



Favoland
LAND OF YOUR FAVORITES

Beauty at
YOUR FINGERTIPS

Jeffrey Clark

Email: Jeff@favoland.com

Phone: 778 302 0286

Problem

The beauty industry is a \$750 billion dollar industry, that is not regulated globally.

In North America, it is reported that over 50% of the products sold are carcinogenic, cancerous, and/or dangerous ingredients.



Issue	North America	Global
Skin Issues	130 million	1 billion
Allergies	80 million	1 billion
Religious Beliefs	12 million	2 billion
Personal Preferences	50 million	1 billion

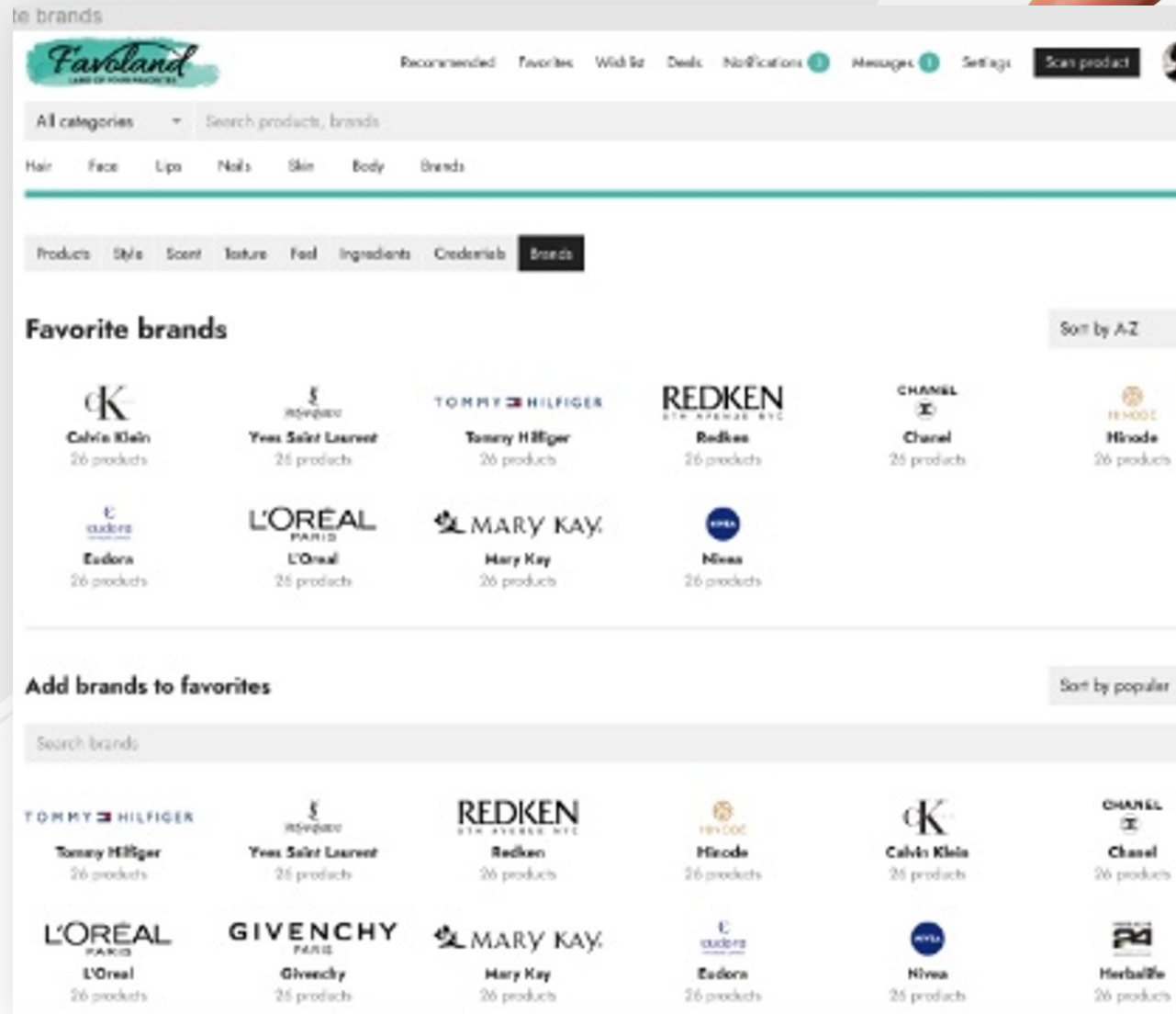
Solution



Online beauty product database



We will help you discover your favorite features, products, and brands.



