



MIROIR DE MUSES

THE LINGERIE SHOP
FOR
THE WOMEN OF TODAY

CONFIDENTIAL



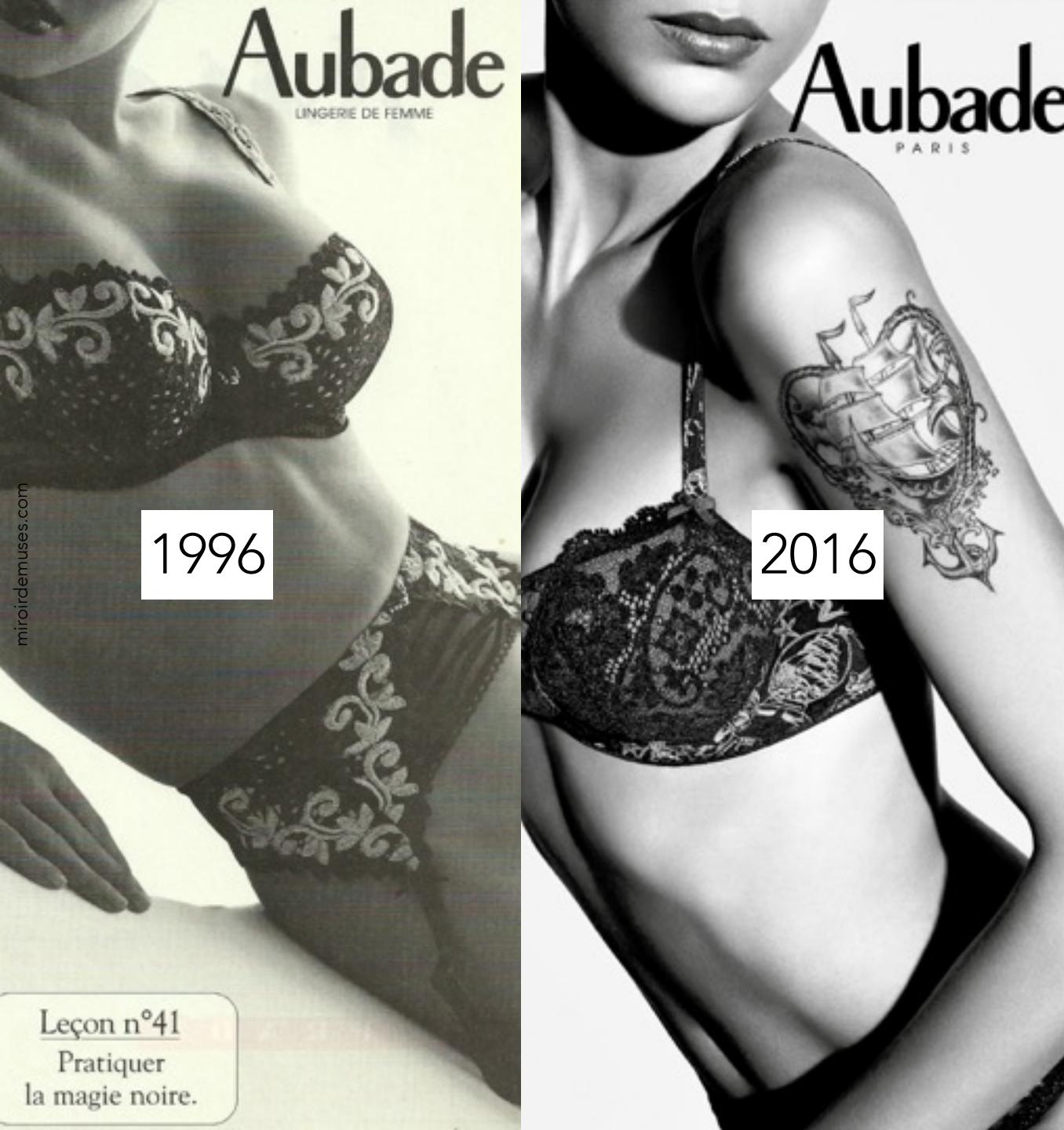
**THE TRADITIONAL LINGERIE MARKET
IS DISCONNECTED
FROM THE WOMEN OF TODAY**

It is lagging behind the fashion industry in terms
of image and experience.



THERE IS NOTHING SEXY ABOUT LINGERIE SHOPPING!

Women get rid of the burden
by mechanically buying the same
products over and over again.



miroirmuses.com

A STAGNANT MARKET

Established brands have no incentive
to innovate & new designers
struggle to enter the market.

WHY WOMEN HATE SHOPPING LINGERIE?

