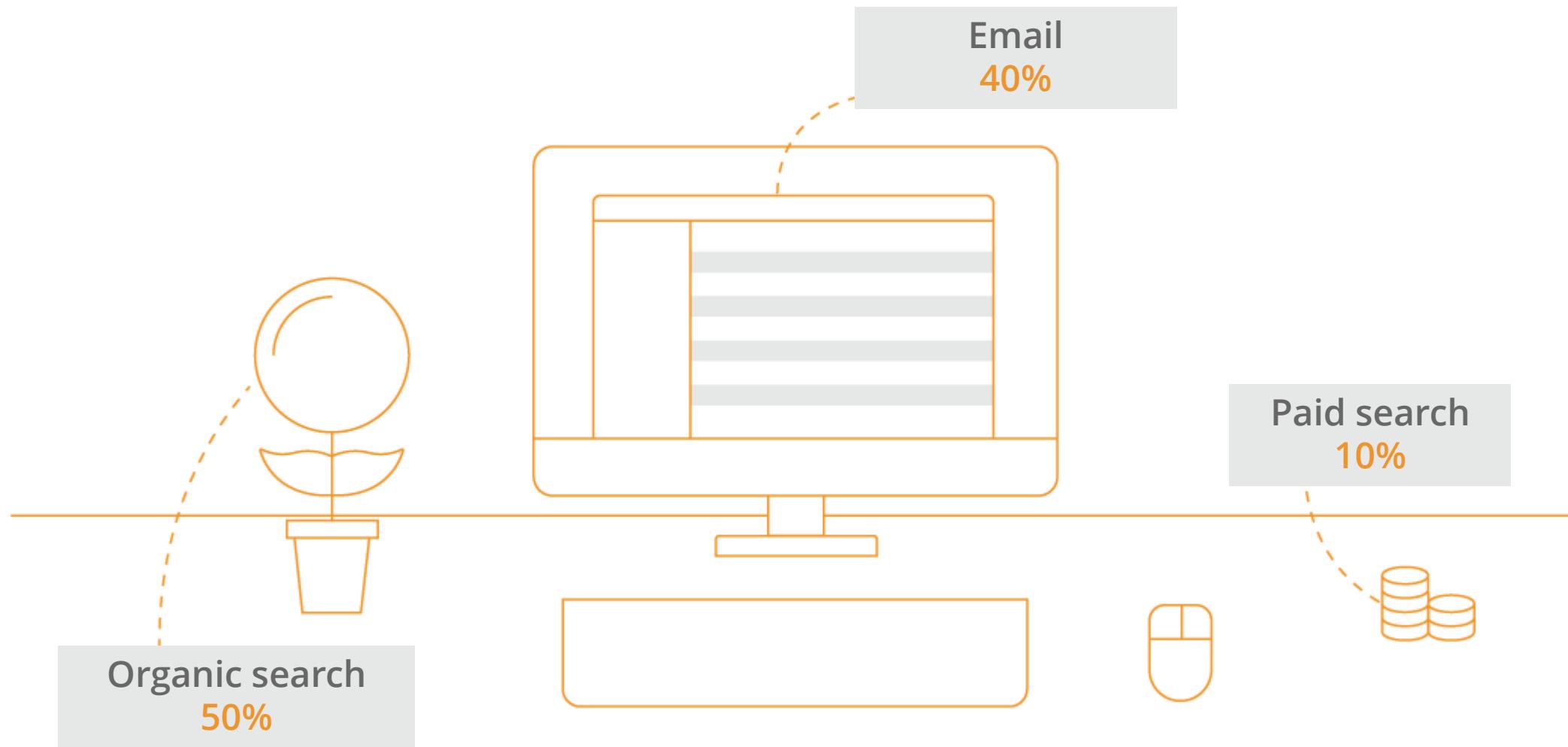
### Cool moms

Looking for an original gift for her children.

