

EVERGLOW & CO.

JUST GLOW



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PROBLEM SUMMARY

ACNE IS THE MOST COMMON SKIN CONDITION
WORLDWIDE.

COVID-19

Wearing masks have become essential to preventing the contraction and spread of the infection.

MASKNE

Caused by heat, friction, and occlusion from mask on the skin.

DISSATISFACTION

Consumers are reluctant to wear low-grade masks due to its lack of functionality, breathability and style.

MISSION



To innovate affordable, quality
skincare for all

TEAM OVERVIEW

Erin Lee | Chief Executive Officer

Drew Colman | Market Intelligence Officer

Jasmine Guan | Chief Consultant

Nina Ho | Integrated Marketing Manager

Jacqueline Kao | Chief Marketing Officer

Xander Lau | Market Researcher

Lauren Lee | Competitor Researcher

Jonathan Li | Market Analyst

Andrew Monteilh | Communications Manager

Ethan Ta | Product Designer

Annie Van | Chief Technology Officer

Patric Young | Medical Consultant

PRODUCT SYNOPSIS

THE EVERMASK

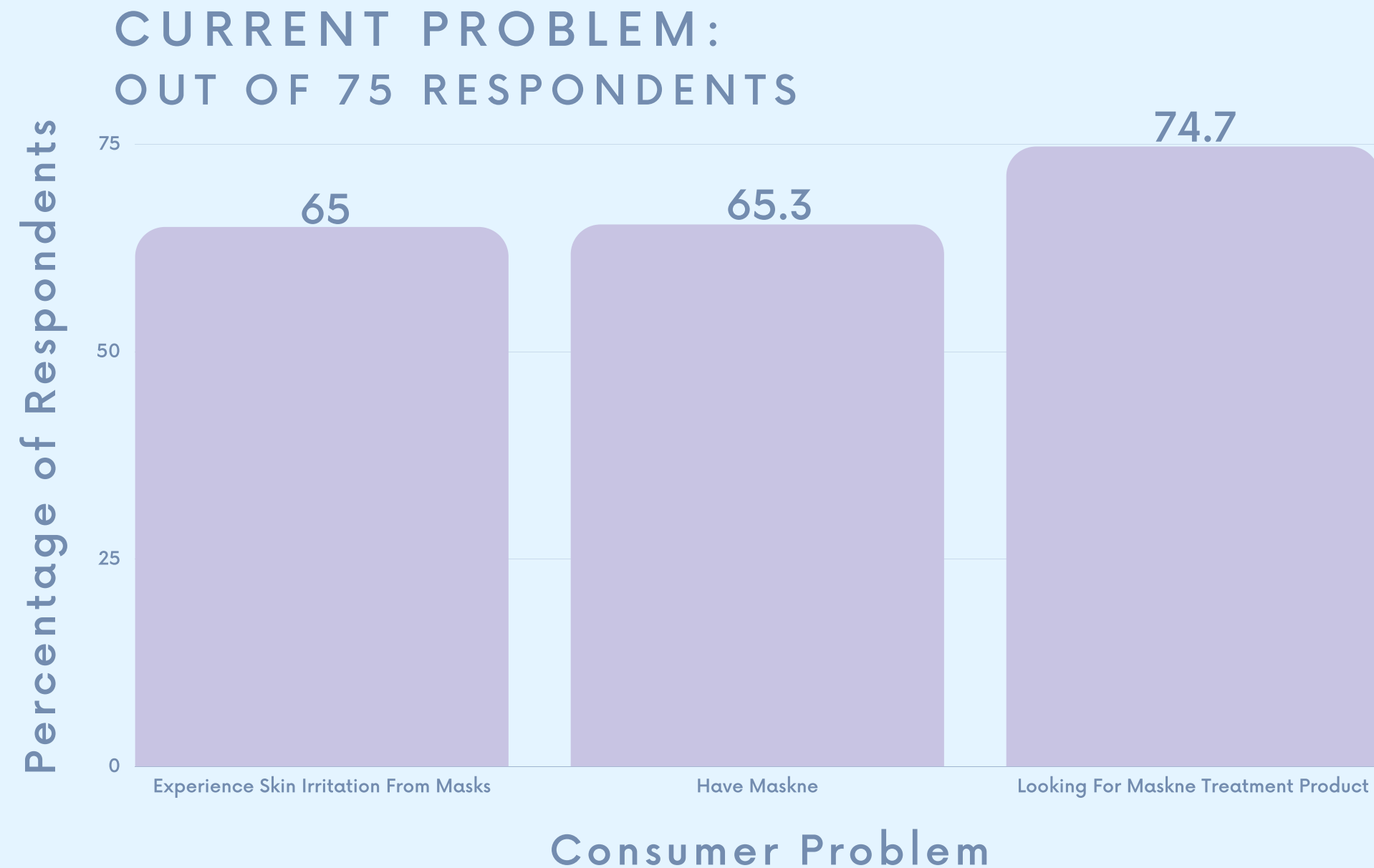
It's the only quality mask to successfully combine the healthcare, fashion, and skincare industries.

2-layer mask with natural filter

Multifunctional

Uses high-quality natural ingredients and materials

MARKET OPPORTUNITY



Source: EverGlow Survey, 2020

INNOVATION GAP

No current pre-emptive measures to target acne, and treat current acne problems, with everyday clothing

CUSTOMER NEED

Societal beauty standards make customers seek products that will help clear their skin concern needs

MARKET OVERVIEW

GLOBAL FACEMASK INDUSTRY

1.5 Billion USD in 2019 and 2.5 Billion USD by 2027

GLOBAL SKINCARE INDUSTRY

148.3 Billion USD in 2020 and 189.3 Billion USD by 2025

PREFERENCE TOWARDS SUSTAINABILITY

64% of 4,600 consumers prefer eco-friendly skincare products

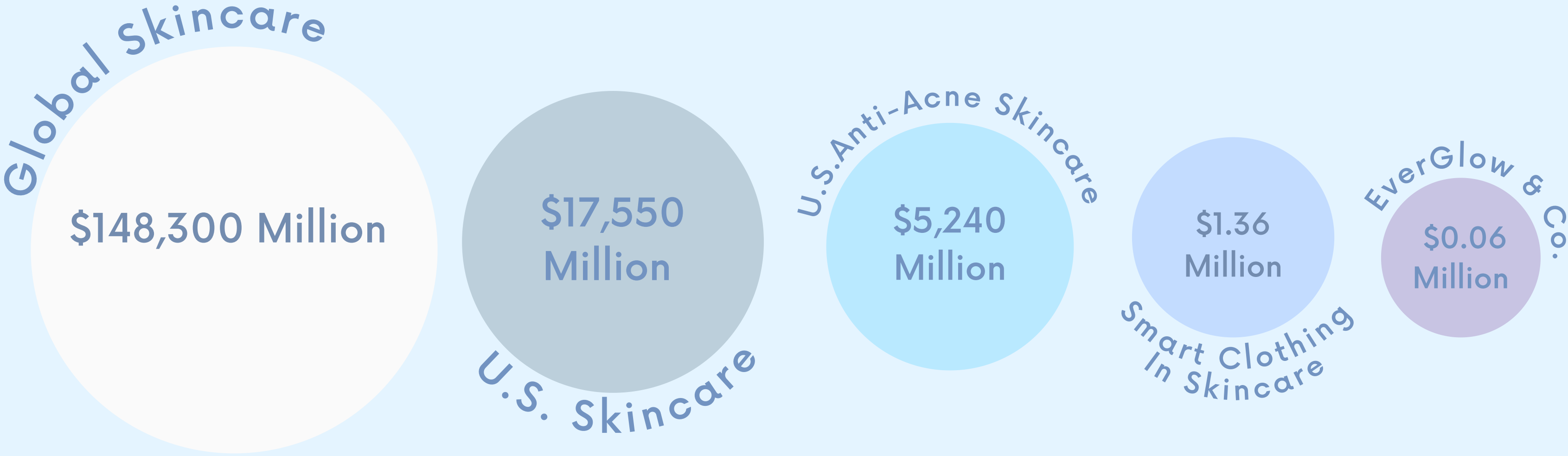
70% of 18,980 consumers prefer sustainable products

