

TrueYou Beauty

“Unapologetically, you”

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01

What is TrueYou Beauty?

TrueYou Beauty is a cosmetic omnichannel business that allows customers to go in store to create their own shades and custom makeup products that perfectly fit their unique skin and undertone.

- ◆ Offer 5 products customers can make themselves and walk out with the same day. After finding perfect shade, they can re-order on our website.
 - foundation, concealer, blush, bronzer, & eyeshadow
- ◆ New color palette collections drop each month to keep customers coming into stores and experiencing all our brand has to offer.
- ◆ Open physical stores in highly populated cities a
 - Cincinnati, Chicago, NYC

“Unapologetically, you”



Company Story...



We believe everyone should have access to makeup that accurately expresses who they are and equally brings that person confidence and joy. TrueYou Beauty embodies a clean cosmetic brand aesthetic with an unforgettable experience.

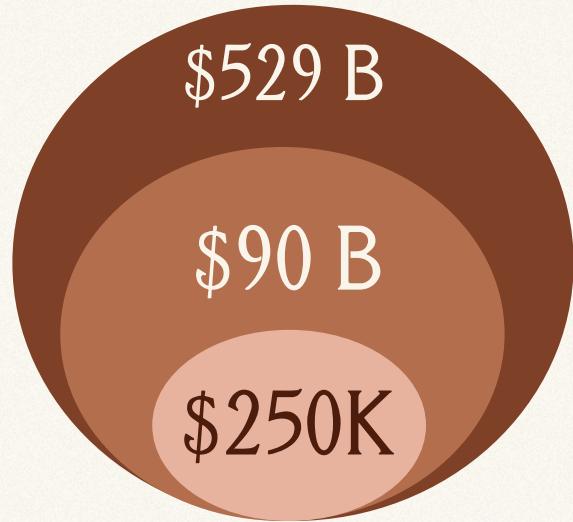
Business Support...

- **Consumer Need:**
 - Provide those who are always on the go with a simplified custom-made makeup routine that makes them feel happy with who they are and compliments their features.
 - Allow for women who can't find their shade in-store to have a hassle free shade matching experience
- **Value Proposition Statement:**

"Embrace your individuality with makeup tailored just for you"

TrueYou Beauty redefines beauty by embracing diversity and promoting inclusivity, while committing to clean, cruelty free makeup. Our goal is to help our users embrace their individuality with makeup tailored just for them so that they feel beautiful and confident in their own skin. With over 7 billion people in the world, 50 shades falls short of catering to everyone's unique needs. We make our products as unique as our customers using them, unlike our competitors who carry limited options.

Market Opportunity in the Beauty Industry



Industry

The beauty industry made 528.59 billion in 2022 worldwide.

U.S.

The largest of that number coming from the U.S at 89.7 billion. (growing at a rate of 4.64 percent).

