



Kitterly

Making craft supply shopping simple with inspiring kits.



Company Overview

We eliminate the pain points associated with finding inspiring craft projects along with getting the supplies needed so start and finish them.

Crafters can now get everything they need to get started in one convenient place, rather than shopping at a variety of online and brick & mortar stores. Each Kitterly kit includes all supplies you need including downloadable instructions.

Problem

Kitterly eliminates the hassle and wasted time finding the right supplies for your next project. We curate and assemble complete craft kits that are categorized by project category and skill level to ensure a perfect match.

Highlights

Launch Jan 2015

2017 Gross Revenue: \$1MM

Engagement metrics:

Quarterly Repeat Purchase Rate: 65%

Monthly Repeat Purchase Rate: 55%

AOV: +\$75

Graduate of 500 Startups Batch 15, Feb 2016

Winner Silicon Beach Fest 2016

Finalist Women Founders Network, 2016

Finalist SoGal/Her Startup Pitch Competition, 2016

Go-To-Market Strategy

We acquire customers through a combination of paid advertising via social media (Facebook and Instagram), organic social media, and lead generation through our network of vendor partners/industry influencers.

We heavily utilize email marketing to engage and retain customers, and our email marketing efforts yield an over 16x ROI.

What Makes Us Special

We serve the busy working professional that loves to craft, but just doesn't have the time

Financial Info

Raising

\$1.5M

Valuation

\$6M

Location

Los Angeles, CA, USA

Business Stage

Seed

Business Type

E-Commerce, Fashion, Art

Meet the Team



Mari Bower
CEO

to hunt down supplies. We have curated an amazing roster of independent designers from all over the globe, and combined with our highly curated experience gives our customers a premium experience where they can both find inspiration for what is next as well as all of the supplies needed to start and finish a project.