

A woman with her hair in a bun, wearing sunglasses and a vibrant red, long-sleeved, belted dress, is walking across a city street. She is carrying a colorful, geometric shopping bag. The background is a blurred city scene with cars and buildings, suggesting a busy urban environment.

GLAMHIVE

Revolutionizing Personal Styling with Glamhive

Investment Deck | July 2024



Our Mission

To revolutionize personal styling,
making expert guidance accessible to all
through innovative technology and a
global network of top stylists, delivering
personalized style to clients worldwide.

PHOTO: Glamhive Founder & CEO, Stephanie Sprangers (seated)
VP Marketing & Operations, Stephanie Jenkins



The Problem

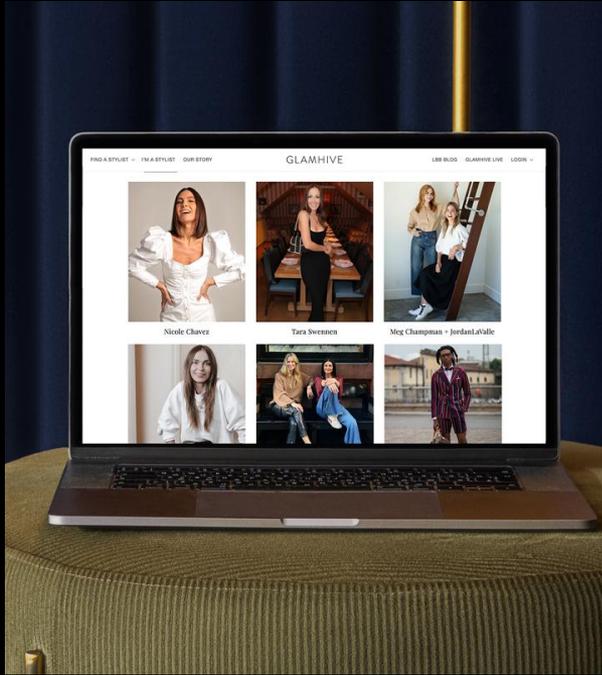
Despite abundant options,
consumers still struggle
with 'What should I wear?'

The Solution

Virtual styling across all styling services, at all price points with a personal connection to a real stylist.

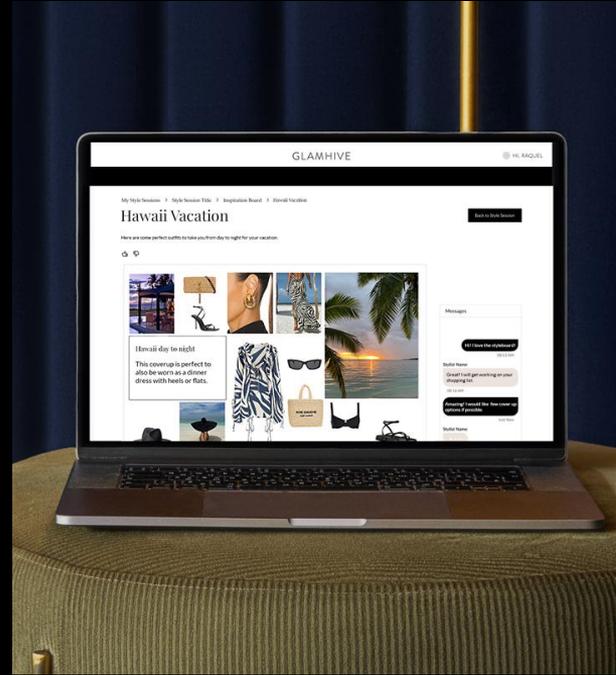


The Product



Marketplace for Consumers

Unparalleled access to expert stylists for 1:1 virtual styling services.



Styling Platform for Stylists

Empowering stylists with a cutting edge platform to deliver exceptional, personalized services virtually.



Introducing Stella AI

Stella AI will transform personal styling by leveraging domain-specific knowledge from professional stylists and fine-tuned AI models, offering unparalleled, personalized style recommendations.

This advanced platform not only democratizes the fashion industry but also saves time for stylists and solves the perennial client dilemma of "What should I wear?"

Launching Q4 2024
\$1T Market Opportunity

The Product

Stella AI

AI Subscription: Stella AI will be introduced as a new premium feature to Glamhive's virtual styling platform (for stylists) and a consumer facing premium app with a price of \$24.99/month

Stella Features Will Include: AI Chat for outfit recommendations based upon client's wardrobe, occasion, and style icons, and stylist assistant tasks such as closet cataloging, style research, and product sourcing.



The Product

Dapper. For Men

**Men Used to Have Wives. Now They
Have Stylists.**

-- WSJ, February 14, 2024

Glamhive's expansion into men's styling capitalizes on the significant growth potential within the menswear market, projected to reach USD 968.4 billion by 2031. The increasing demand for personal styling services among men, as detailed in recent industry reports, highlights a growing market segment that is underserved and ripe for disruption.