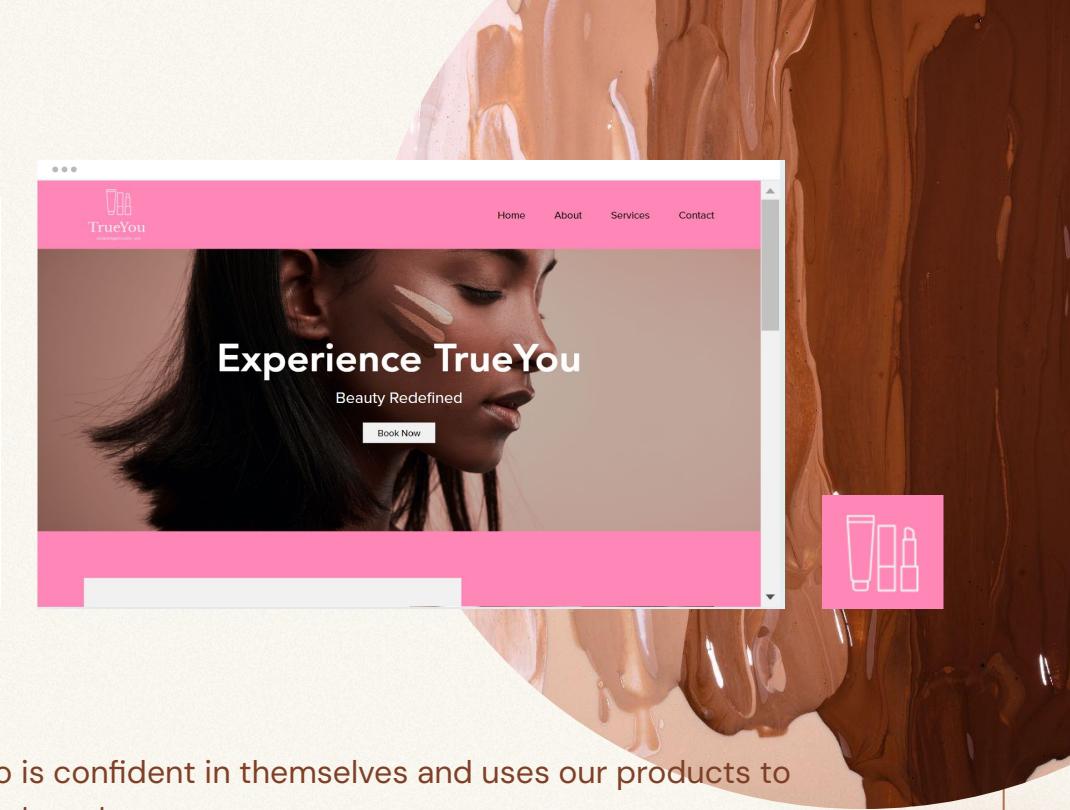
TrueYou Beauty

In our third year of business we are estimated to make 250k through our original 5 products.

- "Annual expenditure on beauty products is **\$182.3** per consumer in the United States."
- "American women spend, on average, \$313 a month on cosmetics."
- "On an average, American women spend more than **\$3,756** annually on beauty products and services."
- "Americans spend between **\$244 and \$313** on cosmetics every month on an average."
- "**3 out of 4 beauty customers** respond well to personalized recommendations".

Branding Elements

Visible Elements



Invisible Elements

- **Personality:**
 - Fun, trendy, & confident
 - If TB was a person: makeup lover who is confident in themselves and uses our products to enhance their beauty from the inside to out
- **Emotional feelings:**
 - Our brand feels expressive while using, relatable as we accommodate pigments for all people, and exciting when creating your own makeup
 - Our intention is for our consumers to feel seen, valued, and free to be themselves by using TrueYou Beauty



Primary Target Consumer

Background

Imani is a 25 year old African-American single woman who works as a sales representative making around 80k a year in Cincinnati, Ohio in a suburban neighborhood with upscale shopping centers nearby. She enjoys spending money on herself (believes in "treating myself" occasionally),

Pain Points

When she walks into her nearest beauty store like Sephora or Ulta, there are limited options. She only has three out of ten companies to choose from that carry something close to her shade but nothing that is a perfect match. Now she must purchase multiple foundations to blend together to get as close to her color as possible

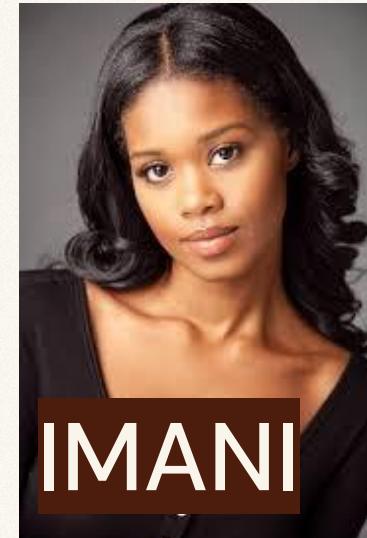
She is also not a fan of putting dirty testers on her face that will probably break her face out.