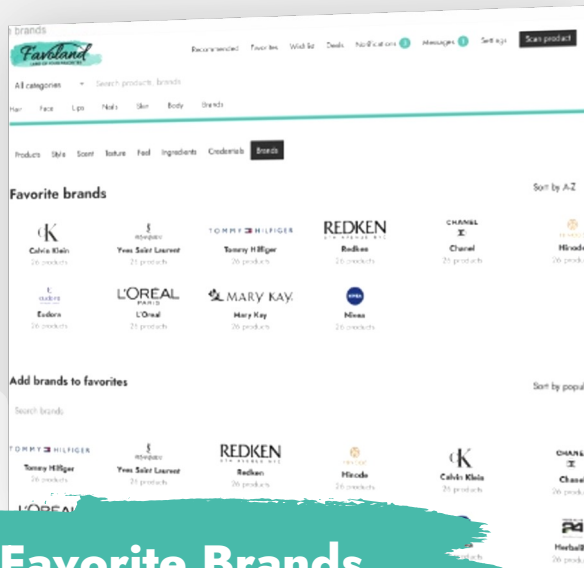
Solution



Online beauty product database



We will help you discover your favorite features, products, and brands.



Favorite Brands

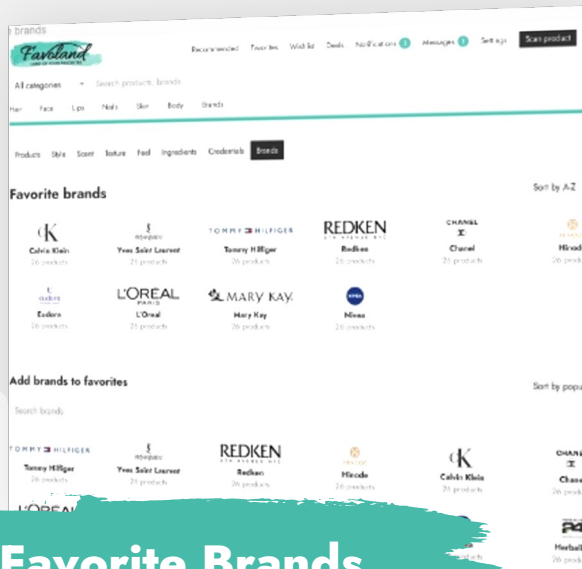
Solution



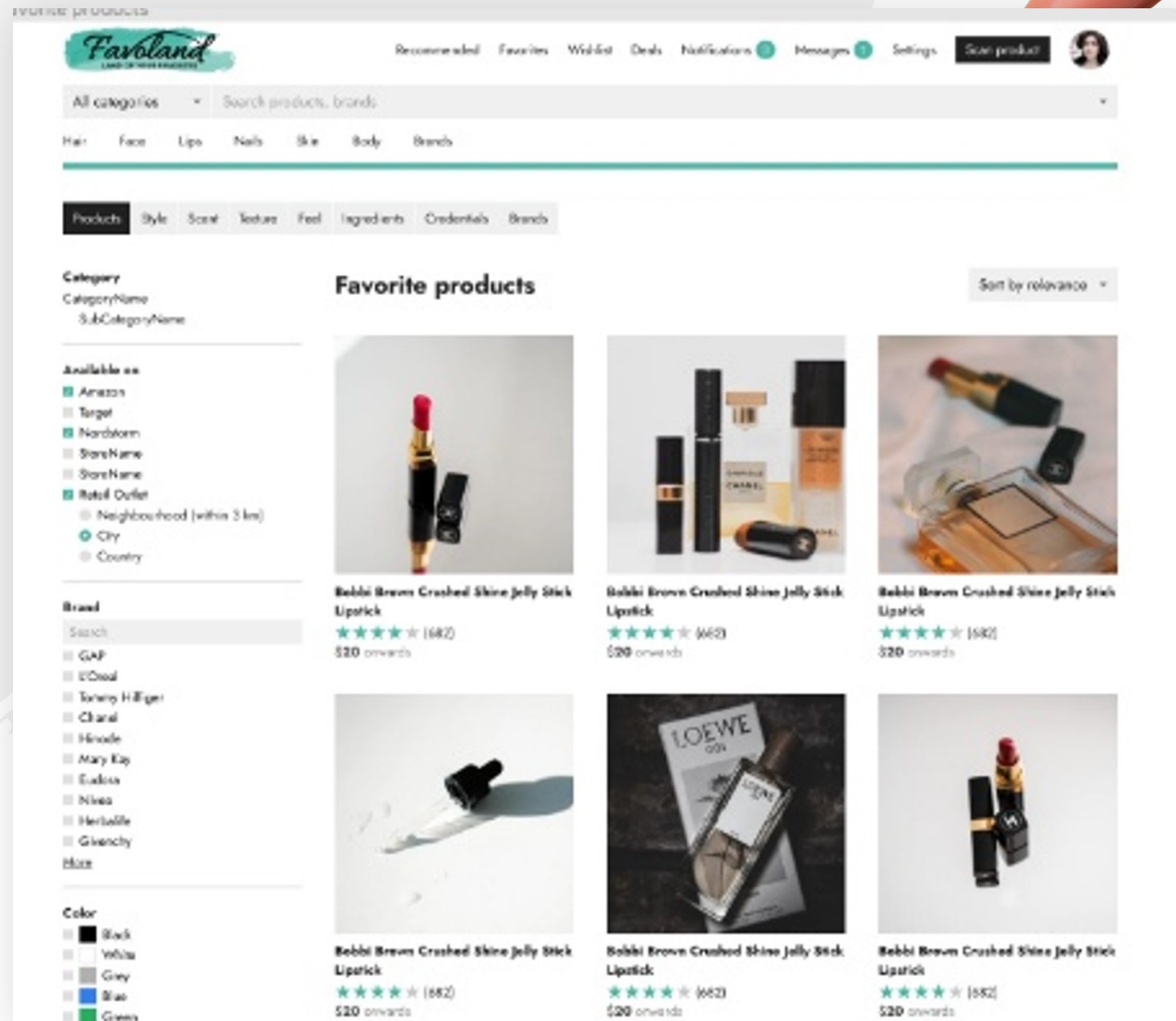
Online beauty product database



We will help you discover your favorite features, products, and brands.



