

Pitching 101



The Objective

1 Tell a Story

2 Book a Meeting

The Problem

With most **pitches**

× **Unnatural**

× **Long**

× **Confusing**

The Solution

Prepare

Simplify

Practice



DESIGN

CONTENT

STAGE VS EMAIL

**Fashion is dominated
by mass-production.**



1 **97% controlled
by 20 brands**

2 **50% returns**

3 **500million lb
waste/year**

LEMONADE

**Fashion is dominated
by mass-production.**

And is causing a lot of problems (Lemons)



1 **50% returns**
50% of online orders
returned due to **poor**
quality and fit

2 **97% controlled
by 20 brands**
MONOPOLIZED

3 **500million lb
waste/year**
2ND MOST POLLUTING
INDUSTRY

4 **Human/animal
cruelty**
100M ANIMALS KILLED/YEAR FOR FUR
250M KIDS 5-10Y.O. WORK IN SWEATSHOPS

LEMONADE

60,000+ Indie designers Worldwide

-  **High Quality**
-  **Tailored Fit**
-  **Zero-waste**
-  **Cruelty-Free**

- ✗ **Resources**
- ✗ **Technology**
- ✗ **Expertise**



LEMONADE

60,000+ Indie designers Worldwide

Create outstanding products but lack the resources, technology and expertise to scale. **(More Lemons)**

-  **High Quality**
-  **Tailored Fit**
-  **Zero-waste**
-  **Cruelty-Free**

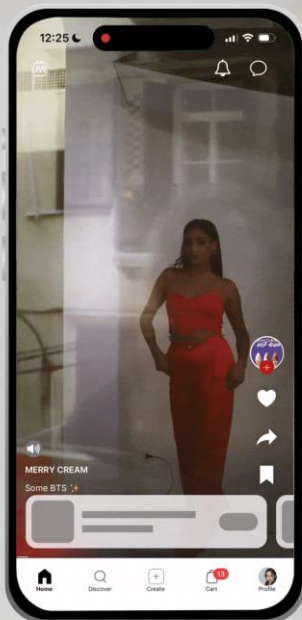
- ✗ **Resources**
- ✗ **Technology**
- ✗ **Expertise**



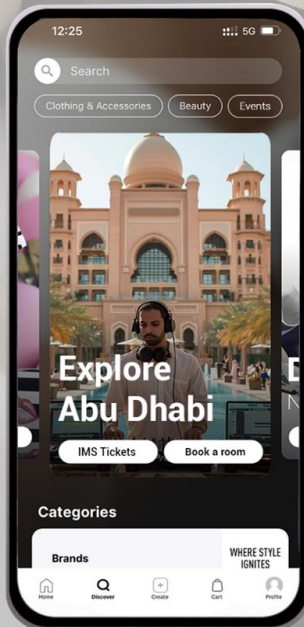
Revolutionizing Retail-tech

As a cutting-edge platform, Lemonade is the **intersection of fashion, retail, technology, and entertainment**. It seamlessly blends **storytelling** and **commerce**, allowing users to watch engaging content, chat with experts, follow journeys of their favorite creators, monetize, **book events, flights, rooms** without ever leaving the app.

