

## Pitch Deck Of Stella & Dot



"Beauty is who you are. Jewellery is simply the icing on the cake."





Stella & Dot, one of Inc 500s fastest growing companies and backed by Sequoia Capital and Radar Partners, is a billion-dollar global brand in the making.



## Target Market Of Stella & Dot

Our mission is to revolutionize entrepreneurial opportunities for women (and a few good men) by reinventing the category and creating the modern business opportunity, our Social Selling platform. We've already created over 13,000 dream jobs that help each of our independent sales entrepreneurs, whom we call Stylists, live more bold and joyful lives. Our Stylists earn meaningful income by selling our irresistible line of Jewellery, both online and in person. Stella & Dot is a profitable, cash flow positive, debt-free, dynamic and rapidly growing company with unlimited opportunity.

Our primary market is middle-aged American Caucasian women. In order to further expand Stella & Dot's well established direct sales model, we will need to expand current reach and become more access to the normal consumer.

The brand is geared toward **primarily women** and encourages them to sell their “style” to others in whatever way makes them comfortable

### GEOGRAPHIC

Stella & Dot should focus on the US market, trying to capture the 20 main cities for retailing

## How our Products are Differentiate From Others

"When you talk about a flexible business for women, "you really have to think about what's possible today, and why would that be different, because the woman has changed, technology has changed, consumers have changed. You really have to start from scratch."

Stella & Dot introduces a new line of accessories with a catalog twice a year, in addition to occasional capsule collections.

The difference between Stella & Dot and other MLMs comes with the fact that we focus is on their products, not recruitment. The difference between Stella and Dot and the other companies is that we offer people who are interested the opportunity to become stylists themselves

## Pricing Strategy

The company makes their money based on the products you purchase to sell to others in addition to the buy-in. This means they ultimately don't care how much you can sell because they're making the money from your orders. Sample styles are just as profitable as a sale that you can make.

Prices range from \$16 to \$300, and half of the line is less than \$50. I think we have totally nailed it from a product standpoint," Walsh says. "We have the price-value ratio perfect. It's super-cute, really high-quality, but because of our channel, able to be delivered at an incredible price. We want someone to tell you that you look amazing in that jewellery, We love surprise and delight and we want to go beyond your expectations."

The advantage to the entrepreneur is that they set their own hours and how they represent the jewelry. The advantage to Stella and Dot is that they get to make money right away and every sale allows them to expand their brand recognition.

## Place & Distribution Strategy

### B2B

Direct selling - basically, distributing goods directly to consumers, according to the Direct Selling Association - isn't new. From Tupperware to candles to clothing, women looking for some spare income (and an excuse to socialize), many of them stay-at-home moms, have been organizing trunk shows at the homes of friends and friends of friends for decades.

