



Strandly

Your Hair. Your Way. Your Time

Who We Are

Strandly is a mobile-first platform that connects Afro hairstylists with clients across Germany. It fills a unique gap in the beauty tech market by focusing exclusively on Afro-textured hair services.

Clients can find and book trusted stylists near them. Stylists can grow their business, gain visibility, and manage bookings easily — all in one app.

Starting with handpicked stylists, Strandly will later expand to product sales and salon/mobile services.



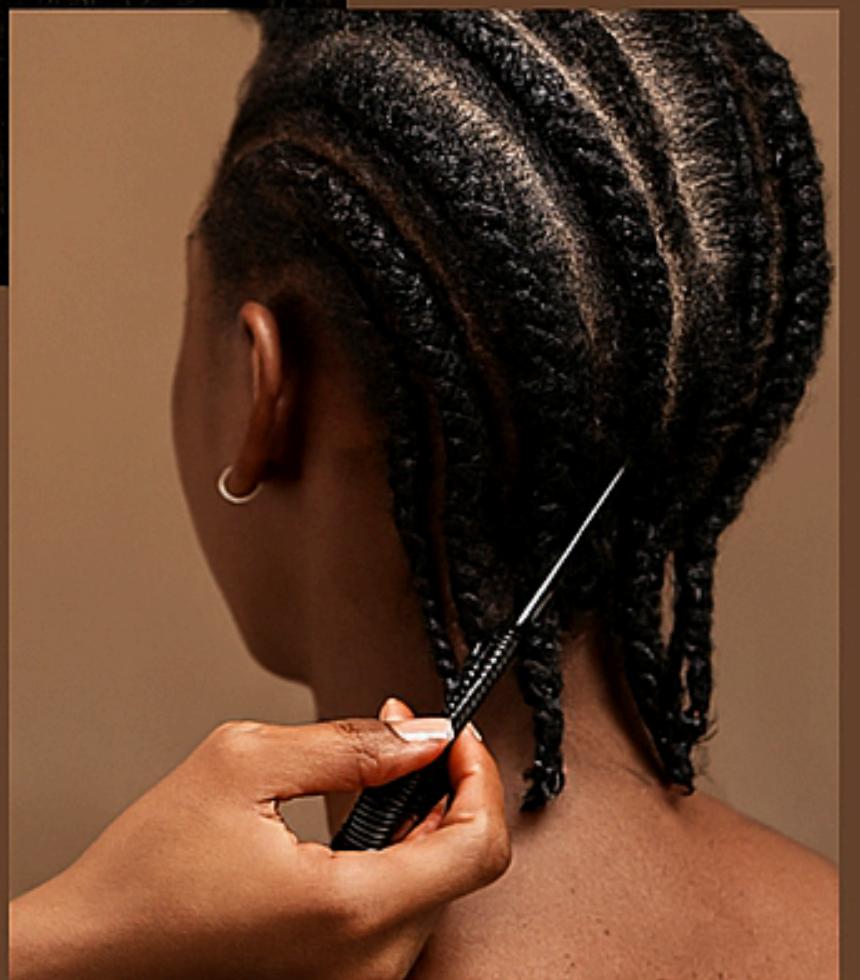
The Problem

- Many talented Afro stylists remain unseen
- Clients struggle to find reliable, verified Afro hairstylists
- Booking via DMs is messy, unprofessional, and insecure
- No platform in Germany dedicated to Afro hair professionals



Our Solution

- A dedicated platform (app & website) where clients can:
 - Discover stylists by location & services
 - Book securely with fixed pricing
 - Review and rate stylists
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- Stylists get:
 - Visibility
 - Booking automation
 - Secure payments
 - Client management tools





How it works

- Set up your profile (with photos, services, prices, availability)
- Receive bookings via app
- Accept/decline or manage requests
- Get paid after service (commission model)
- Optional: We support self-employed stylists AND salon-based ones



Benefits for Stylists

- ✓ Full control over schedule
- ✓ No more chasing clients in DMs
- ✓ Free marketing + exposure
- ✓ Reliable bookings & reviews
- ✓ Community & professional growth
- ✓ Future add-ons: insurance help, training, client management tools

How You Earn

- You set your own prices
- We take a small commission per completed booking
- Payouts directly to your bank account
- Transparent, no hidden fees





What We Are Looking For

We're selecting a small group of founding stylists:

