

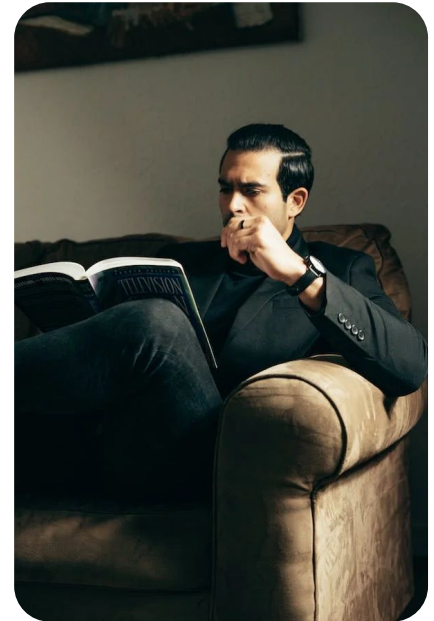


U-STYLE

We Bring the Style to You

Berkeley
ELPP

Team 2
Fall 2023



Lisa McGill
CEO



Gary Clark
CMO



THE U-Style
TEAM

Suresh
Muppala
CTO



Vikram Singh
Architect



Jeremiah
Hebding
CFO



THE POWER PLAYER'S DILEMMA

**We help the busy professional get a great hair style now –
by connecting with an easy-to-book stylist who comes to you!**

- How far do you have to drive to get a haircut?
- How much time can you usually afford to spend on it?
- How many times have you put off booking a haircut due to schedule constraints, or not being able to find the stylist and service you want?
- Wouldn't you pay a little more to get a haircut at your home or office – but not necessarily IN your home or Office?

U-Style is there for you!

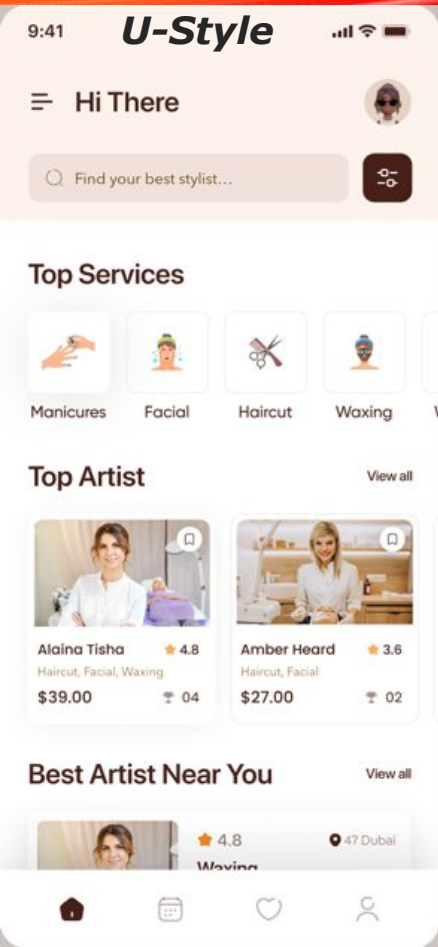


ELEVATE YOUR PRESENCE

- Bring your Style “A” Game to every interaction with **U-Style**
- Impress that client
- Wow your date, or even your spouse!
- Save Time – we all need more of it! No more waiting at the salon.
- Convenience – service at the click of an App
- Secure and Sterile environment



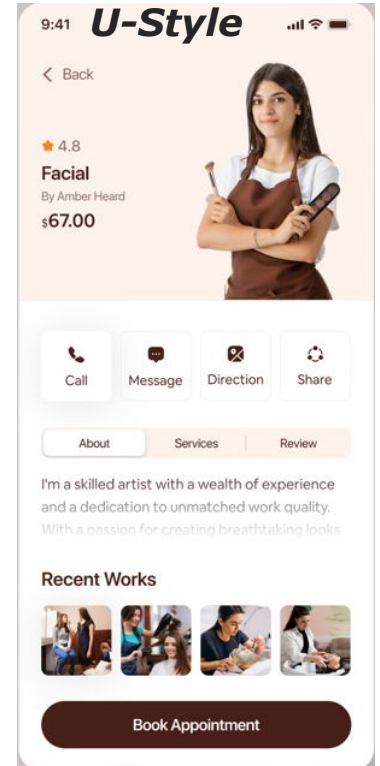
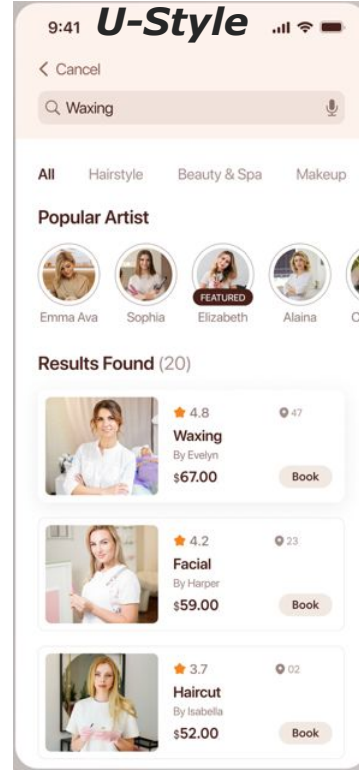
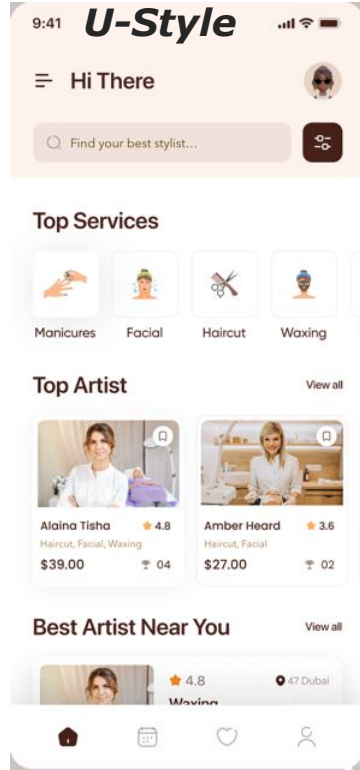
U-STYLE IS THE ANSWER



