



CHURCHILL GOWNS

Our Story

Churchill Gowns was founded in Australia in 2013, disrupting the graduation industry by using a B2C model that allows students to purchase and hire their gowns online for less than they can hire at university.

Recognising the potential provided by cheaper distribution and a much larger market in the UK, Oliver approached the Australian founders with the idea of bringing the company to the UK, and then expanding it internationally.

After engaging Oliver for an extensive trial period, Alec and Stefan were excited to invest in Oliver's vision for the business. In 2016 they co-founded the UK company with him, taking an advisory position from Australia while he made all the preparations necessary to spearhead the launch in the UK.



The Problem



- Only one supplier per university
- Incumbent (Ede & Ravenscroft) has > 80% market share



- Regalia hire prices range from £41 – £61
- Purchase prices start at around £300



- Web interfaces are outdated
- No option for home delivery
- Service is poor



- No eco friendly brands exist



What Makes Us Different?



- Student oriented
- Premium quality product
- Trustworthy and reliable brand image



- 30 to 70% lower price point than existing competition



- Modern web interface
- Strong social media presence
- Convenient home delivery model



- The only UK supplier of 100% recycled gowns
- Completely carbon neutral
- 10% of all profits donated to charity



What Makes Us Different?

UK monopoly Ede & Ravenscroft (E&R), have been employing anti-competitive practices to keep B2C regalia companies from entering the market. By threatening to sue previous small startups for baseless IP infringement claims, they have effectively scared off competition.

Armed with greater resources and time to prepare, and with copies of their cease and desist letters, we are now ready to open up a completely new market.

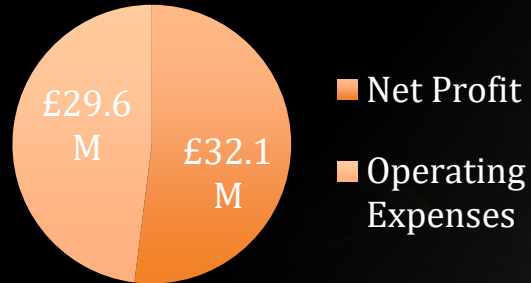
We hold a massive first mover advantage, but we only get one shot to do this properly before other B2C suppliers will move in.



The Market

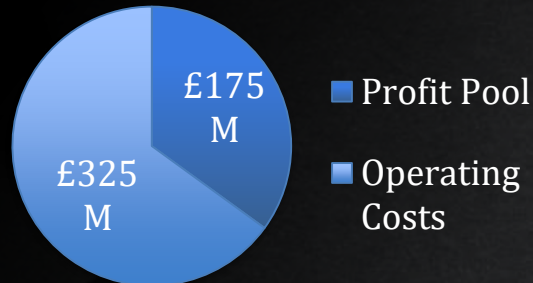
UK

Market Size: £62M
Net Profit Margin: 52%



Worldwide

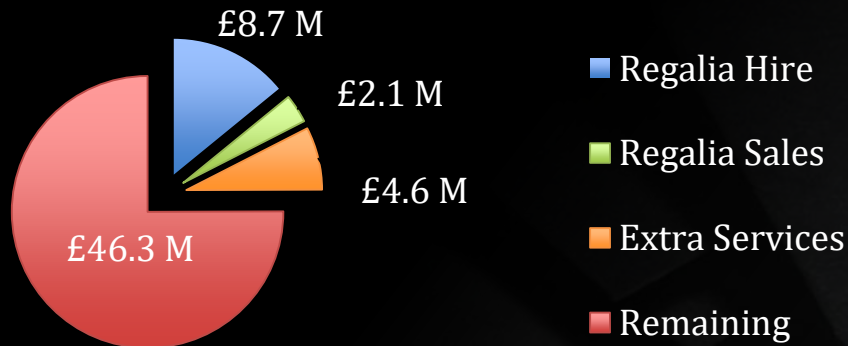
Market Size: £500M +
Profit Margin: 30 – 40%



The Market

- UK market is becoming increasingly Americanized
 - ✓ Greater commodification of ceremonies
 - ✓ Greater room for upselling
 - ✓ Increasing high school graduation market

Our 5 Year Goal: - Achieve 25% UK market penetration
- Begin further international expansion



Our Strategy

1

Engage Legal Representation

Our legal team (US firm Greenberg Traurig), are so confident in our case and in the illegality of the anti-competitive practices being employed by E&R that they have agreed to work pro-bono, expecting another landmark case for their firm.

2

Engage The Competition Regulator (CMA)

Having already spearheaded a similar case with the CMA in the supply of school uniforms, Greenberg Traurig have now submitted a 10,000 word brief of evidence on our behalf.

With the threat of a standard fine equal to 10% of global revenues (from all activities), the involvement of the CMA is easily enough to ensure no university will engage in anti-competitive behaviour.



Our Strategy

3

Pre-empt Legal Threats

Knowing that the claims of IP infringement made by E&R are nothing but bullying tactics, we have taken out a £100,000 litigation insurance policy to act as a significant deterrent.

4

Engage in PR To Increase Exposure

Contact every author, student publication and news outlet that has ever written about expensive graduations or campus sustainability, and sell them our vision. Everybody loves an underdog.



Our Strategy

5

Create A Movement

Engage student societies and empower students to choose our socially conscious brand, to support the environment and to fight for their right to freedom of choice

6

Expand And Diversify

Move into all other university markets as quickly as possible by introducing new stock, and beat out any new local competition.

After establishing credibility for the model, launch new 'fun' and student oriented competitor brand, with a focus on value rather than high-quality, for the purpose of keeping out competitors who might differentiate through branding.



Achievements To Date

Branding, supply relationships, industry experience and 4 years of physical product development provided by Churchill Gowns Australia.

£70,000 investment by Churchill Gowns Australia, covering:

- ✓ Establishment of logistics, business partnerships and brand presence in the UK
- ✓ Upgrading of IT infrastructure to meet UK requirements
- ✓ Manufacturing of initial stock
- ✓ Competitor research, legal advice, submission to the CMA and strategic planning to ensure success of launch



Why Raise?

We need capital so we can expand rapidly, or risk not fully capitalising on the opportunity. This will be used for:

- Procuring samples of regalia to replicate, from every university in the UK
- Hiring a China-based procurement manager to source matching fabrics overseas and ensure our product matches exactly
- Hiring sales staff to engage student groups at every targeted university
- Marketing budget and generating PR



Our Team



Oliver Adkins
Director, Business Manager (UK)



Stefan Muff
Director, Operations (Australia)



Alec Ramsey
Director, Sales & Marketing (Australia)



Our Ask

Capital sought: £150k

Equity offered: 20%

Deadline: Oct 15, 2017 (in time for Winter graduation period)

ROI: 15.5x*

*based on 25% UK market penetration over 5 years



Takeaway

We have all the pieces in place to make a huge play in the graduation industry in the UK, and then to take the model to other countries around the world.

We are highly prepared, and have developed a comprehensive strategy to achieve our goal.

We are raising capital to ensure we can take full advantage of the immediate opportunity.



Takeaway

This is a relatively low risk play with a quick path to profitability.

Investment Sought:	£150k
Equity Offered:	20%
Medium-term ROI:	15.5x

We want to give you the chance to own part of Churchill Gowns.

Join us while we disrupt a centuries old industry, and make full use of the first mover advantage we have worked so hard to create.





CHURCHILL GOWNS