Favorite Brands



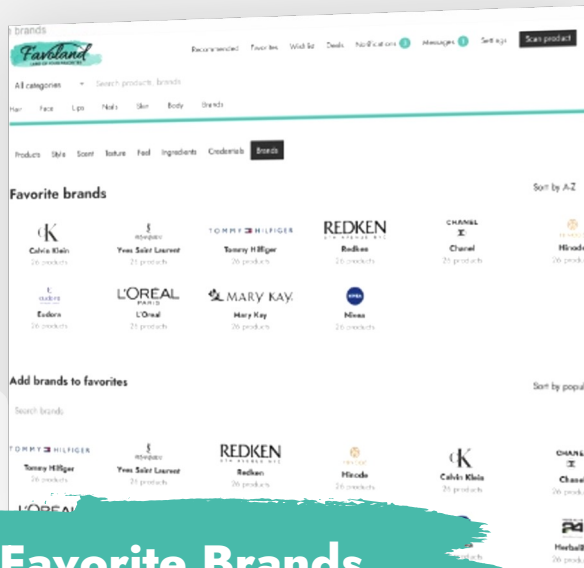
Solution



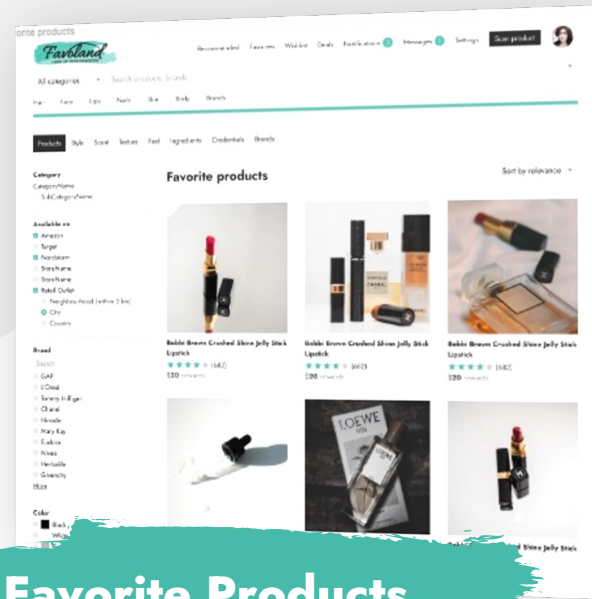
Online beauty product database



We will help you discover your favorite features, products, and brands.



