

Find Your Shade.

FIND YOUR FOUNDATION SHADE PLAYFULLY



Find Your Shade.

Perla Avi CEO



” I have been a dancer and make up enthusiast for 8 years. I owned a student company which made natural make-up products. I’m currently in Estonian Business School studying entrepreneurship.”

“ I have organized a fashion show for 1500 people. I am skilled at scheduling timetables, leading people and marketing. I’m currently getting my bachelors degree in Estonian Business School”



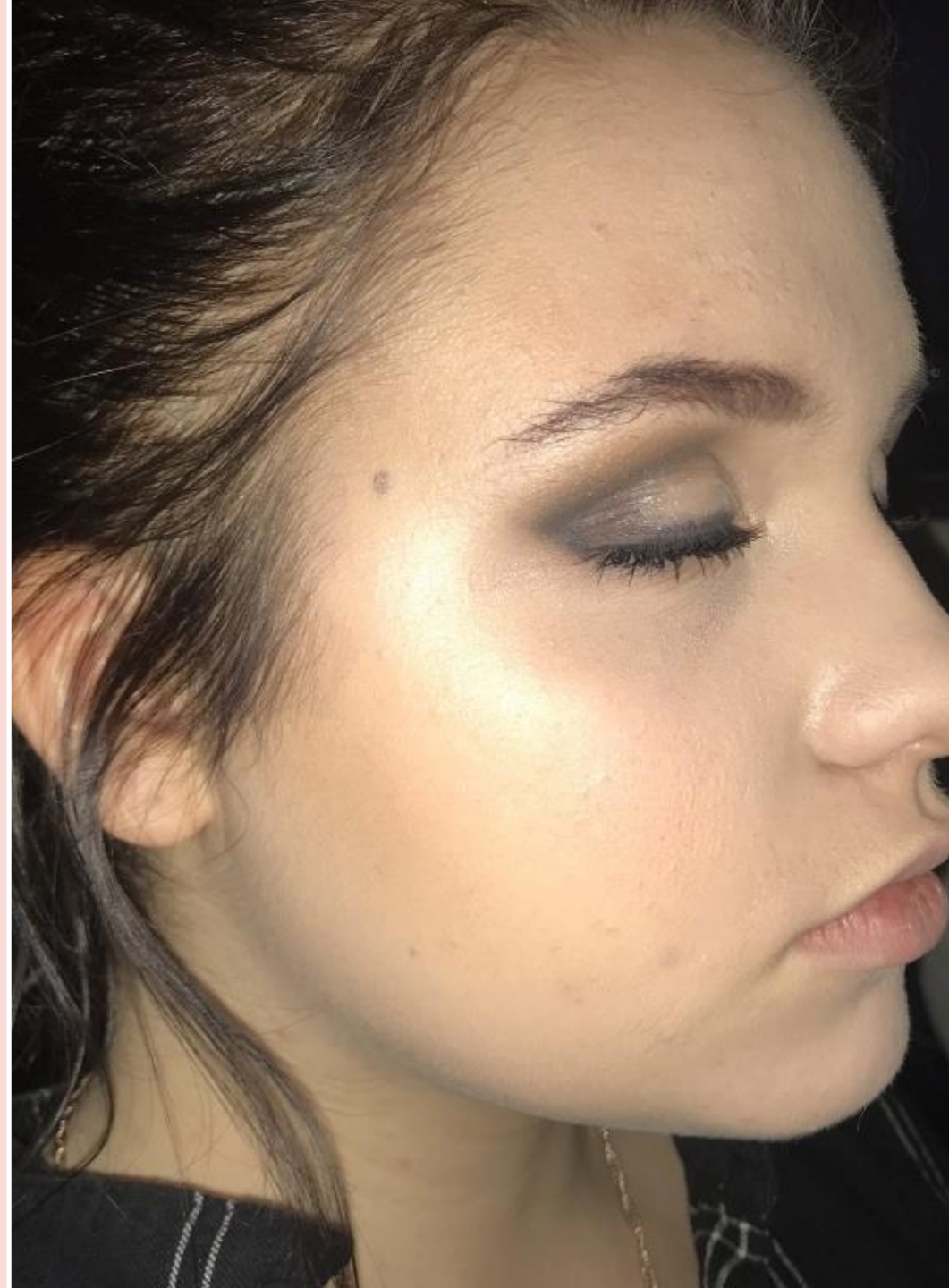
Katriin Saarniit COO

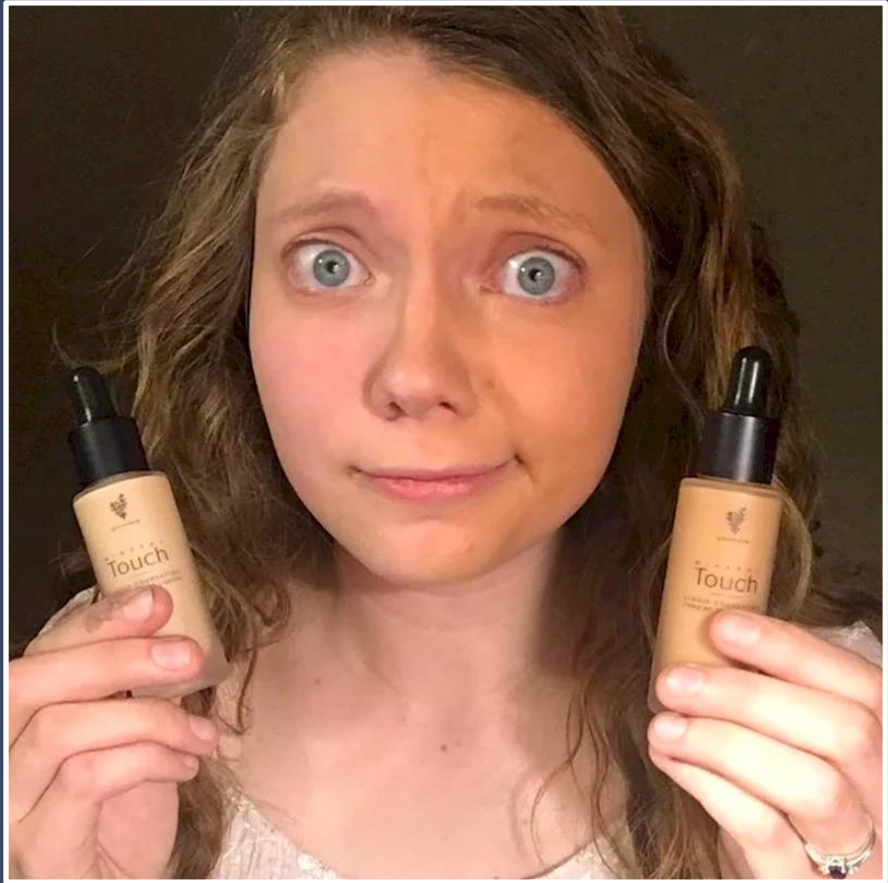
WHERE THE IDEA CAME FROM?

- Perla (the founder) was a dancer and makeup artist for 8 years
- She bought foundations mostly from UK cosmetics e-shop and got wrong shades
- Returning the product cost 35€ and the foundation itself cost 45€, so it was very expensive and pointless