- The U-Style platform manages everything for you
 - Smartphone apps and Cloud scale
 - Easy, contactless booking, payment, tipping, reviews
 - Social networking features for recommendations
- U-Style comes to your home or office
 - Services available in our mobile salon, or in the environment you select
 - Real-time location tracking
- U-Style staff are the best
 - Licensed, insured, and user-reviewed



THE U-STYLE APP



CRAFTING CONFIDENCE: BE THAT MAN

- **U-Style Client Persona**
 - Male, professional, busy
Silicon Valley warrior
- **Choose U-Style over competitor**
 - Make it simple
 - Best in Class Platform and App
 - Best independent stylists



REALIZING CLIENT ASPIRATIONS

For the Clients:

- Use Location based and demographic based internet advertising
- Social Media Influencers
- Attendance and showcasing at top technology events
- Executive Assistants and Admins



ATTRACTING PROVIDERS FOR SUCCESS

For the Service Providers:

- Target stylist is a recent cosmetology grad with no established client book, comfortable with gig economy, and looking for independence
- We provide trained stylists with the resources to start up a mobile salon and work through the U-Style platform
- Partner with Mercedes Benz dealers to promote vehicles, and with top-line equipment manufacturers to provide and market their tools

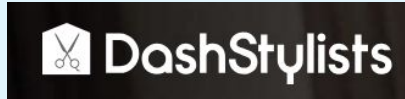


SAM VILLA®

STANDING OUT FROM THE CROWD

- Competitive Landscape

Mobile



MarketBox



U-STYLE

\$175 - \$250

Both



Local

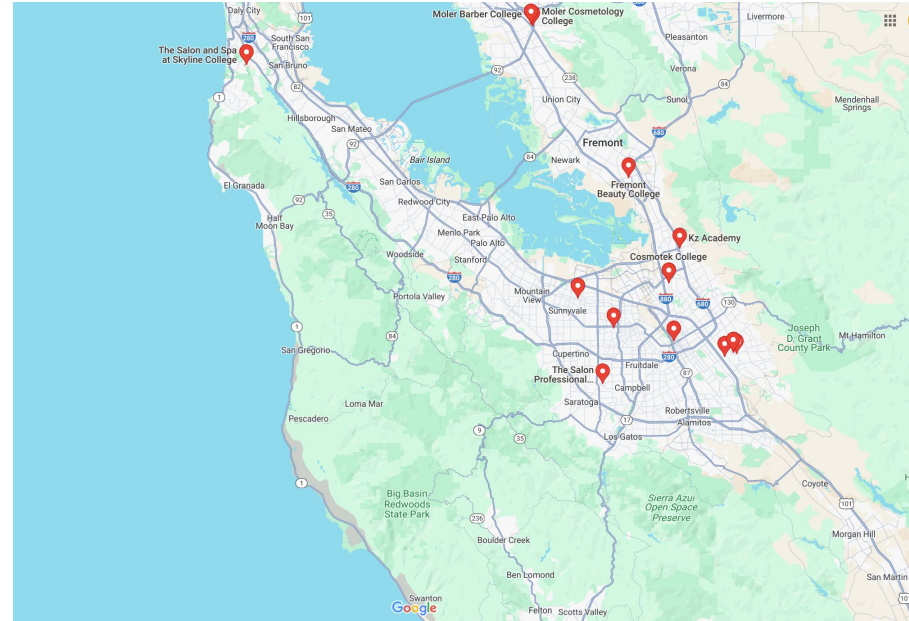


\$15 - \$100

INITIAL TARGET MARKET

Start in Silicon Valley Market:

- 12 Cosmetology Schools in the area
- Target newly certified barbers
- Strong potential client base of new engineers, entrepreneurs, salesmen etc.