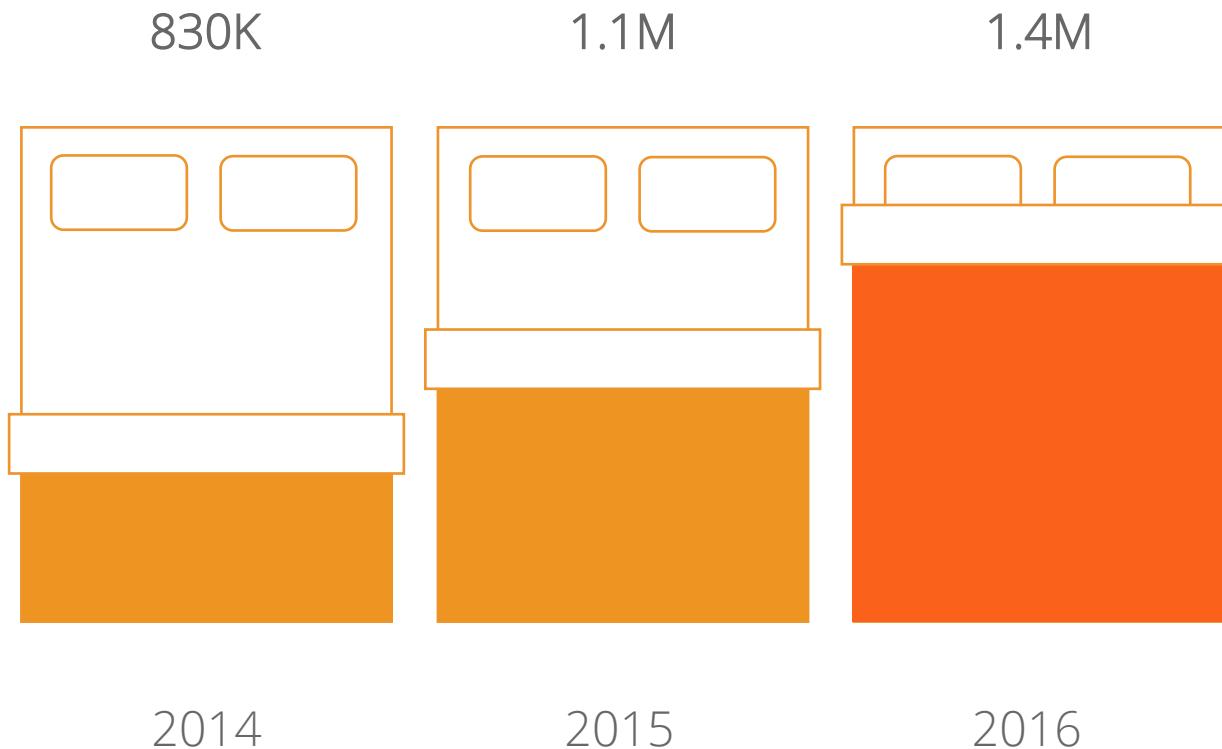
### Airbnb home owners

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



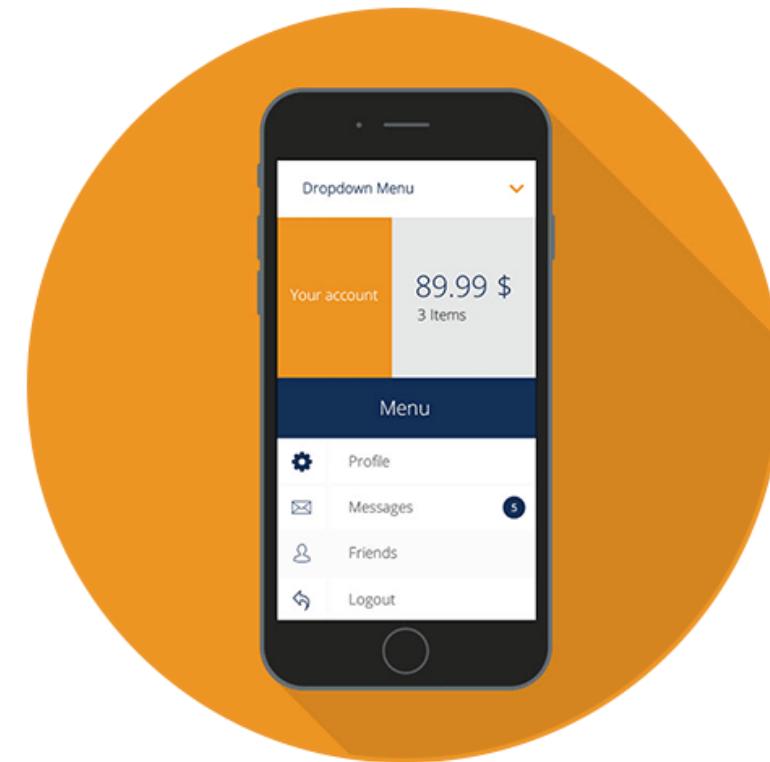
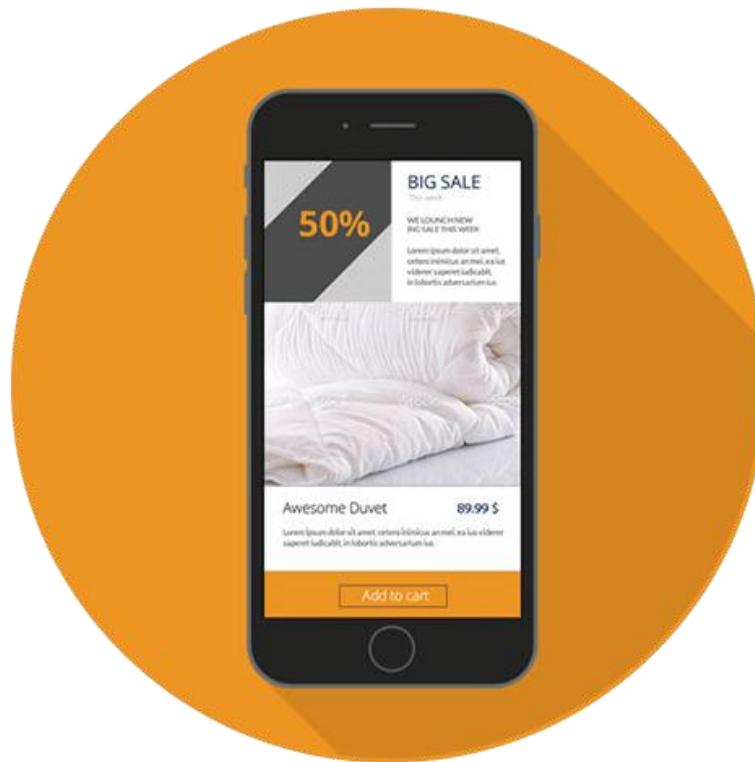
Interior design