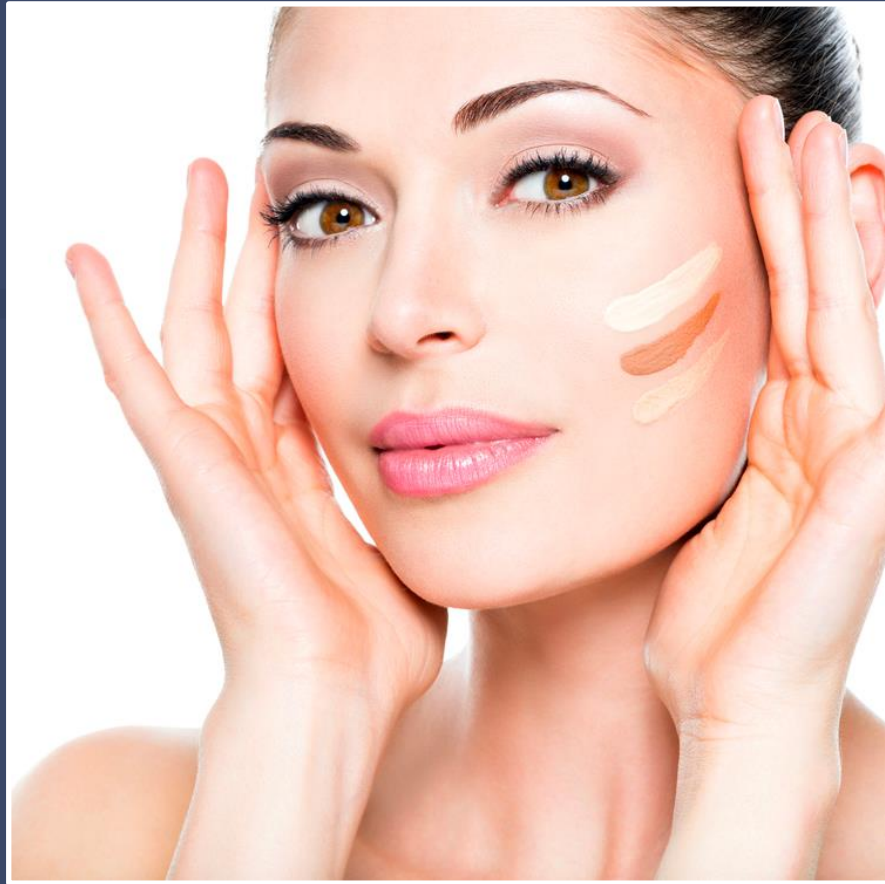


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Foundation disaster



THE PROBLEM

- 80.% of women are wearing wrong shade of foundation
 - It is expensive and time consuming to exchange the product
 - 77 000 make up shades from 1577 global brands to choose from
 - The average online shopping return rate stands at 30% and can be as high as 50%
-

<https://3dlook.me/content-hub/how-to-reduce-returns-in-ecommerce/>.

<https://findation.com/merchant/new?fbclid=IwAR3vvNgyVPO2jWte71gPXVRFoFlvu1yxkqun-pc-263hkQJJ0hY2fFV6ZJ8>

<https://www.iridis.com.au/one-80-women-wearing-wrong-colour-foundation/>



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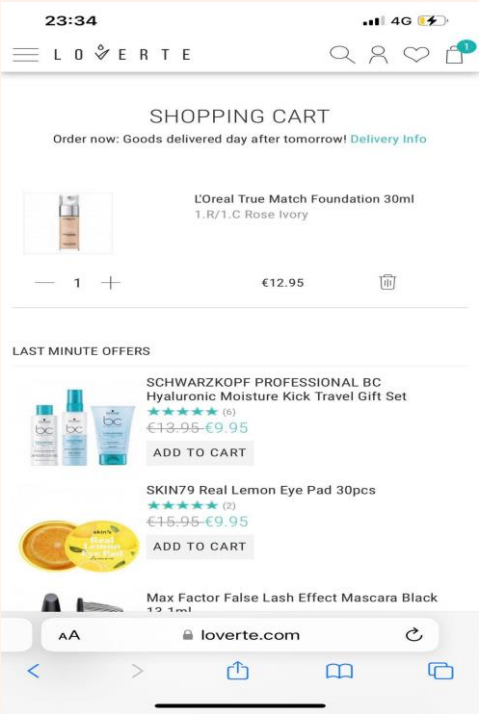
WE ARE GOING TO DO THIS...