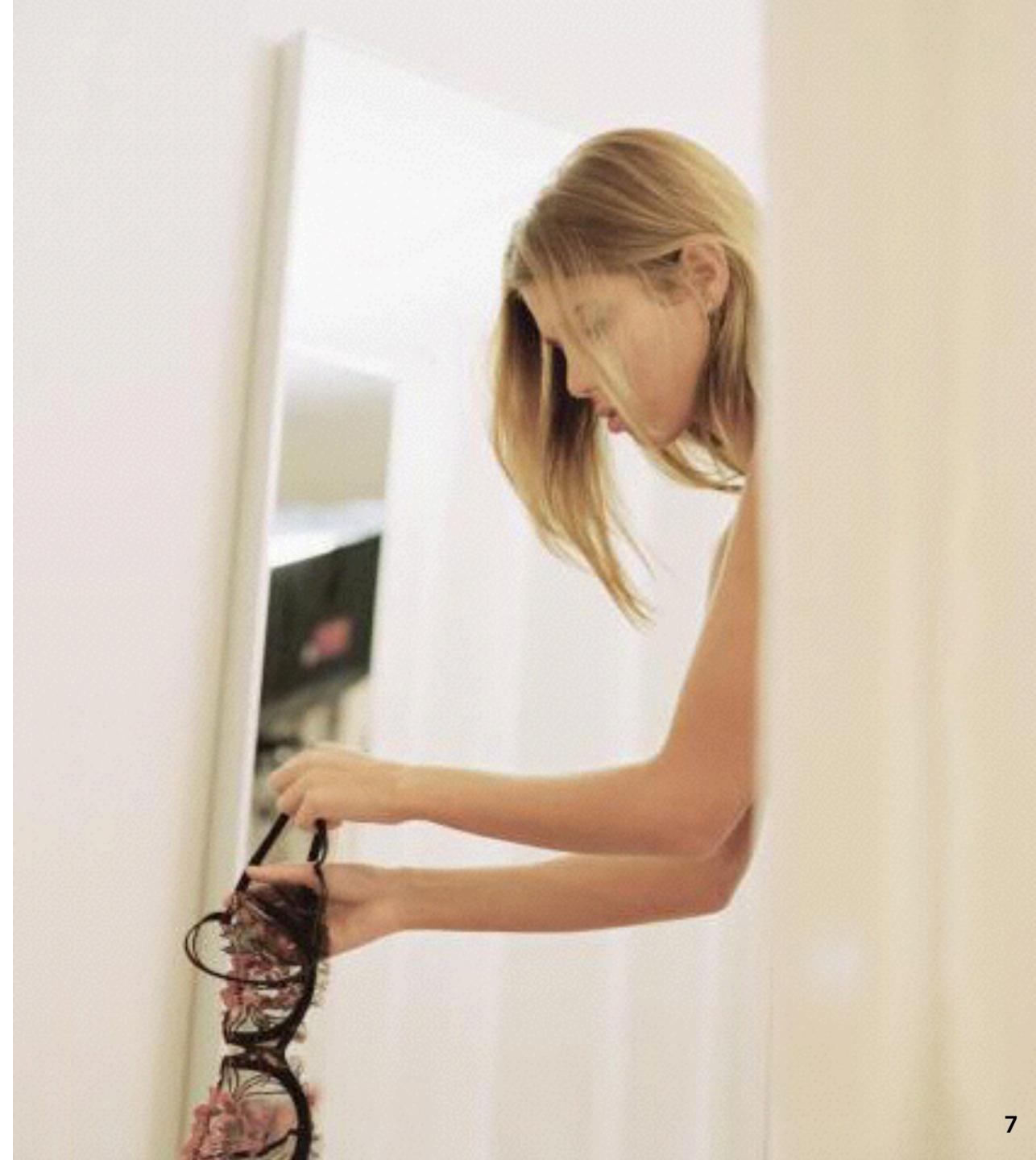


UNREALISTIC IMAGES &
OUT-DATED REFERENCES

HUGE IDENTIFICATION GAP

THE FITTING ROOM
EXPERIENCE

OUT OF THEIR COMFORT ZONE





80% OF WOMEN DON'T KNOW
THEIR BRA SIZE!

LACK OF PERSONAL ADVICE

A woman with curly hair is lying on a bed, wearing a dark grey lace lingerie set. She is looking towards the camera. The background consists of white, crumpled sheets.

WE ALLOW WOMEN TO BUY
FASHION FORWARD LINGERIE
FROM THE COMFORT OF THEIR HOME
THANKS TO
DIGITAL PERSONAL SHOPPING SERVICES



WE SAY...

IT'S NOT ABOUT THE PERFECT BODY



IT'S ABOUT
THE PERFECT PRODUCT

We curate high-end lingerie around the world for all women's shapes.

IT'S ABOUT
THE PERFECT FITTING

We develop online fitting solutions
& personal shopping services.





IT'S ABOUT
THE PERFECT MINDSET

We bring together an inspiring
community of self-confident women.

