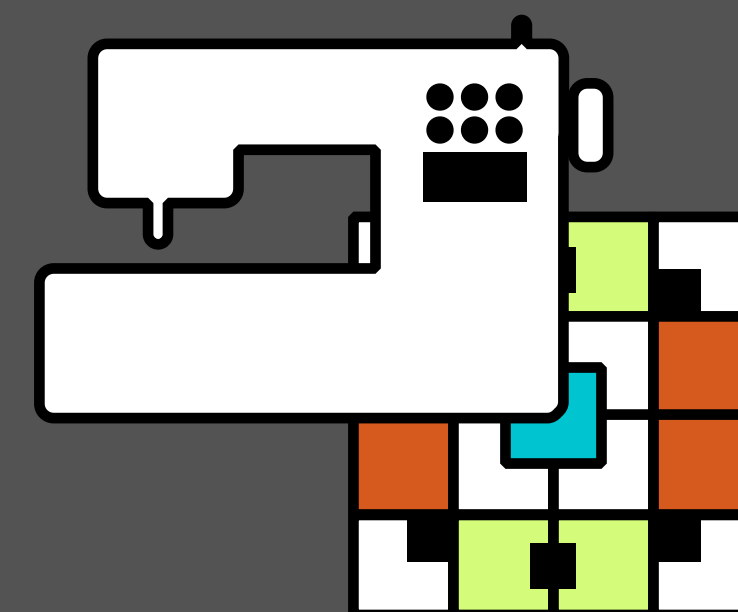
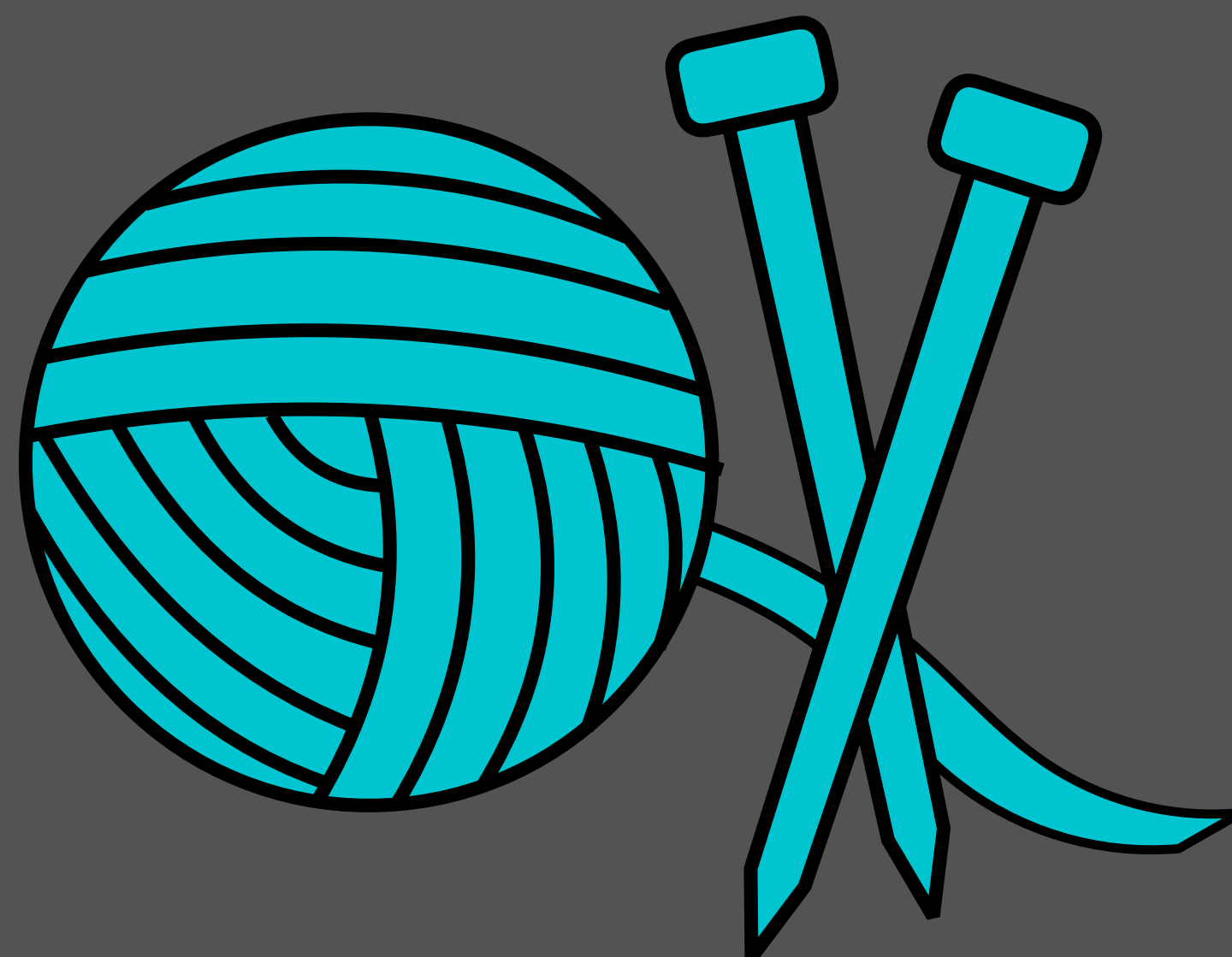
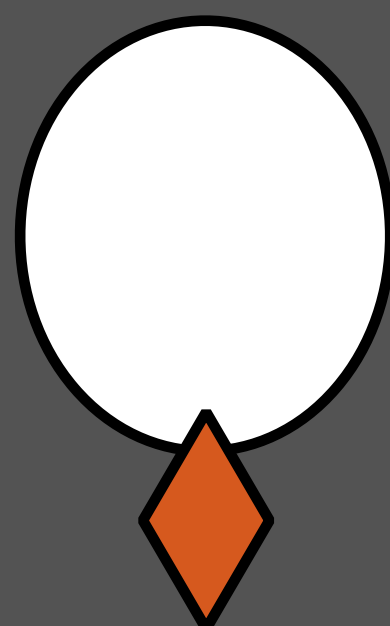