60% of 18,980 consumers prefer cruelty free products

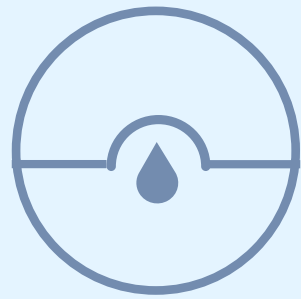
SMART CLOTHING

1.6 billion USD in 2019 to 5.3 billion USD by 2024

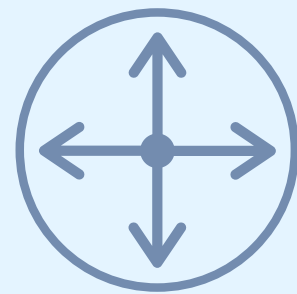
MARKET SIZE



EVERMASK FEATURES



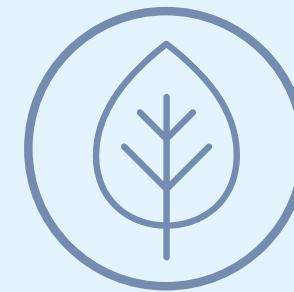
Acne Prevention



Multifunctional



Comfortable



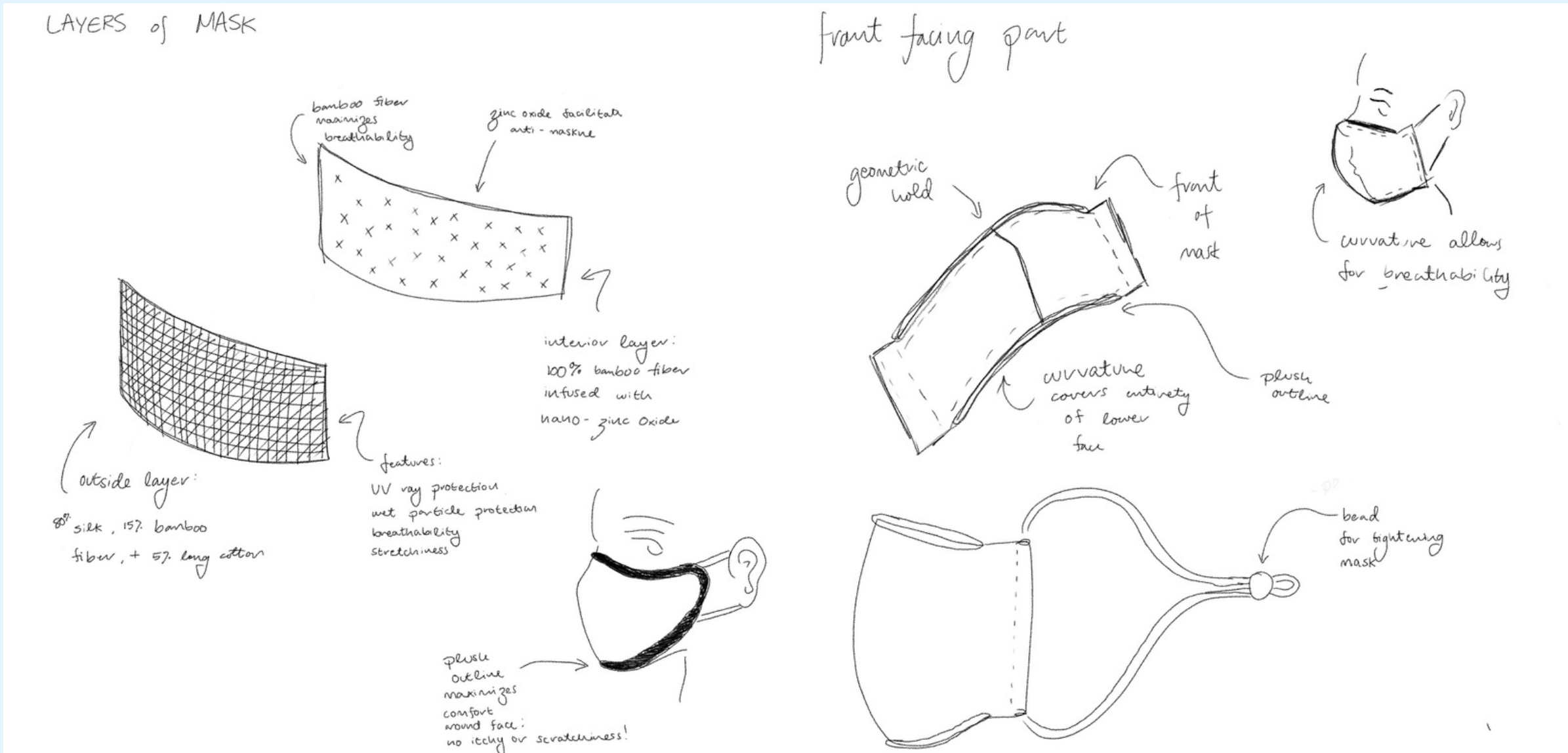
Sustainable



Inclusive

EVERMASK DESIGN PROTOTYPING

LOW FIDELITY



HIGH FIDELITY



COMPETITORS

DIRECT

MDACNE

Provides COVID-19 protection and fights Maskne w/ antimicrobial, anti-viral, antifungal silver particles, but not sustainable

VOGMASK

Includes all EverMask features besides skincare focus.

SILVON

Fights Maskne with antimicrobial, anti-viral, antifungal silver particles, but doesn't provide COVID protection

1

2

3

INDIRECT

PEACH & LILY

Markets their products as Maskne essentials but only to treat acne after the fact and is not a protective mask

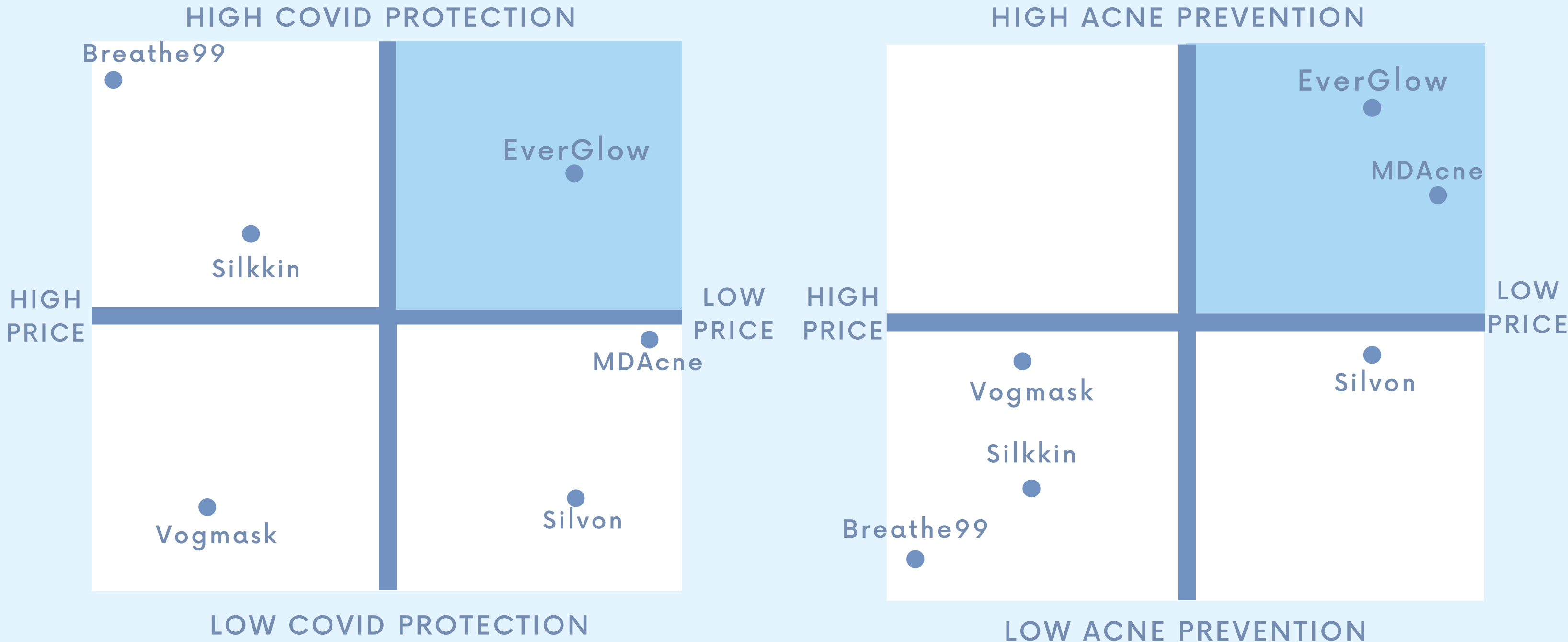
CUROLOGY

Customized to various types of skin to target different skin problems, but is not a protective mask

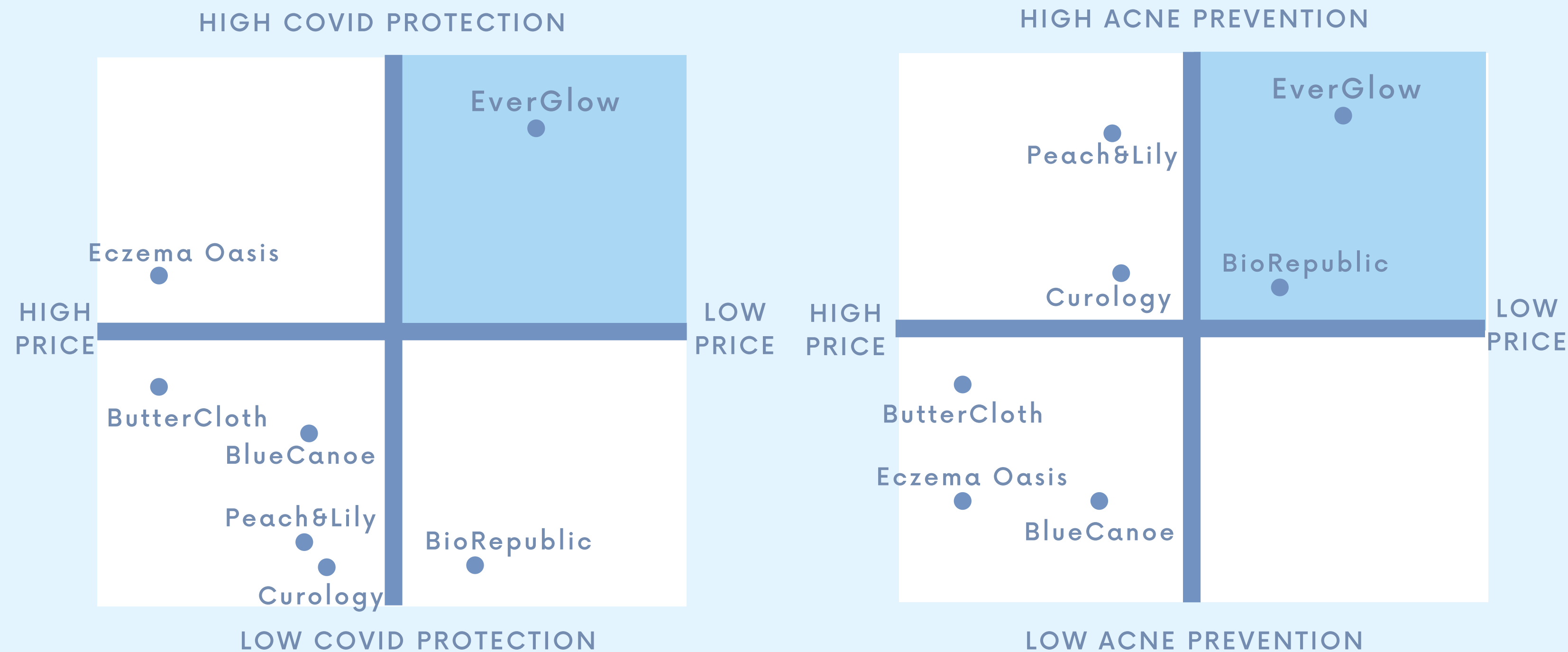
BLUECANOE

Sustainable fashion brand that provides bamboo infused mask, but doesn't incorporate skincare

COMPETITIVE LANDSCAPE | Direct



COMPETITIVE LANDSCAPE | Indirect

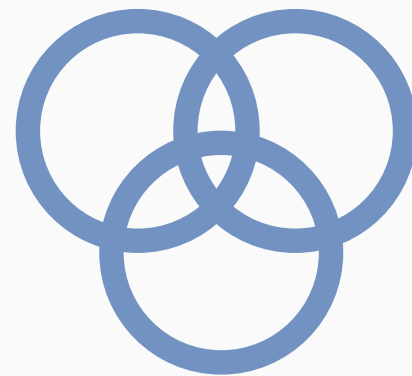


COMPETITIVE ADVANTAGES

TRUST & CREDIBILITY



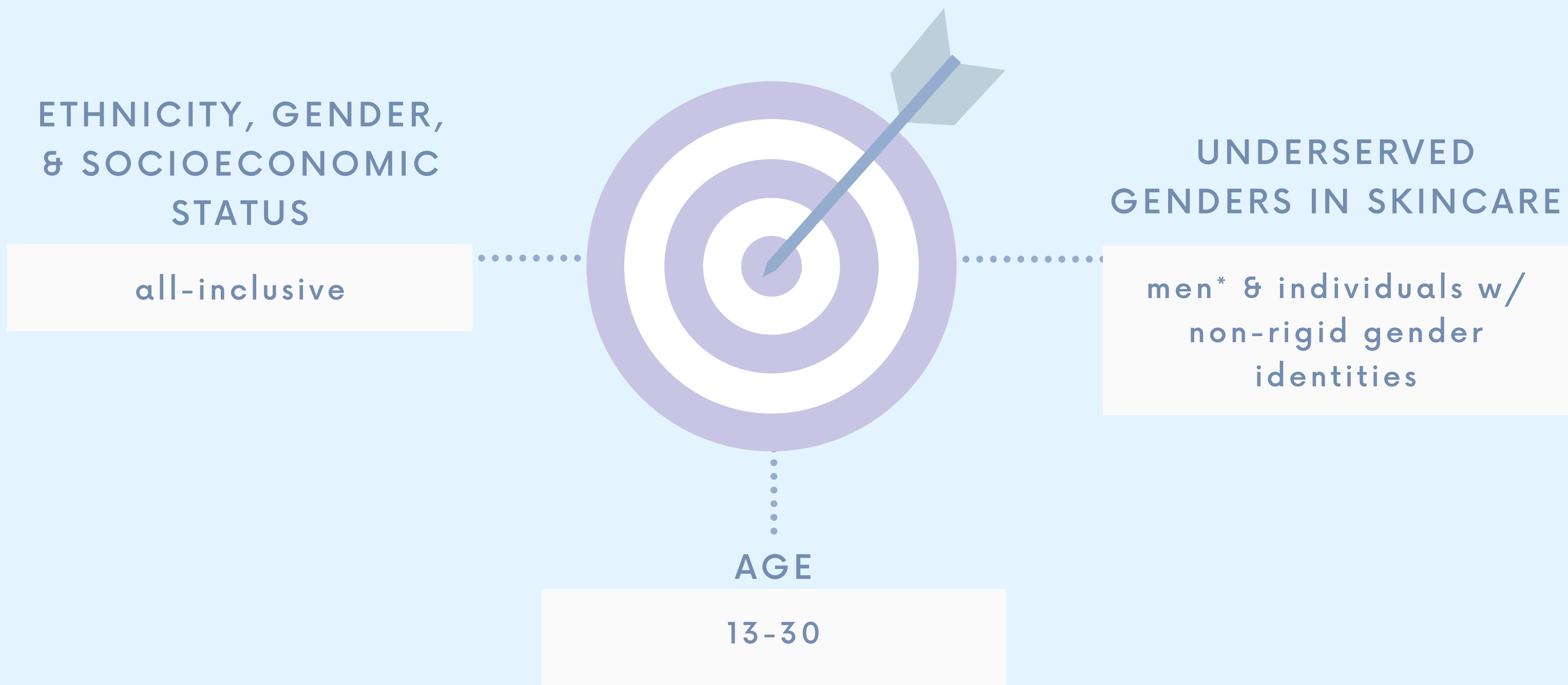
PATENTING OUR
BLEND



LOW UPFRONT
COSTS



AUDIENCE DEMOGRAPHICS



CUSTOMER PROFILE #1

PAIN POINTS:

Constant mask wearing exacerbates cystic acne; doesn't want to support products with no productive social value

DESIRED OUTCOME:

Prevention of more breakouts by wearing effective, yet sustainable mask

Hello, my name is
CALDER (OC, CA)



19-year-old
College Student
Social Awareness Warrior

PASSIONS:

Social and
environmental justice



STRATEGY:

Align Calder's values
with our message and
EverMask's qualities
(empowerment and
sustainability)

CUSTOMER PROFILE #2

PAIN POINTS:

Sudden breakouts because of constant mask-wearing during work; isn't well-versed in skincare and is hesitant to try

DESIRED OUTCOME:

More confidence in skin, prevention of more breakouts

Hello, my name is MARCO (NYC, NY)



26-year-old
Office Worker
New York Mets Fan

PASSIONS:

Watching baseball



STRATEGY:

Facebook and Youtube ads where Marco watches sports videos

CUSTOMER PROFILE #3

PAIN POINTS:

Mask is not wicking away moisture and sweat enough, causing breakouts; doesn't like wearing boring masks

DESIRED OUTCOME:

More comfortable, fashionable mask-wearing experience

Hello, my name is
FAWN (ATL, GA)



16-year-old
Student Athlete
Avid Social Media User

PASSION:

Following social media influencers and fashion trends



STRATEGY*:

Influencer marketing on Instagram, Twitter, and Tiktok

CUSTOMER PROFILE #4

PAIN POINTS:

Long shifts in high-risk work environment lead to discomfort in her medical-grade mask

DESIRED OUTCOME:

Comfortability and breathability

Hello, my name is
SHWETA (HOU, TX)



29-year-old
Registered Nurse
Google Browser

PASSION:

Pinterest, Google,
Facebook browsing



STRATEGY:

Facebook Ads, Google
search and SEO strategies
(Keyword Searches and
Optimization)

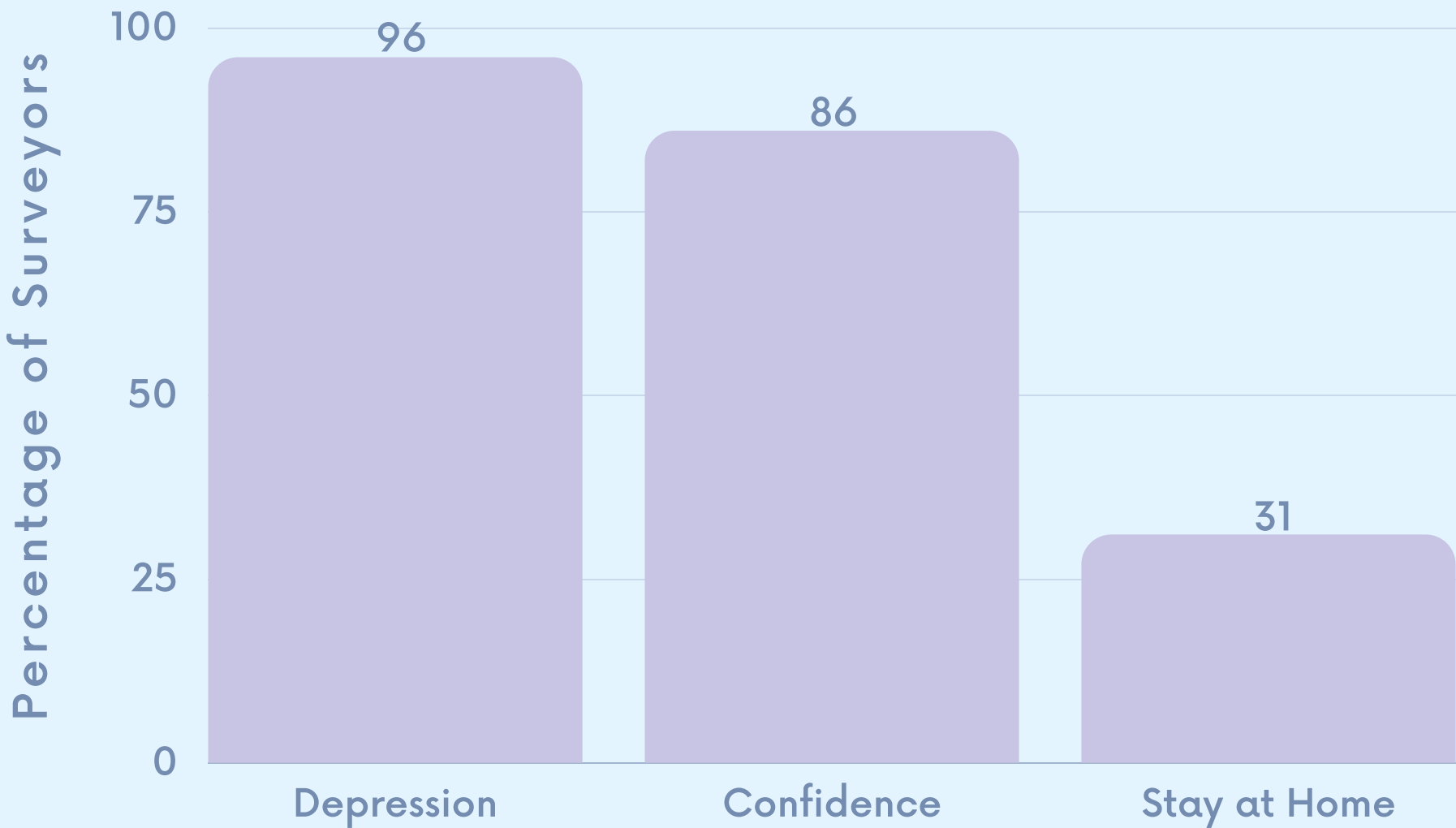
BRANDING EVERGLOW & CO.

CAUSES TO TACKLE

1
MENTAL HEALTH

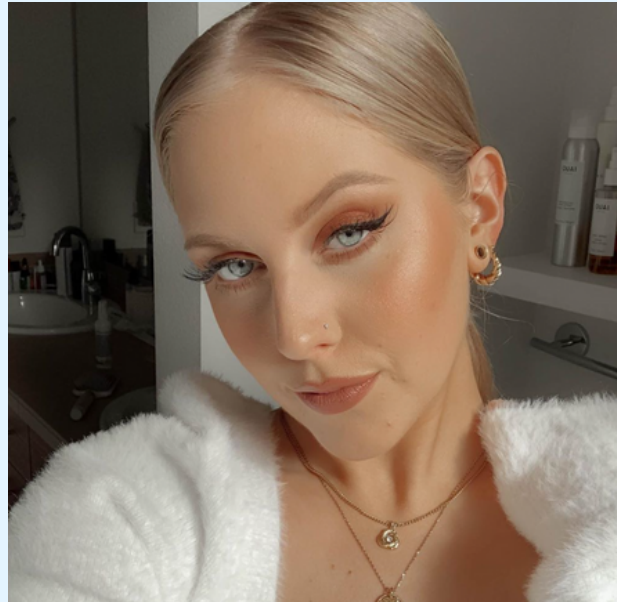
2
CONFIDENCE

Problems Amongst 1,000 People With Acne



Problems Associated With Acne
Source: American Academy of Dermatology Association, 2020

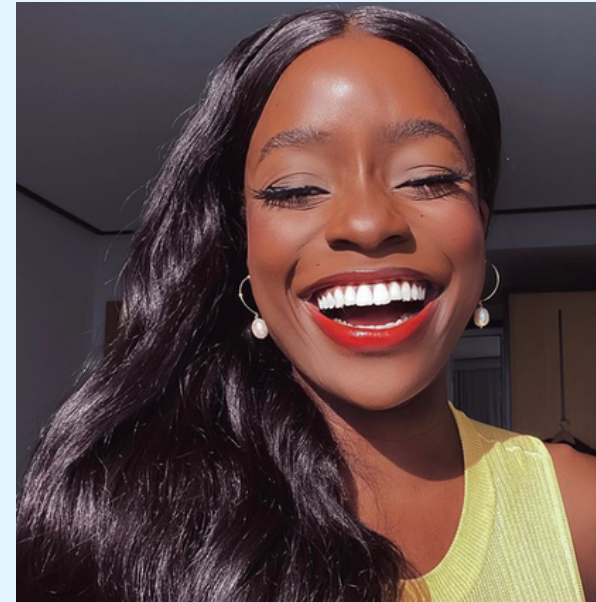
INFLUENCER OUTREACH



LINDSEY
Clean Beauty
@dirt.naturals
IG 15.5K Followers



KATE MURPHY
Clean Beauty
@thisiskatemurphy
IG 40.1K Followers



WHITNEY MADUEKE
Acne Awareness
@whitneymadueke
IG 78.8K Followers



SHAE BURNS
Eco-Conscious
Fashion
@shaeburns
IG 17.9K Followers



BEN NEILEY
Skincare
@benneiley
TikTok +500K Followers

WAYS TO DRIVE GROWTH

1

Loyalty
Programs

2

Referrals

3

Seasonal
Events &
Limited Edition
Items

EVERGLOW & CO. IN THE HEALTHCARE FIELD

N-95 MASKS

N-95 masks cause
Nasal Bridge
Scarring, Facial
Itching, Rashes and
Allergic Reactions*

VS.

OUR HEALTHCARE-SPECIFIC PRODUCT

Removes silk from our standard mask to allow
for lower pricing and one-time-use

Makes the work of healthcare workers
easier

Includes FDA approved respirators to match
the functionality of N-95 masks.

Stresses comfort, efficacy, and an
appealing design

LOOKING INTO THE FUTURE | HEALTHCARE

“

Nobody wants to wear it. You get short of breath and pressure sores. It's very SUFFOCATING.

”



- Ray Hahn, COO of
International
Healthcare Group

“

My nurses are breaking in a lot of RASHES directly on their faces, and some of them are ALLERGIC to their masks... and we'll be wearing masks for a LONG TIME into the future.

