



# FANCY

Investor Presentation



Find What You Fancy

# About Fancy

Founded in 2010, Fancy is a leading technology platform to aid social discovery of extraordinary lifestyle products, connecting creators, curators and consumers.

## Overview

We operate a global marketplace at scale, seamlessly connecting brands and retailers with consumers across the globe.

- **Customers** - Discerning consumers shop Fancy for the most interesting products in the world. We address those seeking to purchase unique goods that reflect their personalities.
- **Merchants** - Innovative merchants use Fancy's proprietary platform and tools to drive awareness and engagement with our eclectic, international clientele.



# Our Foundation

Over the last 10+ years Fancy has built an incredibly strong foundation that would be difficult to replicate and provides us with a significant competitive advantage

## **Global User Base**

Over 2 Million transactions across 120 countries. 2.6M active installs of Fancy iOS and Android apps.

## **Proprietary Technology**

A modular end-to-end technology platform proven to operate a global marketplace at scale.

## **Relevant, Social Commerce and Authentic Lifestyle Brand**

Over 12 Million Fancy accounts have been created since our inception.

## **Established Partner Relationships**

200K+ products across 800+ brand and retail partners.

## **Our Marketplace Business Model and SaaS model**

No owned inventory, low capital risk, target take-rate of 40%. Licensable marketplace technology and recurring revenue streams.

## **Unique Market Position**

Social discovery of luxury lifestyle goods.



# We Solve a Real Problem

There is no clear-cut destination for consumers to easily discover products from inspirational brands and artisans.

## Consumers

Consumers are increasingly drawn to **inspirational brands and artisans** with compelling, authentic narratives.

Mainstream outlets like Amazon are transactional and do a **poor job facilitating discovery**.

## Brands

Saturation on FAANG platforms have made it difficult for brands and artisans to **profitably acquire customers**.

Mass market retailers **focus on established brands** and traditional categories.

*“The top ranked trend to shape the fashion industry is the rise of small emerging brands that are accelerating thanks to decreasing brand loyalty and a growing appetite for newness*

McKinsey – The State of Fashion 2019



# Our Business Model

We generate income from **transactions conducted on our platform**, **licensing fees** from our white-labeled technology and **paid advertising** through our media solutions.

## Marketplace

- % of each transaction on the platform

**Consumers**



- Access to a highly curated collection of lifestyle products
- Social-driven discovery
- Engaging user experience with high-quality lifestyle imagery



# FANCY

- No owned inventory
- Negative working capital
- Ownership of data
- Always at pace with newest trends

**40%**

**Target  
Take-Rate**

**Sellers**



- Profitable brand exposure and broad distribution
- Strong brand adjacencies
- Influencer awareness

## White-Labeled Technology

- Setup fees + monthly fees + % of each transaction

## Media Solutions

- Campaign based monthly fees + % of each transaction

# Proprietary Technology Platform

We operate a modular end-to-end technology platform globally at scale

We are a technology company at our core and have created a purpose-built global platform for the personal lifestyle goods industry.

