

# CRWND

Natural Hair App



## MISSION

Provide a curl type specific experience while cultivating a sacred space for women on their natural hair journey. CRWND strives to become the go-to platform for all things Natural Hair through providing a space of positivity, knowledge exchange, resources, and community.

## VISION

Become the # 1 natural hair mobile app for women with kinky, coily hair. We hope to not only provide resources such as tips and tricks but also access to businesses that cater to natural hair women. Our vision is to become the most sought after one stop shop for all things natural hair.

## ABOUT THE APP

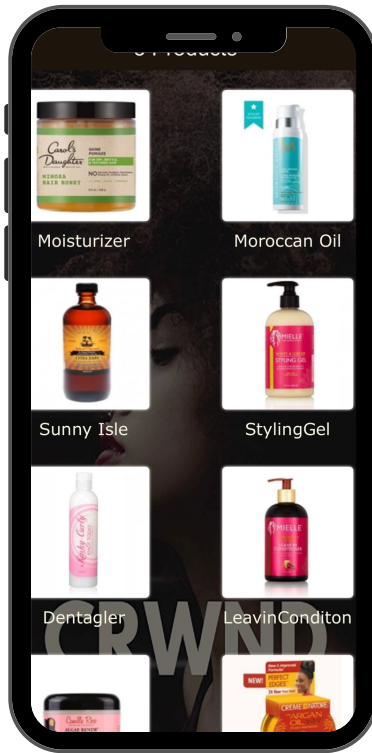
For centuries, women of kinkier hair textures have had a complex relationship with their hair. Most were never taught how to manage it and all of its intricacies. Over time, the natural hair movement has provided an opportunity for women to explore products and routines to better manage their tresses. These resources, however, are spread across several different platforms and lack proper organization by curl type, making the process difficult and tedious leading to women to revert back to chemically induced products and routines altering their natural curl pattern.

CRWND does all the heavy lifting for you. Our app provides a curl type specific experience via forums, product suggestions, and video tutorials curated by curl type all in one central place, making the journey that much easier.