INFINITE SCROLL



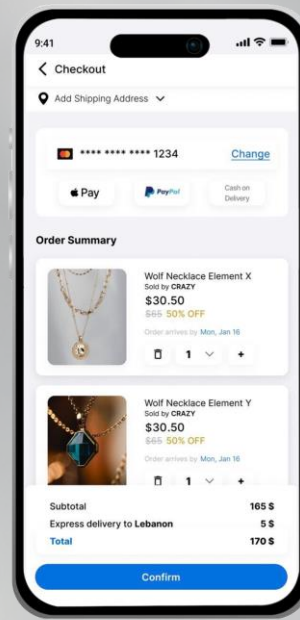
BOOKINGS



LIVE SHOPPING



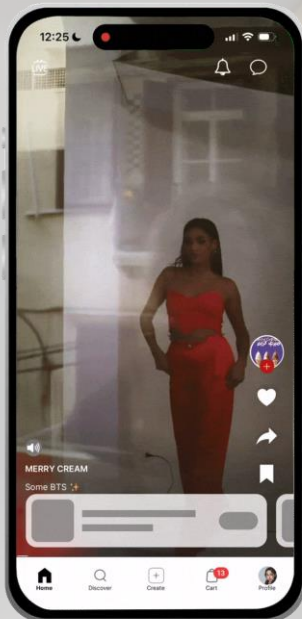
SECURE CHECKOUT



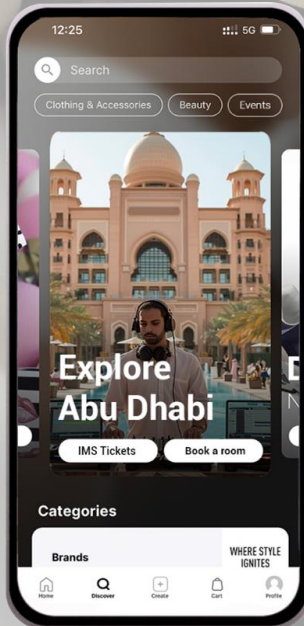
Revolutionizing Retail-tech



INFINITE SCROLL



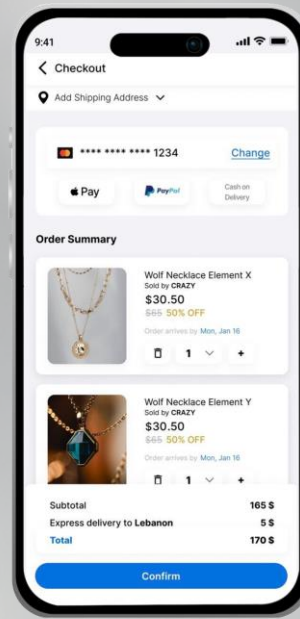
BOOKINGS



LIVE SHOPPING



SECURE CHECKOUT



12 MUST HAVE SLIDES

Intro

Problem

Solution

Business model

Traction

Market size

Competition

Go-to-Market

Team

**High Level Financials
/ Pro Formas**

Ask

Contact

3-5 MINS

✓ read the slides

✗ listen to you



Uber Cab

Next-Generation Car Service



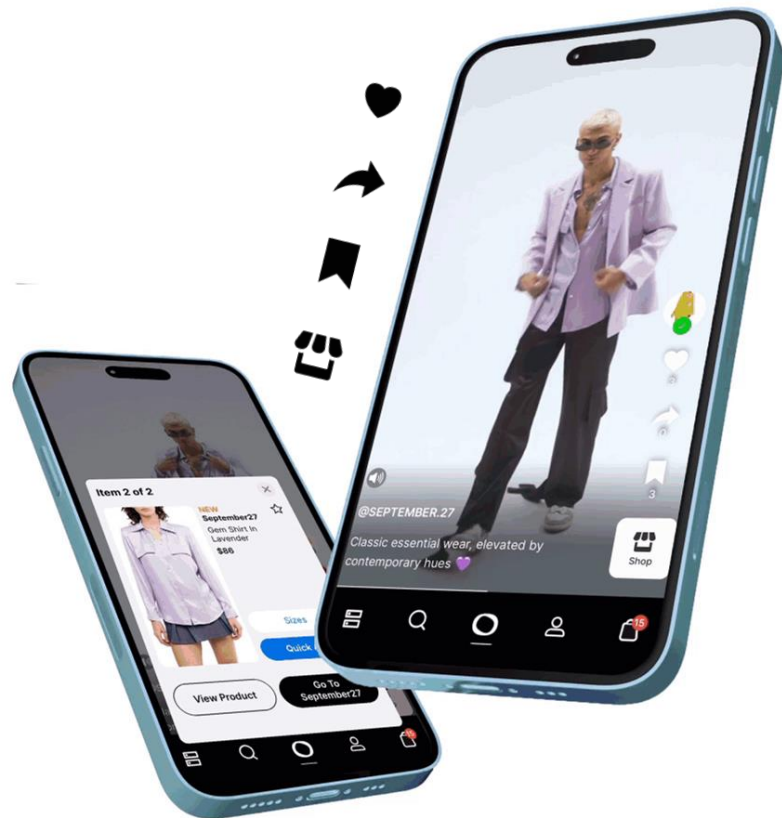
Pitch Deck

