

A background image of a town street with brick buildings, bare trees, and a wet cobblestone road. A red heart is drawn over the text. On the left, a sign for 'HUTCHINSON'S' is visible.

LUVVILLE

OUR TEAM



Benyam Adera
Partnerships

Develops and maintains partnerships with local vendors



Tania Ermak
Strategy & Marketing

Head of expansion planning, marketing, and promotions



Francisco Gabitan
Operations

Ensures the efficiency and sustainability of LuvCville's operations



Bill Su
Business Intelligence

Leads all data analytics, e-commerce, and digital initiatives

THE PROBLEM

“Millennials like to shop local. Some **40%** of Millennials claim a preference for buying local, even if the goods or services are more expensive than mass-market alternatives. “

- *FedEx Small Business Institute*

“We’re always searching for ways to reach students [sic] but it can be difficult since we’re out of the way.”

- *Lizzie, Owner of Hot Yoga Cville*

“The last time I got a care package was first year. It was full of junk food, and I think I threw half of it away.”

- *Meredith, 4th Year UVA Student*

OUR SOLUTION

LuvCville - boxes of local, artisanal goods. We believe in simplicity and exploration. We inspire customers to savor the little things.

BUILDING CONNECTIONS



We bridge the **gap** between local small businesses and students, alumni, and parents.

ENCOURAGING EXPLORATION



Sold at **\$20-25** our boxes have an avg. retail value of **\$50**. We reduce the barriers to trial.

Competitive Advantage: We provide customers with nearly **50%** in savings with our personally-fueled vendor partnerships. We infuse a local feel in our boxes and encourage new experiences beyond the "box".

OUR PRODUCTS & PROCESS

Classic Box (\$20)

- 2 oz of loose leaf Capital Tea
- 1 bag of crackers
- 1 soap
- 2 Carbie Juices

Deluxe Box (\$25)

- 2 oz of loose leaf Capital Tea
- 1 voucher to HYC
- 1 coffee voucher
- 1 package of almonds
- 1 Carbie Juice

HOW IT WORKS

Focusing on quality and sustainability.

1

Customers can choose to purchase a classic or deluxe box for themselves or send a gift.

2

We hand-select each product and curate 3-5 items per box.

3

We deliver the box on a one-time or subscription basis.

THE BUSINESS & REVENUE MODEL

REVENUE STREAMS

Per-box sales

Classic boxes (\$20)
Deluxe boxes (\$25)

Recurring revenue from monthly
subscribers

Customization fees
Gift wrap
Additional or select items

COST STRUCTURE

Vendor Discounts

Capitals Teas	(40%)
Caribe Juice	(free/50%)
Good Phyte Foods	(40%)
Made by Mieka	(40%)
Hot Yoga Cville	(50%)
Wynott Farms	(free)

Shipping, labor, website

Margins

Classic Box = \$5.00
Deluxe Box = \$6.50

Customer Segments

UVA undergrad network, graduate students, alumni, parents

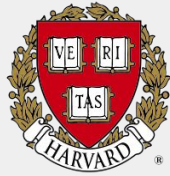
THE MARKET OPPORTUNITY

OUR MARKET

Care packages targeted toward college students, parents and alumni

\$400M

Ucla



Cal



\$650K



THE MARKET OPPORTUNITY: EARLY PERFORMANCE

Sold **6 boxes** generating total revenue of **\$135**

CLASSIC (\$20)



DELUXE (\$25)



THE COMPETITIVE ENVIRONMENT

A fragmented market characterized by intense rivalry between small players. BUT, there has yet to be a service offering local goods to college students.

DIRECT COMPETITORS



THE COMPETITIVE ENVIRONMENT

BARRIERS TO ENTRY - Low

Easy to enter
Partnering with stores is simple
New brand new - unknown

Threat of Substitutes - High

Low switching costs for consumers
Direct access to specific products
Variety of substitutes

Our answer

Differentiated product
Strong relationships with local vendors
College market access

Our answer

Consumers' familiarity with local products
Variety offerings to try something new

ROADMAP & KEY MILESTONES

LAUNCH

YEAR 1

- Create website via rAdical.
- Solidify contracts with partners
- Launch marketing campaign to attract early adopters

EXPAND

YEAR 2

- Expand into 3 schools
- Hire part-time campus and production managers.
- Formalize corporate structure.
- Achieve 10% profit margin

BOURGN

YEAR 3

- Expand into 5 schools
- Develop new website to accommodate increasing traffic.
- Achieve 30% profit margin

MATURE

YEAR 4

- Expand into 10 schools
- Launch nation wide marketing campaign
- Reach \$1.5 Million in revenue.
- Seek round 2 funding to expand to the young professional market.

