

MyParlr.ca

Beauty, Your Way



Contact:

Rene Joergensen

CEO and co-founder

renehjoergensen@gmail.com

+1 647 963 7543

* The Elevator Pitch

MyParlr is a new platform that allows customers to find and book beauty services online. This proven model is one of the fastest growing areas in the beauty industry that has not gained foothold in Canada yet.

Focused on using new technology to solve customer pain, MyParlr will disrupt the \$5 billion market for beauty salons in Canada. The conservative estimate is \$10 million in sales in year five. But with the right partners and investment, aggressive growth can be implemented. This includes a possible early exit and going global through building the future of this \$560 billion industry.

Besides creating new technology, the competitive advantage is a successful team. As a spin-off, this is a unique opportunity to be first to market in Canada and invest in a start-up that has a company with a proven track record in selling online services behind it.

* Problem

In the beauty and salon industry:

- Booking an appointment is time-consuming and inconvenient
- There is too much choice and clients don't know whom to trust
- There is frustration with the inconsistency in quality (even at high end)

* Solution

Phase 1: Land grab with MVP

- Online booking & payment technology
- Service provider focused platform
- Buyer-picked w/ profiles & ratings

Phase 2: More than a directory

- Search & rating of individual services
- Scommerce/social networking
- Photo sharing, etc

* Market

Beauty Salons

- Canada \$5 billion
- US \$53 billion
- Global \$560 billion

(About 50% of workforce is self-employed)

* Product

MyParlr lets customer find and book beauty services through its online platform. Services include: hair, make-up, nails, spa, massage, and the platform can be expanded into health and fitness later.

Building on the proven business model of online and on-demand beauty services, MyParlr will enable clients to easily book appointments and pay for them online. The platform will also solve customer pain through the use of profiles and rating system.

In phase two, the platform will be further expanded as a buyer-picked marketplace. The 'secret sauce' will be the use of social commerce, where the marketplace will be able to make its value proposition stand out from the competition.

Read: [Why Online Marketplaces Are Booming](#)

* Business model

MyParlr takes a commission on each booking made through its platform.

The commission will be on a sliding scale from 15% to 5%, depending on the number of bookings.

* Competition



Founded in 2011, StyleSeat is the leading online booking platform in the US. It has 100% year over year growth, and more than 23 million appointments were booked through its platform in 2015.



Wahanda was founded in 2008 and after it was acquired for US \$117 million, the UK platform acquired Dutch Treatwell to become Europe's leading platform. Treatwell has more than 1 million bookings a month and US \$108 million in sales.



Founded in 2015, this newcomer has double-digit month by month growth in bookings. Aiming at the US \$433 billion global beauty salon market, Vaniday launched in Australia, Brazil, Russia, Italy, Singapore and UAE.

* Competitive advantage

- First to market in Canada
- Salons are not valuable
- 'Fantastic' team behind
- First Online Solutions = more clients

Phase 2: More than a directory

- Search & rating of individual services
- Scommerce/social networking, etc
- more value = more users

* The team



Rene Joergensen is CEO and co-founder. Rene is the initiator described as 'the doer' and he has a background in fashion sales and marketing. He has been part of start-ups before and the last decade he has built charities through fundraising.



Rune Sovndahl is CPO and co-founder. Rune is CEO of Fantastic Services with a US \$50m turnover in online services. Rune is a serial entrepreneur, who also runs First Online Solutions. Rune and Rene have been friends since business school.