Kitterly



Craft Shopping Made Simple.

BEFORE KITTERLY...
CRAFT SUPPLY SHOPPING SUCKED.



**HARD
TO FIND
SUPPLIES**

+



**ONE PLACE
DOESN'T
HAVE WHAT
YOU NEED**

=



**D.I.Y.
DISASTER!**

YOU END UP WITH THESE...

**THE
#UFO***



***Unfinished Objects = Wasted (Time + Money)**

SOLUTION...KITTERLY!



+



=



NOW YOU GET TO SAY...



#IMADETHIS

MILLIONS OF MAKERS

An infographic featuring a light gray map of the United States in the background. On the left side, there are two overlapping circles: a large yellow one and a smaller cyan one inside it. The yellow circle contains the text '73 M' and the cyan circle contains '22 M'. To the right of these circles, the text 'US Crafters' is displayed. Below that, the text 'Knit/Crochet' is shown, followed by 'Category #1' in an italicized font. At the bottom right corner, there is a small line of text: 'Source: Craft & Hobby Association'.

73 M

US Crafters

22 M

Knit/Crochet
Category #1



**Crafters are
YOUNG**

1/3

**Women
25 - 35
Knit/Crochet***

**They INVEST
in their Hobby**

<i>Hours/week</i>	10
<i>Avg Spend/year</i>	\$800

THEY ARE SOCIAL

Social Media About Knitting (US)



200,000
Videos

400,000
Board Followers



7.8M

Knitting

4.8M

Crochet

THEY GO TO EVENTS WORLDWIDE



WELCHES YOU

2017 NEW YORK STATE

SHEEP & WOOL FESTIVAL

EST. 1980

OCTOBER 21 and 22, 2017

NEW HOURS! Sat. 9am-5pm, Sun. 9am-4pm

[f](#) [t](#) [i](#) [e](#)

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2017 NEW YORK STATE

SHEEP & WOOL FESTIVAL

EST. 1980

2017 ATTENDANCE:
50,000+



Edinburgh Yarn Festival
Edinburgh, Scotland
Attendance: 10K+



Vogue Knitting Live Events
Nationwide
Attendance: 20K+



STITCHES events
Nationwide
Attendance: 20K+



CRAFTERS SPEND \$\$\$\$

US Craft Spending

\$43 B

Knitting/Crochet
Category #1

\$2.8B

CRAFTING IS GOOD FOR YOU

The New York Times

WELL | The Health Benefits of Knitting



PERSONAL HEALTH
The Health Benefits of Knitting
By JANE E. BRODY JANUARY 25, 2016 5:45 AM 324



(Jan 2016)

HUFFPOST

HEALTH in association with Voltarol®
The joy of movement

12/03/2018 11:13 GMT | Updated 13/03/2018 11:05 GMT

Knitting Linked To Reducing Depression, Anxiety And Chronic Pain, Report Reveals

The researchers suggest knitting could 'save the NHS funds'.