miroirdemuses.com

MIROIR DE MUSES

GET FITTED NEW BRAS PANTIES LOUNGE LINGERIE SALE

Finding Your Best Bra is Easy as 1-2-3

1 Take our quick fit quiz

2 Beautiful lingerie is sent to you by your personnal stylist

3 7 days to try at home and decide what you want

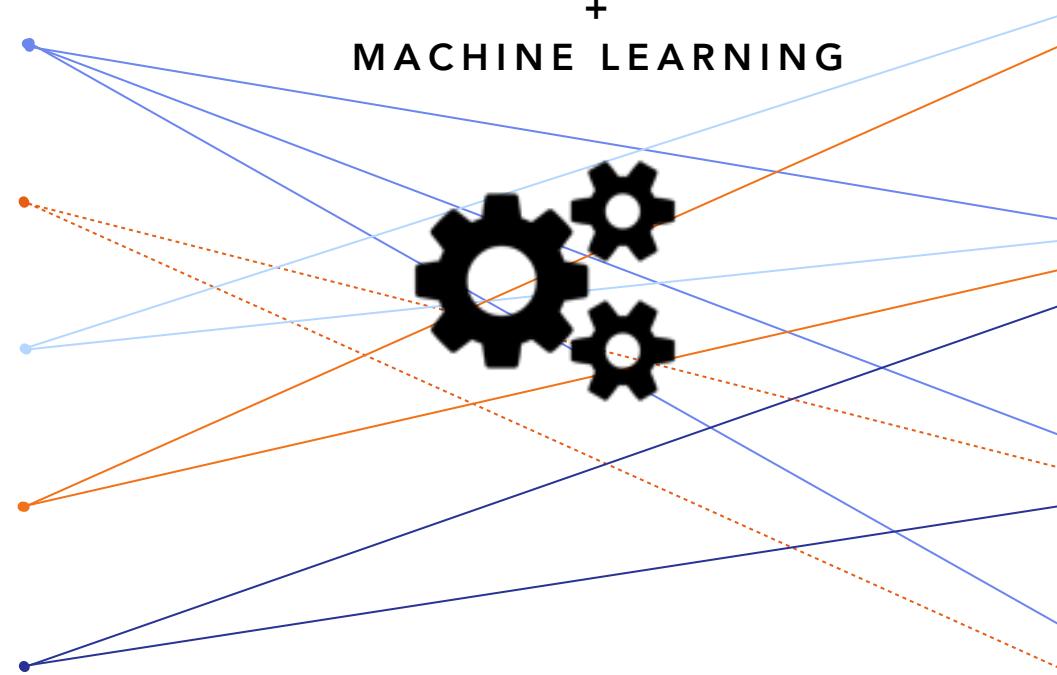
everyday bra size and style,

DISCOVER YOUR FIT



COSTUMER FIT QUIZZ**DATA BASED RECOMMENDATION :**

- NETFLIX LIKE TAGGING SYSTEM
- HIGHLY SCALABLE

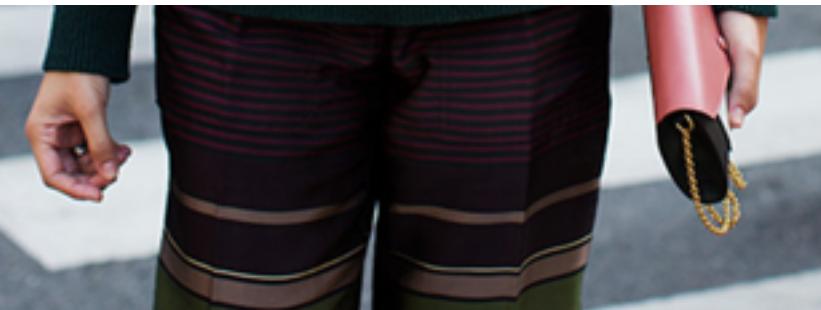
PROPERTY DATABASE**PRODUCT EXPERTISE
+
MACHINE LEARNING****BODY SHAPE****MEASUREMENTS****TASTES****FAVORITE BRANDS****EXPECTATIONS****STYLE CHARACTERISTICS****TECHNICAL CHARACTERISTICS****BRAND SIZE
ADJUSTMENT****PRODUCT SPECIFIC
ADJUSTMENT**





**WOMAN 25 - 49 YEARS OLD
REVENUE STREAM > 3K€ MONTHS
FOLLOWS FASHION TRENDS**

We ambitions to sell worldwide starting from
France, UK, Germany, Spain, US and Japan



"I was delighted to receive products at the right size that I would never have picked by myself !"

FIONA

"I enjoyed taking my time at home and show to my lover who hates going shopping !"

MERRYL

"I felt pampered and special"

