



# Emery & Elizabeth

lift up the ladies.

Jenna Kerner (WG'17) & Jane Fisher (WG'17)

# Introducing: Emery & Elizabeth



For 25-35 year-old working women who want reasonably-priced everyday bras without the hassle,

**Emery & Elizabeth** offers a seamless online shopping experience and risk-free home try-ons for quality bras that won't break the bank.

A percentage of every bra purchase will be donated to **help put girls through school**

Together, we can lift your ladies AND the future leading ladies.

**#liftuptheladies**





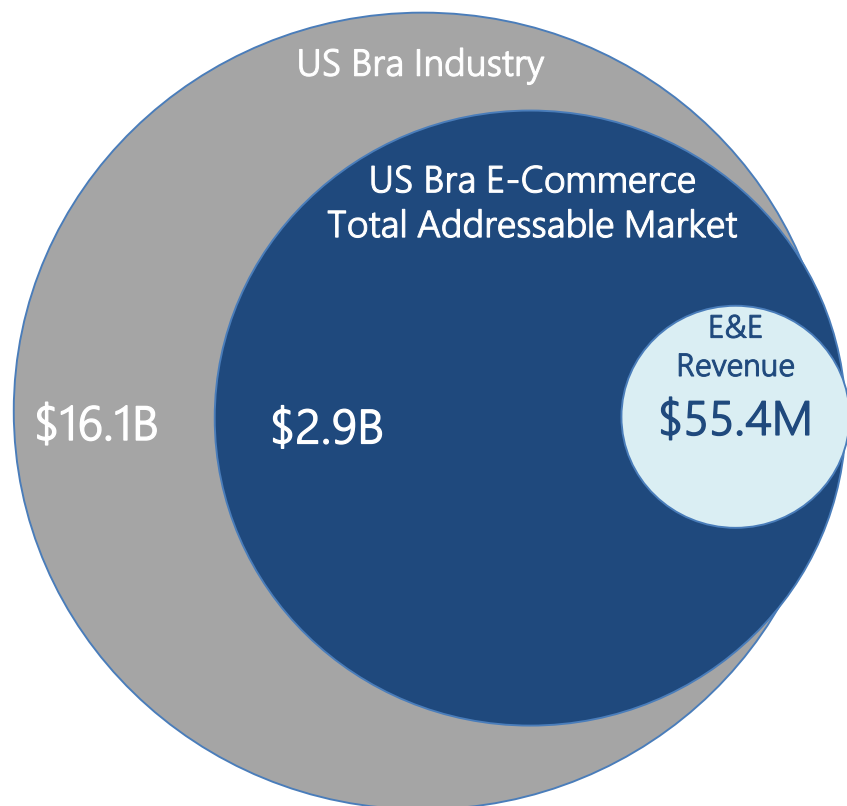
# Our competitive advantage

	Emery & Elizabeth	Top competitors		
		AdoreMe	True&Co	ThirdLove
Low price point	✓ \$28	\$40	\$55	\$68
Curated selection	✓ <i>3 curated styles for simple every-day comfort</i>	<i>&gt;100 styles for sexy lingerie</i>	<i>&gt;250 styles for the perfect fit</i>	<i>&gt;30 styles for the perfect fit</i>
Convenient fit-finder	✓ <i>Free home try-on</i>	✓ Survey tied to sub- scription	✓ Survey narrowing selection to 200+ styles	✓ Survey tied to sign up

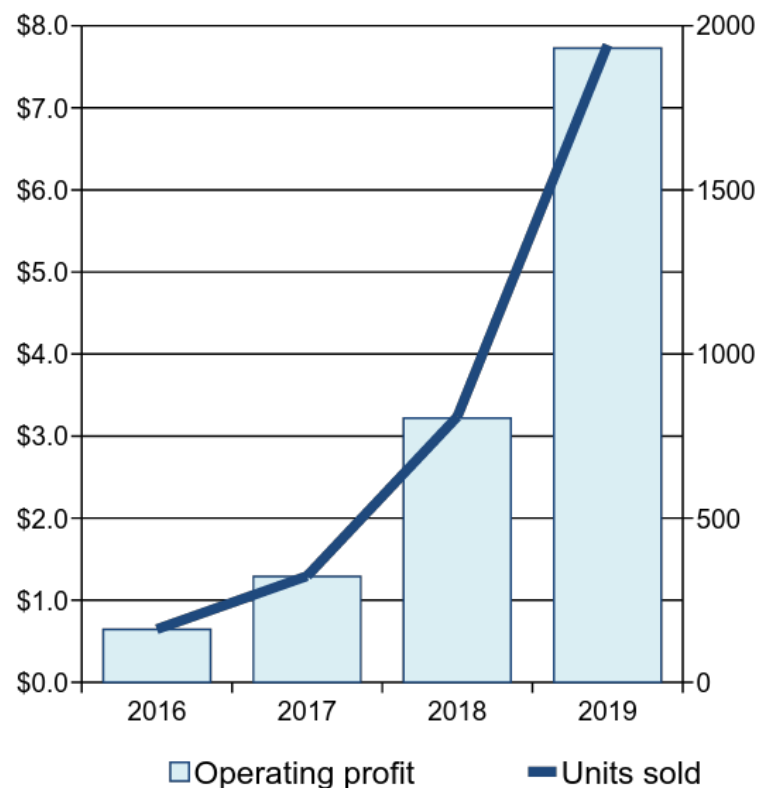


## A \$16 billion dollar industry

With conservative projections, E&E can capture **>\$55M** in revenue by 2019



... and earn an annual operating profit of **>\$7.7M**





# Who are we?

Smart. Ambitious. Determined.



Jane Fisher – Co-Founder

- McKinsey & Co
- Lean In initiative to empower women
- Wharton MBA candidate



Jenna Kerner – Co-Founder

- Deloitte Consulting
- Wearable tech product management
- Wharton MBA candidate

*With a comprehensive understanding of the unmet needs of young professional females and a strong business foundation, we can provide an unrivaled bra-buying experience at an unrivaled cost and quality*



# Budget and execution

## Activity

## Budget

March

- Build website wireframes
- Secure local designer & manufacturer for prototypes
- Identify key attributes of "everyday bra"
- Finalize details of marketing strategy

- \$50
- \$300
- \$50
- \$0

\$400

April

- Build beta version of website
- Test initial branding and demand through website & ads
- Design first bra prototype
- Identify cost effective shipping options

- \$450
- \$150
- \$150
- \$0

\$750

May

- Update website
- Iterate on branding based on analyses from initial tests
- Iterate on bra design through review of prototype
- Identify mass manufacturing options and costs

- \$250
- \$100
- \$50
- \$0

\$400

June

- Finalize website
- Iterate on bra prototype if necessary; design other styles
- Select mass manufacturer based on demand estimates
- Secure domestic shipping partners based on demand

- \$250
- \$200
- \$0
- \$0

\$450

July

- Finalize 3 bra style prototypes
- Build Kickstarter page to elicit demand
- Secure domestic warehouse space to store inventory
- Finalize shipping details (e.g. design boxes/bags)

- \$200
- \$50
- \$0
- \$200

\$550

August

- Mass produce bras based on Kickstarter demand
- Advance marketing campaign to further target customers
- Reevaluate manufacturing and shipping logistics

- \$5,000
- \$500
- \$0

\$5,500