## CORE MODULES

- **Fancy Marketplace**

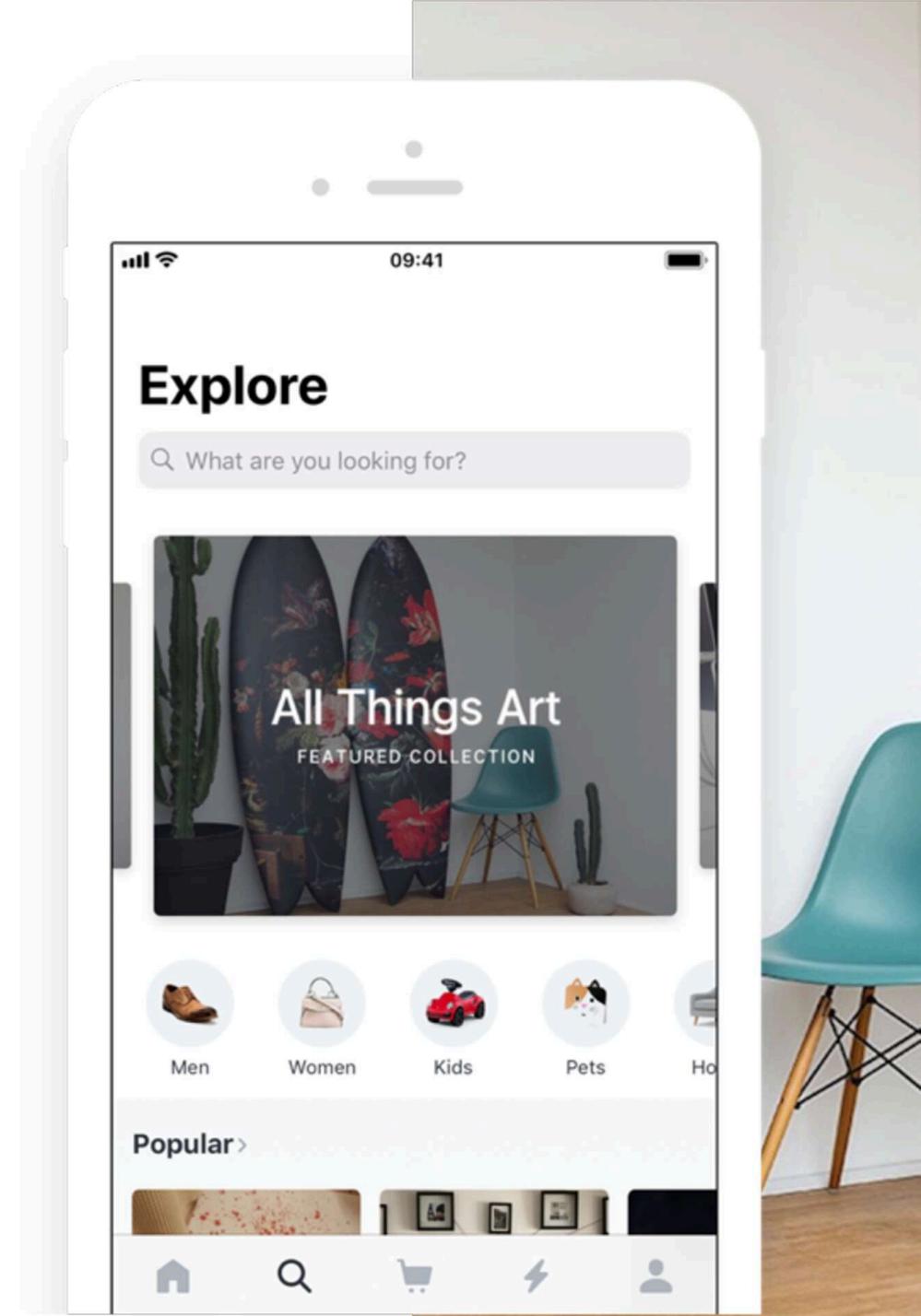
Our social marketplace connects the two sides of the lifestyle goods market: consumers from 130 countries and sellers from 25 countries.

- **Seller Tools**

Powerful operational tools to drive efficiencies for our sellers

- **Fancy Storefront**

Our modular, white-label e-commerce offering provides retailers and brands a full-service branded e-commerce experience