Our business model is scalable:

We let our customers' imagination run free

# Enhancing the customer experience

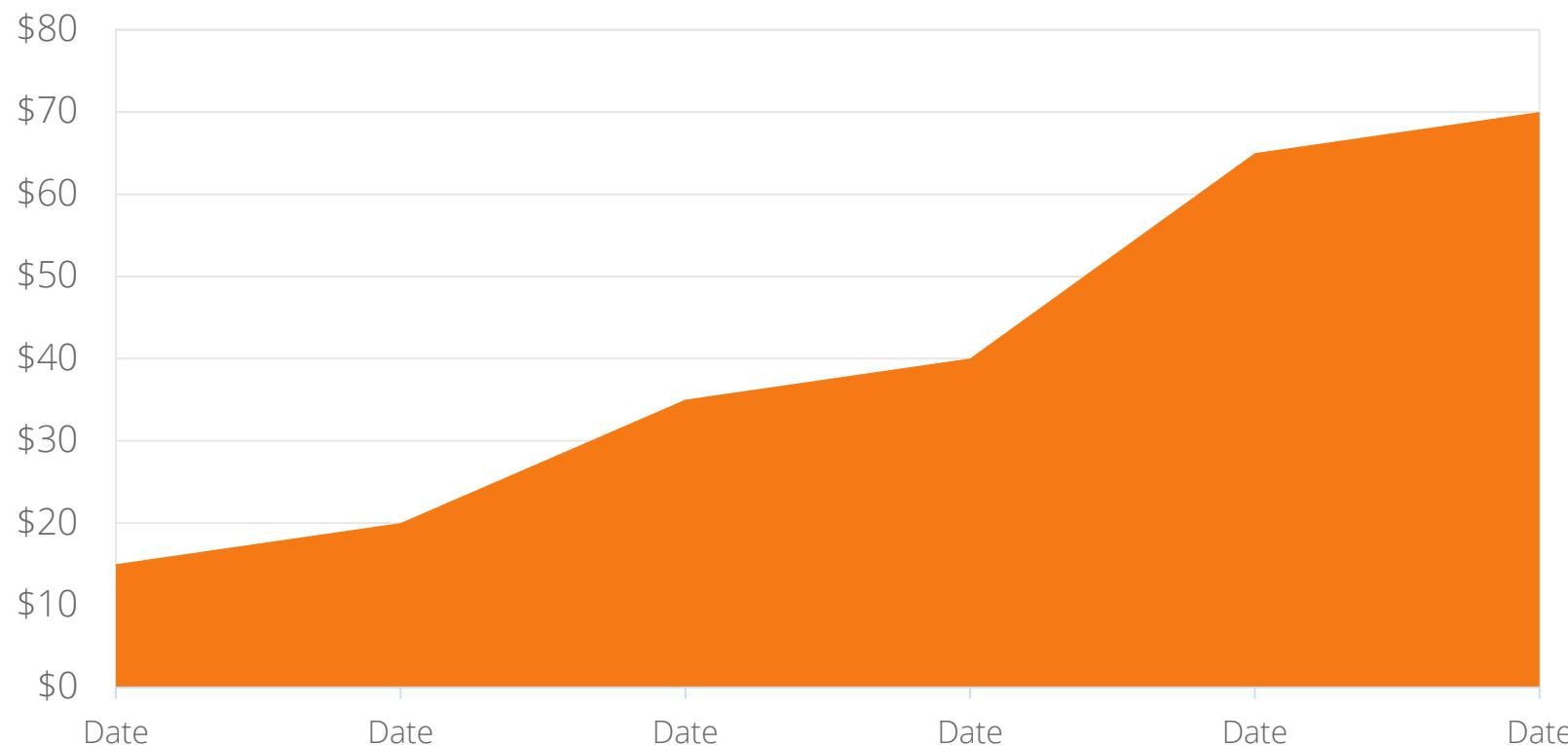
Differentiated experiences for **different people**