MONIA

LINGERIE MARKET SIZE

France : **€2.8 Billion**

Global : **\$110 Billion**

INITIAL TARGET MARKET SIZE

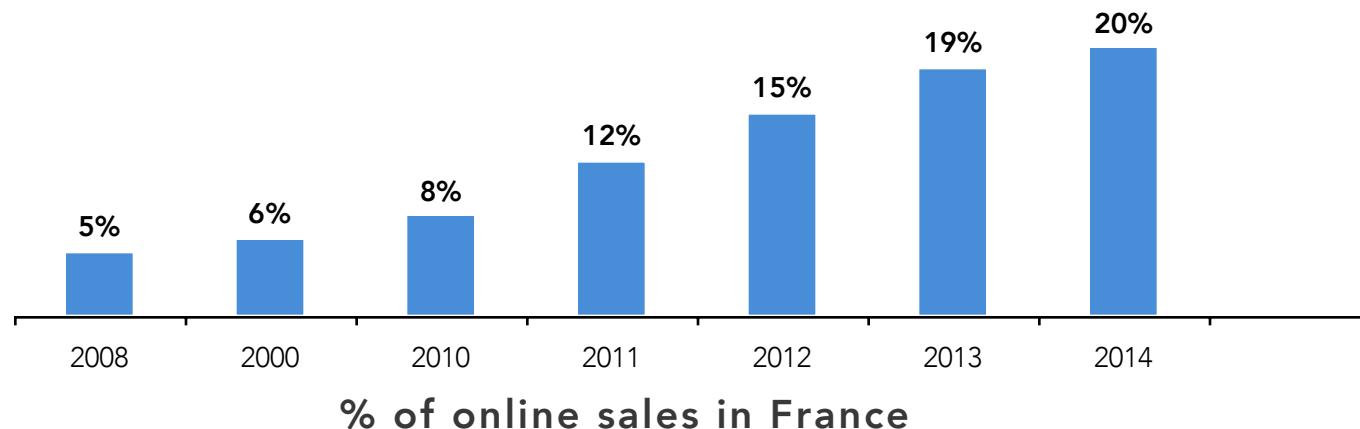
% of women > 3K monthly revenues = 10%

Yearly Lingerie Budget = 350 €

Initial Market = € 300 Million

20% OF LINGERIE SALES ARE MADE ONLINE

compared to 15% for the general clothing market



Source : INSEE 2013, Euromonitor 2014, IFM 2015

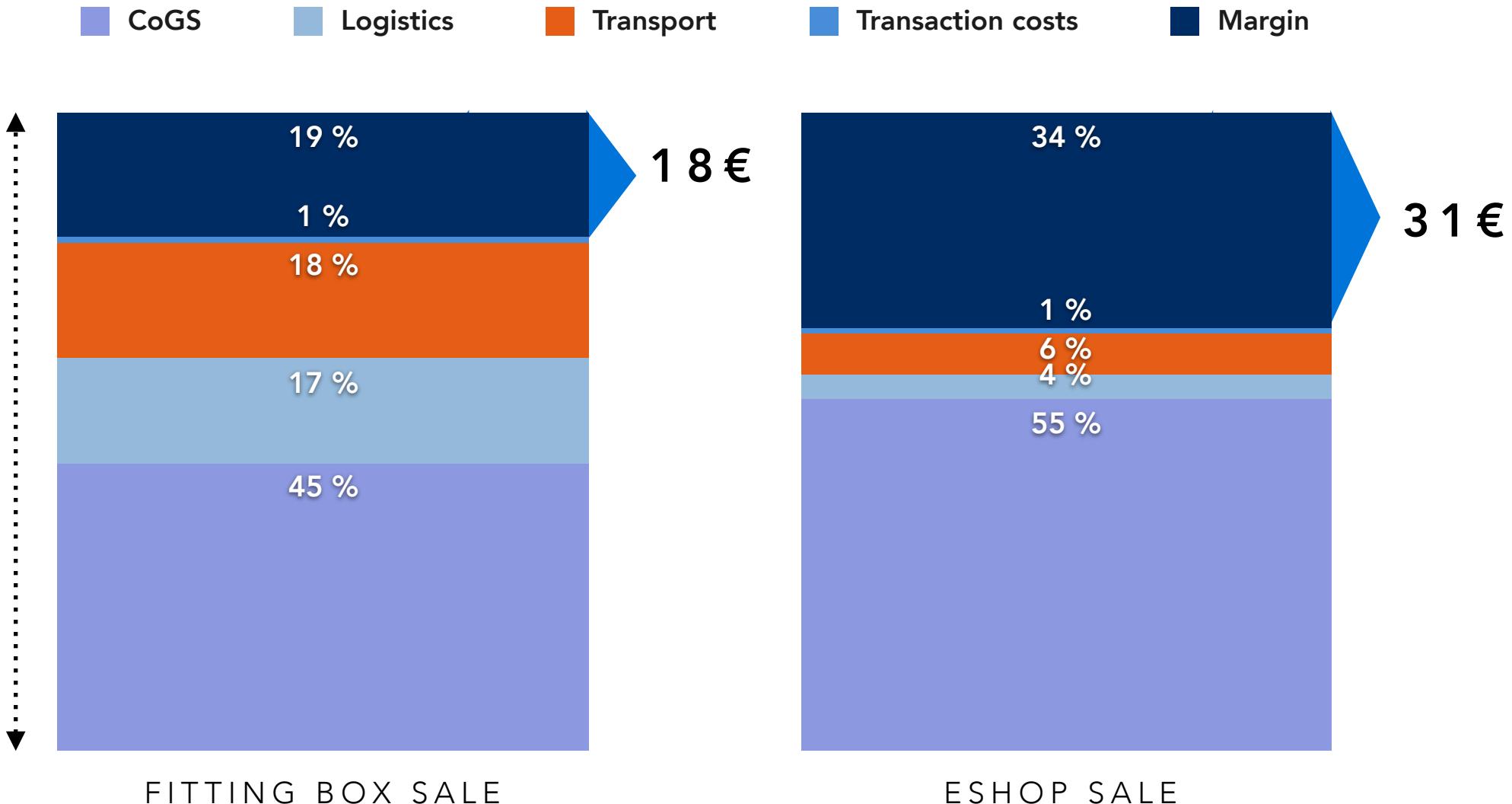


CURRENT ECOSYSTEM

EXTERNAL MARKET INSPIRATIONS



BUSINESS MODEL AT SCALE



DISTRIBUTION

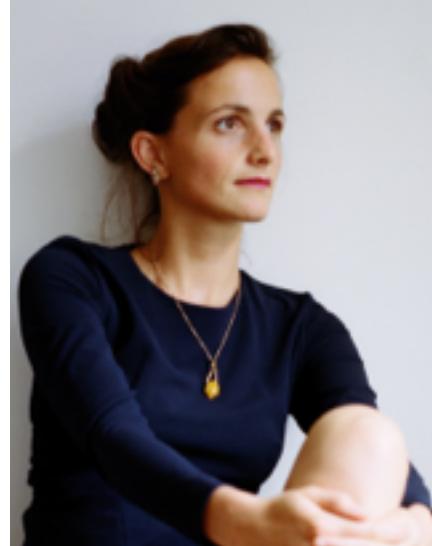
	FITTING BOX SALE	ESHOP SALE
Webmarketing	Facebook CPC / Conversion rate $= 0,5 / 4\% = 12,50 \text{ €}$	Adwords CPC / Conversion rate $= 0,4 / 1,5 \% = 27 \text{ €}$
