

LISBON CHALLENGE

SPARKL ONE PAGER



ONE SENTENCE PITCH

We allow you to book beauty services at home rather than driving to a salon.

CLIENT PROBLEM

European Women spend, in average 4 hours in non paid tasks after leaving their jobs: They clean the house, make dinner, take care of their children. They always put the needs of others first, leaving no time to take care of themselves. Beauty and self-esteem is always postponed. Even so they are spending 87 Billions in beauty services that are not convenient. They still have to drive there and wait in waiting lines.

SOLUTION

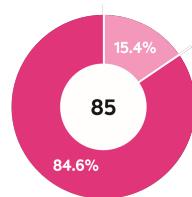
We allow clients to book beauty services at home, instead of having to drive to a salon. Helping them save time in a convenient way. We help beauty professionals to find more clients and raise their income. They also get to say when they want to work.

Since March we are connecting beauty professionals to clients. Providing Manicure, Pedicure, Waxing, Hairstyle and Make-Up and we keep a fee on each transaction. Yes we are a Curated Marketplace with 42% Customer Loyalty.

BEAUTY PROFESSIONAL PROBLEM

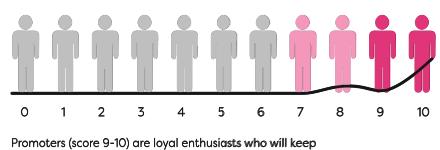
85% of the workforce producing the 87 Billion are freelancers who have a very poor income. Around 600€ and they still have to work late hours and have a fixed schedule.

NET PROMOTION SCORE



HOW LIKELY IS IT YOU WOULD RECOMMEND OUR COMPANY TO A FRIEND OR COLLEAGUE?

85% OF OUR CLIENTS WOULD RECOMMEND OUR SERVICES TO A FRIEND



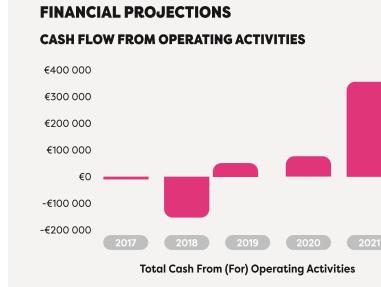
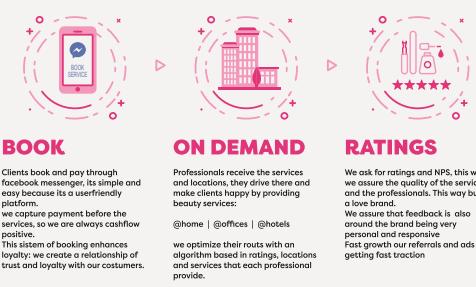
Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

WE ARE A LOVE BRAND

TARGET MARKET



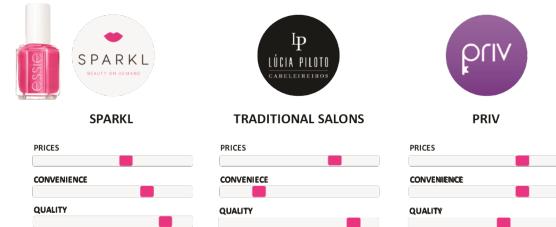
- . PREGNANT MOM'S
- . MOM'S WITH 6 MONTHS TO 3YO CHILDREN
- . WORKAHOLICS



VALIDATION: METRICS MARCH 2017 TO OCT

2033	683	33k	29€
Nº of services	Nº of clients	Revenue	Average per visit (last quarter)
42%	37%	54%	15€
Loyalty	Retention Rate	of our revenue is done By Loyal Clients	CAC
98€			LTV
60M	10.150	3.5k	0,02€
Site Pageviews	FB Followers	Money spent in FB Ads	CPC

COMPETITORS



SPARKL COMPETITIVE ADVANTAGES

Partnership with L'Oréal
Exclusive usage of essie brand
Training Modules by L'Oréal and sparkl
Founders Expertise in beauty industry
Founders Network in all Europe influencers and beauty industry

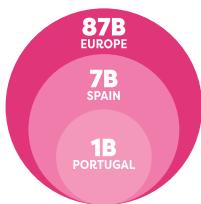
COMPETITOR PRIV

Easy booking app but it crashes all the time
No beauty experienced founders
Spending loads of money to get people to upload the app
Markets: US + UK but Brazil failed

BUSINESS MODEL

Market Place: We keep 25% of each transaction

MARKET SIZE



GO TO MARKET STRATEGY:

PR
Organic referrals
Facebook Adds
Bring a friend campaign
Strong partnerships with Bloggers
Partnership with Beauty Schools
Partnership with local hospitals, Pharmacies, Places where our main target is...

Implementation Roadmap:
1st phase: Nails,Waxing
2nd Phase: Make Up;Hair
3rd Phase: Massage
4th Phase: Eyelashes

Main Geographies:
Lisbon
Madrid
Milan
Paris

Main Partners:
L'Oréal
Beauty Schools

TEAM



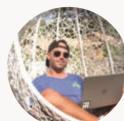
MARIANA ROMÃO
Co-Founder
CEO



FILIPA MASCARENHAS
Co-Founder
COO /CMO



BRUNO MONTEIRO
Designer
UX/UI



PEDRO GAUDÊNCIO
Full stack developer
Bot developer