The Supply

Celebrity, Expert &
Emerging Stylists

Styling Rates: \$50 - \$550+ /hr

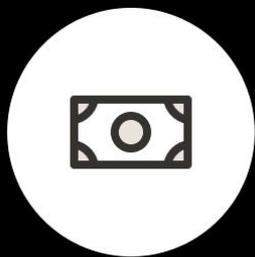


The Demand

Style Seekers, Busy
Executives & VIP Clients

Styling Services \$250-\$15k+

Proven Success Metrics



\$2.26M

Total revenue across
style sessions, SAAS,
and partnerships



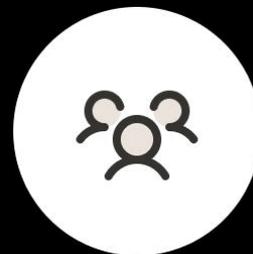
\$5,465

Demand Side AOV:
Style Session +
Affiliate Sales



\$1,073

Supply Side LTV:
SAAS &
Courses



17K+

Total registered
stylists & event
attendees

Revenue Model

Stylists

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SAAS MEMBERSHIP

\$29- \$199/mo
per stylist

SUBSCRIPTION PLANS

\$29/mo- The Networker
\$79/mo- The Professional
\$199/mo- The Business
Builder

Consumers

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TRANSACTIONAL

25%
per transaction
2-20% on purchases

SUBSCRIPTION

\$24.99/mo
Premium Stella upsell in app

Partnerships

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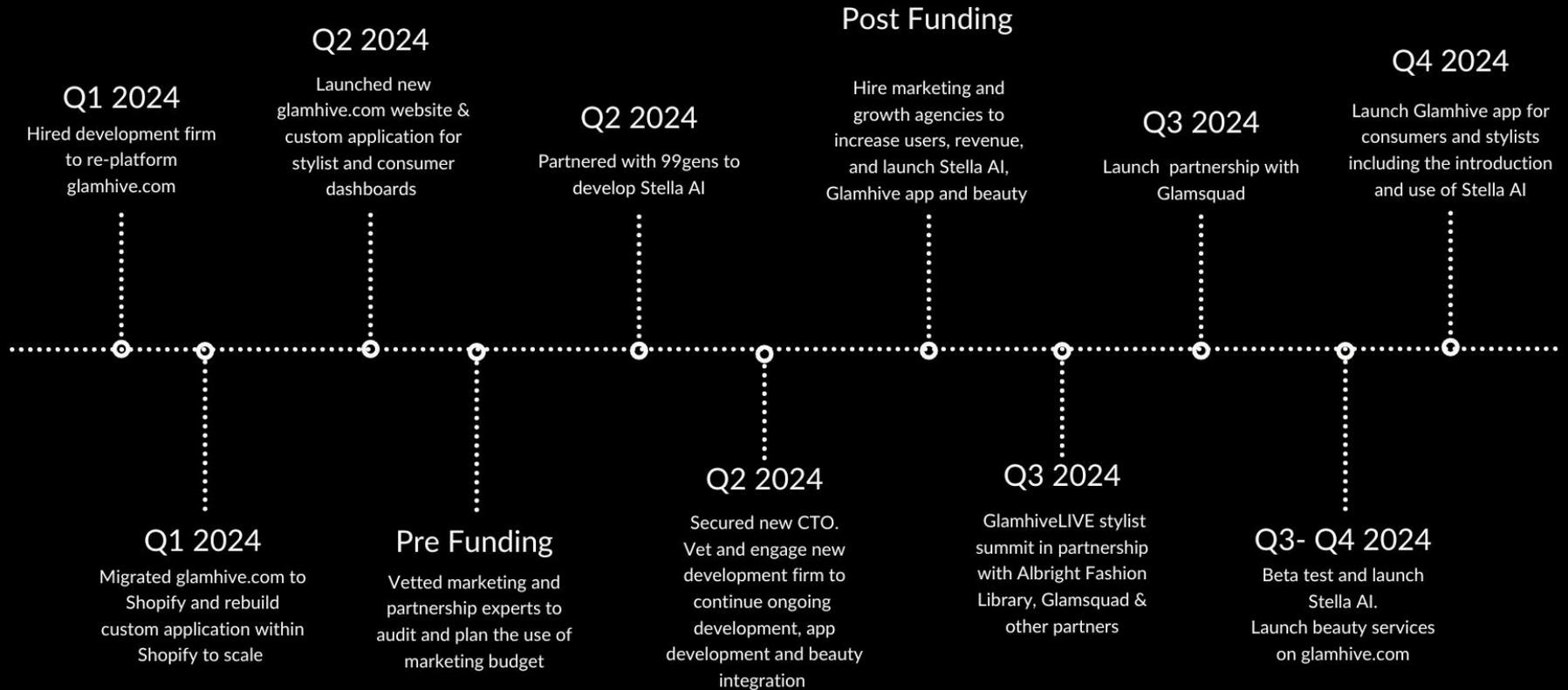
SPONSORSHIPS

\$5K- \$350K
per event or campaign
sponsorship

TICKET SALES

\$199 - \$750 ticket pricing

2024 Roadmap



Total Addressable Market

\$1.1T

The personal stylist market size with AI is predicted to reach \$1,102B by 2031.