”



- Jackie Iseri, UCSD Natal
Intensive Care Unit

FINANCIAL PROJECTIONS

KEY INSIGHTS	
Cost for 1 unit	\$1.15
Revenue for 1 unit	\$12
Materials* (25%)	\$6,000
Marketing (30%)	\$7,200
Misc. ** (35%)	\$8,400
Safety Margin (10%)	\$2,400

DISTRIBUTION OF INVESTMENT {

Scenario 1: Vaccine 2021

	2020	2021	2022	2023	2024	2025
Cash Flow	\$24,000	\$60,000	\$72,000	\$79,200	\$71,280	\$60,590
% Revenue Increase	---	---	20%	10%	-10%	-15%

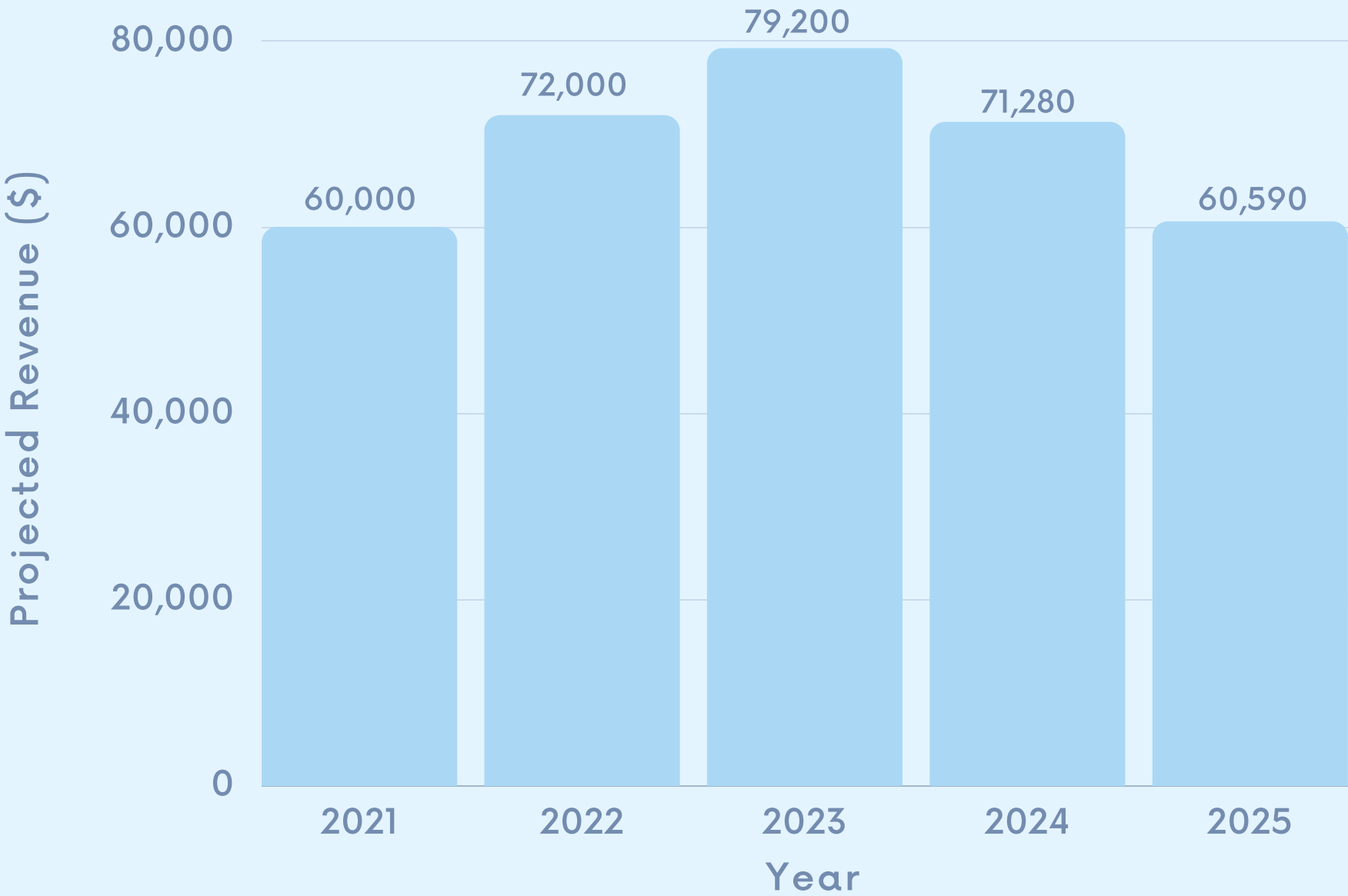
Scenario 2: Vaccine 2023

	2020	2021	2022	2023	2024	2025
Cash Flow	\$24,000	\$60,000	\$120,000	\$204,000	\$265,200	\$291,720
% Revenue Increase	---	---	100%	70%	30%	10%

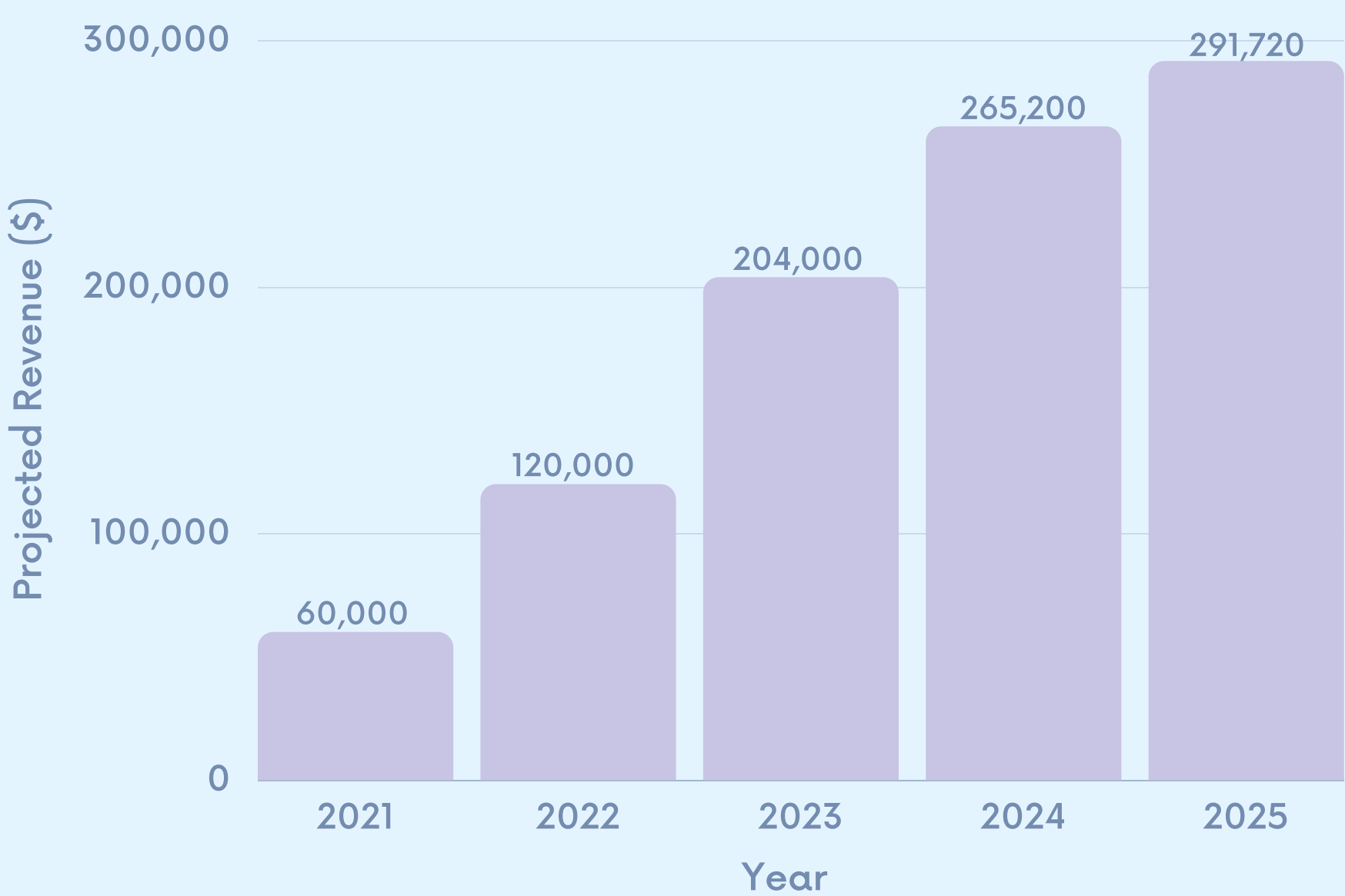
**TAXES, LABOR, RENT, UTILITIES, MANUFACTURING

FINANCIAL PROJECTIONS

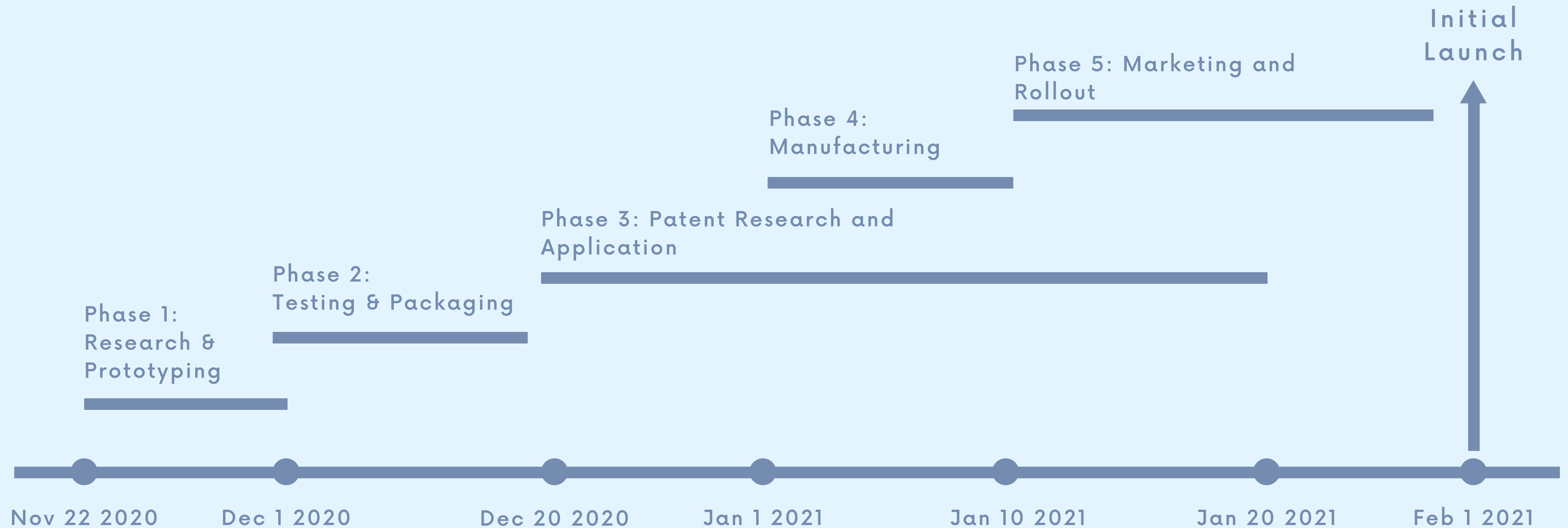
Scenario 1: Vaccine in 2021



Scenario 2: Vaccine in 2023



EVERMASK DEVELOPMENT PLAN



FINAL FUNDING REQUEST

\$125,000
for 25% equity stake

REVENUE AFTER ONE YEAR:

Expected to make
\$60,000

FUTURE GROWTH:

Release of premium
products in the future

EVERGLOW & CO.