- Thanks to our application you can find **THE RIGHT** shade of foundation
- Customers save **MONEY AND TIME** from returning the product
- Find the **MOST COMPLIMENTARY** foundation shade for your skin tone
- We can **REDUCE** the returning rate down to **15 %**

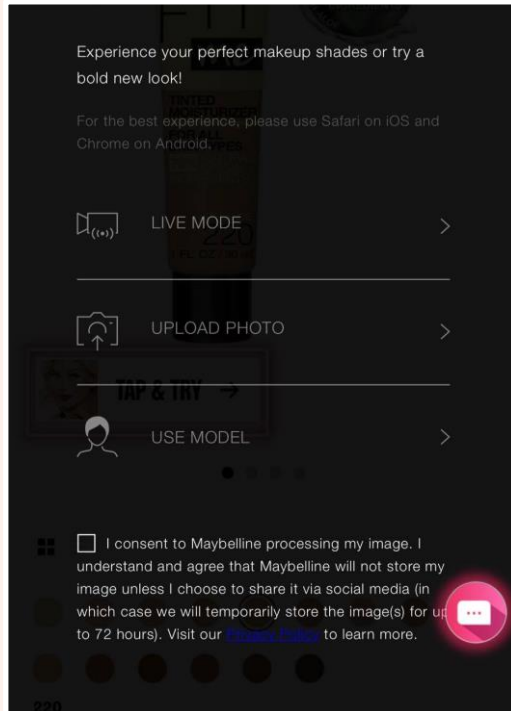


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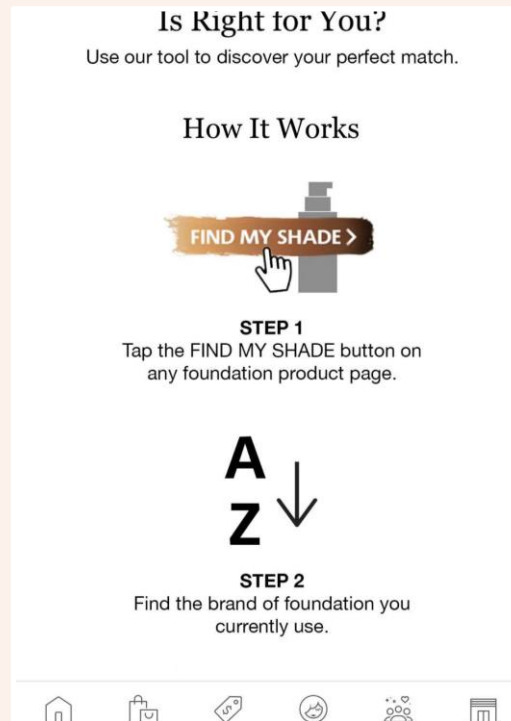
SOLUTION