Partnerships (Blogs & brands)	6 €	-
Friend Sponsorship program	10 €	10 €
Average Aquisition Cost	9,5 €	18,3 €
Expected Long Term Value of Customer	2 order per year x 3 years $= 106 \text{ €}$	2 order per year x 3 years $= 188 \text{ €}$



**MARGOT PAGES
FOUNDER & CEO**

**Engineer, Financial manager
Ecole Nationale des Ponts et Chaussées**

**Generated 44K€ revenues in Y1 working alone
searching for the right product
market fit.**

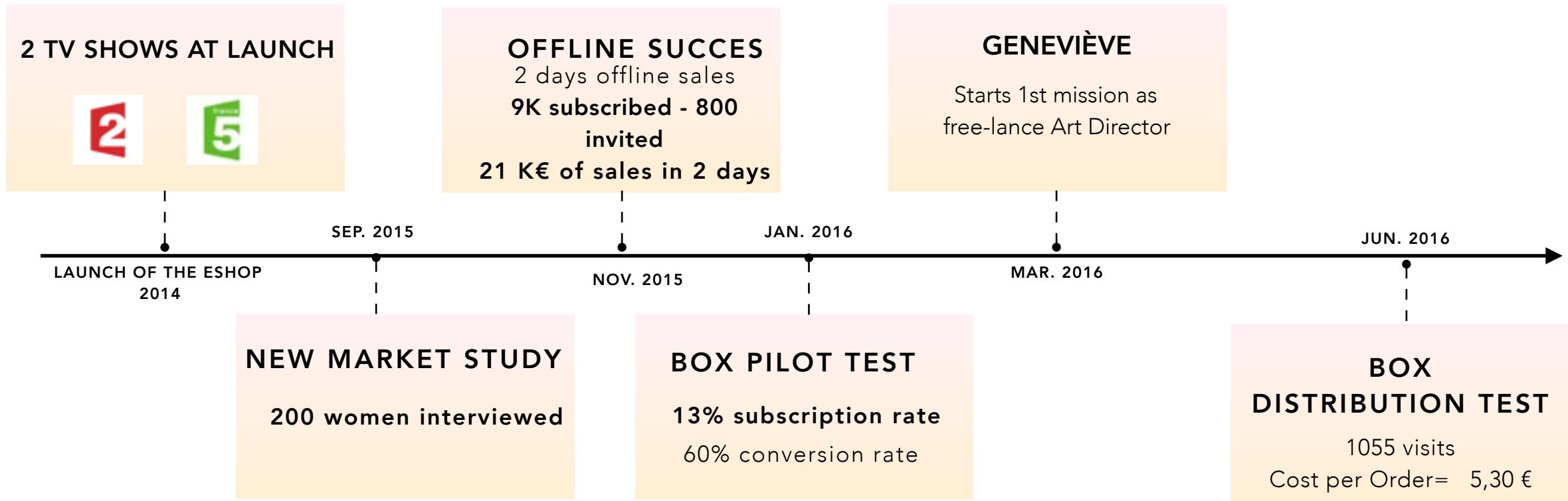


**GENEVIÈVE ELIARD
ART DIRECTOR**

**Lingerie Stylist & Image consultant
Ecole ESMOD**

**Launched the first erotic fanzine, IRENE,
attracting large press coverage and prestigious
clients (Yves Saint Laurent).**