Favorite Brands



Favorite Products

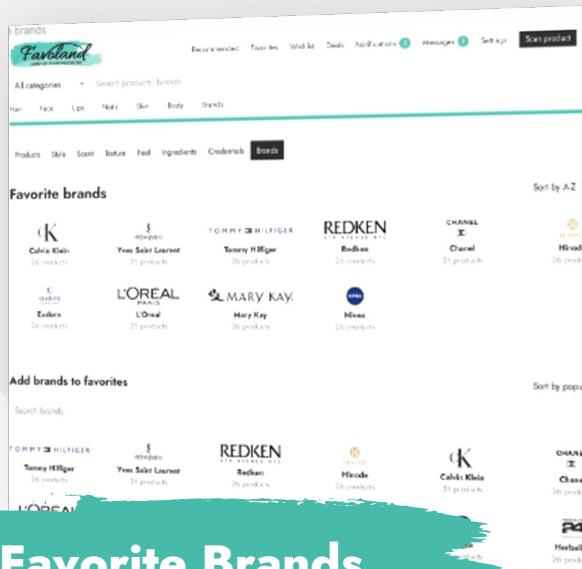
Solution



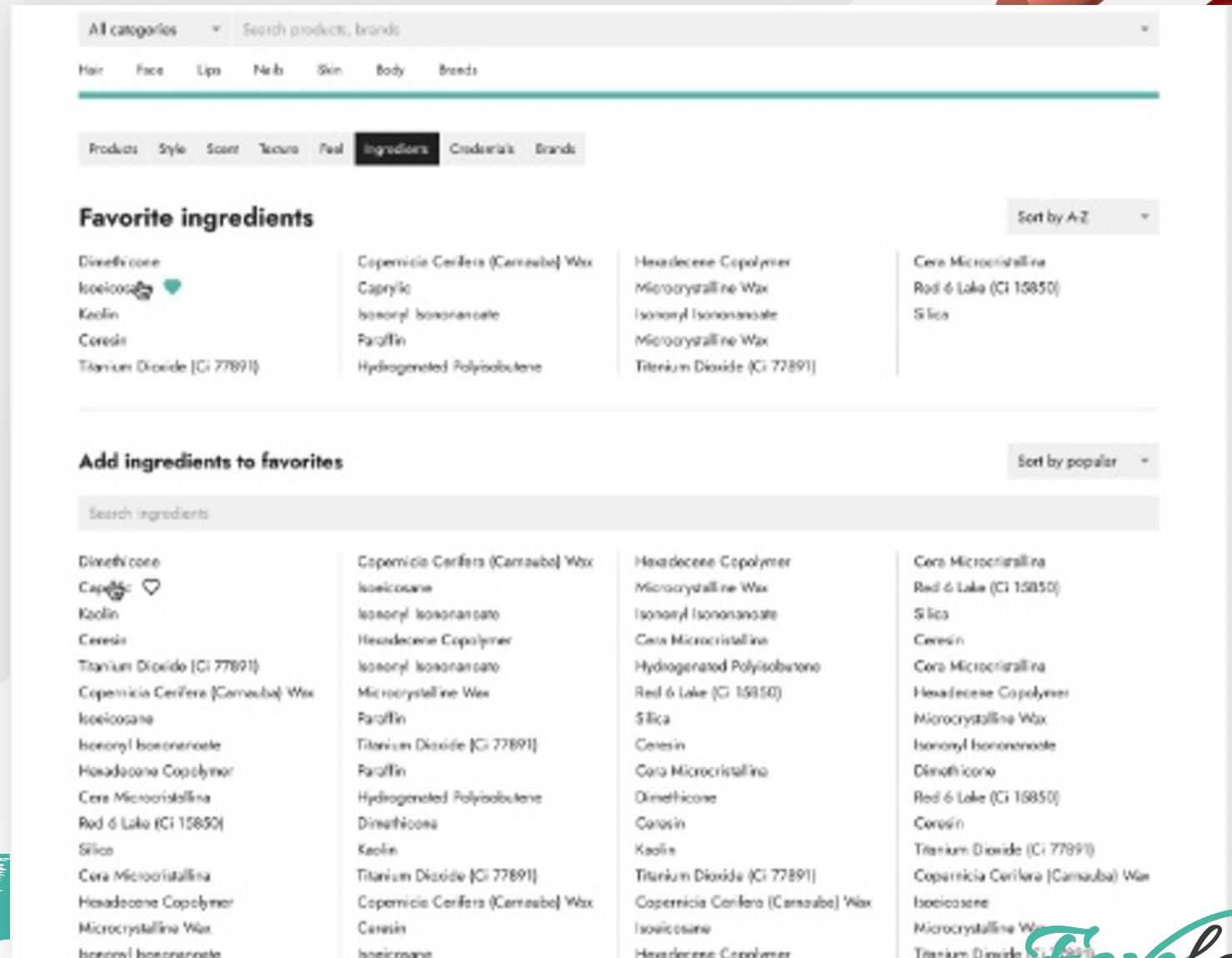
Online beauty product database



We will help you discover your favorite features, products, and brands.