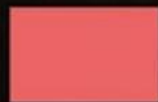
Book rooms with locals rather than hotels

LEMONADE
FASHION

The Future of Social Commerce

“Where Instagram & TikTok meet Amazon”



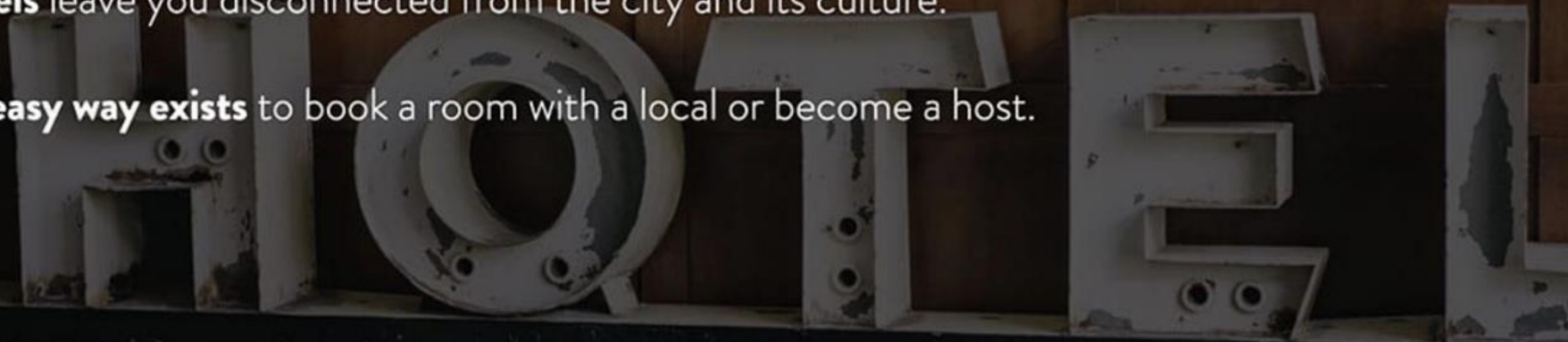


Problem

Price is an important concern for customer booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.



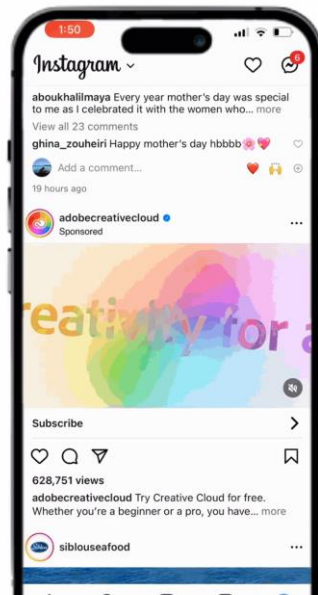


Commerce on Social Media is a **nightmare**

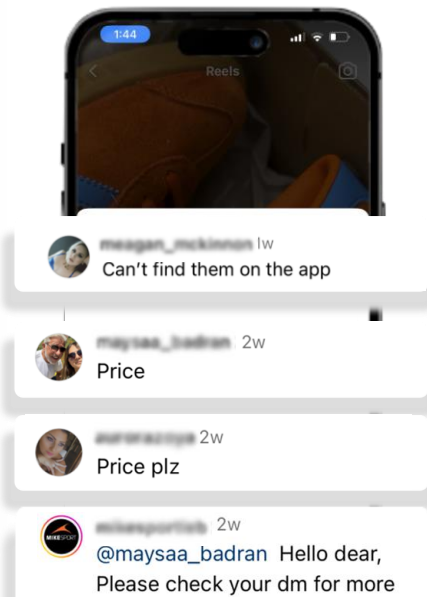
Influencers & creators are **paying the price**

- 1 Misaligned purposes
- 2 Unfair competition
- 3 Monetization Struggles
- 4 Zero control

Pushy ads



Unlinked products



Fashion is dominated by mass-production.



