

GARAGESKINS

INSPIRING EXTERIORS IN A SNAP

You are going to change the garage door industry!

– Dan Hughes, QVC

GARAGESKINS, INC. IS EXCITED TO HAVE
LAUNCHED PRODUCTION AND SALES AT
OUR POST FALLS, IDAHO FACILITY.

WITH PRE-ORDERS OF \$170,000 IN JUST
FOUR MONTHS WE ARE SEEKING \$750,000
IN NEW INVESTMENTS FOR WORKING
CAPITAL AND TO ACCELERATE PRODUCTION
TO MEET ANTICIPATED DEMAND FOR 2022.

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– Dan Hughes, QVC

NICE HOUSE



NICER HOUSE



WITH MORE AND MORE PEOPLE STAYING AT HOME FOR WORK AND PLAY, THE DEMAND FOR EXCEPTIONAL CURB APPEAL IS SKYROCKETING. ONE GREAT WAY TO ACCOMPLISH THIS IS THROUGH A GARAGE DOOR UPGRADE.

UNFORTUNATELY, THERE IS NO WAY TO COMPLETELY TRANSFORM AN EXISTING GARAGE DOOR SHORT OF FULL REPLACEMENT.

COST TO UPGRADE THESE TWO DOORS TO SOLID WOOD?
ALMOST \$30,000!

THAT'S A PROBLEM WORTH SOLVING





OUR SOLUTION:

GARAGESKINS

MAGNETIC OVERLAY PANELS

\$1699*

*** 2-car GarageSkins system**





BRAZILIAN
MAHOGANY



BALI TEAK

TENNESSEE WALNUT

BARNWOOD GRAY

CHARCOAL BLACK

AMERICAN CHESTNUT

REAL WOOD VENEERS

DIY “SNAP-ON” INSTALLATION

INCREDIBLY LIGHT PANELS – NO
NEED TO CHANGE HARDWARE

RETAIL PRICING IS 10% OF
REPLACEMENT WOOD DOORS

REPLACEABLE IF DAMAGED

8X VALUE ADDED TO HOME*

*2015 HOUZZ.com study of return on investment for home
improvement projects

PROUDLY MANUFACTURED IN THE USA



AMERICAN-BRANDED PRODUCT

MARKETING STRENGTH

MAINTAIN HIGHEST QUALITY CONTROL

RETAIN TRADE SECRETS



GLOBALLY-SOURCED MATERIALS

TESTING/PRE-PRODUCTION COMPLETE

SUPPLY CHAIN IN PLACE

ACCELERATED PURCHASING TO ANTICIPATE SHIPPING DELAYS



LOCAL MANUFACTURING AND CUSTOMER SUPPORT

MANUFACTURING SITED IN POST FALLS, ID

10 FULL-TIME POSITIONS RAMPING TO 25 SOON

TARGETING 60 FTE PRODUCTION/ 10 FTE CUSTOMER SERVICE

MASSIVE MARKETPLACE FOR HOME GOODS

COMPARABLE PRODUCTS

WINDOW TREATMENTS
DRESS UP EXISTING WINDOWS

VENEER STONE
ADDS HIGHER-END LOOK TO HOME EXTERIOR WITHOUT COST OF REAL STONE

CABINET RESURFACING
PROVIDES INSTANT BEAUTIFICATION FOR COMPARABLY MODEST BUDGET

NOT TIED TO GARAGE DOOR PURCHASING DRIVERS

REPLACEABLE PRODUCT
ALLOWS FOR PERIODIC UPDATING AS DÉCOR'S CHANGE

ANYTIME PURCHASE
CONSUMERS WILL PURCHASE SEPARATELY FROM OTHER PROJECTS

ANYONE CAN INSTALL
DIY INSTALLATION IS AN EMPOWERING MOTIVATOR

"I WANT THAT" ADVERTISING OUTREACH

DRAMATIC RESULTS
"BEST HOUSE ON THE BLOCK" MENTALITY STRONGLY PROMOTED

HIGH QUALITY STRESSED
INDISTINGUISHABLE FROM REAL WOOD GARAGE DOOR

CUSTOMER REFERRALS
REWARDS PROGRAM INCENTS EXISTING CUSTOMERS TO REFER NEIGHBORS

CONSUMERS LOVE HOME IMPROVEMENT



\$457B HOME IMPROVEMENT
SPENDING IN 2020

AVERAGE HOMEOWNER SPENT
\$10,341 ON HOME
IMPROVEMENT IN 2021

68% OF US CONSUMERS VISITED A
HOME IMPROVEMENT RETAILER'S
WEBSITE IN 2021



REVENUE:

\$108B IN 2019
\$110B IN 2020
\$132B IN 2021

BIG BOX HOME IMPROVEMENT
RETAILERS TRANSITIONING FROM
BRICK AND MORTAR EXPANSION
TO **ONLINE PARTNERSHIPS**



ALL-TIME HIGH RATINGS

NEW HOME IMPROVEMENT
NETWORKS ADDED CONSTANTLY

HGTV ALONE'S AD REVENUE
\$1.0B IN 2017

“STAY-AT-HOME” IS HERE TO STAY

NEW PARADIGM HAS SPURRED SPIKE IN
HOME IMPROVEMENT SPENDING

2021 NUMBERS*

\$10,341
Average home
improvement
spending

\$3,018
Average home
maintenance
spending

\$2,321
Average home
emergency
spending

* <https://www.angi.com/research/reports/spending>

GARAGESKINS SEGMENTED MARKET (U.S.)

1,860,000
HOMES

10% LIFETIME MARKET PENETRATION \$2.8B

18,600,000
HOMES

NOT IN RENTAL POOL OR ALREADY UPGRADED \$27.9B

31,000,000
HOMES

U.S. HOMES WITH COMPATIBLE GARAGE DOORS \$46.5B

***2020 GLOBAL HOME DÉCOR MARKET \$616B**

OPPORTUNITY

NO OTHER PRODUCT LIKE IT – A **TRUE DISRUPTOR**
TO THE LEGACY GARAGE DOOR INDUSTRY

TIMING IS PERFECT– RECORD OVERALL HOME
IMPROVEMENT SPENDING TOPPED **\$457B** IN 2020*
(PROJECTED 4.3% CAGR THRU 2027)

1,530,000 NEW US HOMES
ADDED IN 2021**

*globalstatistics.com

**tradingeconomics.com

E-COMMERCE HOME IMPROVEMENT

The NPD Group identifies younger consumers as an important buying group, with millennials driving online growth, while spending by Gen X-ers and Baby Boomers accounts for nearly two-thirds of online home improvement sales.

AGE GROUP	DOLLAR SHARE	DOLLAR SALES (% CHANGE)
18-24	8%	+53%
25-34	24%	+37%
35-44	26%	+30%
45-54	20%	+38%
55-64	14%	+43%
65+	8%	+41%