OUR STORY

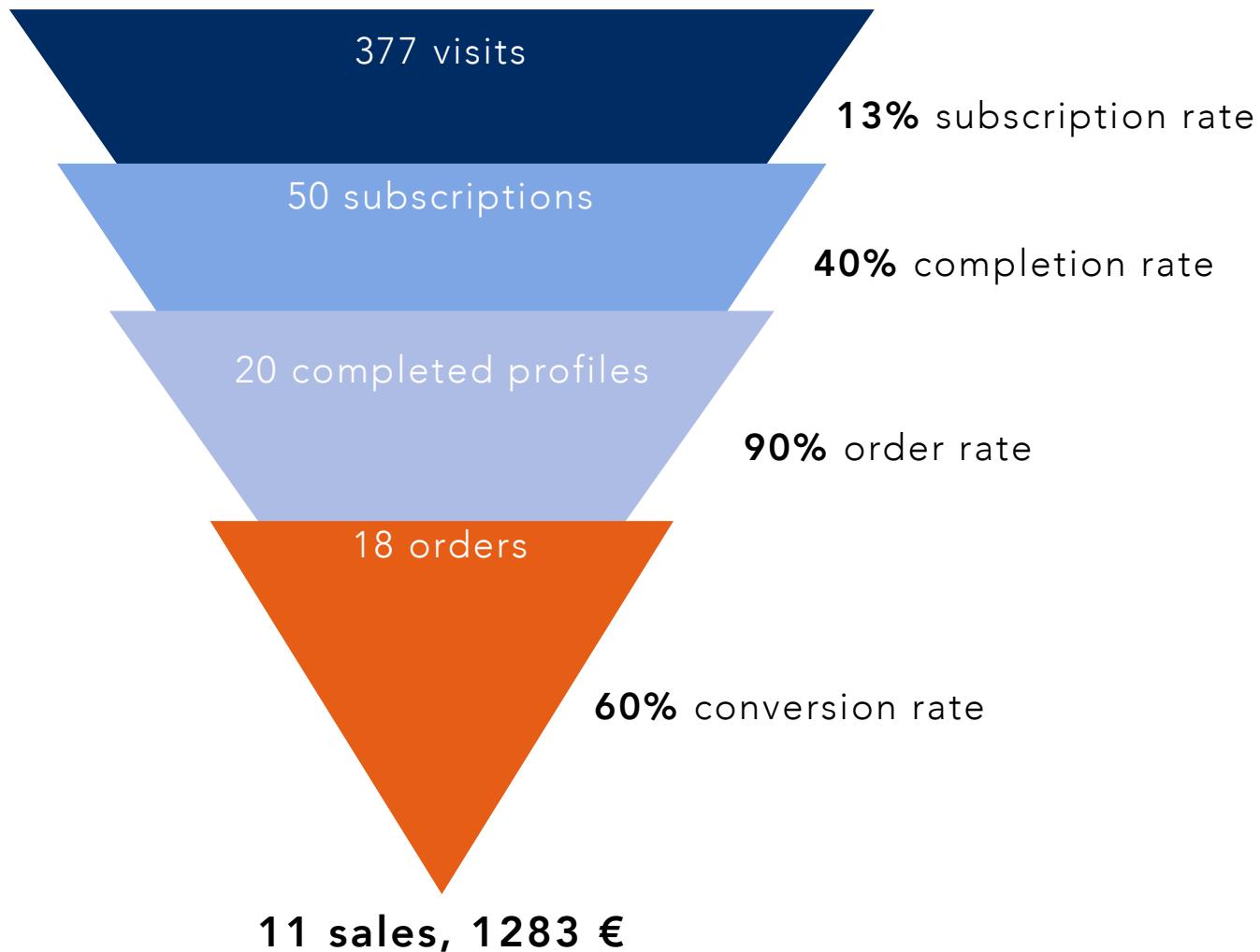


KEY FIGURES

	FITTING BOX SALE	ESHOP SALE
AQUISITION	<p>2K Visits since launch</p> <p>2 communication tests :</p> <ul style="list-style-type: none"> - Distribution of 500 flyers during an offline event - Partnerships with influencers @AlexCloset and @Miss-Servane 	<p>10K Visiter / month</p> <p>SOURCE :</p> <ul style="list-style-type: none"> <1% paid > 80% SEO
CONVERSIONS	<p>3,5%</p> <p>Conversions will increase when we will integrate the quizz and payment solution directly on the website</p>	<p>0,3%</p> <p>Conversions will increase when we will add more products and well known brands on the website</p>
SALES	<p>2K € incl. VAT</p> <p>+20 orders pending</p> <p>Average Basket = 106 € incl. VAT</p> <p>Total return rate = 40%</p>	<p>60K € incl. VAT</p> <p>Oct 2014 - July 2016</p> <p>Average Basket = 124 € incl. VAT</p> <p>Return rate = 9%</p>

BOX PILOT TEST

Distribution of 500 flyers (40€)