1 **97%** controlled
by **20** brands

2 **50%** returns

3 **500million lb**
waste/year

A solid red square graphic.

Solution

A web platform where users can rent out their space to host travelers to



Save Money
when traveling



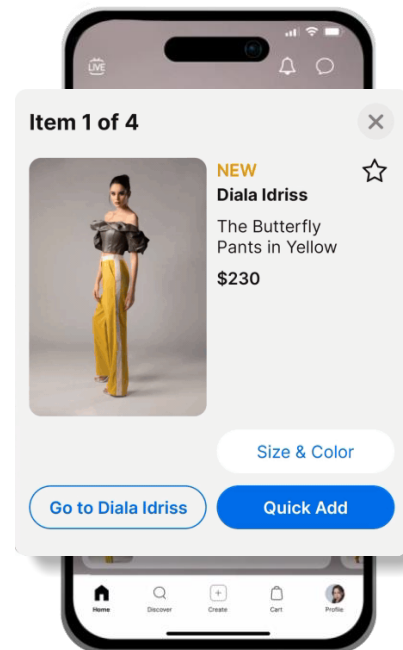
Make Money
when hosting



Share Culture
local connection to the city

Next Generation Marketspace

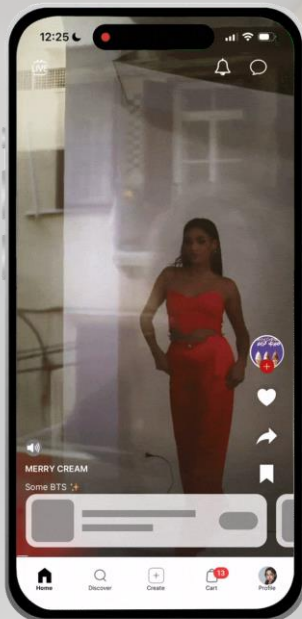
- ✓ Seamless shopping experience
- ✓ Organic reviews and content
- ✓ Trusted Vendors