and technology for marketplace, dropship and business ecosystems.



# Fancy Marketplace

Consumers can engage with us across our website and mobile apps for both iOS and Android devices.

## HIGHLIGHTS

### Relevant, Social Commerce

Features include native social, wish lists, user created collections and affiliate programs.

### Globalized

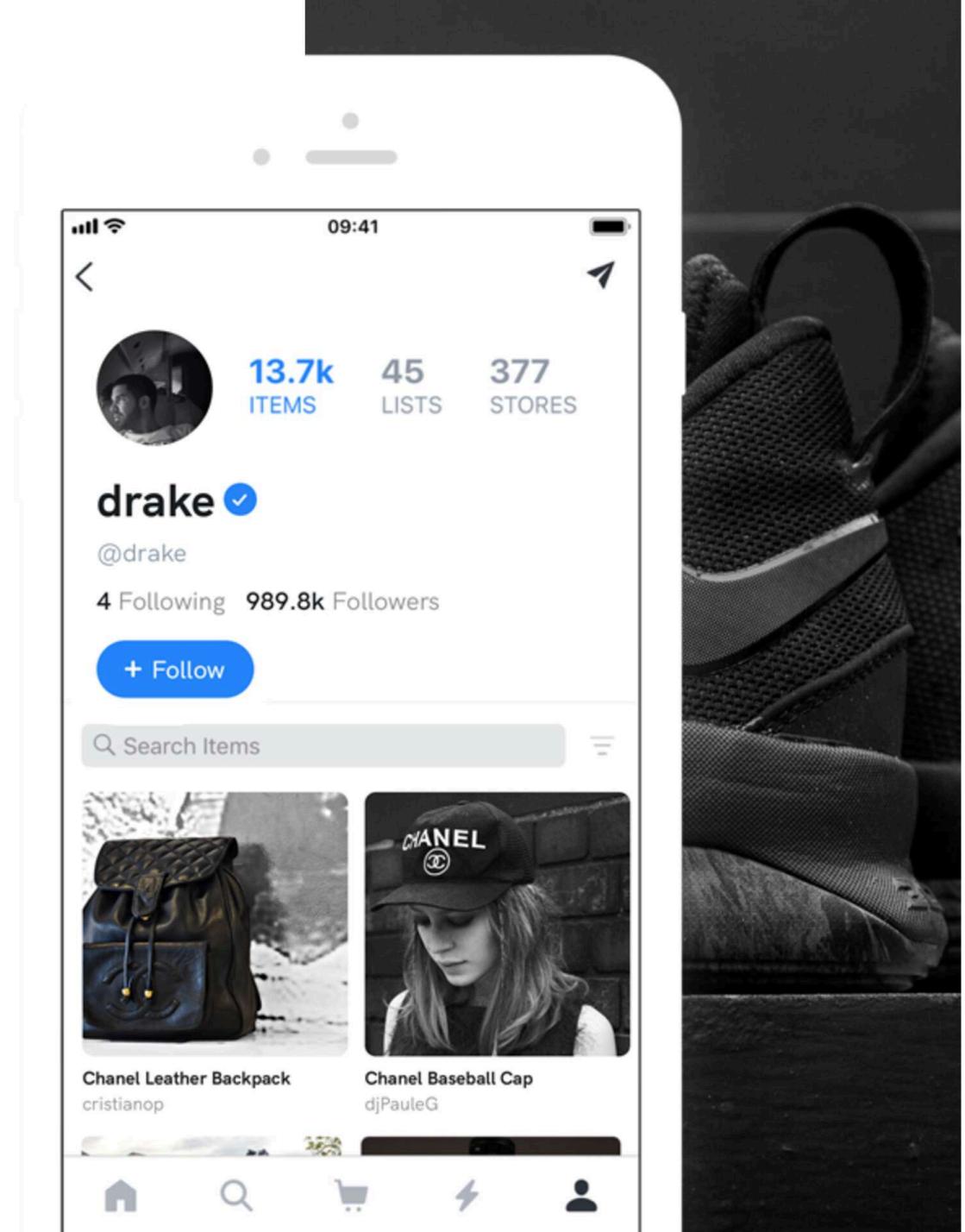
Supported by 12 local languages and accepts 100+ currencies.