Research: ResearchAndMarkets, Insight Ace Analytics

\$11.8B

Virtual styling market size by 2026

\$47.4B

Fashion influencer market by 2030.

Polaris Research

Competitors

Retail Stylists (ie Nordstrom)

Sales people vs stylists. Offers assisted shopping from one store.

vs. **Glamhive** true stylists, store and brand agnostic, offers all styling services.

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Style Subscription Boxes (ie StitchFix)

Retailers not stylists. High customer fatigue.

vs. **Glamhive** we don't sell clothes. The model is styling.

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Shoppable Style Content (ie Wishi.me)

Low, flat fee with one styling option -- shoppable boards. \$20/hr

'stylists', no access to celebrity and expert stylists.

vs. **Glamhive** gives 1:1 access and boasts the largest network of celebrity, expert, and emerging stylists.



Revenue Projections

Glamhive will increase all revenue channels, increasing revenue to \$35M in the next 3 years.

	YEAR 1	YEAR 2	YEAR 3
REVENUE	\$8,116,270	\$29,887,628	\$35,372,191
EXPENSES	\$8,369,467	\$23,656,293	\$26,565,551
GROSS PROFIT	-\$253,197	\$6,231,335	\$8,806,640

Our Team

Our team of industry experts is committed to driving Glamhive's mission forward with passion and innovation.



Founder & CEO **Stephanie Sprangers**

Fifteen years experience in digital marketing sales and strategic partnerships. Former companies include MyPoints (IPO), Pontiflex, Buddy Media (Exit to Salesforce), ShopIgniter (Madrona Ventures).



CRO | **Geoff Carroll**

Entertainment and Consumer Marketing Leader with a proven track record in global general management, product development, and digital leadership, including the recruitment of over 20 million followers. Holds 15 granted USPO utility patents, demonstrating his innovative prowess in consumer products design.



Vice President of Marketing & Operations **Stephanie Jenkins**

Fifteen years experience in the fashion and e-commerce sectors working with over 250 fashion and e-commerce brands including Shopbop, One Kings Lane, and LNA., Expert in digital marketing, product development, and building focused and effective teams.



Director of Stylist Education **Lauren Messiah**

Founder of School of Style and Style Boss Academy. Industry expert and leader in training stylists and helping them start and sustain a profitable business.



CTO | **Fractional** **Barry Collier**

Serial entrepreneur with more than 25 years of experience building award-winning products and platforms. Co-founder drinks.com, founding CTO of Hydra, the \$100M+ digital ad platform, co-founder and CTO of Uranics, lead engineer NeoPets, led and scaled to 30M players in just over 2 years.



Stella AI **Zach Hurst & Austin Hurst**

Visionary entrepreneurs and co-founders of Hurst Capital. Developed 1Dawg.com, a pioneering video platform that achieved 6M unique users in 4 months. Their expertise spans creating leading tech platform, AI, consulting start-ups, building and growing startups.

Board Members, Investors & Advisors



Investor & Board Member **Jonathan Sposato**
CEO of PicMonkey, the world's most popular web photo-editor, Founder and Chairman of GeekWire, Publisher Seattle Magazine, Founder Joy Sauce. Sold two previous companies to Google; \$175M exit for PicMonkey.



Executive Image Consultant **Andrew Weitz**
Co-Founder, Dapper by Glamhive



Lead Investor & Board Member **Mitz Banajaree**
20 years of experience leading organizations, expert in managing people, performance, product innovation, and strategy for SaaS and technology companies. Previously with AOL, Toddle, and had a key role in the IPO of Workiva.



Celebrity Stylist **Tara Swennen**
Hollywood Reporter Top 25
Stylist to Kristen Stewart, Ali Wong



Investor, Advisor **Carrie Colbert**
Carrie launched Curate Capital in 2021 to support female-founded consumer brands. Carrie and team closed fund 1 in 2022 at \$15 million. As an influencer herself, Carrie realized the power of influencers investing. Carrie serves on the Cockrell School of Engineering advisory board



Beauty Director **Brian Underwood**
Women's Health Beauty Director,
Previously Oprah Magazine

Raising \$2M Seed Round to reach \$35M in 36 months.

Hiring: CRO, Fractional CTO & CFO, Marketing Manager, Marketing Coordinator.

Growth Marketing: Hire IceWeb | SEO, Search Bar, Paid Social, Engage TV Bookers, Contract with Bollare PR, Create content for premium app subscription

Technical Development: Expansion into Beauty, Glamhive App (integration with Stella, Exclusive Content, Shopping, Client Messaging).



Join us!

Learn more about investing in
Glamhive and join our journey to
transform the styling industry.

Contact:

Stephanie Sprangers

Founder & CEO

stephanie@glamhive.com