



# BeautyFit

## Executive Summary



### BeautyFit Overview

BeautyFit is an online platform that provides beauty services, such as makeup application, hair styling, manicure, pedicure and waxing to its clients. The platform connects professionals and clients 24h a day, in order to offer cheaper prices than salons and more convenient times, avoiding the inflexibility of salon hours and their expensive prices. Also BeautyFit provides its services wherever the clients want, in the most convenient locations. We are currently located in Boston, expecting to scale to New York and Miami.

### The Problems being solved

BeautyFit has identified three major problems that are yet to be addressed by the market:

1. Beauty services are expensive
  - BeautyFit can offer low and convenient prices.
2. Beauty salons close too early
  - BeautyFit can send a professional to your home at any hour of the day.
3. Beauty Salons are too far from home
  - BeautyFit certified professionals will come to your home at your convenience.

### The Market

We define our market as women who are between 18 and 35 years old, and live in metropolitan areas. The total market size is approximately 110,000 in Boston, 16,500,000 in top 20 US metropolitan areas and 46,000,000 in all U.S., and is expected to grow by 0.7% per year. We believe we can capture a double digit of the percentage of the market over a period of 2 to 3 years. Some of our potential customers include young professionals and students in Boston and other major cities.

### Competition

Our indirect competition is represented by salon services, which are more conservative with schedules of availability, location and prices. We compete directly with GlamSquad, an online platform that provides services for higher end consumers that look for a glamorous and fancy service. The professionals from GlamSquad are hired by the company (they are employees from GlamSquad) and they only work during business hours. BeautyFit provides services at a cheaper price than the competitor, and its professionals are not employees - it is a service similar to the one provided by Uber. They can manage their own schedule and work in the most convenient time for them. Besides that, BeautyFit works 24h a day, which means that as long as there is a client in need of a service and a professional available, they can be connected.

### Quality assurance and partnership network

In order to guarantee a high quality service for its clients, BeautyFit will partner with beauty schools and beauty brands. The beauty schools will certificate the professionals in order to assure that they have the qualifications necessary to work for BeautyFit. Also the clients will be allowed to rate the professionals and write reviews about them. It will be a positive partnership for both parties, since the beauty schools will have more clients and will have its brand visibility increased.





# BeautyFit

## Executive Summary



BeautyFit will partner with beauty brands, which will provide beauty materials to the professionals at an affordable price, in order to guarantee high quality materials. BeautyFit professionals will also use disposable utensils for some services such as waxing, nails and makeup. The Beauty Brands will be advertised by the company and will have its brand visibility increased, since all of BeautyFit clients and professionals will use the brand's products.

### Risk/Opportunity

The greatest risk associated with our business today are the clients' insecurity issues, such as the eventual distrust of some clients with the fact that there will be people they do not know going to their houses and the distrust with the quality of the materials that will be used on the services. We feel we can overcome this risk because our professionals will be certified by Beauty Schools and will go through a strict selection process. To work for BeautyFit, the professionals will go through an extensive background check, and our company will guarantee that they are trustable and have the skills to provide a high quality service. Also, all the materials the professionals will use will be provided by well-known beauty brands, which will guarantee quality for the clients.

### Management Team

Chief Executive Officer, Person 1 who co-founded the company with Person 2, Person 3, and Person 4 in 2015, leads the management team.

Person 1, Chief Executive Officer  
Person 2, Chief Financial Officer  
Person 3, Chief Marketing Officer  
Person 4, Chief Strategy Officer

Other estimated upcoming positions and founders' supervision responsibilities allocation:

- Regional subordinates (managers) (supervised by CMO and CSO)
- Chief of Quality (supervised by CMO and CEO)
- Product Satisfaction Managers (supervised by CSO, CMO and CEO)
- Product Engineers (supervised by CFO and CEO)
- Accountant (supervised by CFO)
- Legal (supervised by CSO and CFO)

### Financial Snapshot

Each founder will have an equal ownership of 21% of the company, and vesting will be for four years. We are seeking \$320K from investors, which will be equal to 16% of the company. If a founder leaves the company, the firm has the first right to buyback his shares before their sale to any other outside individual or company. If we add new investors to the company, the equity percentage will be deducted equally from each founder. Below are our financial projections for the first five years.



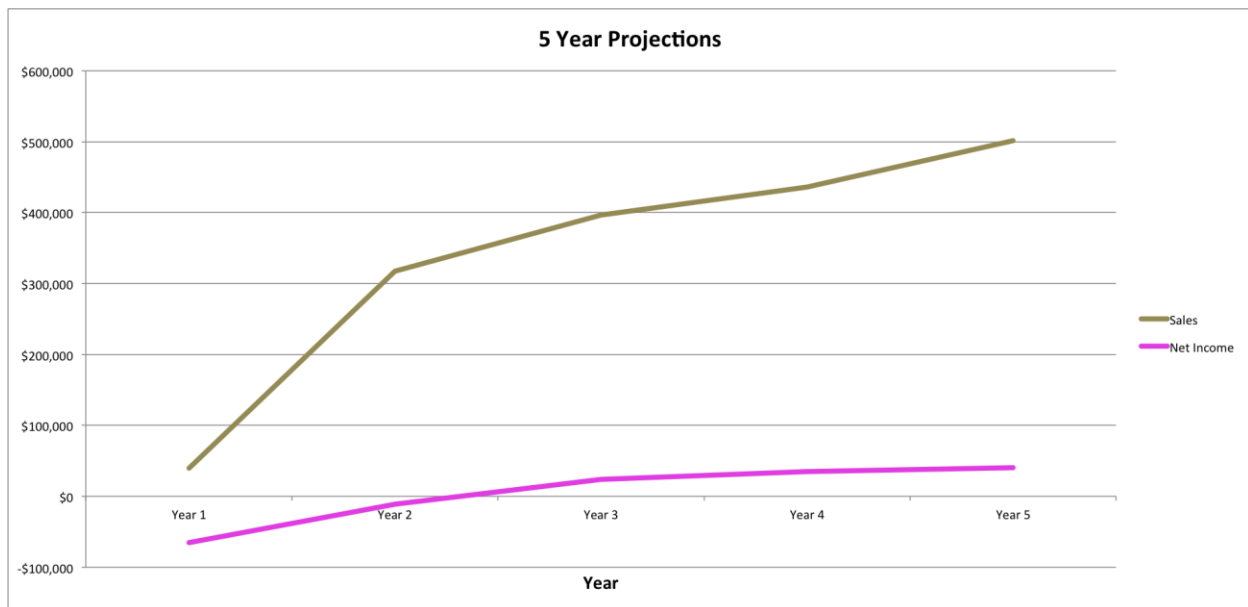


# BeautyFit

## Executive Summary



	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$39,750	\$317,400	\$396,750	\$436,425	\$501,889
Initial Investment	\$320,000	\$320,000	\$320,000	\$320,000	\$320,000
Net Income	\$ -65,231	\$ -11,459	\$23,805	\$34,914	\$40,151
Cumulative	\$ -65,231	\$ -76,690	\$ -52,885	\$ -17,971	\$22,180
Number of Professionals	65	325	390	430	470



Below is a more detailed look at our sales and net income projections for the first two years:

