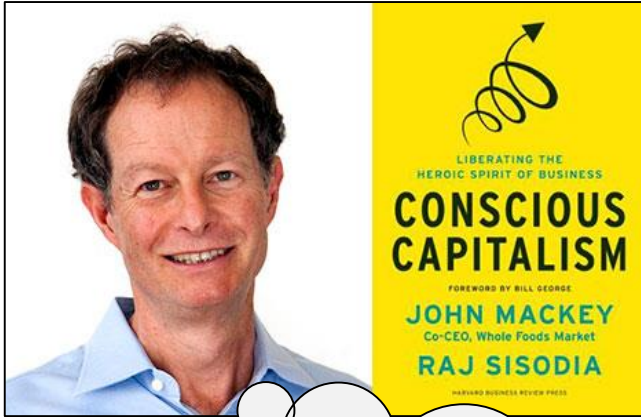


# elavate

***“emerging brands for a cause”***

New York, New York  
Spring/Summer 2014

*This document is confidential and is intended solely for the use and information of the client to whom it is addressed.*







***“...entrepreneurs who start successful businesses don’t do so to maximize profits...”***

***...the heroic story of free-enterprise capitalism is one of entrepreneurs using their dreams and passion as fuel to create extraordinary value for customers, team members, suppliers, society, and investors.”***

***John Mackey  
Co-Founder/Co-CEO  
Whole Foods Market***

# Hypothesis: The biggest humanitarian problems in the world can be solved by for-profit businesses

	Problem	Sample Companies	Social Impact
 <p>Footwear</p>	<ul style="list-style-type: none"> <li>Children globally lack access to proper footwear leading to injury, disease</li> </ul>		<ul style="list-style-type: none"> <li>Over 10 million shoes donated in 60+ countries</li> </ul>
 <p>Eyewear</p>	<ul style="list-style-type: none"> <li>One billion people globally lack access to glasses and cannot effectively work or learn</li> </ul>	<p>WARBY PARKER</p>	<ul style="list-style-type: none"> <li>Distributed over 500,000 pairs of glasses in 36 countries</li> </ul>
 <p>Water</p>	<ul style="list-style-type: none"> <li>800 million people lack access to clean water leading to illness, disease, death</li> </ul>	<p>No Major Firm</p>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

*Elavate will initially play here, but can expand to include other causes*

# Elavate takes a proven model but employs a “many to one” strategic positioning

## Giving Business Model Spectrum



One to One

Many to One  
(the sweet spot)

Many to Many

# TOMS

WARBY PARKER  
eyewear

- ▶ One product, one cause
- ▶ Pro: Very concrete and simple for customers to grasp
- ▶ Con: Customers must desire/need product

# elavate

- ▶ Multiple products, one cause
- ▶ Pro: Multiple products have appeal to broader customer set
- ▶ Pro: Charity piece is extremely focused on one crisis; can make tangible progress; no customer confusion
- ▶ Con: Emerging brand risk

amazon smile  
You shop. Amazon gives.

GIFTS THAT  
GIVE

iGive.com™  
Change online shopping, for good.

TOMS  
MARKETPLACE  
A DIFFERENT WAY TO SHOP  
— EST. 2015 —

- ▶ Multiple products, multiple causes
- ▶ Pro: Multiple products have appeal to broader customer set
- ▶ Con: Confusion with charity piece; customers may not have “favorite” charity; customers see less impact/ROI on charitable giving

# Our vision is to market *emerging brands* that trigger clean water projects

## Elavate web site

elavate  
emerging brands for a cause

Search Products  Login Cart (Empty)

Home Shop Charity Blog About Us

- 1. Be the first to know**  
Be the first to discover awesome new brands.
- 2. Be a trendsetter**  
Go ahead, tell your friends. Sharing is caring.
- 3. Be good, feel good**  
ALL sales help trigger clean water projects!

Currently on sale **FOR WOMEN** FOR MEN

**Moto Pant** **Luxe Hooded Wrap** **Luxe Bralette**

## Elavate: How it works

1. Emerging brands allocate a limited quantity of a product to Elavate
2. Customers join Elavate, purchase products and use our platform to share purchases through their social networks
3. A percentage of all product sales pool, and once this pool reaches a certain dollar amount, it triggers a charity project
4. Customers receive a report so they can see the tangible connection between their donation and an actual clean water project
5. Customers and brands are ranked based on the number of projects their activities (sales, purchases, referrals) have triggered

# While there may be a plethora of ecommerce sites, Elavate's model has key strategic differences

1

## Emerging brand focus

- ▶ Strategic positioning on emerging brands protects Elavate from competitive threats such as Amazon
- ▶ Focus is on current/trendy lines not overstock; not a flash sales site
- ▶ Our primary research, and the success of kickstarter shows that emerging brands have **an acute pain point** in financing their businesses and marketing their products

2

## Integrated charity model

- ▶ Every sale will help trigger a charity project; it is not just a seasonal campaign
- ▶ Charitable giving will become a more fun, socially driven experience
- ▶ By matching dollars to projects, customers will see their **tangible impact** bringing ROI to charitable giving
- ▶ We can bring even more focus to charitable giving by picking a single country's water crisis

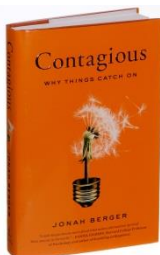
3

## Neuro-marketing

- ▶ Our business focuses on the power of **social currency, emotion and stories**
- ▶ Ranking customers and brands on number of projects triggered creates social currency / referrals
- ▶ We plan to include videos and blog entries for each brand that we market and for all of the charity projects that we trigger
- ▶ Our hypothesis is that, with a focus on telling compelling stories, traffic, conversion, and AOV would be above average

***Elavate, like Zulily, is ecommerce 2.0***  
*"Zulily is ecommerce 2.0....Zulily does this [avoids competition with Amazon] by aggregating a long tail of talented designers who typically lack extensive national distribution."*

**Jeff Jordan**  
Partner  
Andreessen Horowitz



# Our target customer loves to spread the word about fashion trends and socially conscious brands



## ▶ Customer Profile: *Who is your customer?*

- Women ages 18-50
- College level education or equivalent
- Career oriented, ambitious
- Health conscious (e.g. gym, yoga)
- Socially conscious (e.g. organic fibers)
- Volunteer at non-profits; attend charity events
- Customers of GILT, Rue La La, Kickstarter, FAB, Etsy, etc.
- Favorite brands may include Lululemon, Whole Foods, Trader Joes, TOMS, Warby Parker

## ▶ Customer Desire Hypotheses: *What does your customer want?*

### Several Potential Buy Triggers

- **Trendsetter:** I want to be the first to know
- **Supporter:** I want to support emerging brands
- **Environmentalism:** I want to support socially conscious brands
- **Altruist:** I want to help people, and I want to see the impact of my charitable efforts
- **Nationalist:** I want to help create jobs in the US

*“People will always buy things they want, not just what they need.”*

**Justin Cooke**  
CMO  
Topshop

*“Some consumer products (clothing, fashion, entertainment products etc.) don’t address a “problem,” or need. In fact, **U.S. consumers spend over 40% of their incomes on discretionary purchases i.e. luxuries, they really don’t need...have a hypothesis about their emotional wants and desires...Describe how you can convince these customers that your product can deliver the emotional payoff; the fulfillment of their wants and desires.”***

**Steven Blank**

# Elavate's platform appeals to emerging brands; Almost 20 brands have already expressed interest in running with us

Seller	Founders	Kickstarter/Video Link
Nesh NYC	Bree Chambers	<a href="http://www.kickstarter.com/projects/887298795/usa-made-yoga-inspired-eco-conscious-clothing">http://www.kickstarter.com/projects/887298795/usa-made-yoga-inspired-eco-conscious-clothing</a>
Lady Kismet Jewelry	Shana Gulati	
Beyond Skin Vegan Shoes	Natalie	<a href="http://www.kickstarter.com/projects/477981722/beyond-skin-vegan-shoes-the-expansion">http://www.kickstarter.com/projects/477981722/beyond-skin-vegan-shoes-the-expansion</a>
Kordal Knitwear	Mandy Kordal	<a href="http://www.kickstarter.com/projects/59096884/kordal">http://www.kickstarter.com/projects/59096884/kordal</a>
Ishi Vests	Harish Patel	<a href="http://www.kickstarter.com/projects/1616286044/ishi-vests-with-benefits">http://www.kickstarter.com/projects/1616286044/ishi-vests-with-benefits</a>
Lombardi Leather	Francis Lombardi	<a href="http://www.kickstarter.com/projects/2121679584/buckle-less-handmade-leather-belts-knot-your-avera">http://www.kickstarter.com/projects/2121679584/buckle-less-handmade-leather-belts-knot-your-avera</a>
Crowned Bird	Priscilla Barroso	<a href="http://www.kickstarter.com/projects/crownedbird/crowned-bird-kickstarter">http://www.kickstarter.com/projects/crownedbird/crowned-bird-kickstarter</a>
July Nine	Garrett	<a href="http://www.kickstarter.com/projects/78914564/july-nine-reusable-bag">http://www.kickstarter.com/projects/78914564/july-nine-reusable-bag</a>
ANI Shoes	Yama Sharifi	<a href="http://www.kickstarter.com/projects/1217805219/ani-as-nature-intended-best-shoes-footwear-on-the">http://www.kickstarter.com/projects/1217805219/ani-as-nature-intended-best-shoes-footwear-on-the</a>
A.T.L. Archive	Aaron	<a href="http://www.kickstarter.com/projects/1852852842/custom-hand-made-jeans-in-williamsburg-brooklyn">http://www.kickstarter.com/projects/1852852842/custom-hand-made-jeans-in-williamsburg-brooklyn</a>
Georgie & Elaine	Devin Vandermaas	
Sarah Swift Jewelry	Sarah Swift	
Spunky Stork	Aliya Jiwa	
Neuaura	Arti Upadhyay	
Scorpion Sisters	Michelle Threadgould	
Raintees	Beth Doane	
Nutti Yogini	Jessica Alexander	<a href="http://www.kickstarter.com/projects/1143059414/rock-the-yogini">http://www.kickstarter.com/projects/1143059414/rock-the-yogini</a>
Fallene Wells	Fallene Wells	<a href="http://www.kickstarter.com/projects/foreverdarling/fallene-wells-modern-nouveau-collection-fall-2012">http://www.kickstarter.com/projects/foreverdarling/fallene-wells-modern-nouveau-collection-fall-2012</a>

**Compelling brand stories in rich media format**

## **Fragmented Market**

**You cannot easily find these brands on search engines or on Amazon! They must be curated for the customer**



"It's not the customer's job to know what they want"

## **GILT started with <10 brands!**

*"...the names of the designers we'd secured for our first four sales: Zac Posen, Alvin Valley, Judith Ripka, and Rachel Roy."*