- Professional attitude
- Good work ethic and quality
- Strong communication with clients
- A passion for Afro beauty

Let's Build This Together

- This is not just a job — it's a movement.
- Be among the first to shape the platform.
- Founding stylists will:
 - Get priority listing
 - Help shape the app
 - Receive early access and special benefits

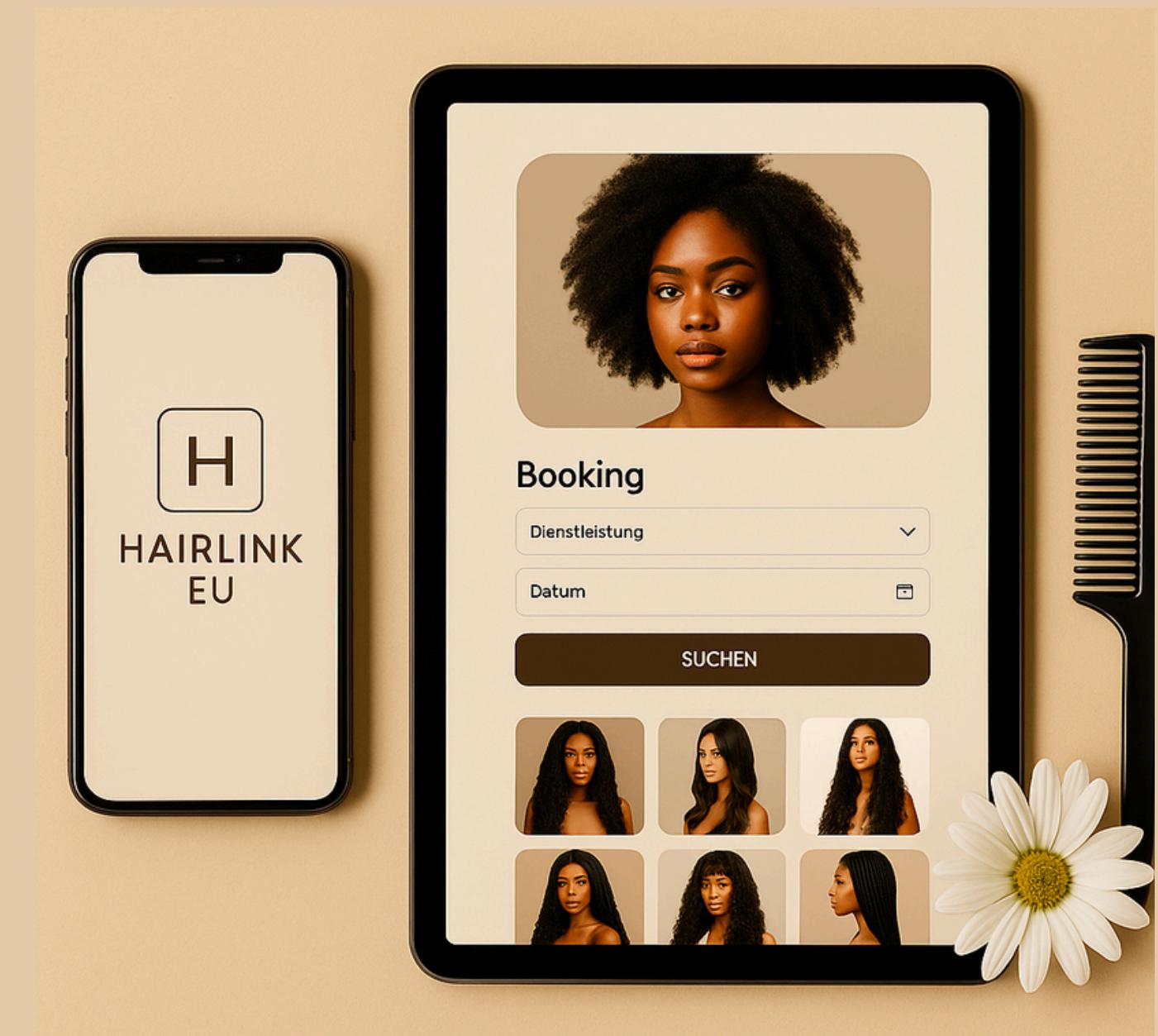


Contact & Next Steps

- Onboarding process overview (profile setup, photoshoot, service list)
- Point of contact: Sheila Chelangat
- Launch timeline