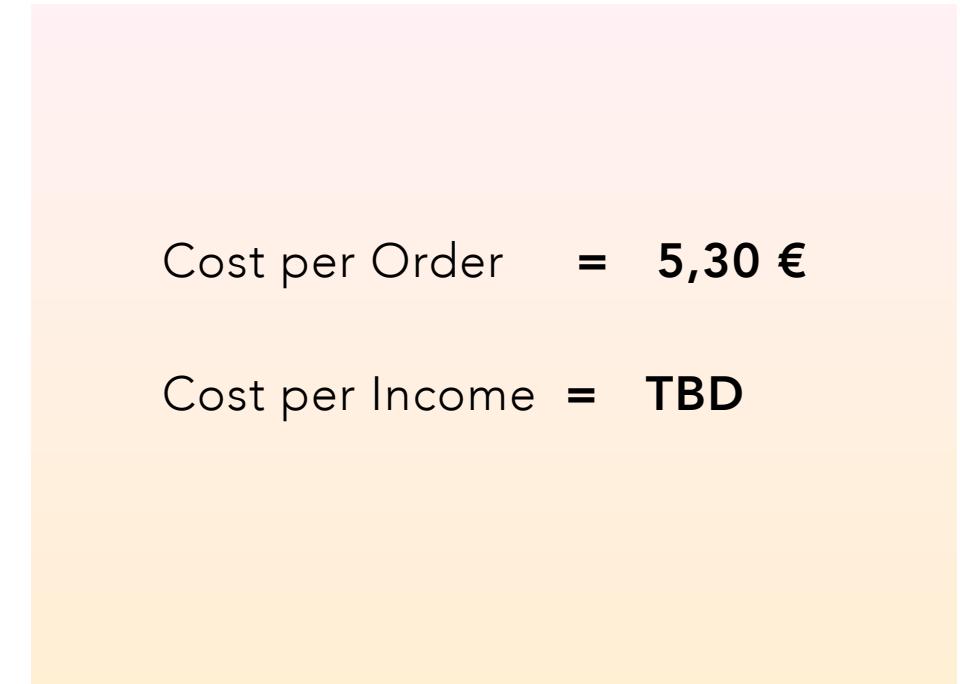
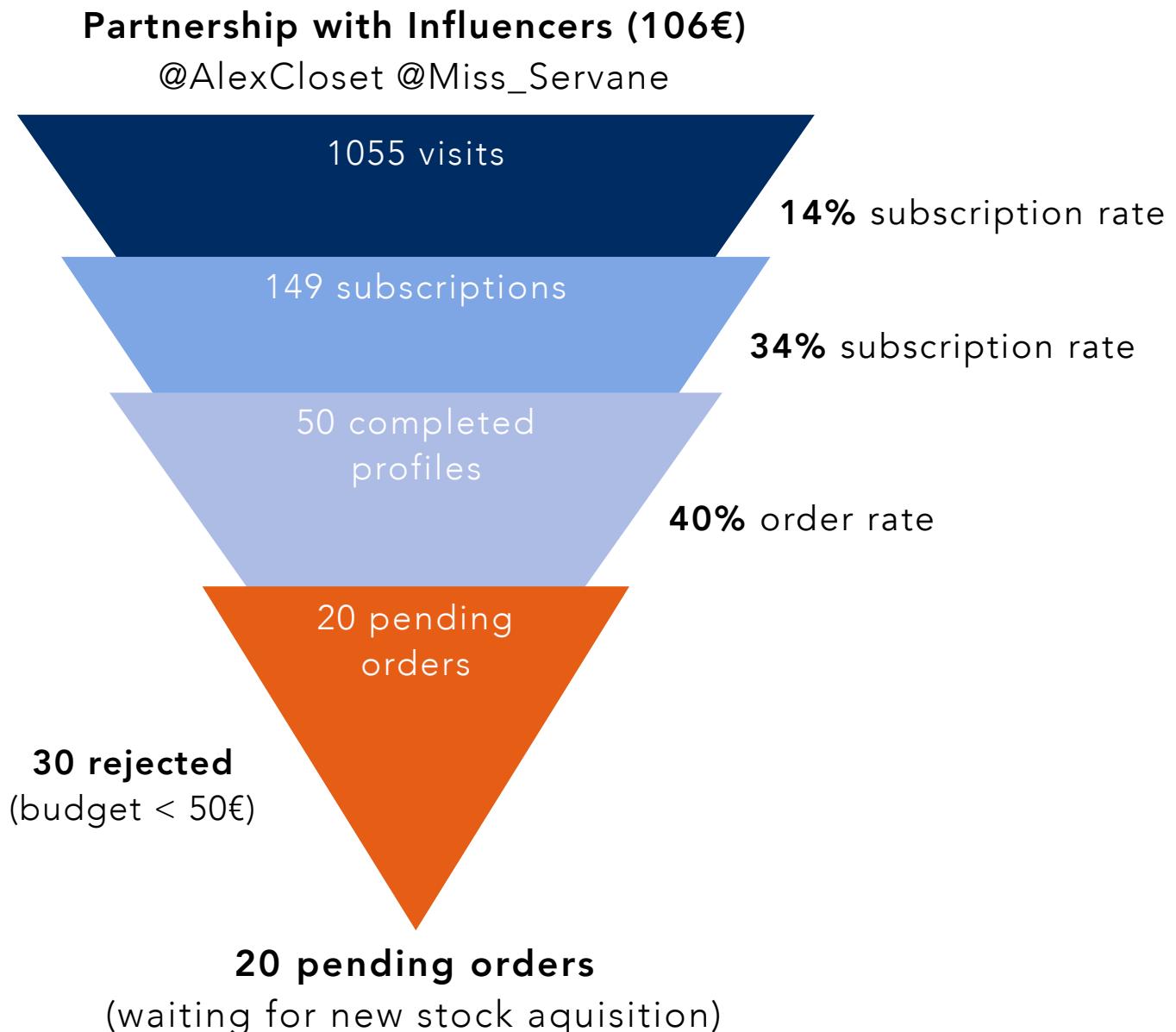
Cost per Order = **2,22 €**

Cost per Income = **0,19 €**

Average basket = **71 € (incl VAT)**
(incl total returns)

Average basket = **117 € (incl VAT)**
(excl total returns)