**Alexis Maybank & Alexandra Wilson  
Co-Founders  
The Gilt Groupe**



## APPENDIX

# Yogesh Riyat, Founder / CEO



Yogesh Riyat

Booz | Allen | Hamilton

Jefferies 



MITCHELL MADISON GROUP

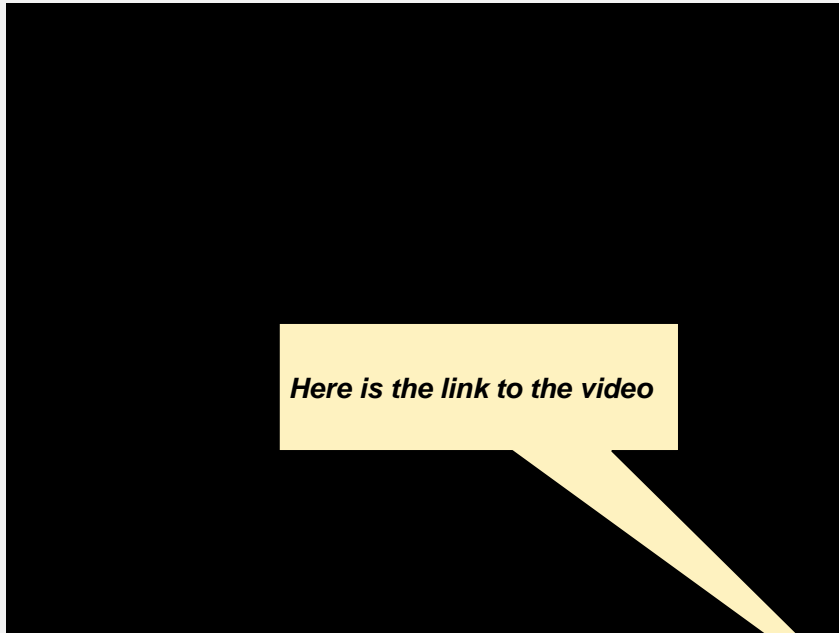
Bio	Key Achievements	Sample Clients
<ul style="list-style-type: none"> <li>10+ years of management consulting experience in a variety of industries including aerospace, healthcare, information technology, logistics/transportation, non-governmental organizations, private equity, energy, legal services, financial services, and insurance</li> <li>MBA with concentrations in finance, accounting, and strategic management</li> <li>BA, Economics UIUC</li> </ul>  <p>The University of Chicago Booth School of Business</p> 	<ul style="list-style-type: none"> <li>Engineered turnaround strategies that saved millions of dollars in costs for large players in insurance, financial services, and information services</li> <li>Successfully re-designed an organizational structure and implemented change management in a post-merger environment</li> <li>Employee #1 in the fastest growing start-up consulting group in the Corporate Executive Board's 25 year history</li> <li>Successfully marketed and sold a dozen consulting deals worth ~\$500K (not including renewal value)</li> </ul>	         