It takes over an hour for her to find a shade that barely matches even with the little help from a beauty advisor

Strategies

Provide her with a stress free experience where she can find her perfect match and feel confident walking out.

Provide an experience expert in makeup to make sure that she finds the right product for her



Motivations

She is willing to take the time and money in order to have a hassle free, relaxing and fun makeup shopping experience

- Natural beauty enthusiast (values minimal effort when applying makeup)
- Loves makeup but has trouble finding a shade for her deeper complexion in stores.
- She empowers others and is big on clean products and sustainability
- Has family and friends over to house often), goes out for girls night every other weekend
- Enjoys trying new trendy beauty products, wears light makeup to work, appears put together.

Interests & Highlights

Competitive Analysis Chart

Type of Business	Value Proposition	Product Range/ # of Shades	Omnichannel	Customer Service	Price
TrueYou Beauty	Makeup	"Embrace your individuality with makeup tailored just for you"	Unlimited	Brick & Mortar, Online, Pop-up Stores,	Color Matching and Makeup Experts In-Store
Rare Beauty	Makeup	"We believe in the beauty of imperfections"	48 Shades	In Sephora and online, Pop-up Stores	In-Store advising- and Customer Support online
Kylie Cosmetics	Makeup and Skincare	"Disrupting the beauty industry"	40 shades	In Ulta, Online, & Pop Up stores	In-Store advising- and Customer Support online
Fenty Beauty	Makeup and Skincare	"Beauty for all"	50 Shades	In Sephora & Ulta, Online, Pop-up Stores	In-Store advising- and Customer Support online
MOB Beauty	Makeup	"Pro-quality formulas that don't compromise"	36 Shades	Online	Customer Support Online

Competitive Positioning Map

Narrow
product
range

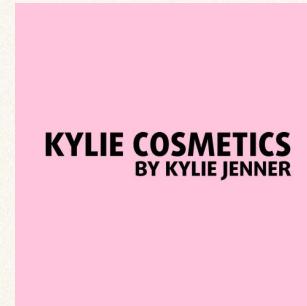


Inclusive shades



Wide
product
range

Limited shades



03 Marketing

Product



Simple product line: foundation, concealer, blush, bronzer, & eyeshadow

Price



Pricing strategy includes cost of ingredients, packaging, & the experience behind making our products. Customers can expect to pay a premium for superior quality.



Place



Sold in stores and online. Customers who purchase in stores will have a special refill code on their products to enter on our website for repurchase.

Promotion



Advertising through social media, local networks, & online. We will not utilize discounting product.



Product Assortment & Content Marketing

- Blush \$25
- Foundation \$40
- Concealer \$35
- Bronzer \$35
- Eyeshadow \$30 (6 shades), \$40 (10 shades)



TrueYou Guru
WEEKLY DIGEST
July Issue

TrueYou Beauty

The seasons are changing, & so is your skin.

Learn through detailed, step-by-step explanations on how to achieve the perfect sculpted glow. Discover beauty tips and recommendations on which products and brushes are best to achieve a natural, effortless look.

Description: 2-week online course

Outcome: Improve your makeup skills

Certification: Digital certificate

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Roundup of the best virtual makeup

Summer

What is contouring and highlighting
What comes first: contour or highlight
Is highlight the same as contour
What you need for highlighting and contouring

Winter

Products for contour and highlight
How to pick the perfect product for your face
Applying makeup
What you need to know about virtual makeup

Tones

Tones

TrueYou Beauty

Acquiring new customers

Advertising strategies...