Favorite Brands



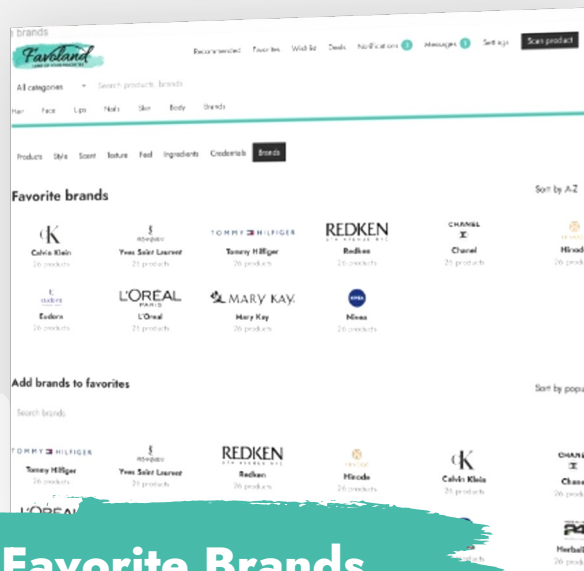
Solution



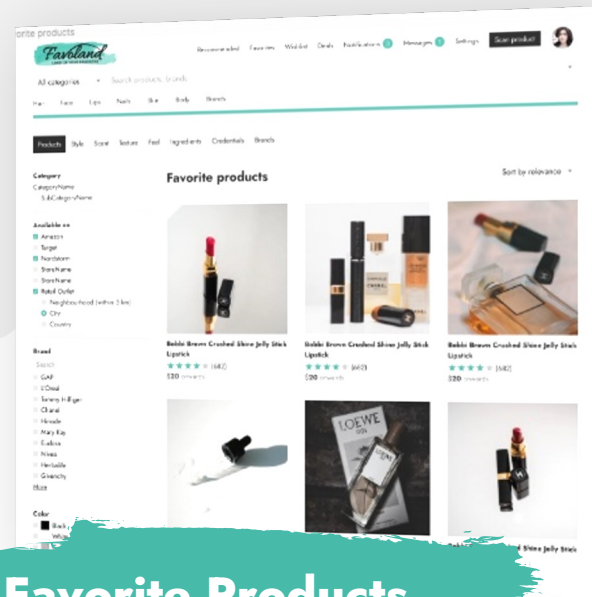
Online beauty product database



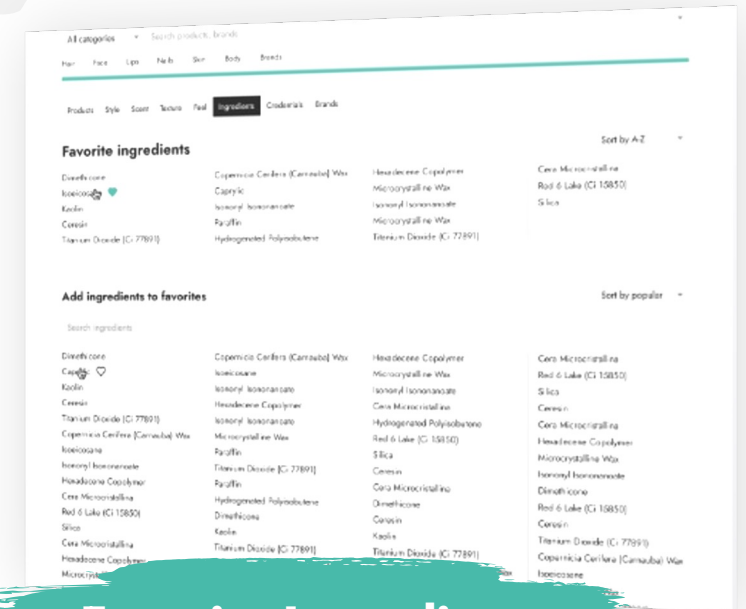
We will help you discover your favorite features, products, and brands.



Favorite Brands

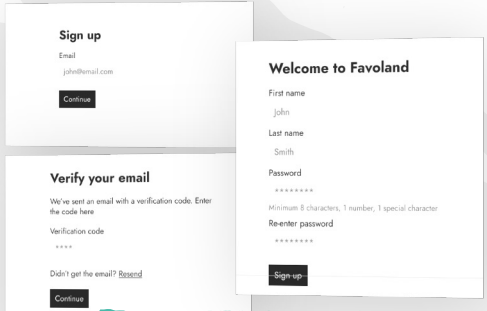