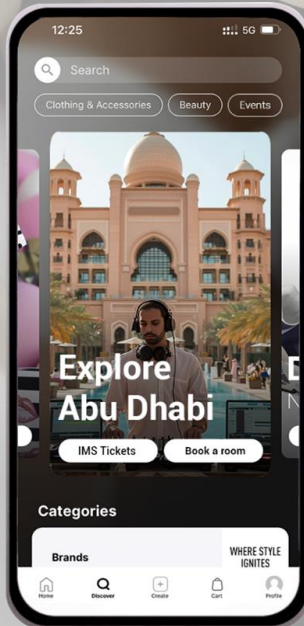
Revolutionizing Retail-tech



INFINITE SCROLL



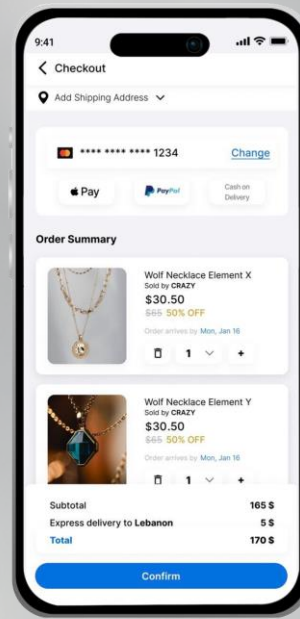
BOOKINGS



LIVE SHOPPING



SECURE CHECKOUT



Business Model

we take a 10% commission on each transaction

\$84
MILLION DOLLARS

Trips with AirBnB
15% of Available Market

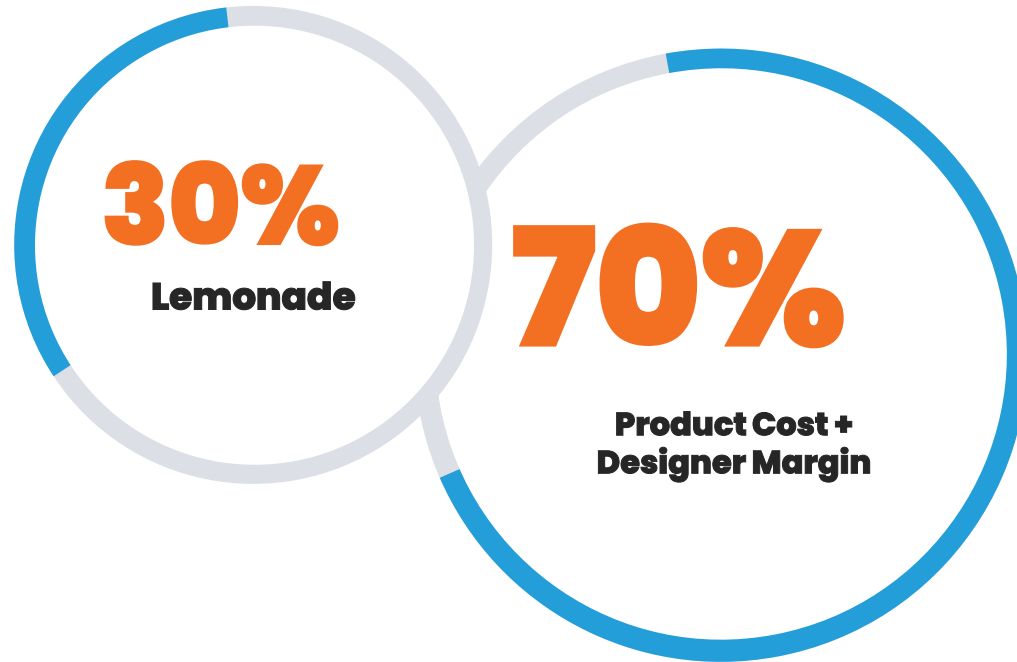
\$25
AVERAGE FEE

\$80/night
for 3 nights

\$200
MILLION DOLLARS

Revenue
Projected by 2011

OUR BUSINESS MODEL.



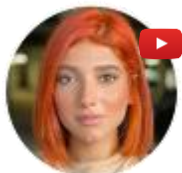
DESIGNERS AND INFLUENCER **LOVE** LEMONADE