### Daily Discovery

Consumers are driven by a desire to discover new products and trends.

### Intelligent Recommendations

Our algorithms help consumers discover products through highly personalized and dynamic recommendations.



# Seller Tools

Tools that enable our sellers to maximize their businesses on our Marketplace

## HIGHLIGHTS

### Target Customers

Reach your customers based on their demographics, purchasing behavior, and Fancy activity.

### Unlimited bandwidth and products

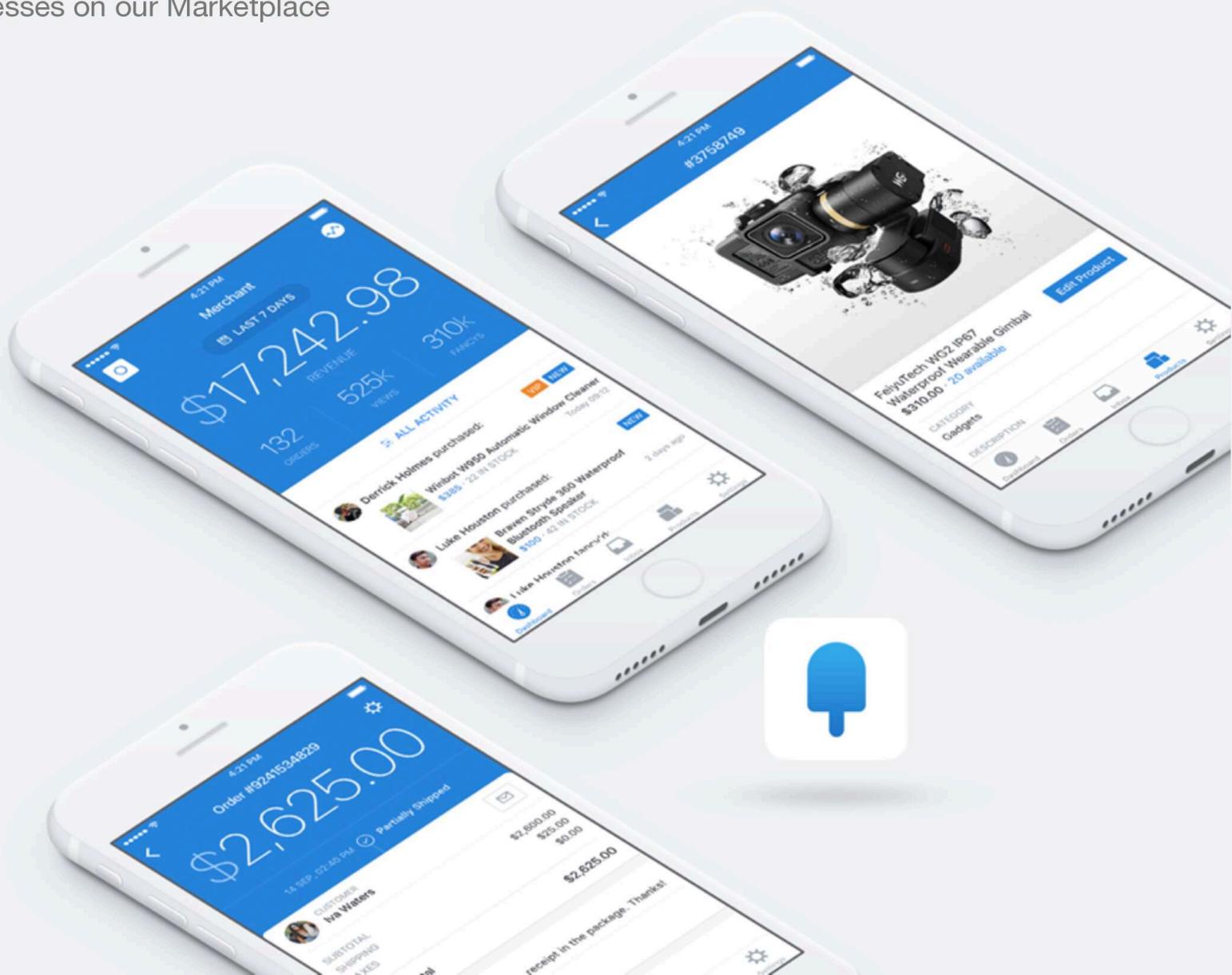
There are no restrictions or limits to your store once you've set it up. We want you to be able to expand and grow your business.