JUST GLOW

EMAIL:

contact@everglowandco.com

WEBSITE:

www.everglowandco.com

TELEPHONE:

YOU-ARE-GLOW

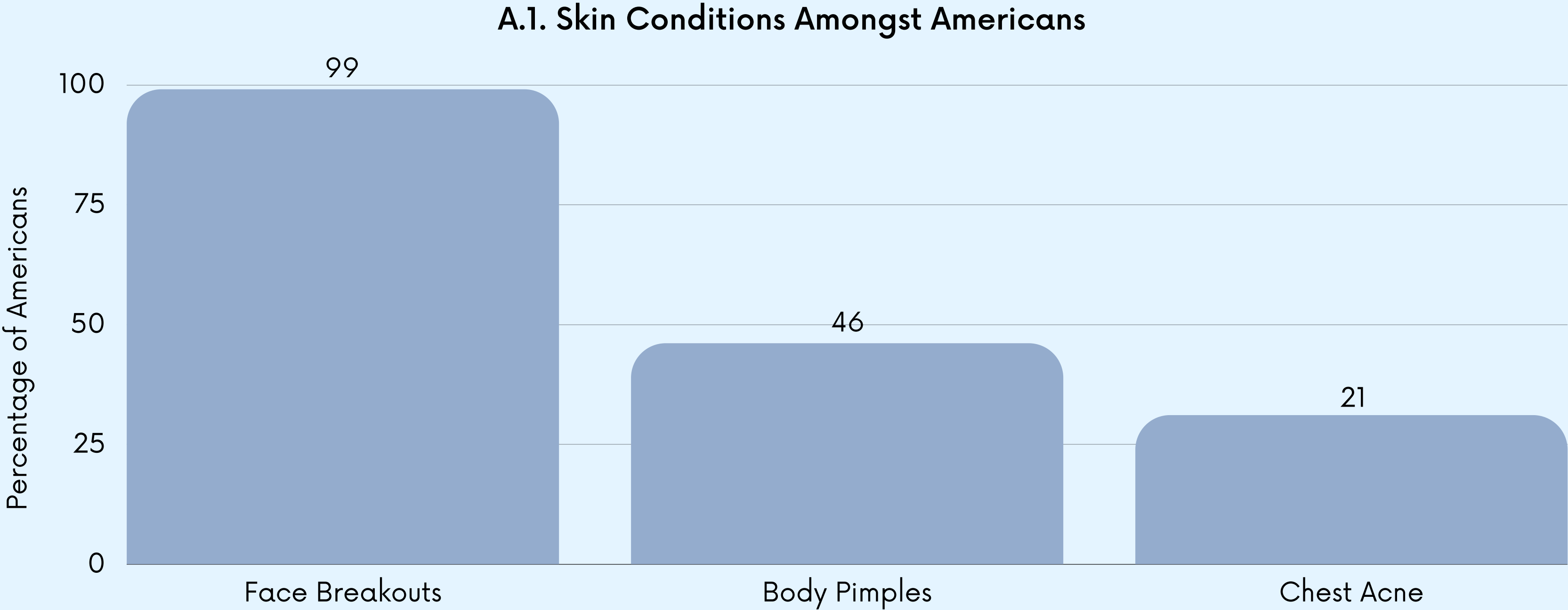


THANK YOU.

QUESTIONS?

APPENDIX

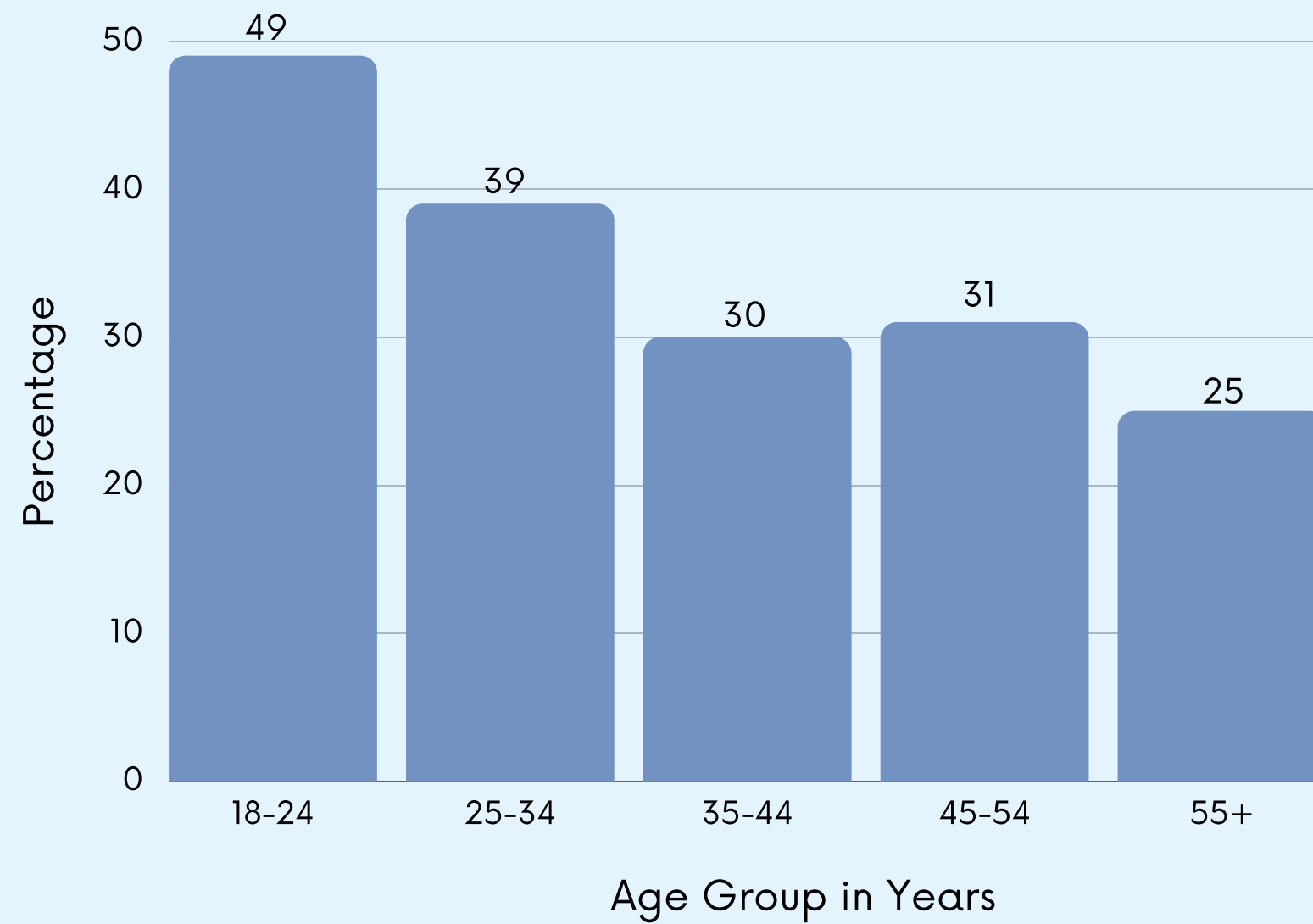
A.1 MARKET OPPORTUNITY | Body Acne



Source: American Academy of Dermatology Association, 2020

A.2 - A.3 MARKET ANALYSIS | Fashion Trends

**A.2. Consumers' Support of Sustainable Fashion
Amongst 1,516 Consumers**



Source: KPMG Fashion Study, 2020

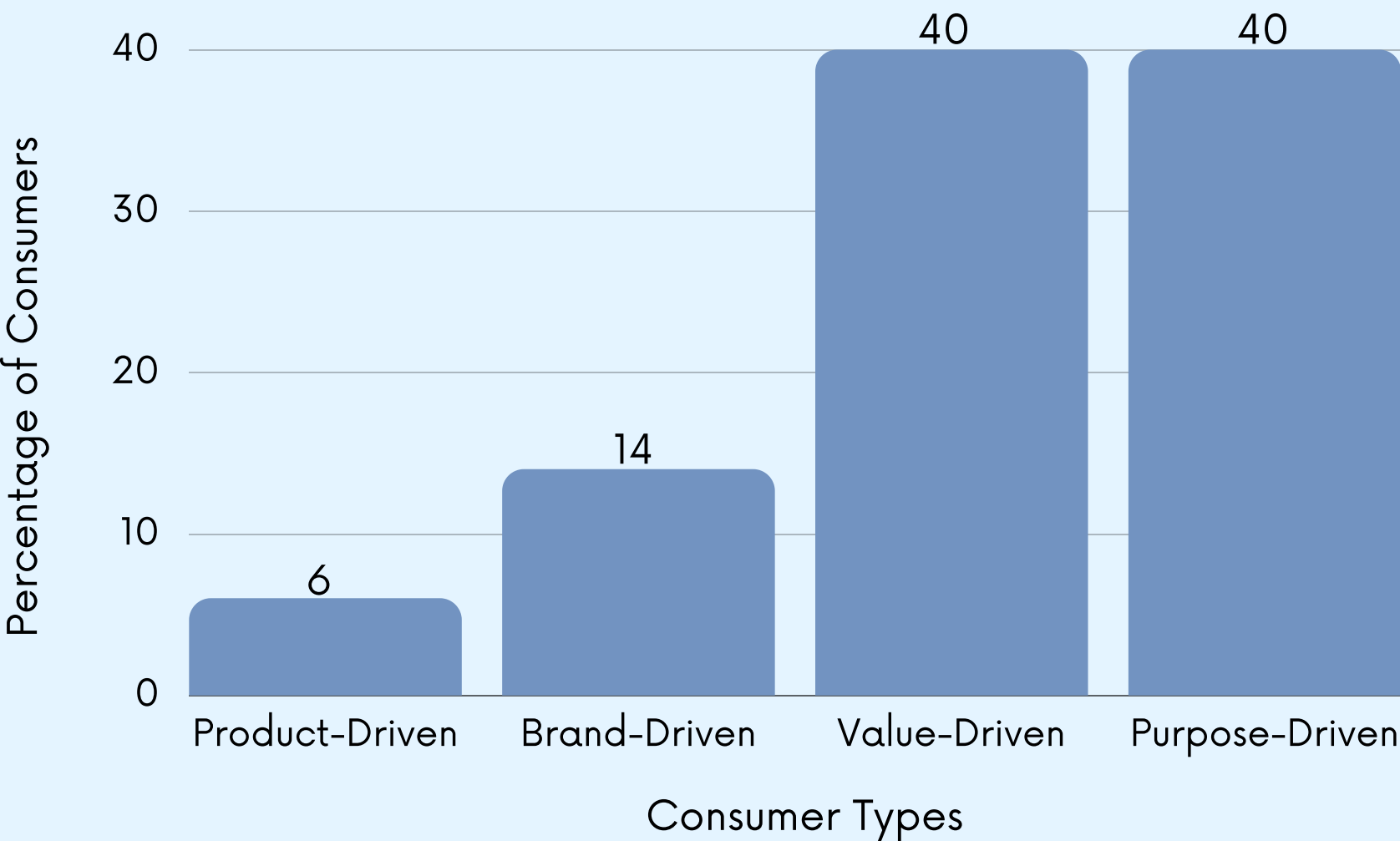
**A.3. Trends in Smart Clothing Purchases By Year
Amongst 75 Respondents**