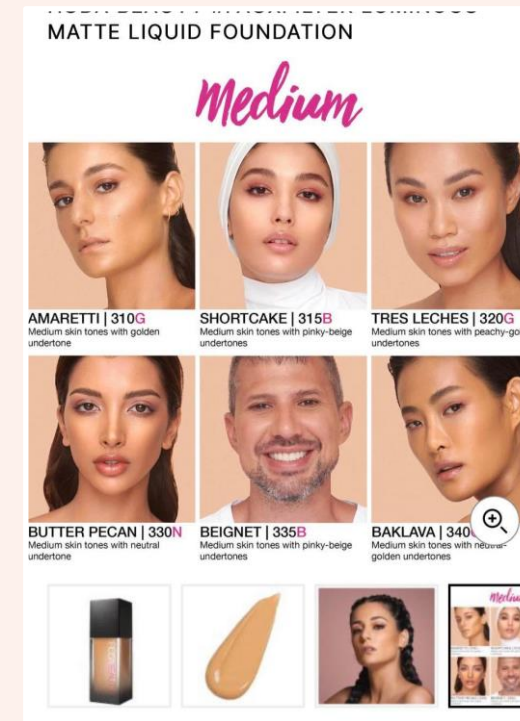
COMPETITORS



Maybelline.com



Sephora.com



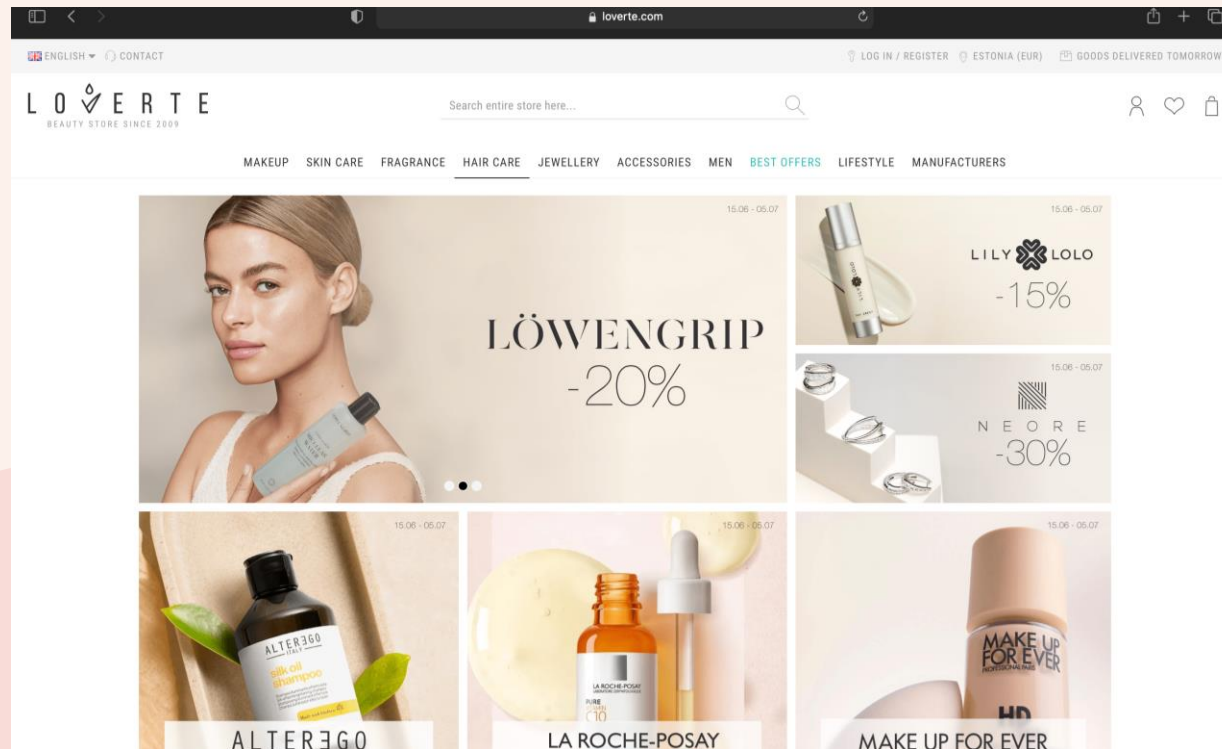
Cultbeauty.co.uk



BUSINESS MODEL

- THIS APPLICATION IS FREE FOR THE CUSTOMER. WE WILL CHARGE **0.02€** FROM ONLINE STORES FOR EACH USAGE BY A CUSTOMER
- OUR GOAL IS TO GET **10%** MARKET SHARE OVER **10** MILLION USAGES A MONTH IN EUROPE WHAT GENERATES US **200 000€** IN REVENUE





MOMENTUM

- Loverte. com is one of the **BIGGEST** cosmetic e-stores in the Baltic countries
- In **TWO WEEKS** we are going to represent our product on their social media/website



30 000€ for marketing
30 000€ developing the product

We are looking for
60 000€
of investment

Our first year:
10 cosmetic e-shops on board
200 000 active users