



zipusin®



The market leader for innovative
adaptable & multifunctional clothing.



THE PROBLEM

the average number of times a woman changes dress size within a lifetime is

31



92m

tonnes of waste is produced every year from fast fashion.



The fashion industry is the largest polluter globally.

2nd

Women spend an average of £700 on maternity clothes; one of the worst contributors to fast fashion as its worn for less than

9 months



THE SOLUTION

REPLACING OUTDATED MATERNITY WEAR WITH ALTERNITY® WEAR

Ever evolving, sustainable clothing designed to compliment your body shape at any stage of your life. Perfect for pre-pregnancy, adaptable for use as maternity clothing, designed to be worn for a lifetime.





THE LIGHTBULB MOMENT - In February 2013 on a cold visit to Weymouth, Kate could no longer fasten the jacket she loved. The idea of purchasing a maternity coat seemed wasteful, financially and environmentally.



As a serial entrepreneur, Kate instantly recognised the commercial value of an item that might allow her to simply expand the jacket she loved and began work on designing a product to offer this solution.



With 12 years experience in running her own marketing agency, it didn't take Kate long to protect her design, create a brand and begin selling her product direct to her customers.

OUR FIRST SOLUTION PROVED THE DEMAND FOR ADAPTABLE CLOTHING - SELLING OVER 30,000 UNITS TO DATE

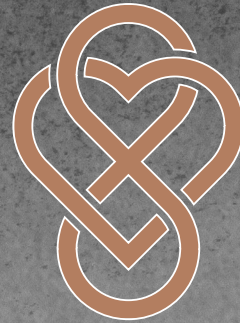
THE JACKET EXPANDER PANEL



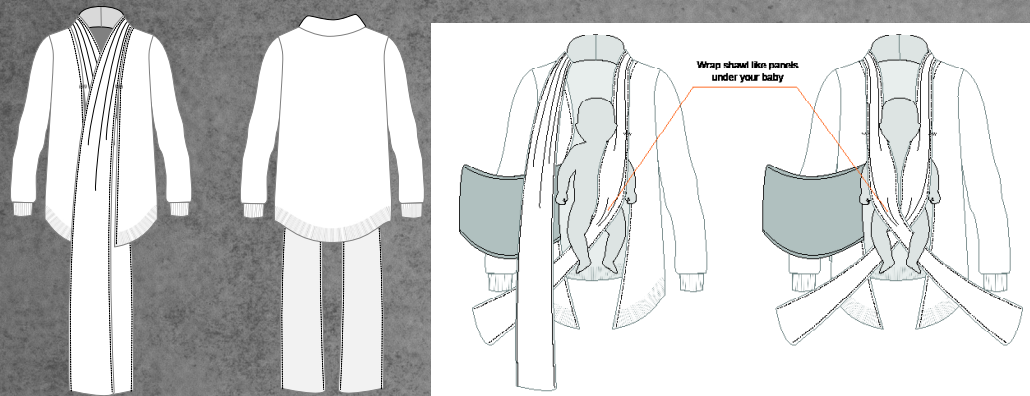
OUR SECOND SOLUTION ADDRESSES A CORE PROBLEM FOR A WIDER MARKET - 3.9 BILLION WOMEN GLOBALLY

THE ALTERNITY® RANGE

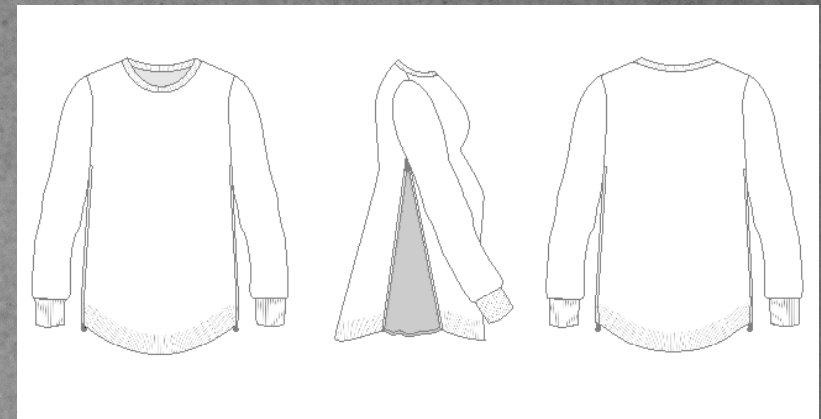
WHAT'S NEXT...



ALTERNITY®
by zipusin®



DESIGN 1 - THE CARIGAN - Launching SPRING 2022
A high quality multifunctional cardigan, with a unique 3 piece support system to eliminate the need for a baby carrier, scarf for breast feeding and multi-wear design to change your look regularly.



DESIGN 2 - THE EXPANDABLE JUMPER
Launching Summer 2022
We have numerous other designs protected and tested and ready to launch.



TRACTION - A PROVEN CONCEPT



30,000+ PRODUCTS SOLD to date and exported to more than 38 countries.