Source: Statista Study, 2020

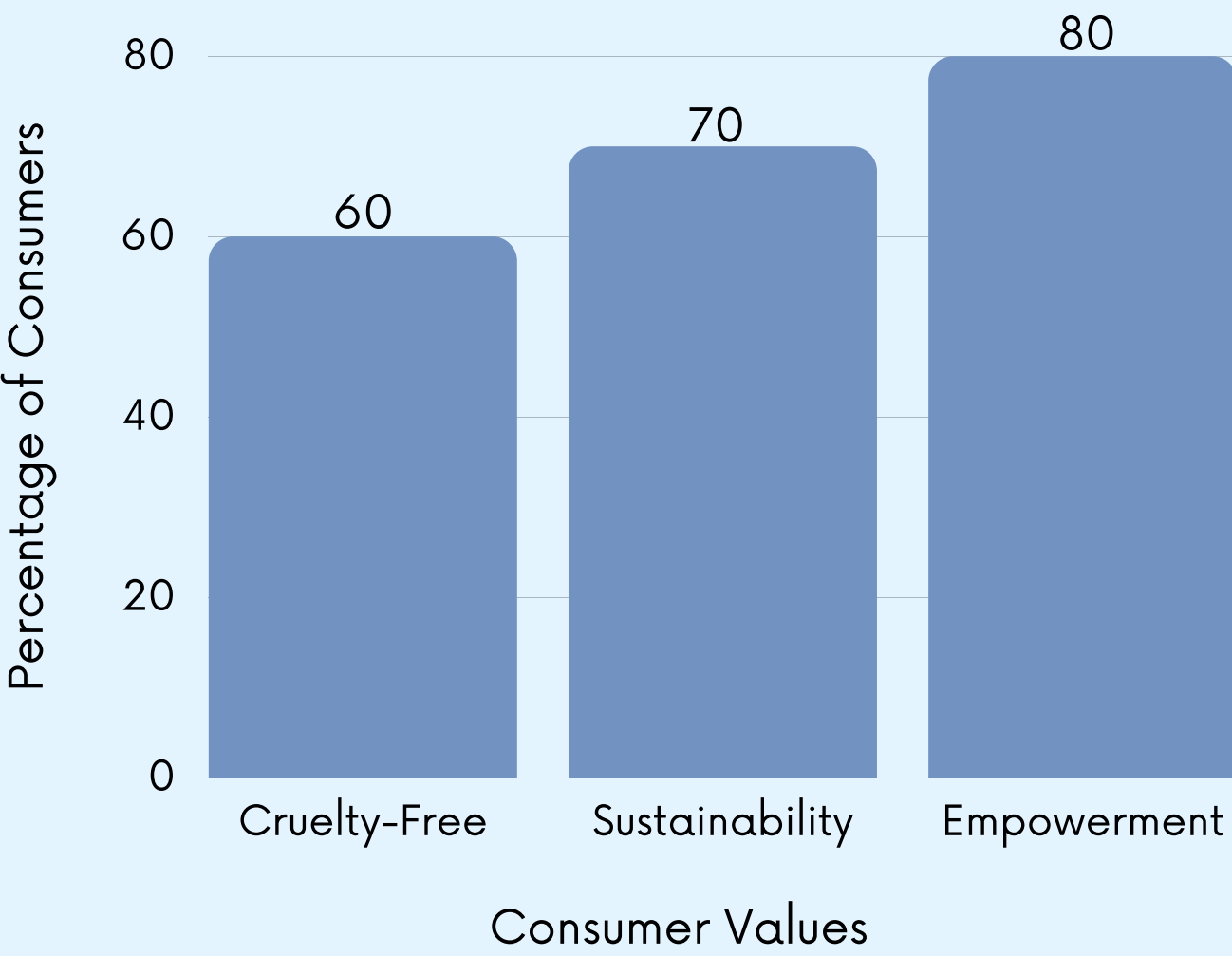
A.4 - A.5 INDUSTRY TRENDS

A.4. Types of 18,980 Consumer Across 28 Countries



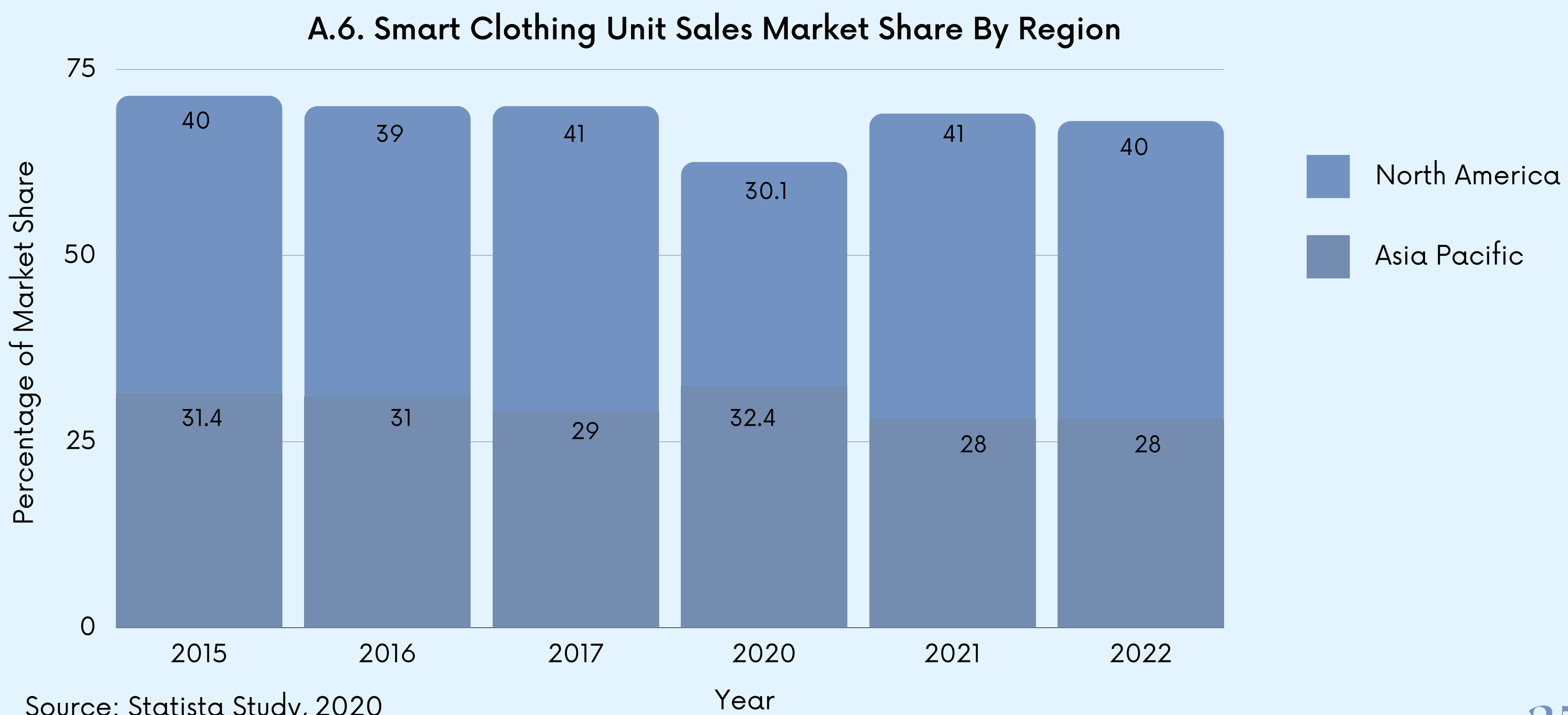
Source: Statista Study, 2020

A.5. Values of 18,980 Consumers Across 28 Countries



Source: Statista Study, 2020

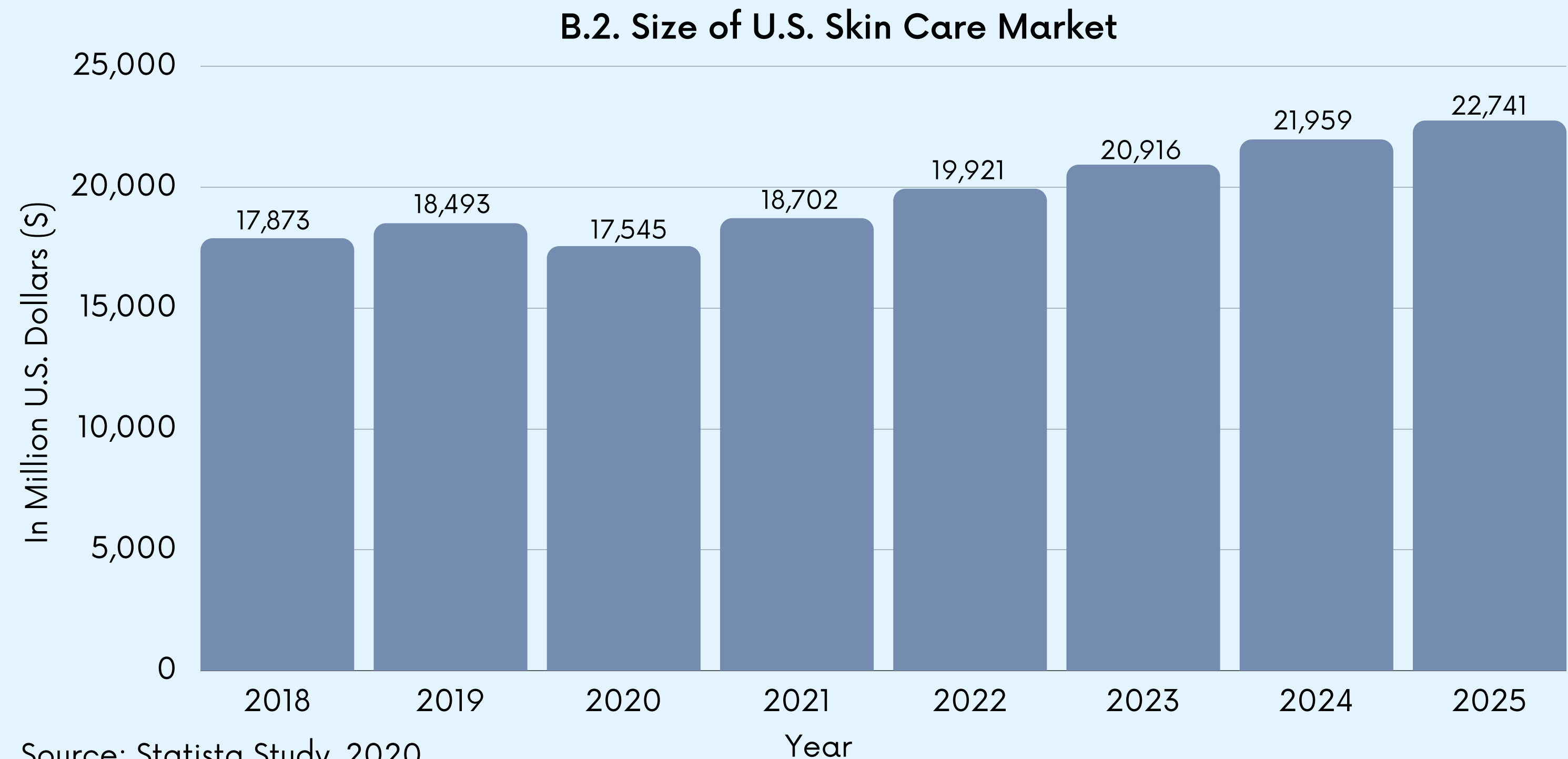
A.6 INDUSTRY TRENDS | Smart Clothing



B. 1 MARKET SIZE | Global Skin Care



B. 2 MARKET SIZE | US Skin Care Market



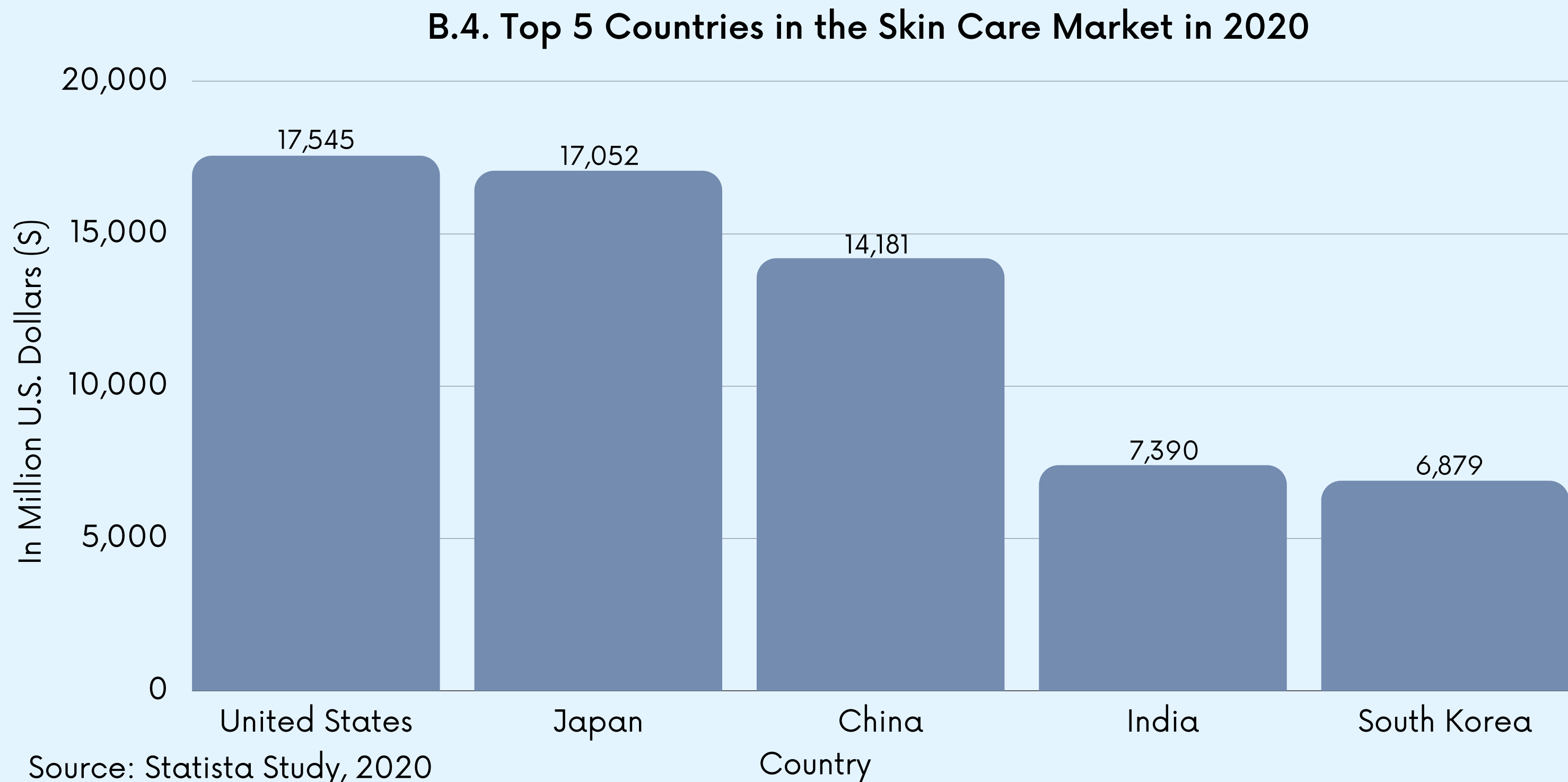
Source: Statista Study, 2020

B. 3 MARKET SIZE | Global Face Mask Market



Source: Statista Study, 2020

B. 4 MARKET SIZE | By Country



B.5 MARKET SIZE | Calculation

60,000

Everglow & Co.'s
projected 2021
revenue

/

(60,000

MDAcne anti acne
facemask yearly
revenue

+

300,000

Silvon anti acne
facemark yearly
revenue

+

1,000,000

Breathe99 anti acne