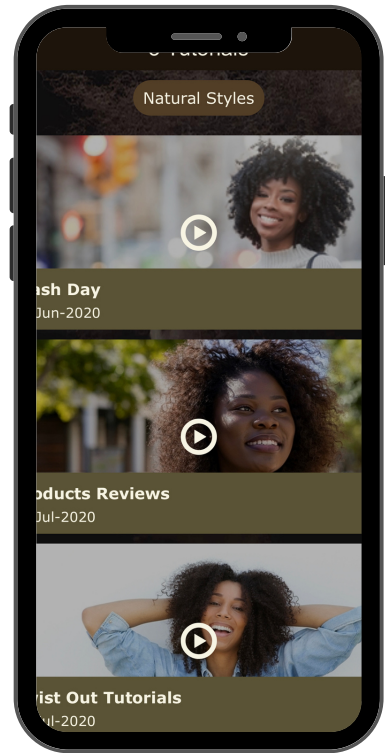
# PLATFORM FEATURE HIGHLIGHTS



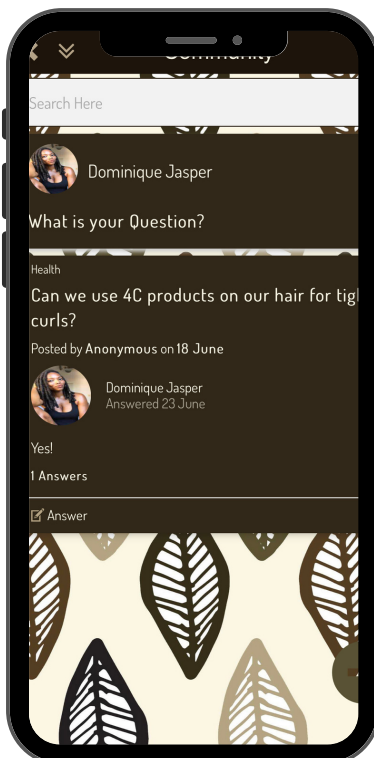
quickly find your curl type



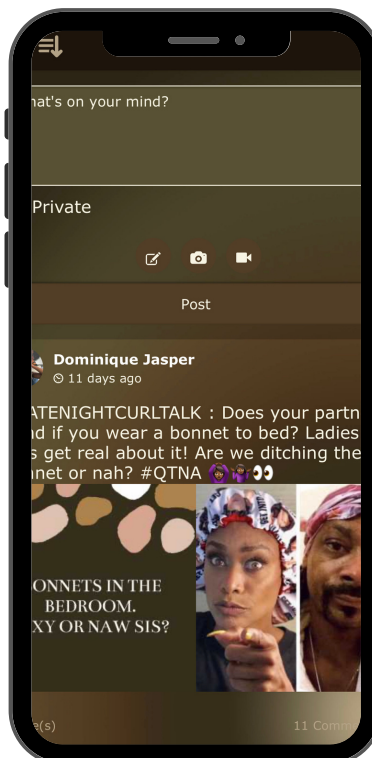
purchase products by curl type



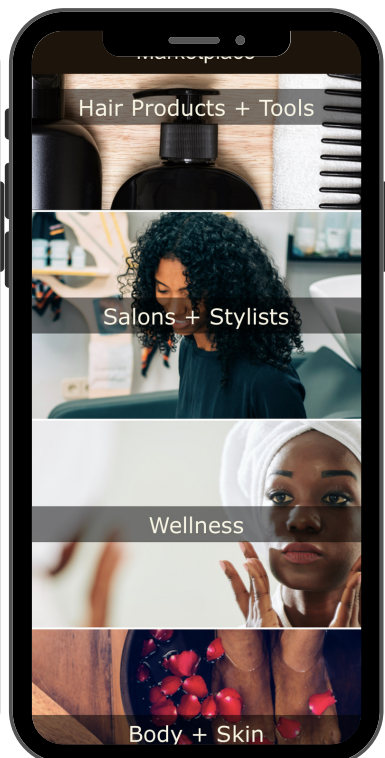
view tutorials by curl type



view tutorials by curl type



join the Curl Chat community, share your curl story + connect with other curlfriends



purchase from the marketplace

# INSIGHTS

## MOBILE APP

**2K+**

UNIQUE USERS IN  
2 MONTHS

**8K+**

IMPRESSIONS IN 2  
MONTHS

### *TOP COUNTRIES*

UNITED STATES  
NIGERIA  
SOUTH AFRICA  
UNITED KINGDOM  
CANADA

## SOCIAL MEDIA

**8.5K+**

UNIQUE USERS IN  
2 MONTHS

**383K+**

IMPRESSIONS IN 2  
MONTHS

**136.8K+**

REACH IN  
2 MONTHS

# PARTNERSHIP OPPORTUNITIES

Partner with CRWND - a platform with a segmented, hyper niche market seeking curated resources, new products and services to make their natural hair journey that much sweeter!

## IN-APP ADVERTISEMENT

**Position your company directly in front of your target market!**

- Direct placement in front of a Hyper Niche Market
- Exclusive access to a Hyper Niche Market
- Exclusive highlight in the app (limited advertisement placement slots in the app which means limited competition)
- No more fighting through the algorithms as set by other platforms
- No more defining a segmented audience for ad placement in hopes to reach your customers. CRWND has a very specific, segmented audience – we are the community!
- Take advantage of app notifications and email blasts to target market

## MARKETPLACE PLACEMENT

**Market and Sell your products directly to your target market!**

- Showcase your products or service on the CRWND Marketplace
- Showcase your products in a curl tribe product category
- Allow users easy access to your website to purchase your products/services
- Keep all sales made through the platform

## SOCIAL MEDIA

**ENGAGE YOUR FOLLOWERS AND INCREASE VISIBILITY TO YOUR BRAND VIA SOCIAL MEDIA**

- Instagram Lives
- Facebook Lives
- Social media posts (Static or video) placement showcasing your partnership with CRWND

## CAMPAIGNS + GIVEAWAYS

**DRIVE SALES AND BRAND VISIBILITY VIA GIVEAWAYS AND CAMPAIGNS**

- Campaigns and giveaways always entice potential buyers / users
- Partner with CRWND for exclusive offerings to users on the platform
- Convert winners to repeat customers via freebies

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## CRWND INFO SHEET

- **Natural Hair app providing a curl type specific experience to women with naturally curly, coily, or kinky hair**
- **Launched July 2020 with over 2k users in just 2 months**
- **The app is available for download and can be accessed in the Apple App and Google Play stores**
- **One stop shop providing forums, products, and tutorials (all curated by curl type), making the process of finding natural hair resources easier.**
- **One central place for all things natural hair. No more searching on various platforms for your natural hair needs.**
- **Provides a platform for existing and upcoming business owners to showcase and sell to a hyper niche market via the CRWND Marketplace**

# MEET THE FOUNDER



## DOMINIQUE JASPER



"I've always been natural, but I was a straight natural. It took several years of unlearning and tons of mental "undoing" for me to go on the no heat journey to embrace my natural hair. I have so many stories about my hair, I could on and on. That is why I created CRWND: A safe space specifically for us to go on and on about our curls in a judgement free environment.

When I began my journey, I was confused. I damaged my 4 type hair severely thinking that it would spiral like 2 type curls. When it dried, it shrunk, it lost the curl spiral and trying to adjust to that was difficult. Little did I know, I was embarking on a self love and acceptance journey - a much bigger feat than just accepting my shrinkage after wash day..

I created CRWND with women, who were exploring their natural hair for the first time, in mind. I got discouraged often and didn't want other women to feel that same frustration. I wanted to provide a space for new and existing naturals to come and feel seen and safe on a judgement free platform. Most importantly, I wanted to provide value and resources to make the journey that much easier while cultivating a community in digital space that does not exist today"