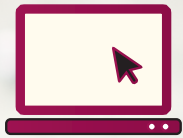
FIRST-MOVER ADVANTAGE
Uniquely placed to dominate a global market



over 1000 Amazon Reviews and an **AMAZON BEST SELLER** for 2019, 2020 and 2021



3rd HIGHEST SEARCHED FOR MATERNITY PRODUCT ON GOOGLE



IMPRESSIVE INTELLECTUAL PROPERTY PORTFOLIO FOR CURRENT & FUTURE PRODUCTS

Includes a UK Patent, Worldwide Trademarks and European Design Rights on several products



More than 25,000 Social media followers and over 2000 data list for email campaigns

Featured on two BBC Shows during 2020 and in multiple national press articles



Products sold via a number of retail partners including Boots, Go Outdoors & The Range



Multiple awards won



Wear My Baby
outdoor GB



'Most Progressive Clothing Brand 2021'

DOMINATING AN EVER RENEWING MARKET



The global annual market for maternity wear is worth more than

\$10 billion



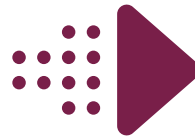
By 2030, the sustainable fashion industry is expected to grow to

\$15.1 billion

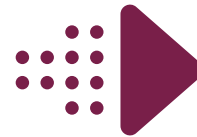


Increasing consciousness among consumers offers us a substantial opportunity to bring to the market an evolving concept that truly goes above the offering of sustainable maternity wear; adaptable clothing that grows with you.

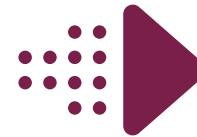
A SCALEABLE BUSINESS MODEL WITH TRACTION



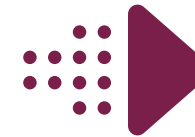
Great range of problem solving products.



Acquiring new customers online with traceable, low cost per acquisition through social media ads and google adwords.



Re-market to existing customers with new products to suit the stage of their journey.



Using our customer base as a brand army; Parents love to share great products with other parents.



Nurturing our relationships with retailers to encourage brand trust.

THE TEAM THAT HAVE IT ZIPPED UP



KATE BELL, CEO & Founder

- ♥ 17 years experience in business management
- ♥ Cambridge Judge Business School graduate
- ♥ Barclays Entrepreneur of the year
- ♥ Included in the list of UK's Top Ten Women Entrepreneurs.
- ♥ Innovator of the year in 2018
- ♥ Top 10 Business Women to Watch for 2022
- ♥ TedX speaker



LAUREN BURNETT
Customer Service & Logistics



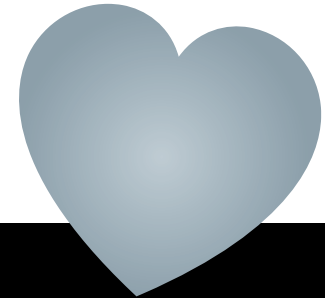
KATIE ALLEN
Social Media Manager



WILL MARTIN
Webdesign & Ecommerce
12 years experience in
Ecommerce



ADAM PRITCHARD
Linford Grey - Accountant &
Financial Advisor



CHARLOTTE BROWNING
Administrator

OUR FUTURE TEAM

Your investment will support the future growth of our team

CUSTOMER SUPPORT

Developing opportunities for
returning customers

MARKETING & SALES

Engaging with new retail
partners and exploring new
markets



JULIA ELLIOTT-BROWN
Equity fundraising and
business growth expert



MICHAEL O'DWYER
Mentoring
and success management



GEORGE SCOTT-WELSH
Chief Operating Officer at
IncuHive: Business Incubation

OUR ADVISORY BOARD

FINANCIALS



Revenues achieved

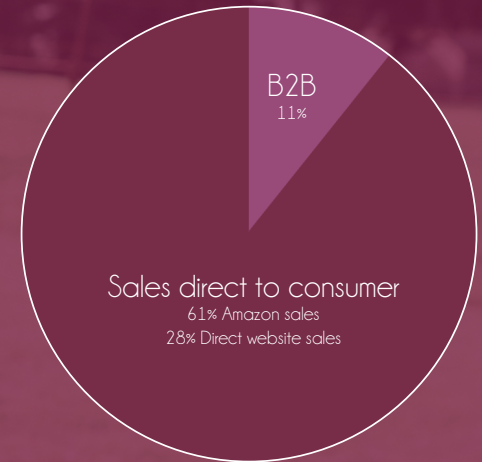
YR 2
Post investment
£1,030,000

YR 1
Post investment
£492,500

A PROVEN CONCEPT

Our year ending March 2021 has seen revenue increase by more than 35% on the previous year, set to close at over £267,000.

With our focus on driving our sales direct to consumer, we are maximising our margins and seeing substantial growth.



Our proven marketing strategy provides a return on advertising spend of 656% (Figures from 2021)

THE OPPORTUNITY

We are raising £400,000 to accelerate growth in exchange for 20% equity stake in a high growth company, currently valued at £2m.

*EIS Advance Assurance

THE FINANCIAL FUTURE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	£492,500	£1,030,000	£1,980,000	£4,000,000	£10,025,000
SKU's	16	28	36	40	56
Cost of goods	£165,700	£346,600	£666,300	£1,513,763	£3,312,742
Cost of sale	£164,900	£314,100	£564,300	£1,346,236	£2,857,125
Gross profit	£151,700	£369,000	£749,300	£1,513,763	£3,855,132

EXIT STRATEGY

We plan to exit with acquisition in 5-7 years to a larger brand within the maternity clothing or nursery market.

EXIT COMPARISONS:

Tula Baby in 2016 was acquired by Ergobaby at 3x revenue.



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