You Feedbacks



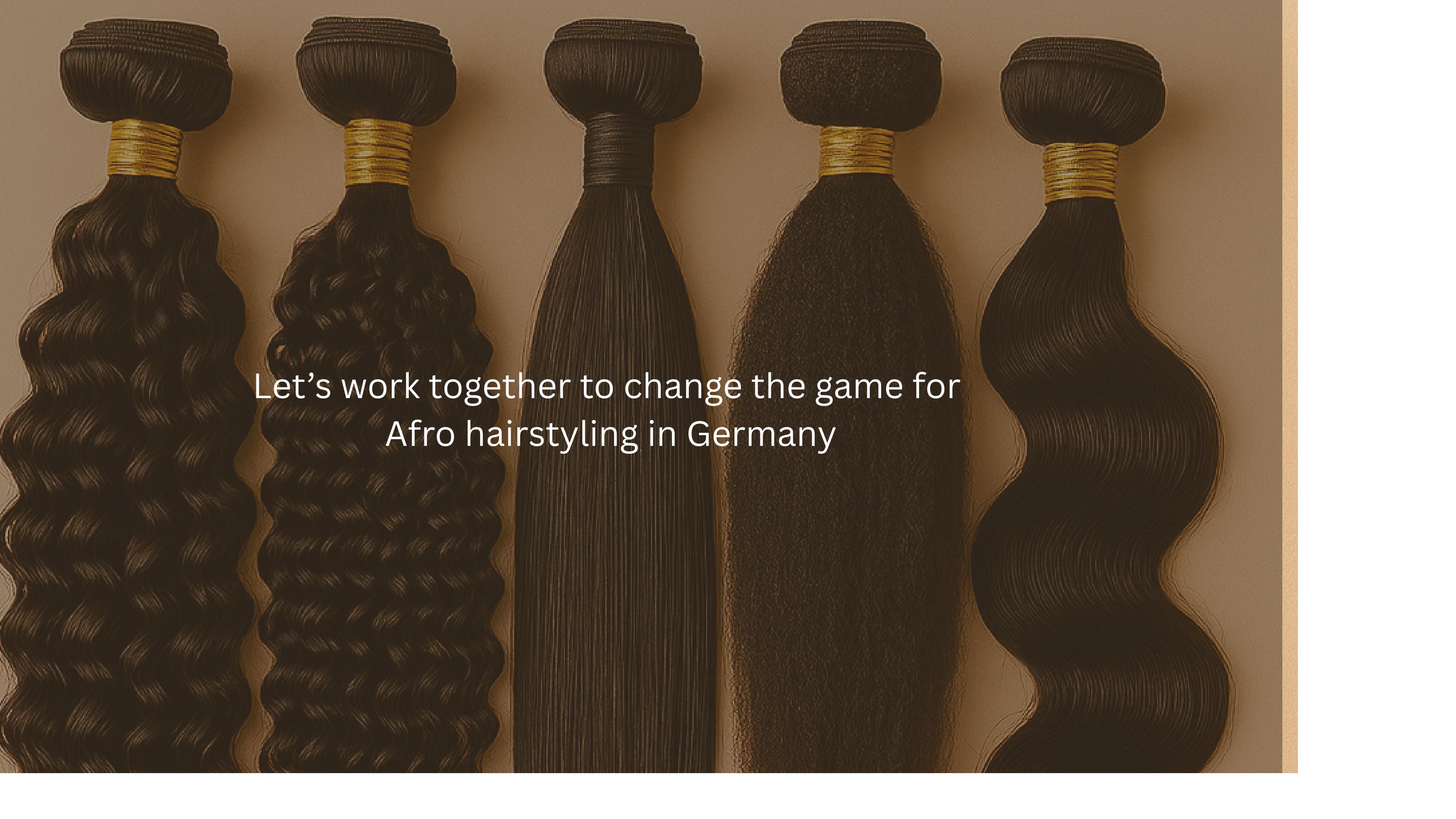
über mich



- Pflegefachkraft auf Intensivstation & alleinerziehende Mutter
- Vorherige Erfahrung im Verkauf von Echthaarprodukten (eigene Website)
- Selbst gelernt: Webdesign, Kundenservice, Afro-Hair-Branche in Europa
- Leidenschaftlich, lösungsorientiert & tief verwurzelt in der Community

Sheila Chelangat

Gründerin



Let's work together to change the game for
Afro hairstyling in Germany