62 Influencers

97.6M followers

300+ Designers

7,666 products



NARINS BEAUTY

23M



YARA BOU MONSEF

1.9M



GAELE CHALHOUB

984K



SAHAR GOLESTANI

127K



SHERINS BEAUTY

10.2M



GHINA GHANDOUR

501K



BY G

45.1K



JAYDA HANY

18.9K



LARA ZACCA

14.9K



CHERINA BEACHWEAR

24.5K



RARAMURI

15.6K

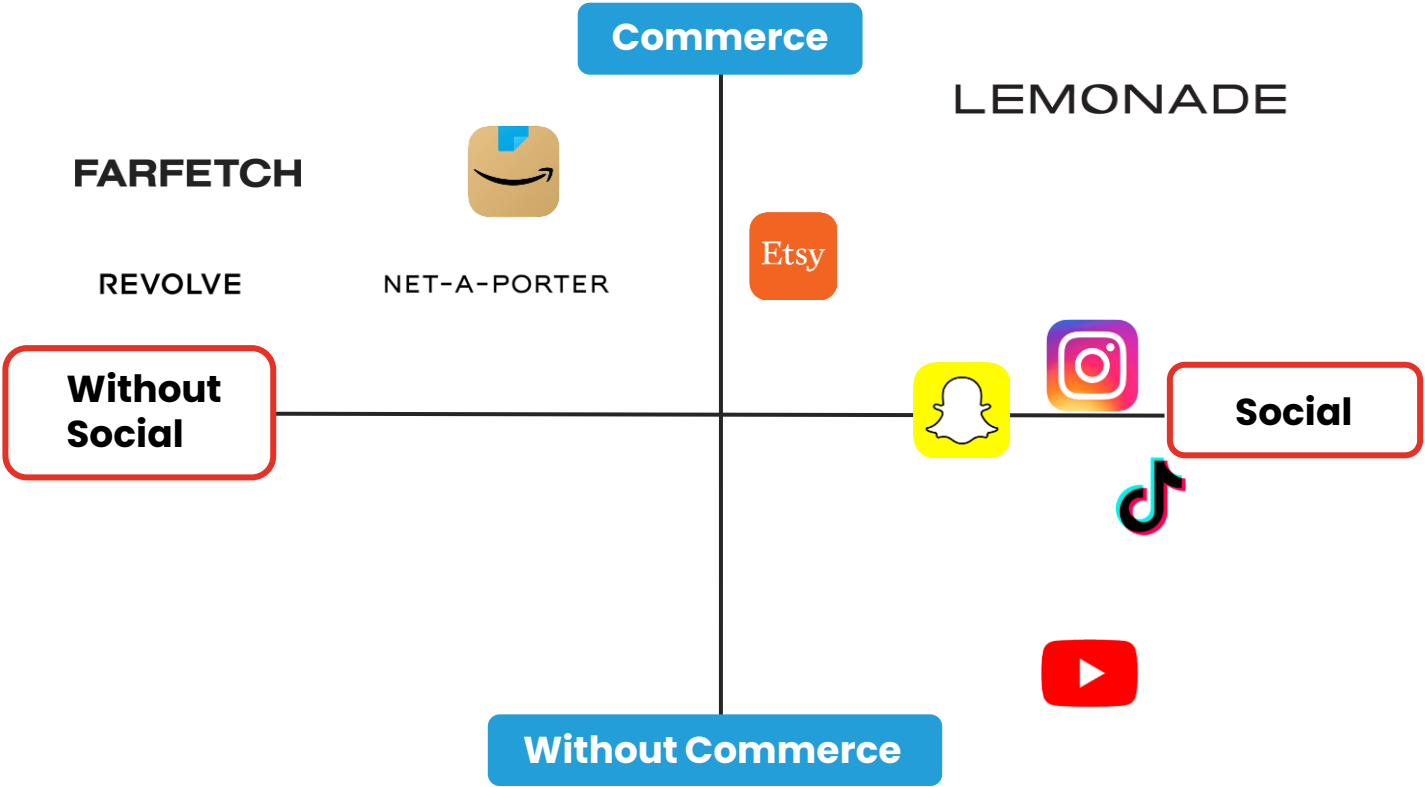


ARABEL











34.5K



Competitive Advantage



WE'RE **NOT** ETSY.

	Independent Creators	Fashion Focused	Curated for Trust	Content Creation	Tailor-Made at Scale
Lemonade					
Etsy					



Market Size

2+
Billion

**Trips Booked
(WorldWide)**
Total Available Market

560+
Million

Budget&Online
Serviceable Available
Market

84
Million

Trips w/ AirBnB
Share of Market
15% Available Market

*source: Travel Industry Assn. of America and World Tourism Organization.

**source: comScore

OUR **MARKET** IS **GROWING** FAST.

The need for the **right fit** has never been more important.

\$690B

Online
fashion

\$280B

Made-to-order
offline fashion

\$15B

Made-to-order online
fashion

500% Growth

in the past year and scaling.