By Rachel Moss

1.9k



(Mar 2018)



INDEPENDENT



Knitting can help treat depression and anxiety (Getty Images/iStockphoto)

The research suggests knitting could save the NHS millions of pounds

(Mar 2018)

OUR VALUE PROPOSITION



METRICS

2018 Gross Rev: **\$900K**

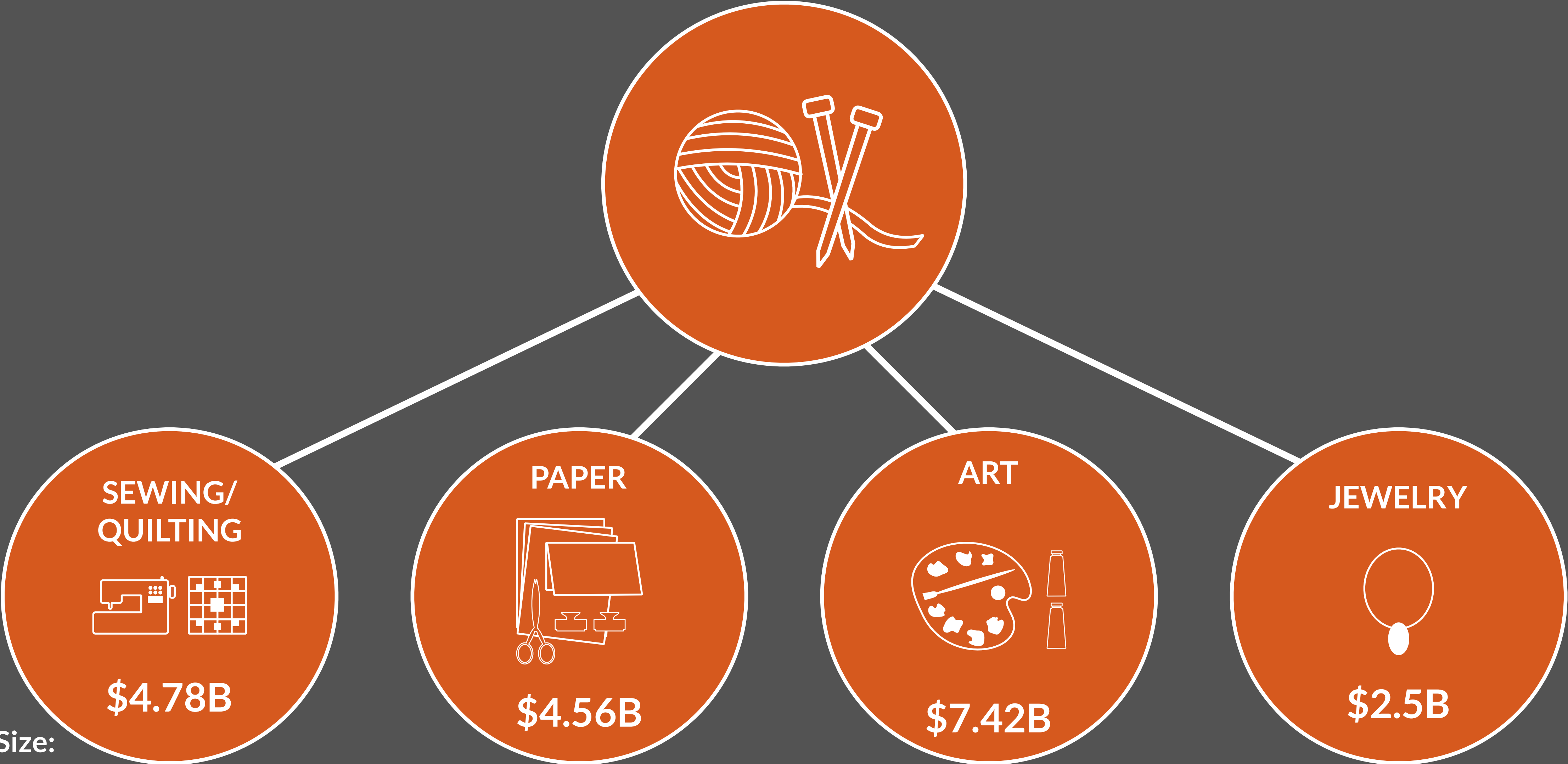
AOV: **\$80**

CAC: **\$22**

Quarterly Repeat Purchase Rate **65%**

Monthly Repeat Purchase Rate **55%**

CATEGORY EXPANSION OPPORTUNITIES



Market Size:

TEAM



Mari Bower

Co-Founder &
CEO

BS, Electrical Engineering
(University of Cincinnati)



Elizabeth Rowen

Co-Founder &
Chief Merchandising Officer

Bachelor of Arts
UCLA



Investors



wavemaker
- PARTNERS -

BAM | ventures



Advisors



Peter Mansfield

Marketing Advisor



Kevin Calloway

Technical Advisor
Partner, IJHANA

LET'S TALK CRAFTING

Mari Bower
mari@kitterly.com

\$80

AOV

65%

**Quarterly
Repeat Purchase
Rate**

\$43B

**MARKET
OPPORTUNITY**