### Store Management on the Go

Manage orders and inventory, message customers and analyze your performance.

### Merchant Analytics & Reporting

Allows sellers to compare performance with other channels.



# Fancy Storefront

Our package of white-label solutions for brands and retailers with technology for marketplace, dropship and business ecosystems.

## HIGHLIGHTS

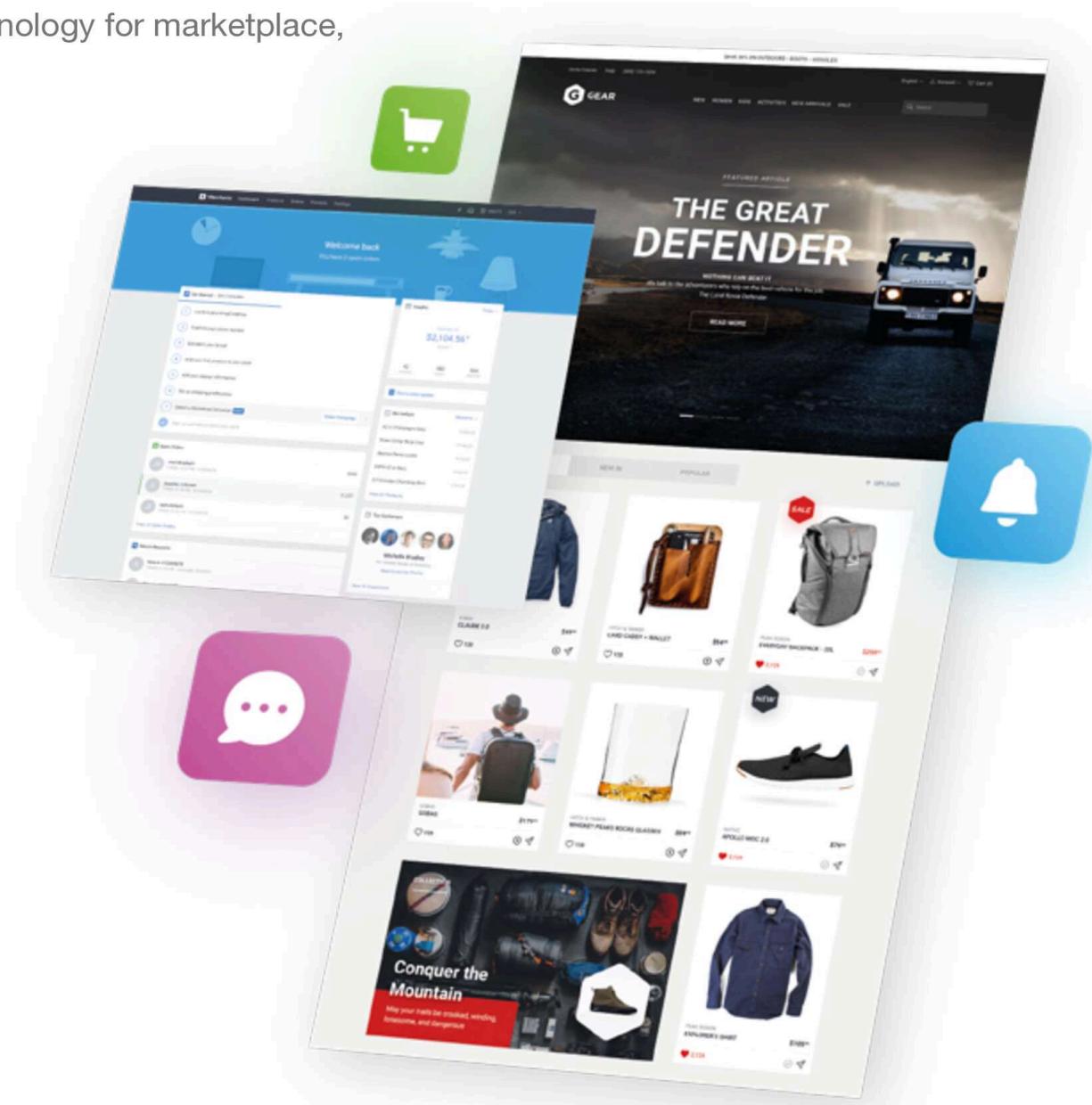
### Fancy.com functionality

- Access to entire Fancy product feed
- Custom front-end design
- White-label Merchant Dashboard
- Unified Cart: buy from multiple sellers in a single checkout
- Dedicated Curation Team
- Marketing and Transactional Emails

### Infrastructure Management

- Order management
- Global logistics
- Customer management
- Seller management
- Article CMS
- Homepage content management
- Admin console

FANCY



# Marketplace as a Service

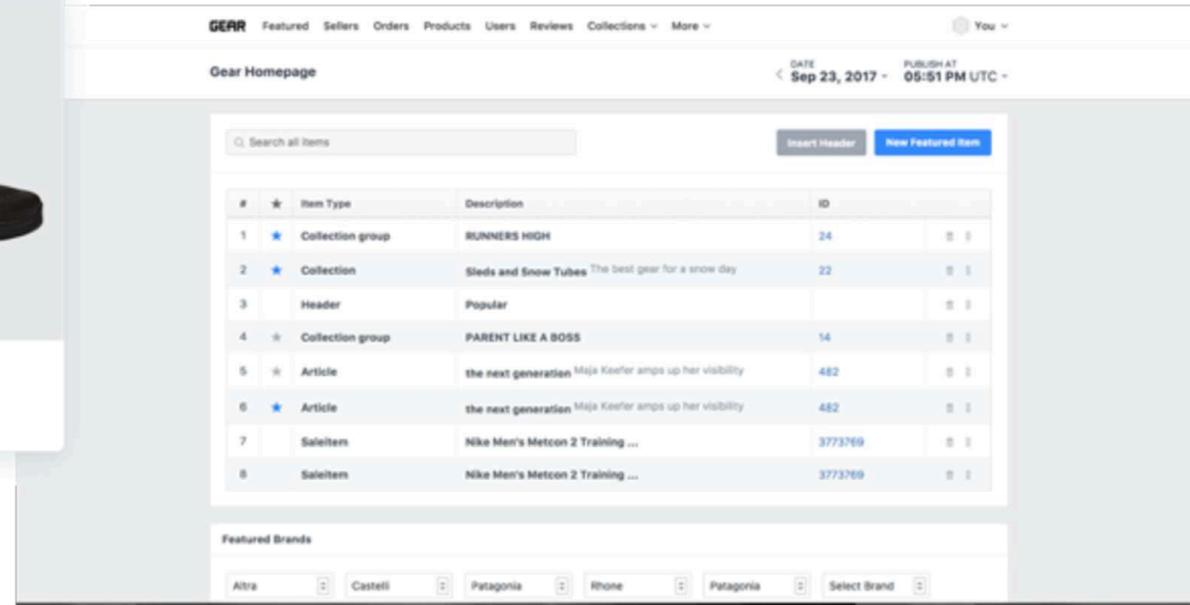
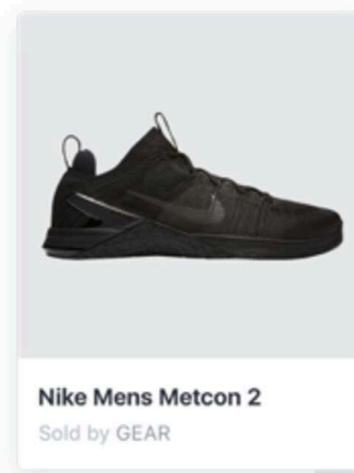
Six-figure deals with Gear.com and Outdoorly.com

## KEY FEATURES

- Complete functionality of [fancy.com](#)
- Access to entire Fancy product feed
- Custom front-end design
- White label Merchant Dashboard
- Unified Cart: buy from multiple sellers in a single checkout
- Dedicated Curation Team
- Marketing and Transactional Emails

## EXTRAS

- VC-backed startup
- \$400,000 deal value
- 7% on each transaction
- Ongoing Agency/Creative fees