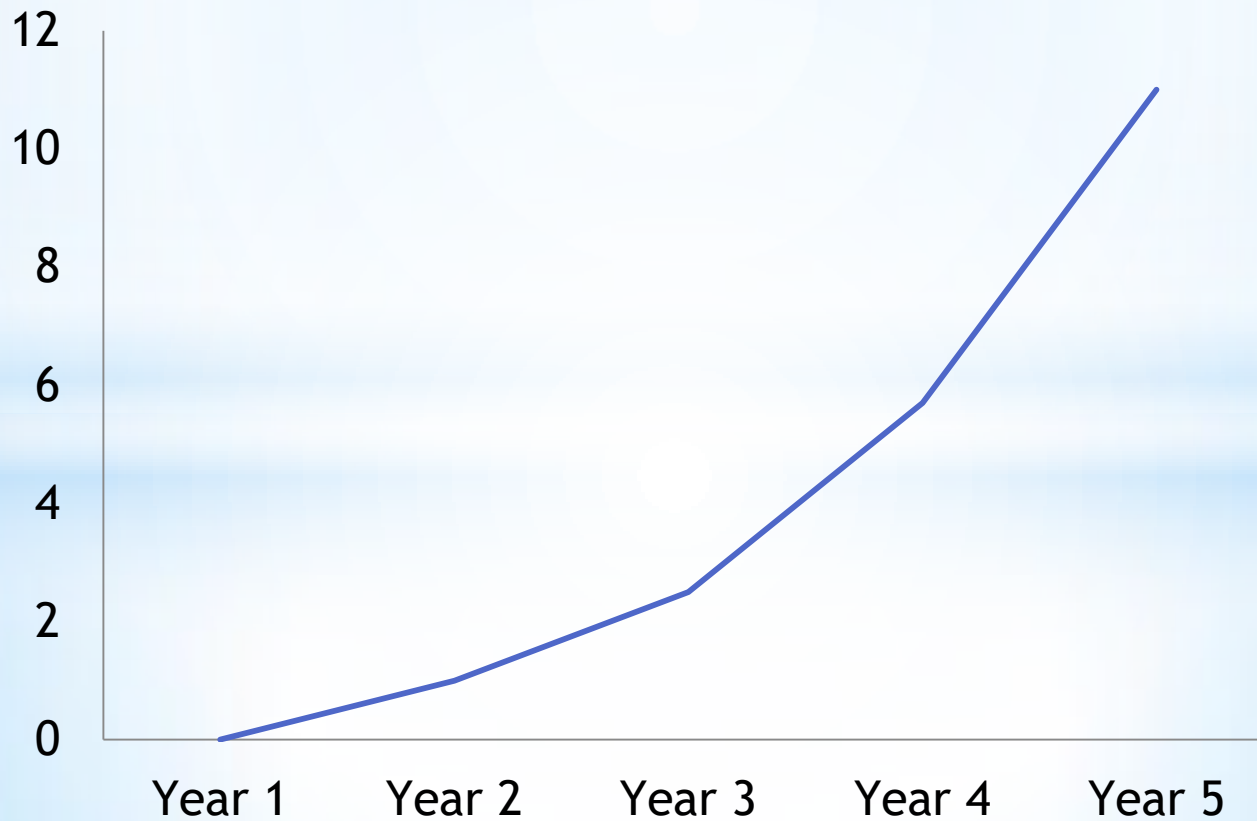
Ehsan Dornajafi is Country Director, Canada. Ehsan is a hairstylist and salon owner, and he is CEO of Global Salons Systems, which sources professional hair care products. With industry knowledge, Ehsan provides connections and the 'secret sauce' for MyParlr.

The logo for First Online Solutions, consisting of the text 'First Online Solutions' in white, stacked vertically, inside a blue square with a slight drop shadow.

First
Online
Solutions

First Online Solutions is an international online marketing company with more than 600 experts specializing in search engine optimization, local search marketing and online content strategy. Rune Sovndahl is CEO and co-founder of First Online Solutions.

* Market Share in millions





After getting a cash injection of US \$40 million, StyleSeat recently acquired NYC-based BeautyBooked for an undisclosed amount. StyleSeat has no footprint in Canada.

Read more: [Styleseat Acquires Beautybooked](#)



The European market leader is currently looking for a US entry, most likely through acquisition. After its US entry, Canada could be next.

Read more: [Treatwell Eyes US Entry](#)



Aiming at the external global market first, Vaniday's strategy could be to compete head-to-head later through acquisition. Canada would be a good first step before entering the US.

Read more: [Vaniday Scores €15M Backing](#)

*Ownership

Rune Sovndahl	25%
Rene Joergensen	25%
Ehsan Dornajafi	5%
First Online Solutions (booking tech)	15%
For investors	30%

*Additional information

- *Post-money valuation: \$2.5 million
- *Booking technology: 15% or GBP 500,000