FINANCIALS

COST DRIVERS



Cost of Goods Sold

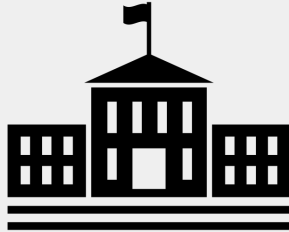


Cost of Shipping

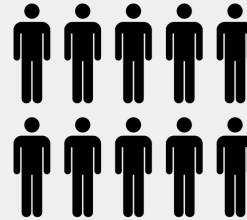


Distribution Overhead

REVENUE DRIVERS



School Expansions



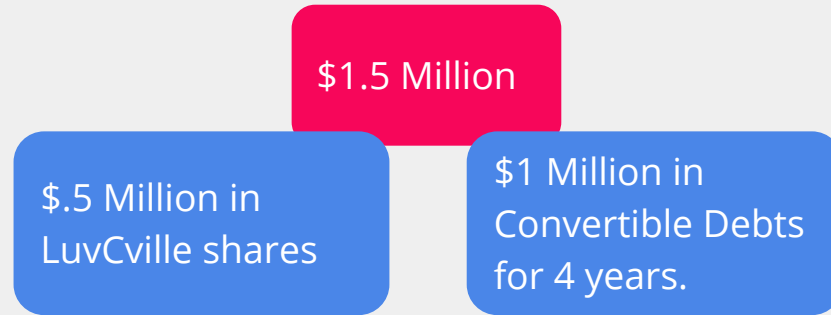
Increase Coverage

FINANCIALS

NUMBER OF COLLEGES	1	3	5	10	Total	Assumptions
School Population	30000	90000	150000	300000		Assume 30,000 students for public university
Coverage Rate	1.5%	1.5%	2.0%	2.5%		Share per school increases in 3rd and 4th year due to publicity increases and wider adaptation
QUANTITY SOLD	3645	10935	24300	60750	99630	Assuming 9 months of purchase and 10% loss due to churn
	Year 1	Year 2	Year 3	Year 4	Total	Assumptions
COGS	\$ 54,675.00	\$ 136,687.50	\$ 243,000.00	\$ 607,500.00	\$ 1,041,862.50	COGS starting at \$15 each box and decreases to \$10 after the first year due to economics of scale
Cost of Shipping	\$ 25,515.00	\$ 54,675.00	\$ 72,900.00	\$ 182,250.00	\$ 335,340.00	USPS: Cost of Shipping start at \$7 and decreases to \$3 gradually due to economics of scale
Marketing Cost	\$ 500.00	\$ 1,500.00	\$ 2,500.00	\$ 5,000.00	\$ 9,500.00	rADical pricing
Web Development	\$ 1,000.00	\$ -	\$ 10,000.00	\$ -	\$ 11,000.00	market price
Web Maintenance	\$ 1,200.00	\$ 2,000.00	\$ 5,000.00	\$ 10,000.00	\$ 18,200.00	domain name plus one part time manager
Campus Manager Salary	\$ -	\$ 15,000.00	\$ 25,000.00	\$ 50,000.00	\$ 90,000.00	part-time, \$5k
Production Labor	\$ -	\$ 15,000.00	\$ 25,000.00	\$ 50,000.00	\$ 90,000.00	part-time, \$5k
Distribution Center	\$ -	\$ 21,600.00	\$ 25,000.00	\$ 50,000.00	\$ 96,600.00	storage solution center \$80
Donations to Starfish	\$1,822.50	\$5,467.50	\$12,150.00	\$30,375.00	\$49,815.00	
Legal Expenses	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	market price for small business
Total Cost	\$ 87,112.50	\$ 254,330.00	\$ 422,950.00	\$ 987,525.00	\$1,751,917.50	
Revenue	\$ 91,125.00	\$ 273,375.00	\$ 607,500.00	\$ 1,518,750.00	\$2,490,750.00	3 Million Dollars Pre-Money
Profit	\$ 4,012.50	\$ 19,045.00	\$ 184,550.00	\$ 531,225.00		
Funds Needed	\$ 87,112.50	\$ 250,317.50	\$ 403,905.00	\$ 802,975.00	\$ 1,544,310.00	1.5 Million Dollars need to be raised

THE ASK

LuvCville seeks funding of \$1.5 M in forms of donations and investment



- The firm will be pre-valued at **\$3 Million**.
- Healey Investment will control **11.11%** of the firm's shares immediately while having the option of converting the 1 million debts into equity at the end of each year after the second year.
- Healey Investment will gain control of 1 board seat at LuvCville.
- The investment is going to be used to cover COGS and overhead expenses associated with our aggressive expansion plan.

LuvCville serves as a bridge between millennials and local businesses. Our goal is to promote stronger communities around the world, one box at a time.