BOX DISTRIBUTION TEST



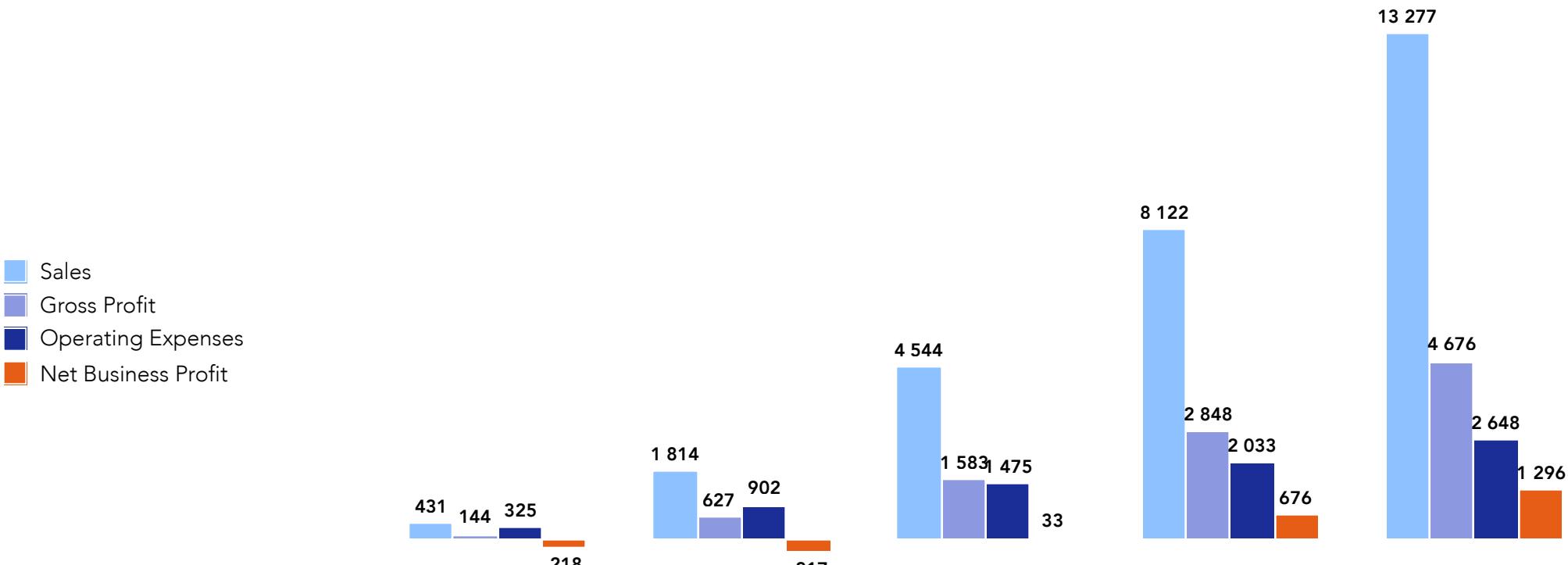
6 MONTH ACTION PLAN

Today our focus is to develop the Box service to fuel traction.

We are looking for **200K€ of Seed Capital** before a second fund raising **Series A** in 6 months

LOOKING FOR SEED CAPITAL		sept.-16	oct.-16	nov.-16	déc.-16	janv.-17	févr.-17	OBJECTIVE END PERIOD
40 K€	SOURCING		40 K€					
15 K€	WEBSITE DEV		5 K€	5 K€	5 K€			
50 K€	R&D MATCHING ALGORITHM		50 K€					
10 K€	VISUALS		10 K€					
14 K€	POP-UP STORES				12 K€		2 K€	
10 K€	WEBMARKETING	0,5 K€	0,5 K€	1 K€	2 K€	3 K€	3 K€	
54 K€	HR (3 PEOPLE)	9 K€	9 K€	9 K€	9 K€	9 K€	9 K€	
7 K€	OFFICE RENT	1,2 K€	1,2 K€	1,2 K€	1,2 K€	1,2 K€	1,2 K€	
200 K€		116 K€	21 K€	23 K€	12 K€	15 K€	13 K€	
TARGET ONLINE SALES		2 K€	3 K€	6 K€	14 K€	22 K€	28 K€	75 K€
TARGET OFFLINE SALES				34 K€		20 K€		54 K€
TOTAL SALES		2 K€	3 K€	40 K€	14 K€	42 K€	48 K€	129 K€

5 YEAR BUSINESS PLAN



K€, excl. VAT	Y1	Y2	Y3	Y4	Y5
Sales	431	1 814	4 544	8 122	13 277
Gross Margin	144	627	1 583	2 848	4 676
Gross Profit Margin %	33 %	35 %	35 %	35 %	35 %
Operating expenses	325	902	1 475	2 033	2 648
% of total sales	75 %	50 %	32 %	25 %	20 %
Net Business Results	(218)	(317)	33	676	1 296
% of total sales	-51 %	-17 %	1 %	8 %	10 %

A photograph of two women lying on their backs on a grassy field. They are holding hands and looking towards each other. The woman on the left has blonde hair and is wearing a red dress. The woman on the right has dark hair and is wearing a pink top. A white rectangular box is overlaid on the image, containing the company's mission statement.

OUR AMBITION IS TO BECOME
THE WORLDWIDE LEADER
IN HIGH-END LINGERIE RETAILING
WITH POSITIVE IMPACT
ON WOMEN'S LIFES