

share the lovely

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Positioning

Sharethelove.ly is reimagining wedding shopping and planning through a resale marketplace platform built around maximizing underused assets. We're giving the wedding industry and consumers a range of sustainable products and services and helping couples create the wedding of their dreams at a fraction of the cost and doing positive impact one dress at a time!

Our Channel/Model

We're bringing together the online and local wedding market, helping businesses thrive through diversification in a partnership economy distribution network - A multi-sided platform that captures the full bridal life-cycle joining together a community of Brides (before and after the wedding) and local businesses providers. Instantly focused on sharing, sustainability, giving back, and localized experience marketing.

Our Offer

Sharethelove.ly Curates, Authenticates and Sells Consignment Dresses Online and provides a Peer 2 Peer Marketplace for brides to resell their wedding items. Sharethelove.ly co-hosts local events with its partner businesses providing local access to exquisite wedding products and services at a fraction of the cost while saving waste for a fully circular economy providing brides the full experiences they want and need. Sharethelove.ly brings together community and businesses to sharing assets, knowledge and circular-omni-channel shopping experience.

How Customers see Sharethelove.ly as a Solution

- **Brides** can finally have their cake and eat it too at the wedding of their dreams for a fraction of the cost, and even less than the most minimal wedding by purchasing wedding dresses and decor used-once, and discounted group buys.
- **The Mrs.** becomes the hero-lazy-godmother selling her wedding items enabling offsetting her own initial costs, making extra money for her high valued assets that she will never use again, and mentorship, helping women experience their fairytale wedding.
- **Retailers & Service Providers** can enjoy the explosive growth of two evolutionary segments - Consignment and eCommerce while gaining valuable digital and local experiential marketing and lead generation at no cost, no risk and with no barrier to entry.

Omni-Channel Experiential Marketplace

An Industry-Evolution! Our business is a wedding movement built around community, instant on creating a healthy industry from the Bride and "The Mrs" to the lovely boutique and cake baker on Men. With our unique approach, we empower the entire bridal-cycle to renovate the stress in wedding planning. By consolidating access to affordable options built around under-used assets and up-cycling, brides will experience a concierge experience that bridges e-commerce with retail in a linear marketplace and multi-side platform for consumers, consignors and localized wedding vendors that provides today's highly-informed bridal market with a smart-shopping and planning solution.



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Milestones

- Established: 2018
- MVP Launch Estimated May 2020
- Industry: Bride / Wedding
- Niche: Underused Assets
- Channel: Experiential Retail and eCommerce
- B2C and Consignor Starting: Prototype, Next B2B MVP, Funding & Team Development: 2019/2020
- Team of 2 founders & advisors: 2018

Additional Documents

- Plan and Presentations
- Pitch Deck (startup)
- Financial Plan
- Business Plan (not for code)

Problem/Challenge

The Bride's Dilemma / Dream vs. Reality

- Every bride wants a Fairytale Wedding.
- Wedding Dresses Cost \$1000 - \$5,000+/- on average
- Weddings Cost \$40k +/- on average
- 65% Americans are 2 paychecks from bankruptcy.
- Couples spend 700 hours planning online.
- 95% Get Purchase in Stores.
- Meet dozens of local wedding service providers but feel it's not enough to compare and make informed decisions.

Solutions

"Redesolving" under-used assets before and after the wedding

- Wedding Costs up to 90% off
- Every Bride can have a fairytale wedding at a fraction of the cost.
- Sharethelove.ly Curates, Authenticates, Sells Consignment Dresses.
- Providing a P2P Marketplace for All Wedding Items and Accessories
- Purchased Online or Shipped locally for Try-Before-You-Buy.
- Co-Host Local Events around affordable/exquisite weddings.
- Experiential-shored local spaces for learning, planning shopping.
- Consignment - explosive retail segment now finds its best fit in all things wedding - high-ticket items used only once.
- Sustainable marketing & distribution arm for wedding industry.

Market Demand

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Wedding Industry

2.5 Million Weddings Annually in the US

- Every weekend 44,230 weddings in the US
- \$6.2B Wedding Dress Sales (\$1.2B 2020)
- \$50B Spent on Weddings (15% annually)
- 10% - 15% Buy Dress Online
- 75% Bride's dresses closed 70% in 8 yrs
- 4 in 10 Get Remained after Divorce
- 65% can't afford a \$500 unexpected expense

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ReCommerce Explodes

Secondhand Apparel Sales \$348.20B/\$56.23

- ThredUp sells 100,000 items/day
- 70% Consumers Buy Consignment today
- 74% Consumers under 30 prefer sustainable
- The RealReal raised \$250 million - "Unicorn"
- Consignment Funded \$850M
- No Unleash Inventory Investment
- "Inverted-yield-curve" recession prediction may make a faster growth curve

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Omni-Channel Bridal Brides

Need Online Efficiency

- Couples spend 700 hours planning online.
- 85% Sell Purchase in Stores.
- Meet dozens of local wedding service providers but feel it's not enough to compare and make informed decisions.
- 80% of Consumers Shop Online
- 36% of fashion retail sales online 2025
- 26% of the top 1000 internet retailers are apparel brands

Sales Assumptions

Based on capturing 3% - 5% of eConsignment wedding dress market share.