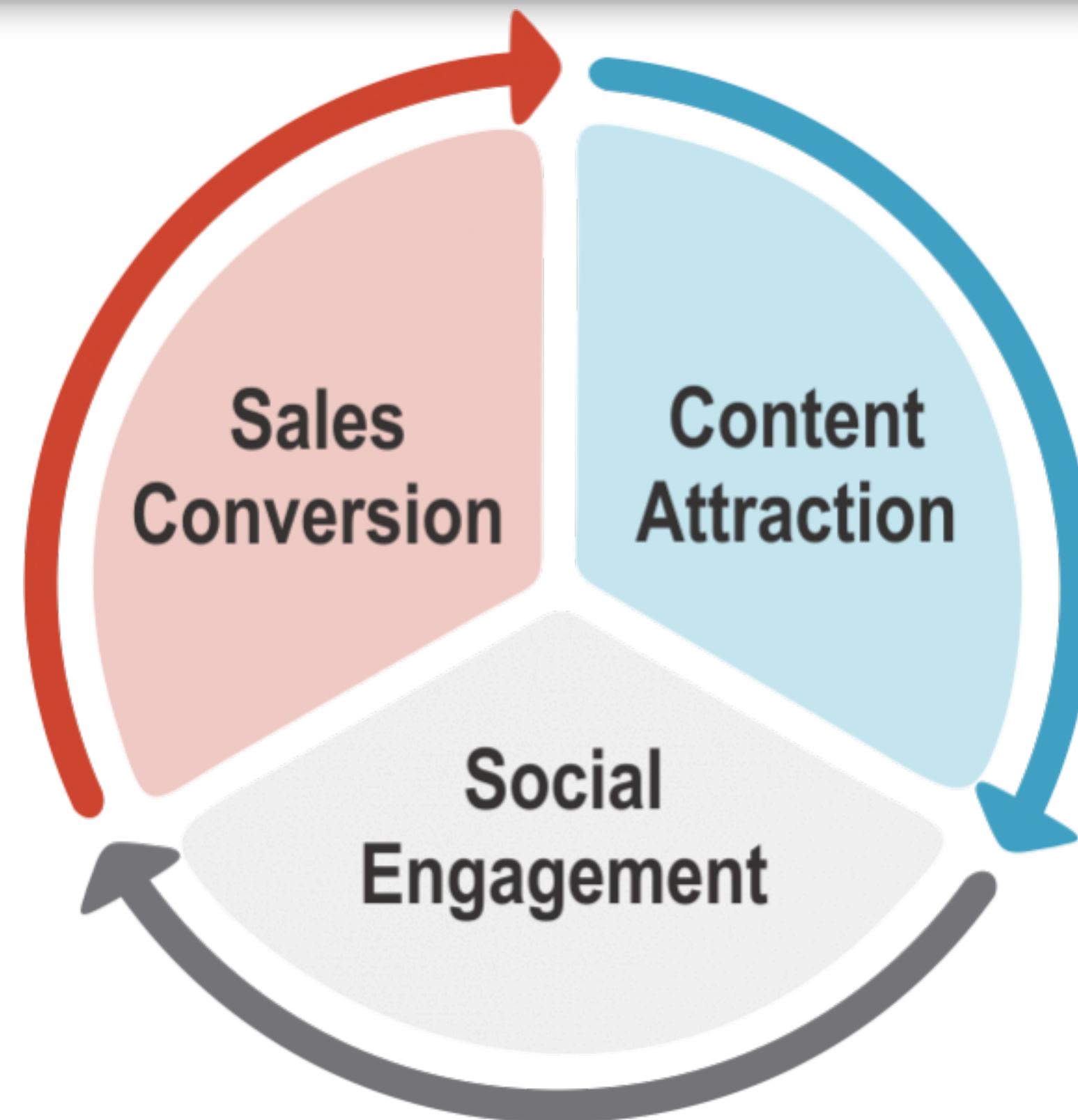
Last year, Stella & Dot's sales were expected to exceed \$200 million, and the company was No. 57 in the Inc. 500 list of the 5,000 Fastest Growing Private Companies. Herrin was named a Top Ten Female CEO by Inc. Magazine, and Harris received the Rising Star Award for Accessories from the Fashion Group International. In November, the company received the ACE Award for Retail Innovation from the Accessories Council.

Stella & Dot stylists earn 25 to 30 percent commission on what we sell, and the hostess of the party is offered up to 25 percent of party sales in free jewellery, and up to four items at 50 percent off. The average trunk show earns the stylist between \$250 and \$300. To get started, stylists buy a starter kit for \$199. Many stylists go on to mentor and train sales teams, which generates additional income.



## Promotion Strategy

**Social selling** is the process of developing relationships as part of the sales approach. Today this often takes place via social networks such as LinkedIn, Twitter, Facebook, and Pinterest, but can take place either online or offline. Examples of social selling techniques include sharing relevant content, interacting directly with potential buyers and customers, personal branding, and social listening. Social Selling is gaining popularity in a variety of industries, though it is used primarily for B2B (business-to-business) selling or highly-considered consumer purchases



Stella and Dot **Encourages Women to Own Their Sales**

We often use social media for promotions

For some women, that means taking their products and putting them online so they can easily be shared. Others may take a door-to-door approach. What is this? The company makes their money based on the products you purchase to sell to others in addition to the buy-in.

## Summary

Stella & Dot, one of Inc 500s fastest growing companies and backed by Sequoia Capital and Radar Partners, is a billion-dollar global brand in the making.

Stella & Dot's innovative business model combines the best of direct sales with e-commerce, retail merchandising and social media. Our mission is to revolutionize entrepreneurial opportunities for women (and a few good men) by reinventing the category and creating the modern business opportunity, our Social Selling platform. We've already created over 13,000 dream jobs that help each of our independent sales entrepreneurs, whom we call Stylists, live more bold and joyful lives. Our Stylists earn meaningful income by selling our irresistible line of jewellery, both online and in person. Stella & Dot is a profitable, cash flow positive, debt-free, dynamic and rapidly growing company with unlimited opportunity.

We are growing with the time

A stylized, handwritten-style 'thank you!' in black ink with a gold outline. The text is surrounded by numerous small gold stars and a large gold swoosh underline. The exclamation mark is also gold.