# Loyal User Base

Over 12 Million Fancy accounts have been created since our inception



**2M**

Lifetime transactions



**1.1M**

Daily email subscribers



**347K**

Instagram followers



**900K**

MAUs



**2.7M**

Active App installations

One of the highest rates shopping apps in the app store



**4.8**



**3.3**



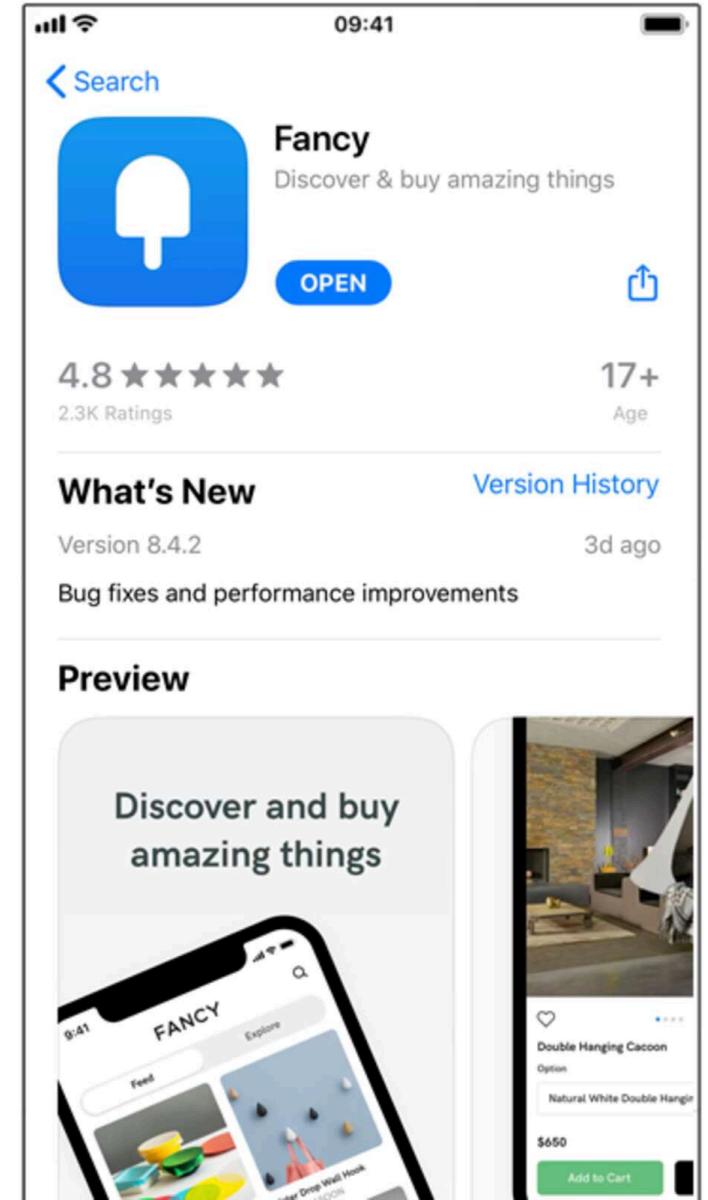
**4.4**



**4.5**



**4.4**



# Attractive Global Demographics

Global opportunity with 32% of purchases occurring outside of the United States.

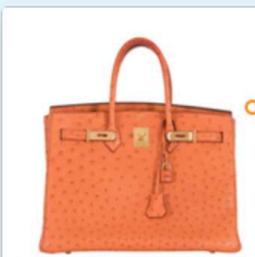
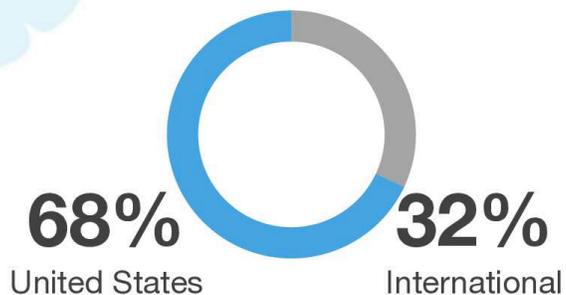
4K  
Super VIPs

\$88K+  
Average income

25-45  
Years old

\$110.41  
Average Order Value

## Purchase Origination



Hermes 35cm Birkin Ostrich Orange Gold Hardware  
\$19,995

Dubai, United Arab Emirates



COTODAMA Lyric Visualizing Speaker  
\$4,500

Sold 8 units domestically



Wardrobe Trunk by Louis Vuitton 1935  
\$28,961

Malibu, CA, USA



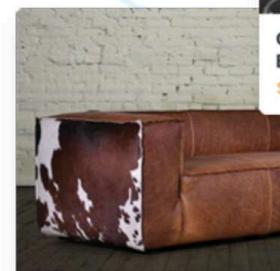
Oceanus Nautical Titanium Bracelet  
\$2,900