Using 10% of Online Wedding Dress sales as eConsignment.

- Year 1 projecting 3% of that market share
- Year 2 projecting 3% of that market share
- Year 3 projecting 5% of that market share

Sales Projections



User Persona Type



"Brides come in every age, class, personality and socioeconomic class, but they all want their version of wedding dress perfection."

Age: 18-40s
Work: Single, Divorced, Kids, Family, Married, kids, etc.
Location: All
Character: All

Personality



- Person, Focus, Enthusiasm, Drive
- ### Brides Goals
- Needs A beautiful wedding dress at an affordable price.
 - Wants The perfect wedding for a deal.
 - Being a smart shopper and have a positive impact
 - Dreams To achieve her version of the perfect wedding, one of the most memorable days of her life.

Brides Challenges

- The exorbitant cost for her once-in-a-lifetime dress.
- Trying on 5 - 10 Dresses to find her perfection.
- Bridal Boutiques are limited and high price or Deals too low and discouraged event market.
- Meeting dozens of vendors to test products & services.
- Brides spend \$3000s on wedding items and decor for the reception and ceremony they never use again.

Industry Challenges

- Wedding Industry Challenges / Evolutionary Struggles
- Boutiques Experiencing Existential Struggles:
 - eCommerce
 - Digital Marketing
 - Imports Direct
 - Knockoffs
 - New "Trends"
 - Brides Want Bricks & Clicks
- Each channel exponentially has much lower value
- Local Wedding Service Vendors - Fragmented Ecosystem

Motivation



Brands & Influencers



Preferred Channels



Founding Team



Bonnie Gringer
Founder & CEO

Born into the fashion-industry and a family-owned off-prior chain of high fashion boutiques in New York. Out of Fashion Institute of Technology, a thought leader in the burgeoning online industry in 1997 at Perfection.com and launch one of the 1st fashion eCommerce businesses. Then spending the past 15 years in digital marketing strategy, content, SEO, lead generation, social, website development, and analytics, makes her the perfect combination to bring together bricks and clicks in a new and needed business model.

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Redford Harrell
Advisor

CEO, StartUpCamp, Social Entrepreneur, ATDC StartUp Catalyst, US Marines, red@startupcamp.com, 877775-SOUP

Microseed Funding Goals

Needed to continue to develop e-commerce working prototype, start curating inventory, and planning and launch of popup bridesolving lifestyle event for proof of concept.



Funding Deliverables

(Period of Funding May 2020- August 2020)

- Digital Marketing
- Curation of Inventory
- Technology
 - Continuing building Multi-sided Platform (3x3x3x3x3x3)
- Building Team including:
 - Technology
 - Financial / Operations Officer
- Preparing for Next Round for Operators

A Bride's Journey

It's complicated...

The bride's journey is as unique as the bride herself, but there are more commonalities than differences between brides of every demographic/psychographic. "Forever after" is one of the only highly romantic, traditional events, fantasized about over a lifetime that against all odds is powered and passion and divided faith. We are beautifully human and driven by Love.

Born with the high likelihood of divorce at 50% and facing even worse for 2nd marriages, happily-ever-after is the #1 goal. This makes love and marriage the most common and momentous milestones of almost every human being. Our love will be different and immune to failure, our heart tells us so. That makes us... human and only starts this love story. None the less, with 2.8 Million weddings every year in the US, each is filled with intense planning, joy, and glowing positivity. A couple's wedding is a lifetime event planned for 12 - 18 months, hours each day for a total of 700 hours planning.

"Say Yes to the Dress" TV series and many others, make this the only single place of apparel that is diverse enough to serve all seasons of content, yet vision only once. True love bumps all, even if rose-colored glasses play a part in the equation. Building her wedding to match the level of intense love felt between a bride and groom is the driving force and the passion behind every bride's wedding design.

Thank you!

Please reach out and share your advice and feedback!

We have various partnership opportunities.

Together we can create an evolution for positive change!

A financial plan is available upon request.

bonnie@sharethelove.com or 912-601-7581

Join our mailing list so we can update you on our progress!