facemask yearly
revenue

)

x

100

=

4.41%

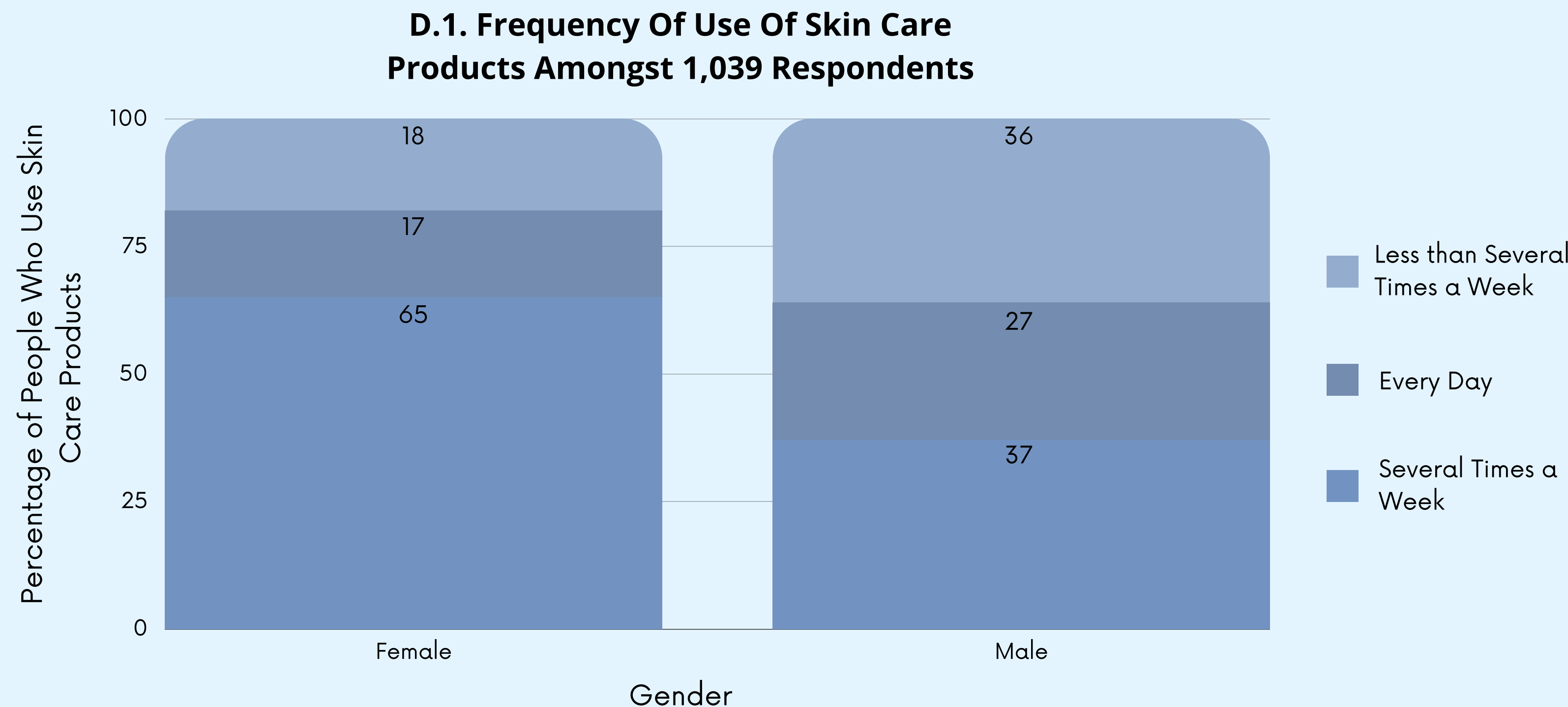
Everglow & Co.'s
projected 2021
market share

MDAcne total revenue	Silvon total revenue	Breathe99 total revenue
\$2,000,000	\$6,000,000	\$1,000,000
Anti acne facemasks make up 3% of sales	Anti acne facemasks make up 5% of sales	Anti acne facemasks make up 100% of sales
\$2,000,000x0.03=\$60,000	\$6,000,000x0.05=\$300,000	\$1,000,000x1=\$1,000,000

C.1 COMPETITIVE LANDSCAPE

	Features	Covid Protection	Treats Acne	Prevents Maskne	Breathable	Adjustable	Protects From UV Damage	Targets Various Skin Conditions	Sustainable	Stylish
EverGlow & Co.'s EverMask	●	●	●	●	●	●	●	●	●	●
Silvon's Masks		●	●	●						
MDAcne's Mask	●	●	●	●	●					
Peach & Lily	●	●	●	●						
Curology	●	●	●					●		
BlueCanoe	●	●		●	●	●				

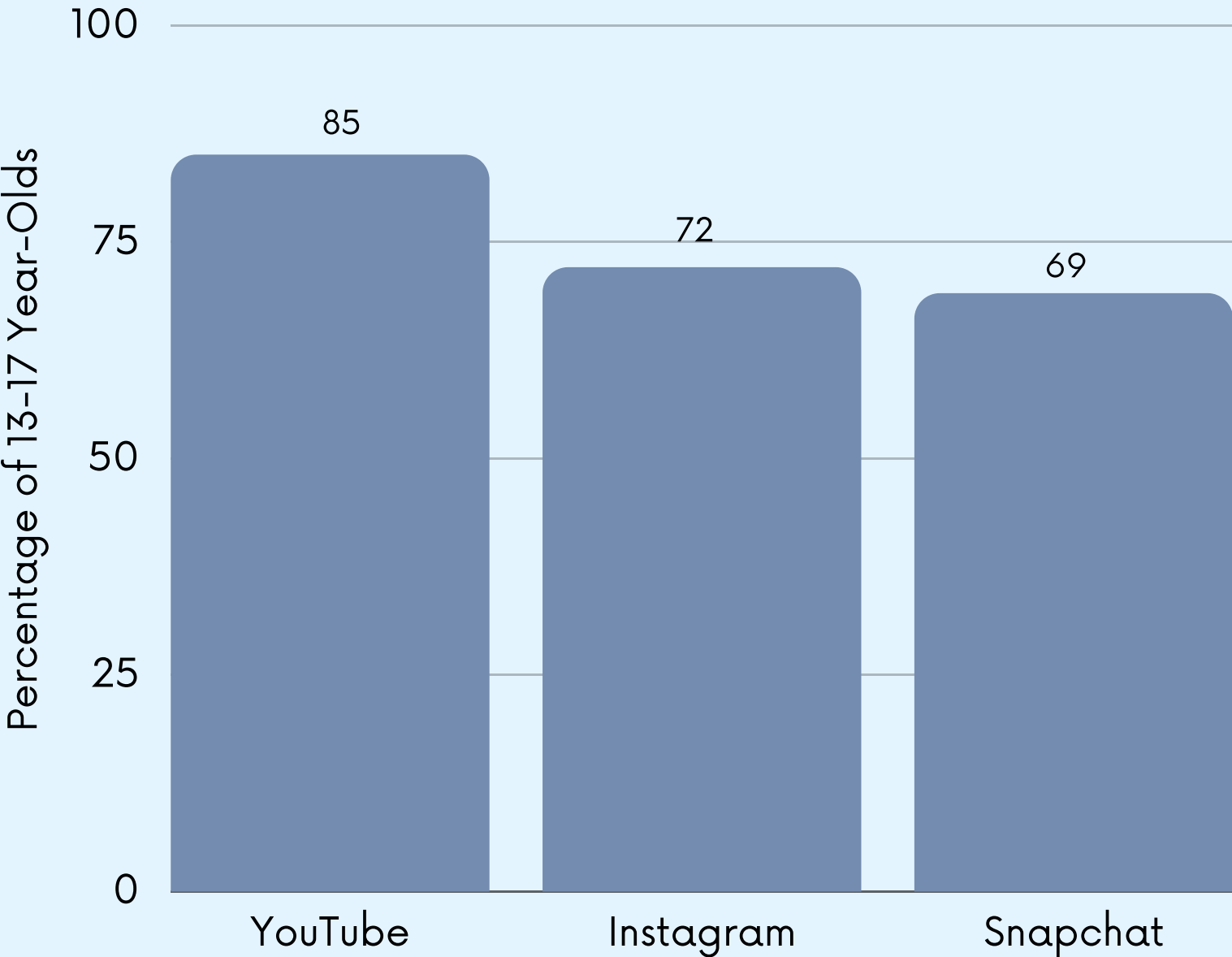
D.1 MARKETING | Male Demographic on Skincare