WE SELL DIRECT TO CONSUMER

MODEL OF THE FUTURE

- ✓ NO RETAILER CARRY
- ✓ NO SHELF STOCK
- ✓ JUST IN TIME INVENTORY MANAGEMENT

FUTURE BIG-BOX RETAIL PARTNERSHIPS

- ✓ IN-STORE KIOSKS FOR TOUCH POINT
- ✓ SAMPLES FOR SALE IN-STORE AND ONLINE
- ✓ DIRECT FULFILLMENT

FUTURE ONLINE MARKETING PARTNERSHIPS

- ✓ COSTCO.COM
- ✓ HOME IMPROVEMENT BLOGGERS
- ✓ HOA'S AND REALTORS®
- ✓ AMAZON.COM

INTEREST FROM



CHARLES + HUDSON



PARTNERSHIP INTEREST EVERYWHERE



- **1,000,000** HARD-COPIES PRINTED
- **6,000,000** WEBSITE SUBSCRIBERS

**GARAGESKINS NAMED AS
“NEW PRODUCT OF THE YEAR”
IN MAY 2022 ISSUE**



She's the Carpenter

@custombyquintero • 5 (14 reviews) • Furniture

- **FEMALE EMPOWERMENT DIY HOME IMPROVEMENT BLOG**
- **44,000** FACEBOOK FOLLOWERS
- **174,000** INSTAGRAM FOLLOWERS

**INSTALL VIDEO BEING
SHOT SOON!**



- **150,000** HARD COPIES PRINTED
- **334,000** ONLINE PRESENCE

**GARAGESKINS WRITE-UP IN
PRINT DIY COLUMN**

THE POTENTIAL IS HUGE

\$1699 RETAIL SELLING PRICE



WITH JUST 3
SALES PER
STATE PER DAY



THAT'S 150
SALES PER
DAY



54,750
ANNUAL UNIT SALES



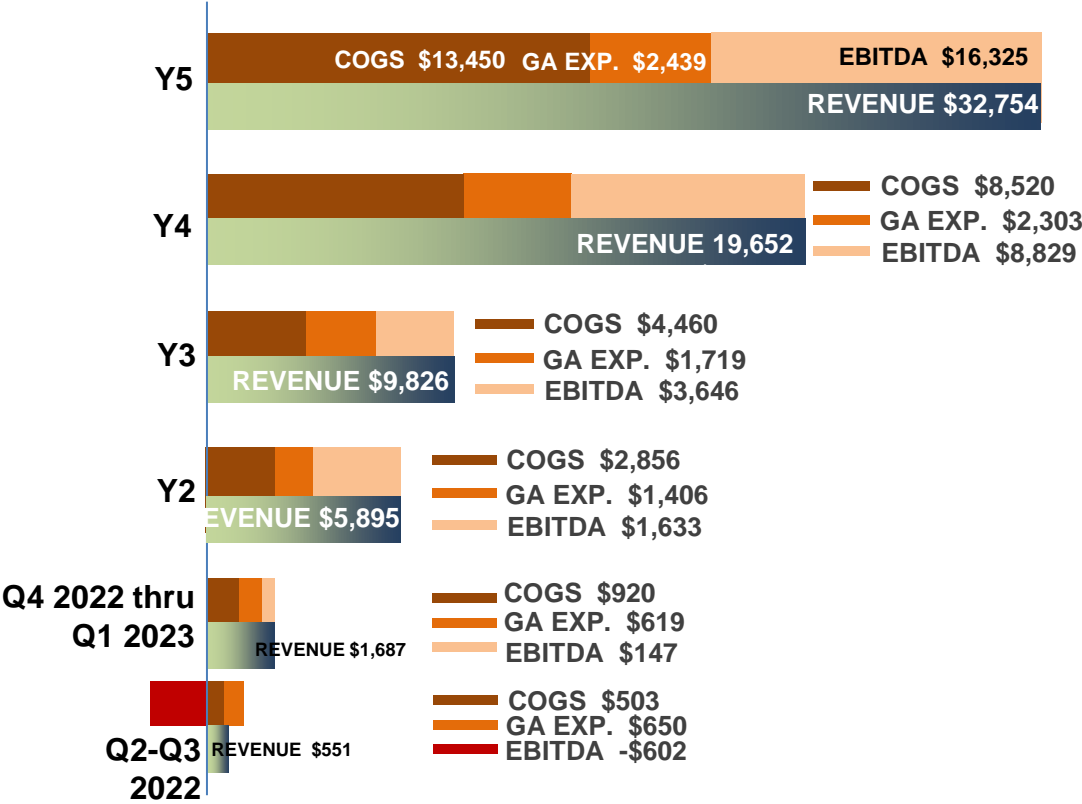
\$93,020,250
ANNUAL REVENUE

(REAL WOOD PRODUCT ONLY, US MARKET)