Favorite Products

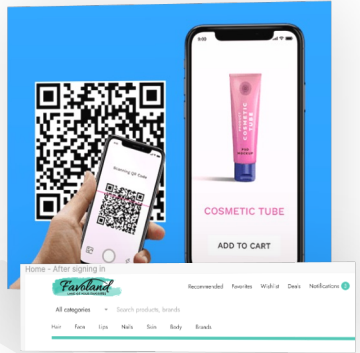


Favorite Ingredients

Customer Journey — Consumer

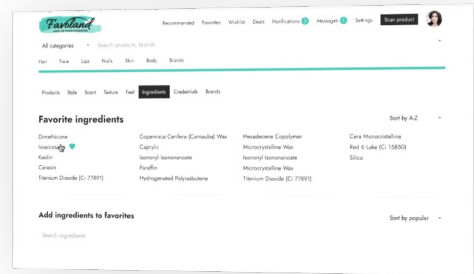


Register



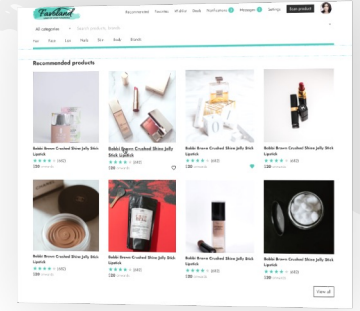
Scan/Search Products

- Find products



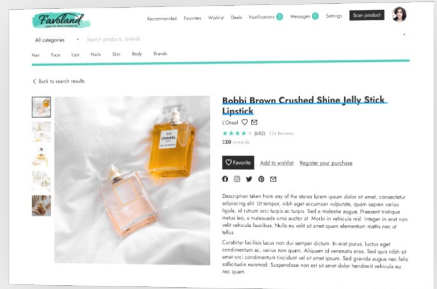
Favorite features

- What you like?