Source: Statista Study, 2020

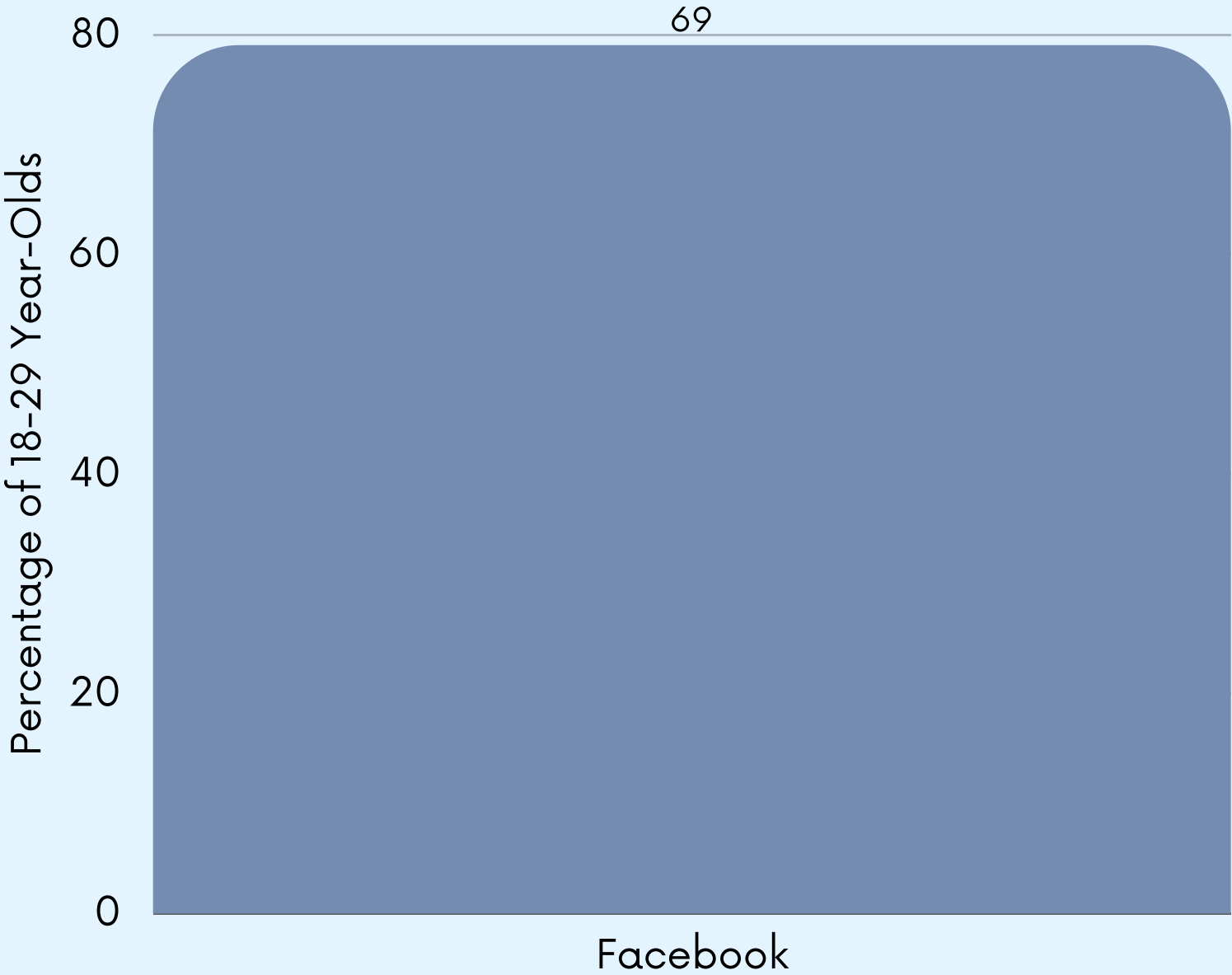
D.2 - D.3 MARKETING | Social Media

D.2. Usage of Social Media Platforms Amongst 75 13-17 Year-Olds



Source: Statista Study, 2020

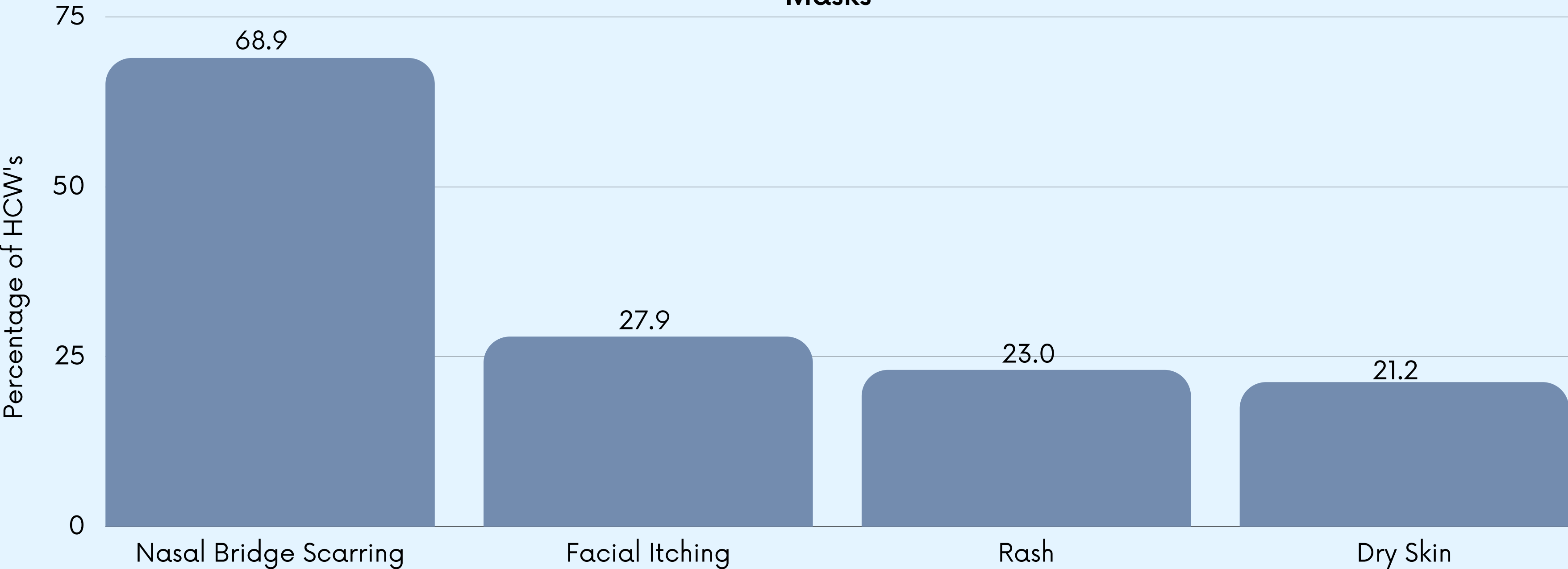
D.3. Usage of Facebook Amongst 75 18-29 Year-Olds



Source: Statista Study, 2020

E.1 INTO THE FUTURE | Healthcare

E.1. Adverse Skin Reactions of 61 Health Care Workers Using Masks



Source: Medicine Study, 2020

F.1 COST OF MATERIAL

PRICE BREAKDOWN

LAYER 1

- Bamboo+Zinc Oxide Infusion

LAYER 2

- Silk (80%)
- Bamboo (15%)
- Cotton (5%)

	Materials	Cost Per Yard	Quantity Per Mask	Cost Per 1000 Masks
Layer 1 (Inner)	Bamboo infused zinc oxide nanoparticles	\$10.13/yard	0.1 yard	\$1,013
Layer 2 (Outer)	Silk, bamboo fiber, long fiber cotton blend (80%, 15%, 5% respectively)	\$0.78/yard	0.1 yard	\$78
Add-Ons	Elastic	\$0.25/piece	0.1 yard	\$25
	Thread	\$0.02/piece	0.1 yard	\$2
	Beads	\$0.01/piece	2 beads	\$20
Future Layer (Middle)	N95 respirator	\$0.79/piece	1 piece	\$790
			Total:	\$1,928

F.2 DISCOUNTED CASH FLOW

Operating Scenario										
Operating Scenario	1									
Mid-Year Convention	Y	Historical Period			CAGR	Projection Period				
		2016	2017	2018	('16 - '18)	2021	2022	2023	2024	2025
Sales		-	-	-		\$60,000.0	\$120,000.0	\$204,000.0	\$265,200.0	\$291,720.0
% growth		NA	-	-		-	100.0%	70.0%	30.0%	10.0%
COGS						6,000.0	120,000.0	142,800.0	79,560.0	29,172.0
Gross Profit		-	-	-	-	\$54,000.0	-	\$61,200.0	\$185,640.0	\$262,548.0
% margin		-	-	-		90.0%	-	30.0%	70.0%	90.0%
SG&A						7,200.0	120,000.0	142,800.0	79,560.0	29,172.0
EBITDA		-	-	-	-	\$46,800.0	(\$120,000.0)	(\$81,600.0)	\$106,080.0	\$233,376.0
% margin		-	-	-		78.0%	(100.0%)	(40.0%)	40.0%	80.0%
Depreciation & Amortization						-	-	-	-	-
EBIT		-	-	-	-	\$46,800.0	(\$120,000.0)	(\$81,600.0)	\$106,080.0	\$233,376.0
% margin		-	-	-		78.0%	(100.0%)	(40.0%)	40.0%	80.0%
Taxes		-	-	-		-	-	-	-	-
EBIAT		-	-	-	-	\$46,800.0	(\$120,000.0)	(\$81,600.0)	\$106,080.0	\$233,376.0
Plus: Depreciation & Amortization						-	-	-	-	-
Less: Capital Expenditures						8,400.00000	(120,000.0)	(142,800.0)	(79,560.0)	(29,172.0)
Less: Increase in Net Working Capital							-	-	-	-
Unlevered Free Cash Flow							(\$240,000.0)	(\$224,400.0)	\$26,520.0	\$204,204.0
WACC	0									
Discount Period							0.5	1.5	2.5	3.5
Discount Factor							1.00	1.00	1.00	1.00
Present Value of Free Cash Flow							(\$240,000.0)	(\$224,400.0)	\$26,520.0	\$204,204.0