



RoseGold

RoseGold is a SaaS subscription platform that helps women launch beauty businesses while we provide a website, back office, inventory,



Company Overview

Rose Gold is a SaaS subscription platform for entrepreneurs that enables them to launch beauty businesses. While we handle their back office, inventory, and fulfillment.

We launched August 2017 and as of today have over \$420k in sales. We have 300 paid users who on average pays \$330 per order. And, we have 4937 people on our waitlist looking to join. And, we've done all of this, with no paid advertising. Our members choose us because we are the most reliable way for them to source high quality beauty products and launch a profitable business. And, with us they can use one platform to purchase inventory, run their website, back office, and fulfill their orders. And, since our launch we've helped our members collectively earn over half a million dollars.

Problem

We are making it easy for entrepreneurs to launch their beauty business. The cost and time it takes to run a successful product based business is overwhelming. So, we help minimize the stresses of launching their beauty business.

Highlights

- \$420k in revenue in 11 months of business
- \$72k MRR
- 300 paid users
- 4937 on wait list looking to join
- Working to secure partnership with StyleSeat who has over 400k stylists on their platform
- Onboarding two celebrities in August that have the network to triple our monthly revenue.
- We were one of 8 companies that pitched for Steve Case during Rise of the Rest.
- We are 1 of 100 new tech startups competing for Startup of the Year 2018.

Go-To-Market Strategy

SaaS Business Model / Revenue model

Software-as-a-Service: 3 Plans

Dropship Plan: One time fee of \$99 and \$29.99 a month

Website + Dropship: One time fee of \$139.99 and \$79.99 a month

Custom Packaging + Website + Dropship: One time fee of \$139.99 and \$119.99 a month
Plus we make money per product that is sold: We have a 42-48% mark up per product

Financial Info

Raising

\$1M

Valuation

\$10M

Location

Los Angeles

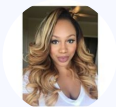
Business Stage

Seed

Business Type

E-Commerce, Fashion,
Other

Meet the Team



Chanel Diane
CEO



Brian Schwartz
Advisor



AJ Smith
CTO