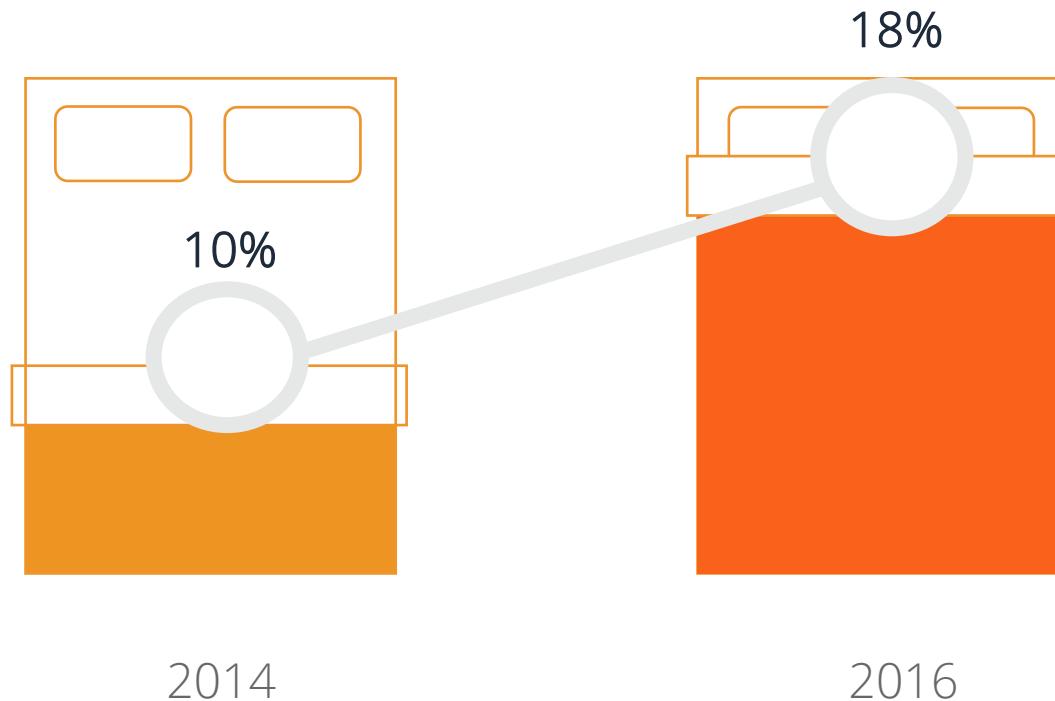


# Our Financials

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%
<b>Gross Profit</b>	<b>62%</b>	<b>65%</b>	<b>67%</b>	<b>50% - 52%</b>
Marketing	15%	14%	14%	15% - 16%
Product development	20%	21%	22%	15% - 17%
General and Administrative	29%	25%	24%	9% - 11%
<b>Adjusted EBITDA</b>	<b>10%</b>	<b>16%</b>	<b>18%</b>	<b>18% - 21%</b>
<b>EBIT</b>	<b>(2)%</b>	<b>5%</b>	<b>7%</b>	<b>7% - 10%</b>

\*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