\$550,000

GMV

\$159

Avg. Order Value

100,000

Monthly Active Users

60%

Recurring orders

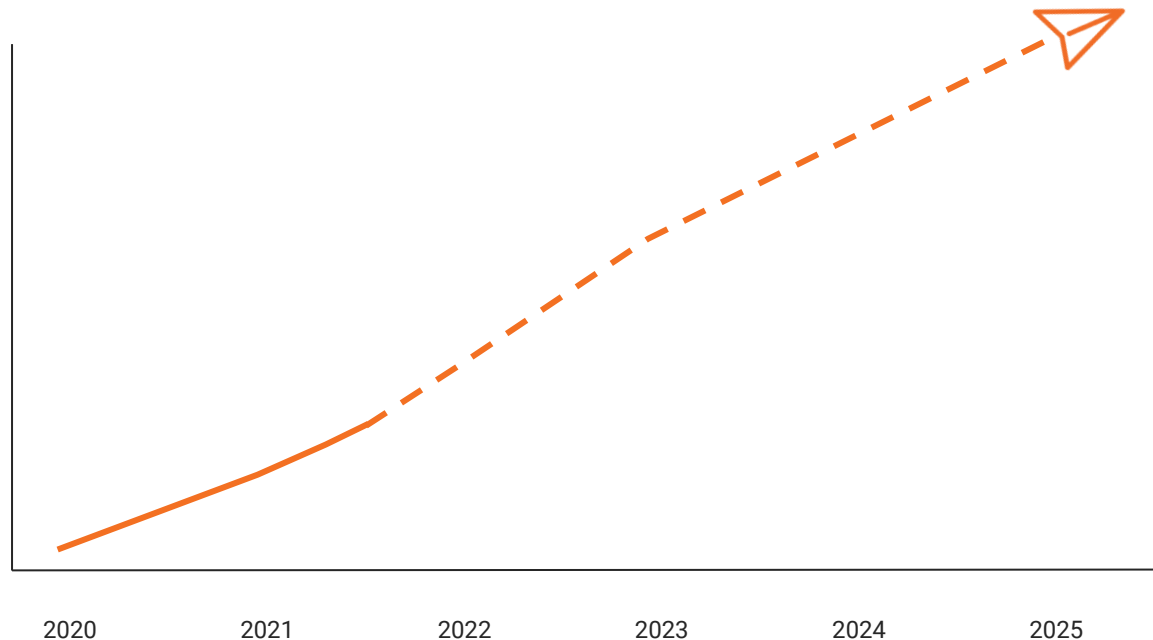
\$ 10 Million

\$3 Million

\$1 Million

\$500,000

\$100,000



Financial Projections

Pro Forma Income Statement

	Year 1	Year 2	Year 3
Revenues			
Operating Expense			
Profit / Loss			
EBITDA			



Financial

We are looking for 12 months financing to reach 80,000 transactions on AirBed&Breakfast

\$500K
Angel Round

initial investment opportunity

80K
Trips w/AirB&B

avg \$25 free

\$2M
Revenue

over 12 months

WE'RE BACKED BY



BETTER PLANET



We raised **\$700,000** from VCs and angel investors in Silicon Valley including the CEO of Turo.