Riyadh, Saudi Arabia



Sound Reactive Smart Cloud Light  
\$3,360

San Francisco, CA, USA



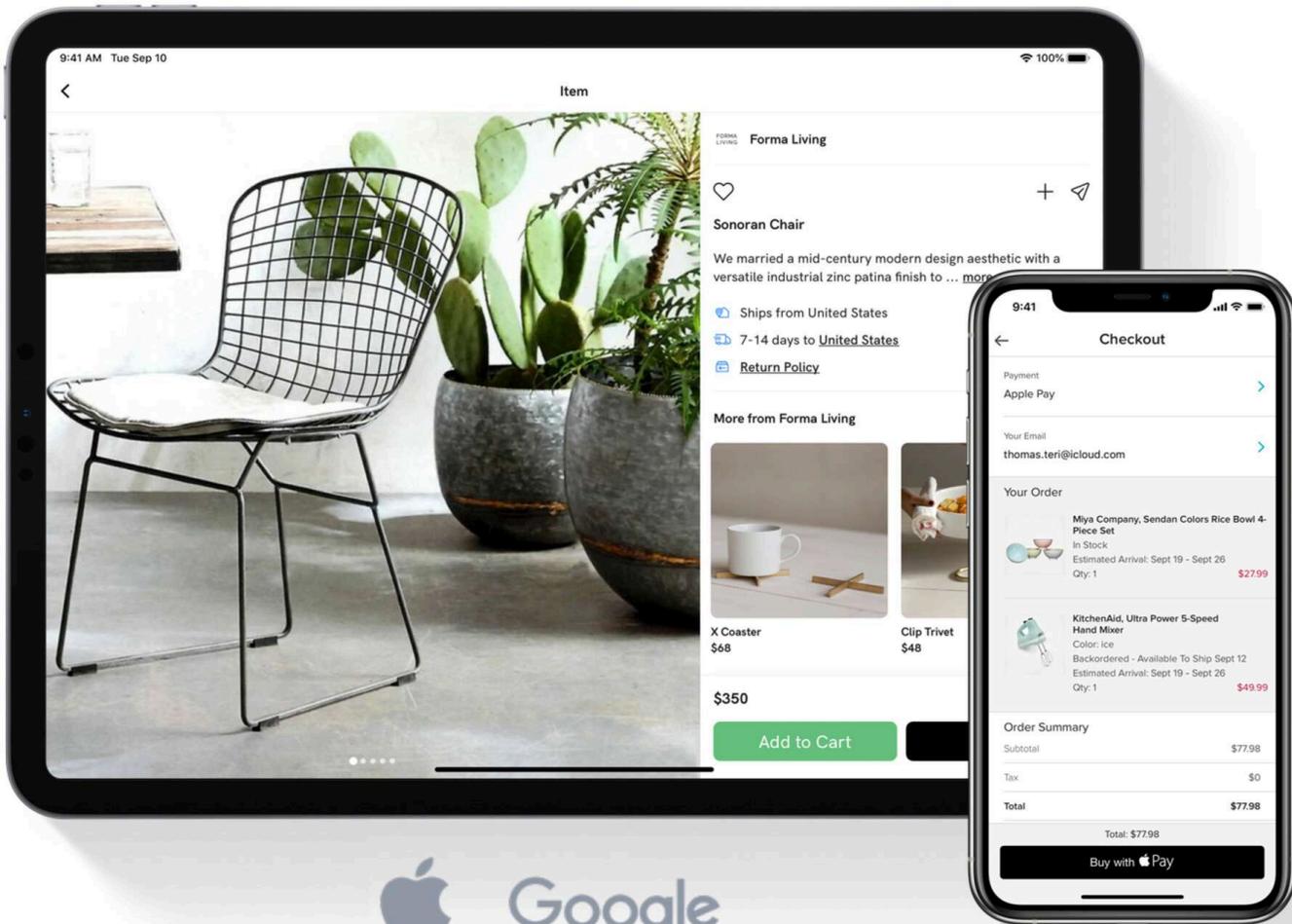
Mondo Leather & Cowhide Sofa by COCOCOHome  
\$3,767

Scottsdale, AZ, USA

FANCY

# Authentic Lifestyle Brand

Culturally relevant brand that encompasses fun and lighthearted luxury



<https://www.apple.com/apple-pay/>

**VOGUE**

Our favorite shopping destination. A treasure trove of quirky products.

**Rolling Stone**

Eyed by Kanye West and Apple, Fancy is working on the future of shopping.

**The New York Times**

Melding social networking and the style maven's obsession with all things beautiful.

**Forbes**

Turning impulse shopping into art.