Recommendations

- Products based on your favorites



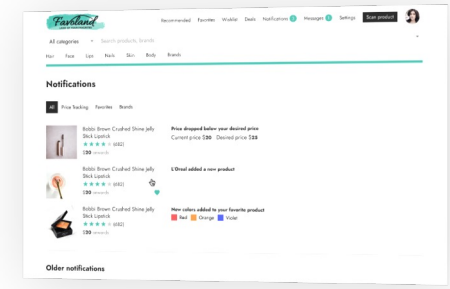
Purchase

- Price comparison
- Sales/Clearance



Subscription

- Stuff you buy regularly
- Loyalty Programs

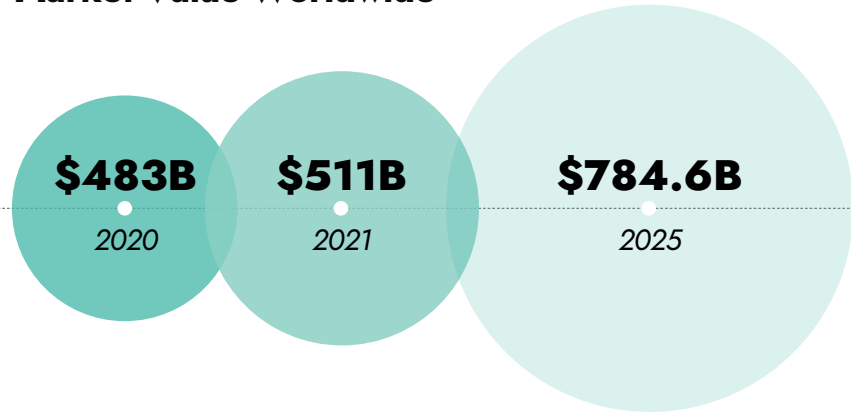


Notifications

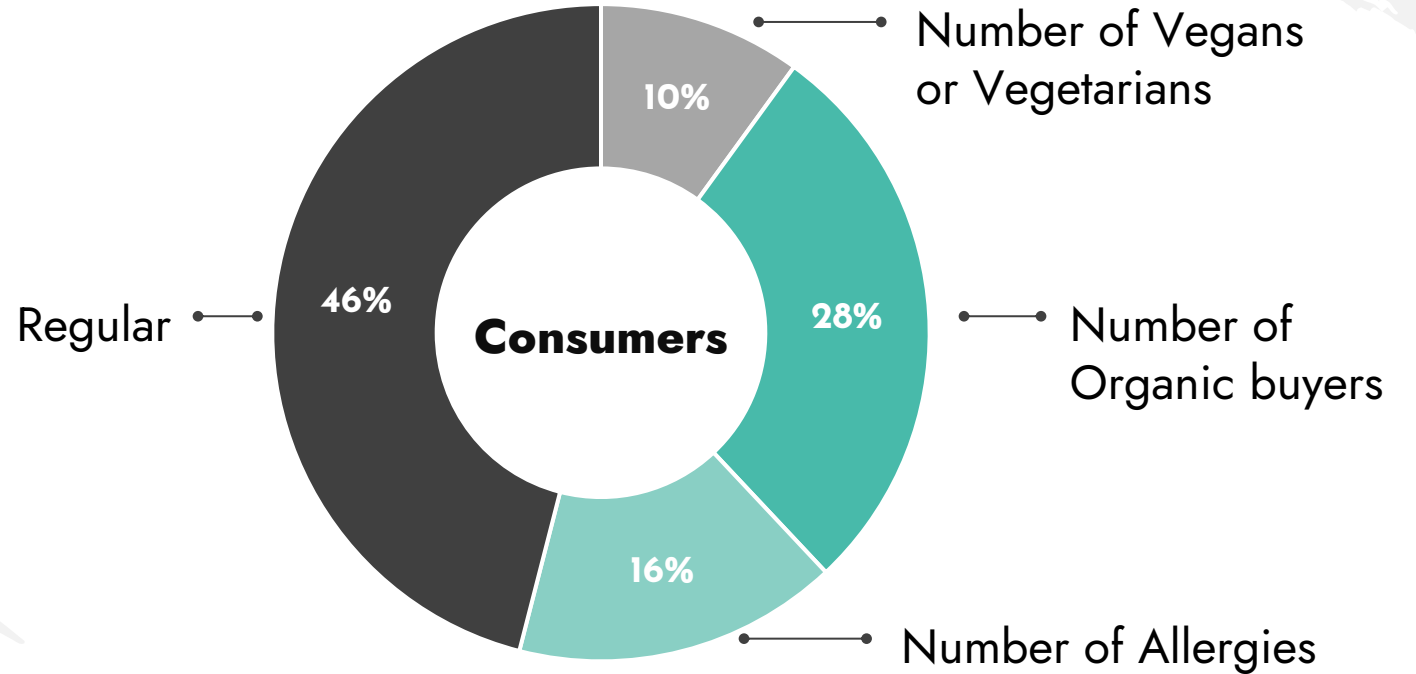
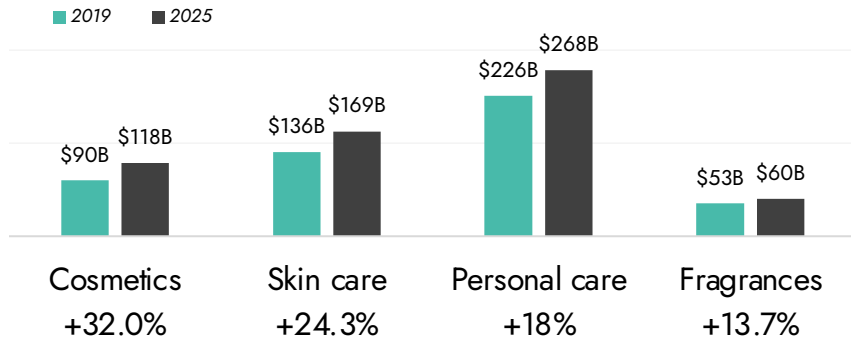
- Recalls/warranties
- Price Alerts