Raising \$2 million



1

Partnerships & Events

- MBC
- Beatport
- HH Arabia
- Influencers
- Celebrities
- Fashion Weeks Pop-Ups

2

Hiring Talent

- Engineers
- Marketeers
- Growth director
- Head of community and partnerships

3

App Downloads

- 1.8M app downloads in year 1.
- Scaling to 60 million users by year 5

4

Vendor Community

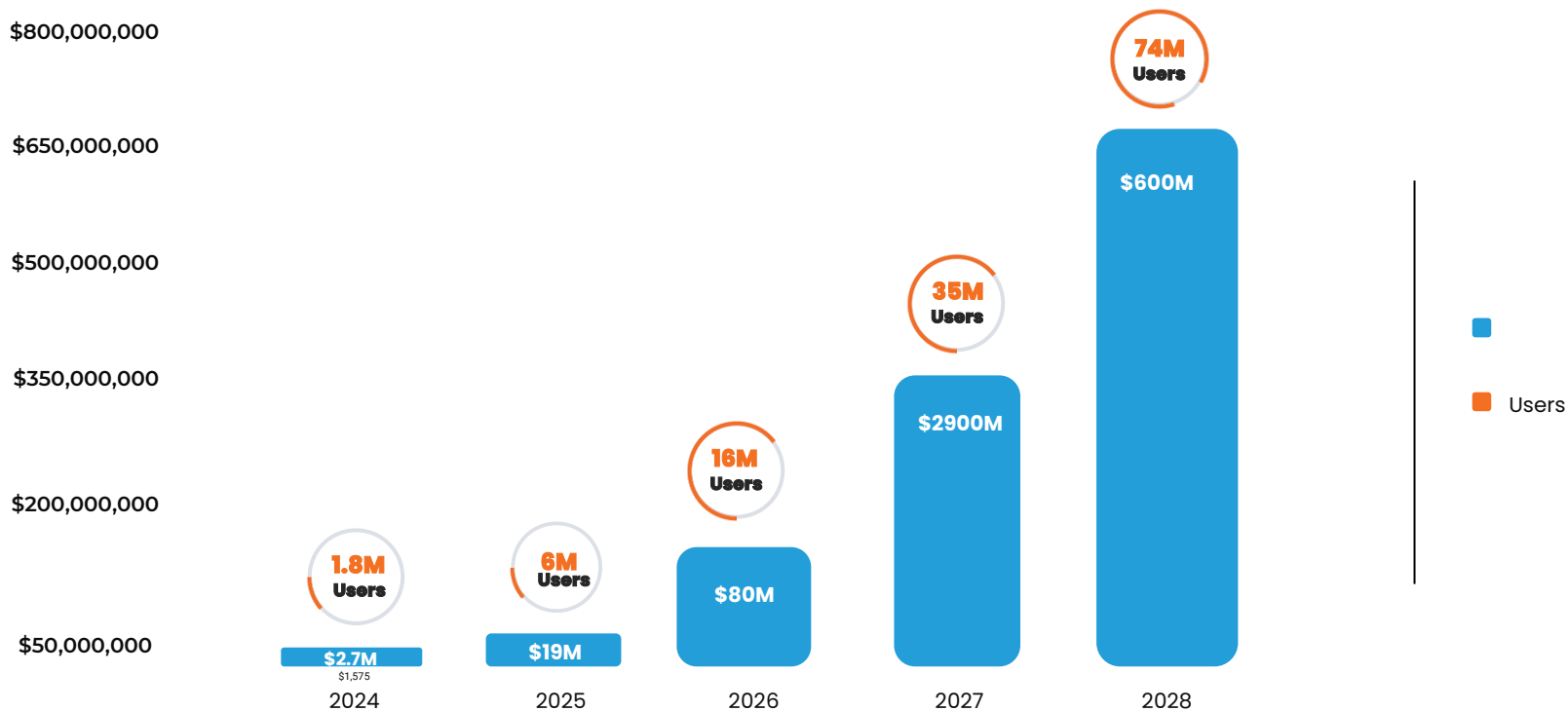
- Onboarding 1,500 + international brands, vendors and retailers.

5

Product development

- Personalization Algorithms.
- Booking & ticketing Systems
- Live shopping
- AI chat stylist.

Scaling up

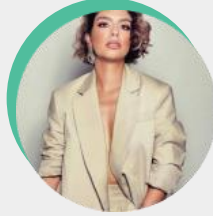




Our Founders and Executives



Arthur
Co-founder | CEO



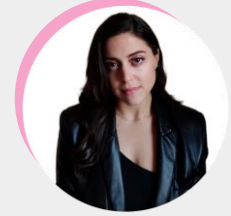
Dana
Co-founder | Head of Fashion



Moe
Co-founder | CTO



Nadim
Co-founder | Head of strategy



Arevik
Head of Operations





LEMONADE
FASHION
**thank
you.**

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THE APP



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ycombinator.com/library

beautiful.ai/

Slidebean.com