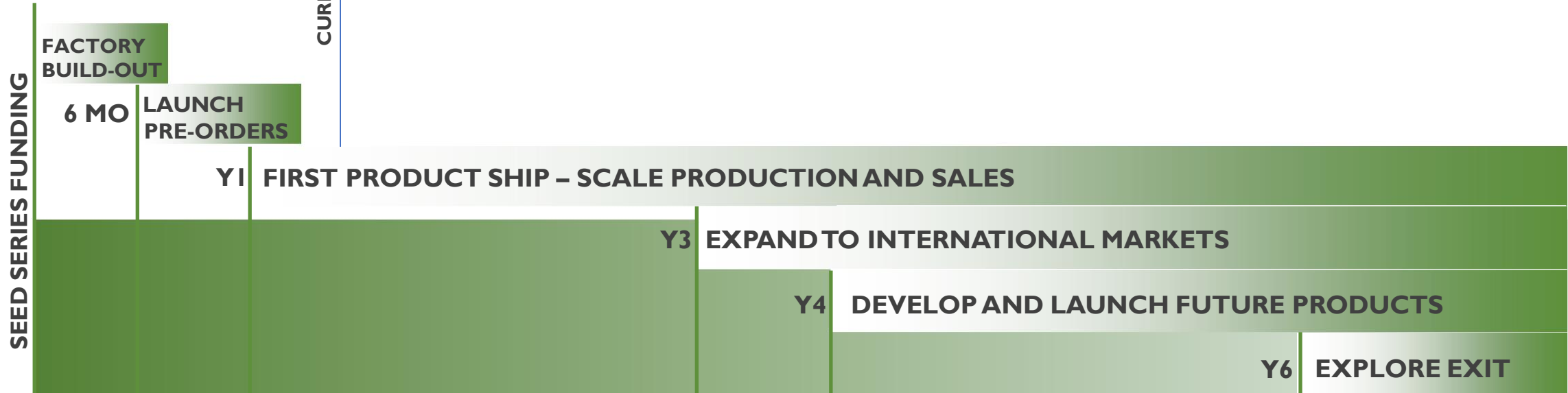
FINANCIAL PROJECTIONS

IN THOUSANDS

OUR PROJECTIONS TAKE A CONSERVATIVE APPROACH IN THE SHORT-TERM, HOWEVER BASED ON THE OVERWHELMINGLY POSITIVE RESPONSE WE HAVE RECEIVED WITH OUR INITIAL MARKET OUTREACH, OUR LONG-TERM FORECASTS ARE INCREDIBLY STRONG.