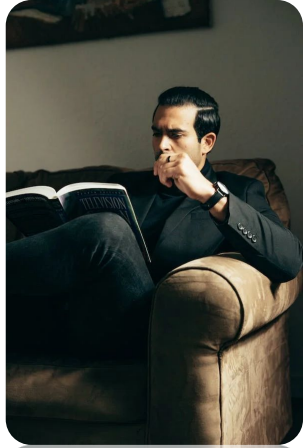


BUSINESS MODEL

Begin with an initial target of 10 barbers in Silicon Valley
Grow to 12 barbers in second year

Expand to second market in Year 3 & 20 total barbers (LA or Seattle)
Third market in Year 4 and 30 barbers

Two more markets in Year 5 and grow to 50 barbers (expand outside of
West Coast)





PROVIDER MODEL

According to salary data from Glassdoor, the average annual salary for a barber in San Francisco (which is part of the greater Silicon Valley area) is \$45,369 as of April 2023.

U-Style barbers sign on at fixed \$55k salaries for 1 yr contract - incentivize sign ons

After 1yr Barbers move to commision/booking compensation - Assumed average \$65k/yr

U-STYLE: SIMPLIFIED PROJECTIONS

	Year One	Year Two	Year Three	Year Four	Year Five
# of Client Appointments	15000	21600	42000	72000	120000
REVENUE	\$3,000,000	\$4,320,000	\$8,400,000	\$14,400,000	\$24,000,000
GROSS PROFIT	\$2,175,000	\$3,132,000	\$6,090,000	\$10,440,000	\$17,400,000
FIXED COSTS	\$2,460,000	\$2,960,000	\$4,350,000	\$6,150,000	\$9,710,000
NET PROFIT	-\$285,000	\$172,000	\$1,740,000	\$4,290,000	\$7,690,000

Break-even is in Year 2 with strong profitability beginning Year 4

U-STYLE PATH TO SUCCESS

- **\$3M Seed funding** enables strong start up and profitability in Year 4
- Key focus areas
 - Marketing
 - Partnerships
 - Scale infrastructure
- Key Hires
 - Marketing & Biz Dev expert
 - Mobile developer, UI/UX designer
 - Hire consultants as needed

ELEVATE YOUR PRESENCE WITH U-STYLE

Berkeley
ELPP

THANK YOU



U-Style Financials

	Year One	Year Two	Year Three	Year Four	Year Five
Appointments/Day	5	6	7	8	8
Days/Week	6	6	6	6	6
Weeks/Year	50	50	50	50	50
# Total Barbers	10	12	20	30	50
# New Barbers	10	2	8	10	20
# Carryover Barbers		10	12	20	30
# of Appts /Year	15000	21600	42000	72000	120000
Van Costs	100000	100000	100000	100000	100000
	Year One	Year Two	Year Three	Year Four	Year Five
# of Client Appointments	15000	21600	42000	72000	120000
Price/Appointment	\$200	\$200	\$200	\$200	\$200
REVENUE	\$3,000,000	\$4,320,000	\$8,400,000	\$14,400,000	\$24,000,000
Material Cost (\$20/appt)	\$300,000	\$432,000	\$840,000	\$1,440,000	\$2,400,000
Transportation Cost (\$30/appt)	\$450,000	\$648,000	\$1,260,000	\$2,160,000	\$3,600,000
App and transaction costs (\$5/appt)	\$75,000	\$108,000	\$210,000	\$360,000	\$600,000
COST OF GOODS SOLD	\$825,000	\$1,188,000	\$2,310,000	\$3,960,000	\$6,600,000
GROSS PROFIT	\$2,175,000	\$3,132,000	\$6,090,000	\$10,440,000	\$17,400,000
GROSS MARGIN	73%	73%	73%	73%	73%
CEO Salary	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
CTO Salary	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
CMO Salary	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
CFO Salary	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Architect Salary	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Barber Salaries (55k first yr --> 65k/yr avg based on booking after)	\$550,000	\$760,000	\$1,220,000	\$1,850,000	\$3,050,000
Personnel Costs	\$1,160,000	\$1,370,000	\$1,830,000	\$2,460,000	\$3,660,000
General and Admin Costs	\$200,000	\$240,000	\$295,000	\$350,000	\$550,000
Marketing	\$100,000	\$150,000	\$225,000	\$340,000	\$500,000
Van Cost (training, outfitting, purchasing)	\$1,000,000	\$1,200,000	\$2,000,000	\$3,000,000	\$5,000,000
FIXED COSTS	\$2,460,000	\$2,960,000	\$4,350,000	\$6,150,000	\$9,710,000
NET PROFIT	-\$285,000	\$172,000	\$1,740,000	\$4,290,000	\$7,690,000