Market

Beauty & Personal Care Market Value Worldwide



Segment Revenue & Growth Rate within the Beauty Industry



<https://allianceforscience.cornell.edu/blog/2022/03/1-in-10-americans-say-they-dont-eat-meat-a-growing-share-of-the-population/>

Sources: Reports Globe (2021), L'Oreal (2020) & Statista (2021)



Competition

SERVICE	Favoland LAND OF YOUR FAVORITES	THINK DIRTY.	Yuka	Good Face Project	novi	good on you
Comparable	✓	✓				
Traceability	✓					
Transparency	✓					
Sustainability	✓			✓	✓	✓
Ethics	✓					
Ingredients	✓	✓	✓	✓	✓	
Scents	✓					
Textures	✓	✓	✓			
Scan Barcode	✓	✓				
Beauty Box	✓					
Discounts	✓	✓				
Price Match	✓					
Subscriptions	✓	✓	✓			
Intelligence	✓	✓	✓	✓		

Revenue

Our primary revenue will be a subscription model. In the first year, it will be free for consumers. Brands, retailers, and suppliers fee will only be reoccurring when volumes surpass activity.

MONTHLY

Consumer: **\$1.50**

Brand: **\$0.01 - \$0.10/per item**

Retailer: **\$0.01 - \$0.10/per item**

Supplier: **\$0.01 - \$0.10/per item**

YEARLY

Consumer: **\$12**

Brand: **\$0.10 - \$1/per item**

Retailer: **\$0.10 - \$1/per item**

Supplier: **\$0.10 - \$1/per item**

We will also have ad revenue.



Team



Jeff Clark

Founder

Serial Entrepreneur, led start-ups scale to over \$100 million.



Ioana Birleanu

Sales Lead

Sales and business leadership. Sales Director Cisco Systems



Grisilda Hoxha

Marketing

9 years of experience working in marketing

Developers



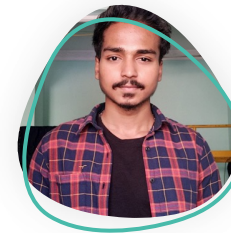
Rajat

Developers



Vedant

Developers



Swarup

Developers



Pravin

Developers

Ask

Seed Round looking for **\$600,000**
to build and grow the business.



Developers



Go-to-Market Campaign



CMO, Founding Partner



Mentors & Advisors





Thank You

JEFF CLARK

Favoland Canada Inc.

Web: <https://favoland.com/>

Social Media: Favoland

Email: Jeff@favoland.com

Phone: 778 302 0286