


## Collection

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**Thread:** Discussion Wrap Up-Gharpar **Posted Date:** September 11, 2023 12:36 PM  
**Post:** Discussion Wrap Up-Gharpar **Status:** Published  
**Author:**  Jackie Kimzey

Gharpar: The Lean Beauty Start-Up. We had 78% of the class participate this week.

Question 1:

GharPar (GP) is a good example of the steps taken by the co-founders in establishing GP as a market leader from idea conception till the critical expansion opportunity two years after launch. The company adhered to the philosophy of experiment, validate and adjust. GP offers a compelling example of the application of the hypothesis-driven process for early stage start-ups.

The time-lines posted were good and captured most of the important milestones and adjustments through each phase of company development.

There were a number of accomplishments in the Pre-Launch phase worth noting. Entering the Pakistan Start-up Cup provided a real-time process that allowed the team to practically implement components of their theoretical business model. Recruiting and training their first cohort of beauticians provided valuable insights and building their website and social media pages prepared the company to begin operations and provided valuable insights during their MVP testing.

During the launch phase, the company found it necessary to correct their order entry process. This was a challenge given the necessary 'change in behavior' required of consumers to book their appointments. The company launched their make-up services for women during the wedding season and created the organic "buzz" to create a new category for the company.

The post-launch created some significant challenges with the delay in the launch of the mobile app, the theft issue, the halt in massage services and re-launch and the failed attempt into Islamabad. Needed the additional funding to expand into other cities, the founders began a search for external investment.

The first half of year two, September 17-February 18, the company moved to non-cash payments (automation and cost reduction) which was key to making their business model scalable. GP significantly expanded its roster of employees in anticipation of future growth. They also stated work on the second iteration of the mobile app (better late than never).

The second half of year two the company launched men's services in Lahore and finalized their seed funding with a \$500k investment for 10% of the company. One could question if they should have settled for a lower valuation at an earlier time. This would have allowed the company to accelerate growth faster. The company launched their new mobile app and the new website which made the front-end order taking and back-end order fulfillment processes an important part of the scaling puzzle. Additionally, these moves will allow the founders to use data for their decisions moving forward.

Question 2.

There are several examples of lean start-up logic followed by GP's founders. Recruiting the 1<sup>st</sup> cohort of beauticians provided insight into the right profile for attracting employees for company fit, interest and success.

The market trial provided validation for customer identification, service fulfillment, and operating procedures.

The evaluation of Islamabad through meetings with potential customers and beauticians was successful even though they had to delay expansion until they had additional capital. The partners at least knew that there was a solid base of beauticians interested when they did launch in that market.

(Post is Read)

← OK