# Unique Market Position

Social discovery of lifestyle luxury goods



# Team

Experienced operators and strategic Board of Directors and investor base

## Board of Directors



**Greg Spillane**  
CEO

**events.com**  
**USC Marshall**  
School of Business



**Nora Murphy**  
CFO

**J.P.Morgan**  
 **Columbia Business School**



**Jim Pallotta**  
**Raptor**



**Sebastien Hua**  
  
**KERING**



**Gregg Parise**  
 **SWEETWATER**  
CAPITAL PARTNERS



**Scott Riley**  
 **DRAKE**

# Investment Opportunity

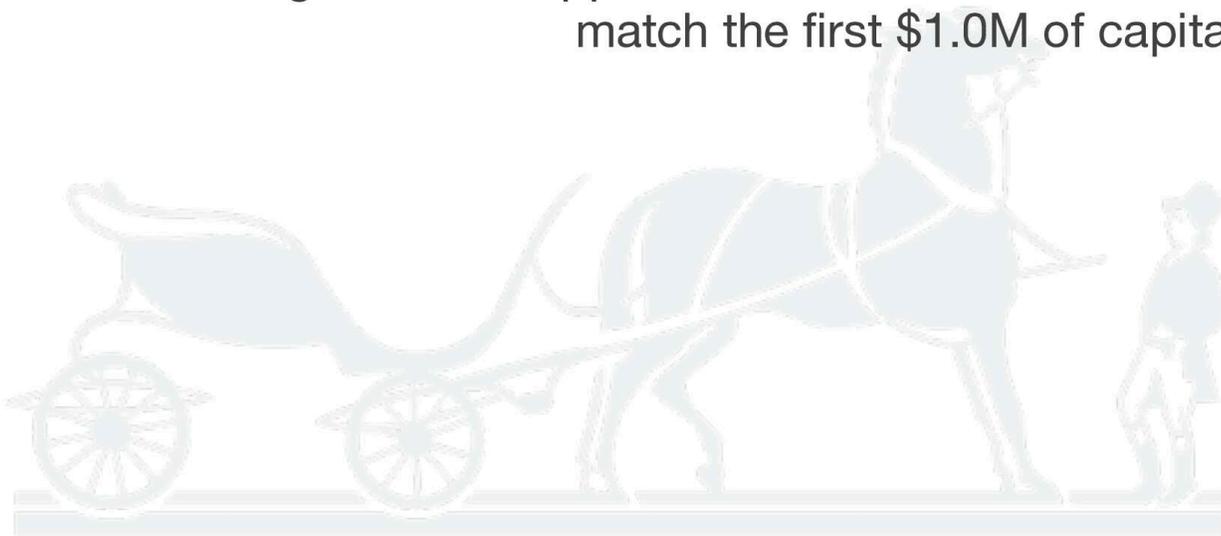
Social discovery of exceptional lifestyle products

We seek **\$1.07M of capital in the form of a convertible note on WeFunder** to fund growth, target cash flow breakeven and position ourselves for a substantial growth equity round in 2021.

Terms:

**Cap: \$12M, Discount: 20%, Maturity: 18-months, Coupon: 6%**

In a strong show of support our lead investor Sweetwater Capital Partners has committed to match the first \$1.0M of capital on a 1:1 basis.



# Growth Strategies

Use of proceeds will go towards G&A and implementing growth strategies

## Building the Fancy brand

While we have established a significant position in the personal lifestyle goods industry, we will continue to invest in brand marketing, data led insights, and effective consumer targeting.

## Improving consumer economics

We will seek to further optimize and improve our customer experience converting more frequently and at a higher Average Order Value.

## New customer acquisition

We are focused on growing our user base in all markets with a particular emphasis on the U.S. and the Middle East.

## Expanding our seller base

We plan to increase the number of brands, boutiques and retailers in order to expand the assortment and availability of merchandise on the Fancy marketplace.

### Key Milestones

Q2 2021

#### OPTIMIZE CONVERSION

- Advanced Segmentation
- AI Recommendations
- Expanded Product Portfolio

Q2 2021

#### RETAINING USERS

- Loyalty Program
- Enhanced Customer Experience

Q2 2021

#### NEW USER ACQUISITION

- SEM
- Paid Social
- Retargeting
- Influencer / Affiliate
- TV Advertisement

Q3 2021

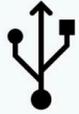
#### OPPORUNTISTIC EXPANSION

- Fancy Private Label
- Paid Content Development
- Sponsored Placement

# Key Investment Considerations

Our Board of Directors and leadership team's endgame is a liquidity event within the next 3-5 years.

## Assets



### Technology

Differentiated enterprise-grade marketplace technology



### Customers

Loyal user base and robust datasets



### Partners

Established network of brands and product



### Brand

Authentic lifestyle brand

## Opportunity



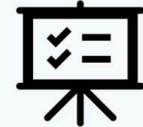
### Growth

Clear path for growth in 2020 and beyond



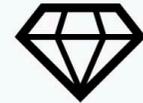
### Expansion

Massive SaaS opportunity



### Assets

Strong foundation difficult to replicate



### Valuation

Capitalize on previous missteps



**Thank You**