# Nesh, has agreed to be one of Elavate's first brands, and has a compelling story for their start-up yoga brand

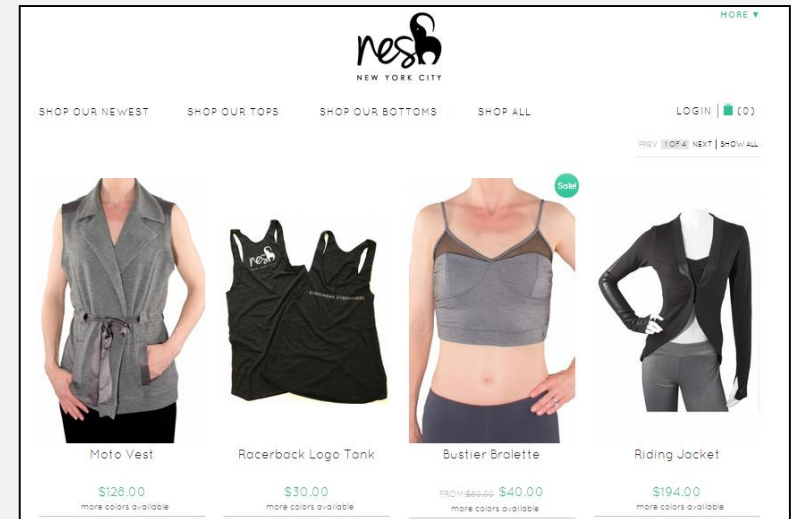


## Video: The Nesh Story

**Directions:** Double click on the video. Wait a few seconds. Press play. Enjoy!



## Nesh Web Site

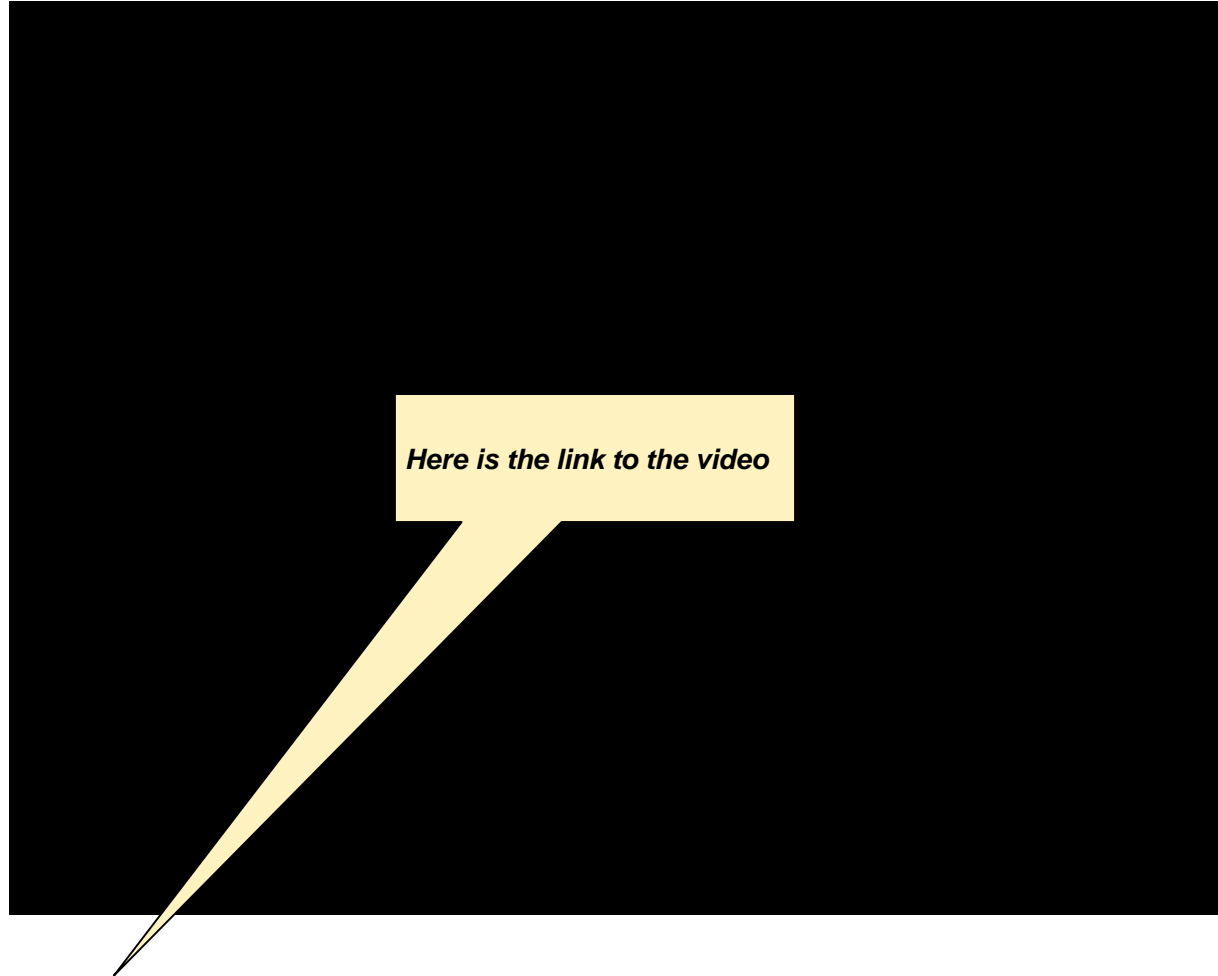


- ▶ Fashion forward yoga apparel
- ▶ Based/manufactured in New York City
- ▶ Retail customers include Urban Outfitters and Equinox gyms
- ▶ Ran successful Kickstarter campaign
- ▶ Use organic fibers
- ▶ [www.neshnyc.com](http://www.neshnyc.com)

# Why water? Because, water changes everything

- ▶ *Directions: Double click on the video. Wait a few seconds. Press play. Enjoy!*

## Video: Water Changes Everything



Sources: <http://www.youtube.com/watch?v=BCHhwvQqyg>;