- The company website (interactive blog)
- Content marketing activities (educational videos)
- Email marketing (newsletter covering newness)
- Event marketing booths (local event venues, campuses)
- Social media (Instagram, TikTok)
- Paid ads (print and digital- online Google ads)

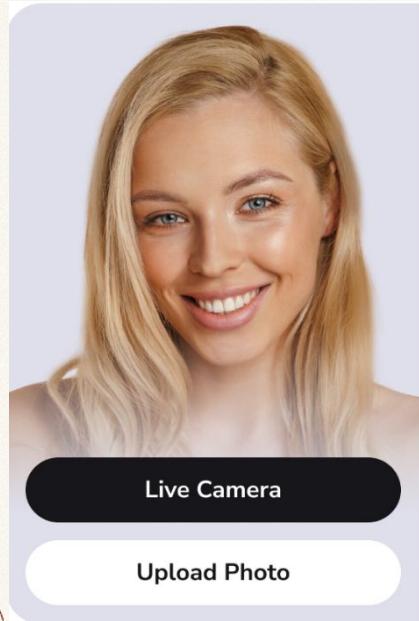
Word of mouth advertising...

- Once customers experience the AI color analysis technology in stores, choose which products best complement their skin, and create a simple and functional makeup routine using TrueYou Beauty, they will be sent a survey via email asking how likely they are to recommend us to a family member or friend.
- We can understand how quickly we are building a loyal customer base via NPS.

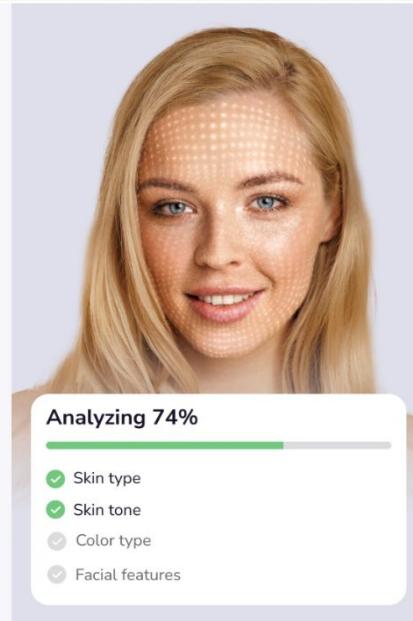


The User Experience with AI Color Analysis

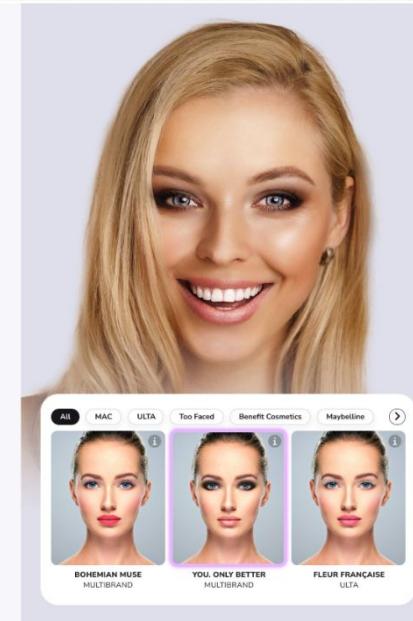
01. Customer is greeted by associate who acts as a beauty consultant and personalizes each person's experience.



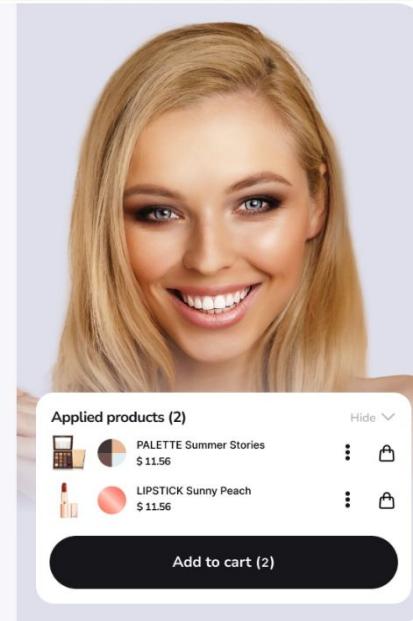
02. The AI smart mirrors stationed in stores begin the color analysis process by determining the customer's facial features & color profile.



03. Once color palettes have been created, the customer is then able to try on and edit the unique makeup looks AI has chosen.



04. Present customer with product options to add to virtual cart, make with in-store machinery, & purchase.



04 Management & Operations

Key Personnel Needed:

- Staffing needs:

- Leadership (founders, dept heads)
- Management (store & online)
- Glam Squad (front line employees, face of the brand)

- Hiring Criteria:

- Upbeat attitude, contagious smile, knowledgeable on beauty industry, excellent sales skills, & trustworthy by nature

- Training Program:

- Educate employees on AI technology, how to recommend products to customers, & how to properly make product in-store

- Company Culture:

- Inclusive, supportive, & work family mindset

Operations Management:

- Quality Control

- Train our beauty specialists to make sure that shades are a 100% match and that the formula works perfectly for our consumer

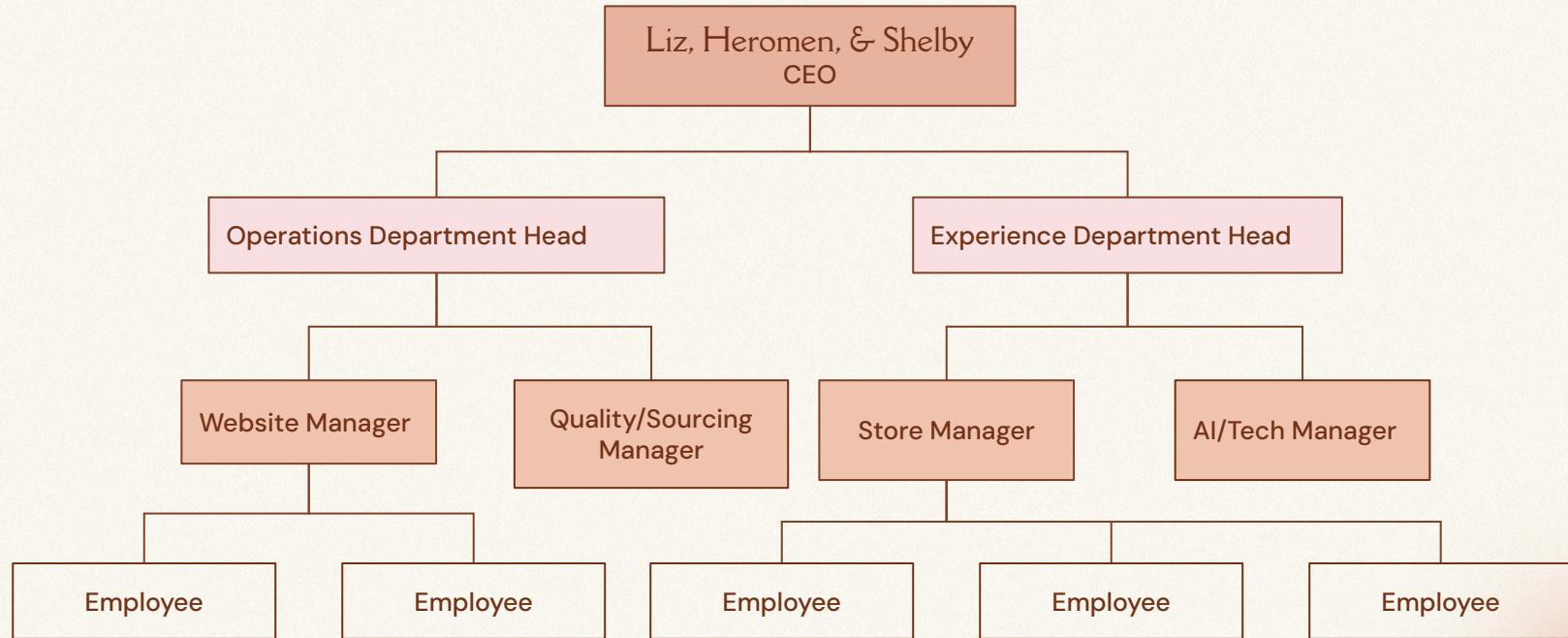
- Inventory Control

- Because our products are being made on the spot, which makes it easier so we don't over order. We will make sure to keep a record of the weight of the ingredients that we order in correlation to how much we sell.
- We will use the demand forecasting system to estimate how much product we need in our store at a time.

- Supply Chain

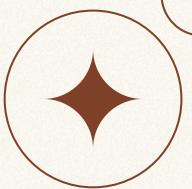
- Source the best quality clean ingredients on the market.

TrueYou Beauty Organizational Chart



05

Financing & Accounting



Start-Up Funding

START-UP COST	UNIT	UNIT/COST	COST	OUNCE PER PRODUCT
Website	1	\$1,000	\$1,000	Foundation → 1 oz
AI Mirrors + Software	3	\$15,000	\$45,000	Concealer → 0.3 oz
Packaging Materials	8,000	\$2.50	\$20,000	Blush → 0.15oz
Product Cost	8,000	\$5.71	\$45,680	Bronzer → 0.35
Permits			\$250	Eyeshadow → 1oz
Total Cost			\$111,930	Total → 2.8oz

Product cost \$1/pound
 $16\text{oz} = 1\text{lb}$
 $16/2.8 = 5.71$

Funding Source → We will be getting our funding from an Angel Investor who is donating \$150,000 to start up our company.

Capital Investments

Capital Investments	Month	Cost/Month	Cost
Store Spaces (leased)	12	Cincinnati → \$3,500	\$42,000
Heat	12	\$100	\$1,200
Electricity	12	\$120	\$1,440
Water	12	\$40	\$480
Insurance (general liability, property)			\$1,500
Internet	12	\$100	\$1,200
Total Cost			\$47,820

Projected 3 Year Revenue and Profits

Year 1 → We predict to sell 8,000 units. Because we have 5 different products at different prices, we took the average price of all 5 for our predictions. Each product cost an average of \$33. Our variable cost will be around \$29 per unit and \$232,000 per year and our total revenue for this year will be \$264,000. After subtracting our variable and overhead cost we will end with a profit of -\$15,820.

Year 2 → We predict to sell 10,000 units still at an average of \$33. Variable cost will stay the same at \$232,000, but our revenue will be \$330,000. This leaves a profit of \$50,180.

Year 3 → We predict to sell 15,000 units at \$33 average. Variable cost still at \$232,000 and our revenue at \$495,000. This leaves our profit for the year at \$215,180.



Break Even Analysis

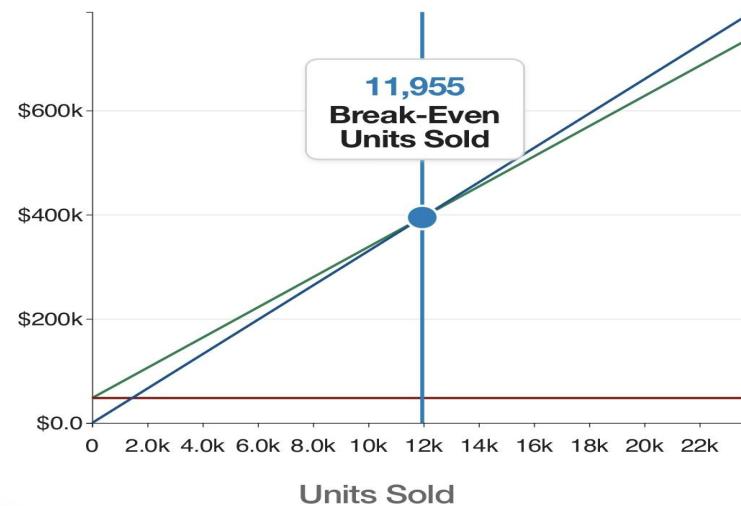
Break-Even Profile

of units **8,000** [edit](#)

Price Per Unit **\$33** [edit](#)

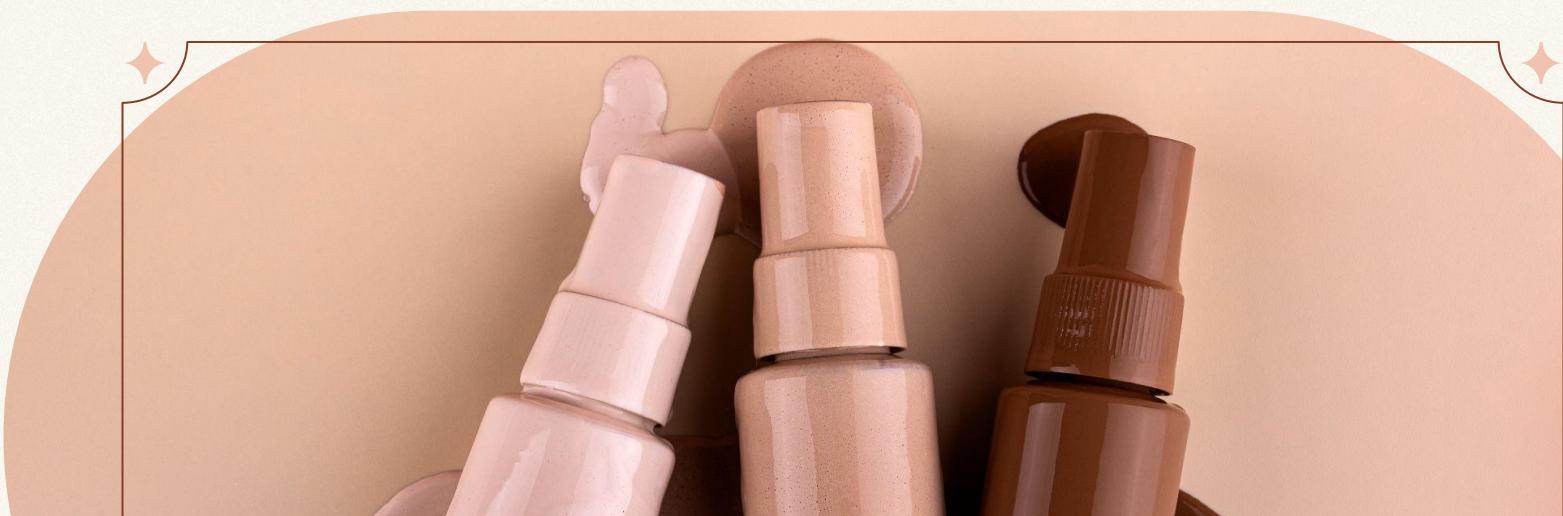
Fixed Costs **\$47,820** [edit](#)

Variable Costs **\$29** [edit](#)



Conclusion

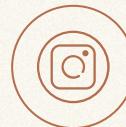
TrueYou Beauty is a brand who values **authenticity** because expressing your true self will never go out of style and we can appreciate real people living even more real lives. We are **transforming** the beauty industry one custom makeup product at a time by creating a safe space to step outside your comfort zone and explore. Our products are made from only the **best, clean ingredients** in the market and we share with our trusting consumers just that on the label. Our mission is to establish **confidence** in every person we connect with and **empower** each person to be proud of who they are and where they come from.



Thank You!

Do you have any questions?

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trueyoubeauty.com



Resources

- ◆ <https://www.zendesk.com/blog/what-is-customer-acquisition/>
- ◆ <https://www.sba.gov/blog/10-ways-get-new-customers#:~:text=Ask%20for%20referrals.,referrals%20from%20your%20satisfied%20customers.>
- ◆ <https://nataliesetareh.com/inclusive-makeup-brands/>
- ◆ <https://www.banuba.com/tint-makeup-virtual-try-on>
- ◆ <https://www.banuba.com/faq/what-is-seasonal-color-analysis>