ON TRACK FOR SUCCESS



NOTABLE RECENT HOME DÉCOR EXITS -

MASCO
ACQUIRES
KICHLER®
\$550M

AMERICAN WOODMARK
CORPORATION
ACQUIRES
RSI Home Products®
\$1.08B

CORNELL
CAPITAL
ACQUIRES
WORLD
KITCHEN
\$500M

MILESTONES



IP PROTECTION

- ✓ US UTILITY PATENT 8,999,478 ISSUED
- ✓ US UTILITY PATENT 9,567,794 ISSUED
- ✓ U.S. TRADEMARK REGISTERED

PATENTED



PRODUCTION READY

- ✓ CURRENTLY TESTING FOR LONGEVITY
- ✓ 60,000 SQ FT PRODUCTION FACILITY OPERATIONAL
- ✓ PRODUCTION UNDERWAY

TESTED

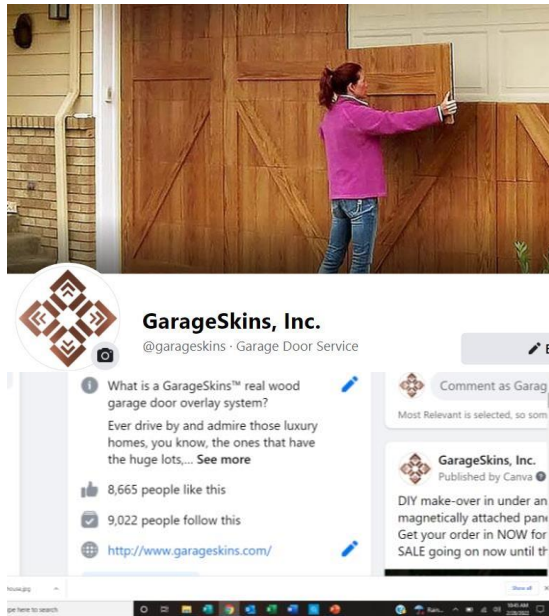


MARKET TRACTION

- ✓ 1,300 REQUESTS TO PROCEED WITH ORDERS
- ✓ 145 PRE-ORDERS; REVENUE OF \$170,000
- ✓ 62,789 UNIQUE WEBSITE VIEWERS WITH JUST \$4,000 IN AD SPEND

**READY
MARKETPLACE**

GARAGESKINS' ONLINE PRESENCE IS CLIMBING



9022 FACEBOOK FOLLOWERS



**1,660,000 IMPRESSIONS
ON PINTEREST**



**FEBRUARY 2022 –
12,500 unique website visitors,
241 requested ordering information**

FUTURE PRODUCTS



FRONT DOOR OVERLAYS



PAINTABLE OVERLAYS



ARCHITECTURAL MOLDINGS



LICENSED SPORTS LOGOS

ACCOMPLISHED, COMMITTED TEAM



FOUNDER/ CEO

OPENED \$3.5M BUSINESS AS GM
LED STATE-WIDE HABITAT
FOR HUMANITY BOARD
SALES CAREER WITH MARKET DEVELOPED
TO \$380M ANNUALLY



VP/MARKETING

START-UP EXPERIENCE IN HOME
IMPROVEMENT INDUSTRY
PRIOR NATIONAL SALES DIRECTOR
LEADING TEAM OF 750 WITH REVENUE OF
\$90M+
FIRST-NAME BASIS WITH C-LEVEL EXEC'S AT
THE HOME DEPOT/ DIRECTBUY/ LOWE'S/
SAM'S CLUB/ MACY'S



VP/OPERATIONS

LEAN MANUFACTURING IN HIS DNA
LED JELD-WEN DOOR PLANT PRODUCING
5,000 DOORS DAILY
11-YEAR MARINE CORPS VETERAN,
GUNNERY SARGEANT; FIREARMS EXPERT
KAIZEN / SIX-SIGMA EXPERT

DEEPLY EXPERIENCED BOARD



RON DOORNINK
DIRECTOR/LEAD INVESTOR

9-YEAR CHAIRMAN AND INVESTOR – TURTLE BEACH
8-YEAR DIRECTOR AND INVESTOR – STELLA & CHEWY'S
13-YEAR PRESIDENT/DIRECTOR/ADVISOR - ACTIVISION
3-YEAR PRESIDENT – CONAGRA SNACK FOODS
13 YEARS MARKETING – PROCTOR & GAMBLE
COLUMBIA BUSINESS SCHOOL MBA
RE-INVESTING IN CURRENT ROUND



CHRIS ERICKSON
DIRECTOR/BOARD TREASURER

10 YEARS AS CFO – CORBAN UNIVERSITY
CORPORATE CONTROLLER – ORMET STEEL
CORPORATE CONTROLLER – SNO-TEMP ROOFING



GARAGESKINS

INSPIRING EXTERIORS IN A SNAP

NEW CAPITAL USAGE:

- CASH-FLOW POSITIVE 2022
- MOVE TO FULL-SCALE PRODUCTION
- INCREASED SALES OVER PLAN
THROUGH ACCELERATED MARKETING



PEOPLE



FACILITIES



MATERIALS



MARKETING





GARAGESKINS

INSPIRING EXTERIORS IN A SNAP

- ✓ PATENTED
- ✓ TESTED
- ✓ GREAT TEAM!
- ✓ \$300,000 OF ROUND
COMMITTED THROUGH
CURRENT INVESTORS

Can't wait to work with you and your team!

-Gila Stern, Executive Producer, MODERN LIVING with kathy ireland

EMAIL RICKM@GARAGESKINS.COM
FOR INVESTMENT DETAILS

