



**TAME THE BEAST®**

## Brand Profile

2017

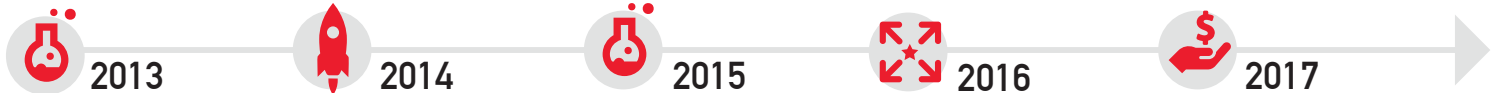
PRODUCTS, NUMBERS & GOALS

**GROOM BOLDLY™**

## BRAND OVERVIEW

We create men's grooming products with arousing scents and energizing properties. We also know a thing or two about being a man.

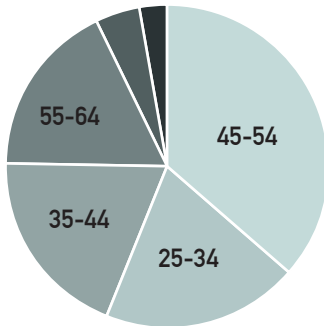
Originally launched on Amazon in 2014 as a beard wash and oil, the brand expanded to a full product line at the end of 2016, available at GetBeast.com and Amazon.



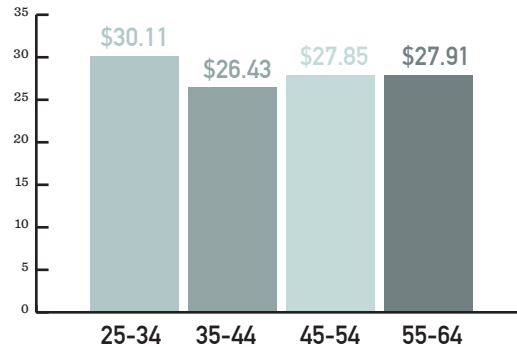
## KEY DEMOGRAPHICS

### Who is engaging now?

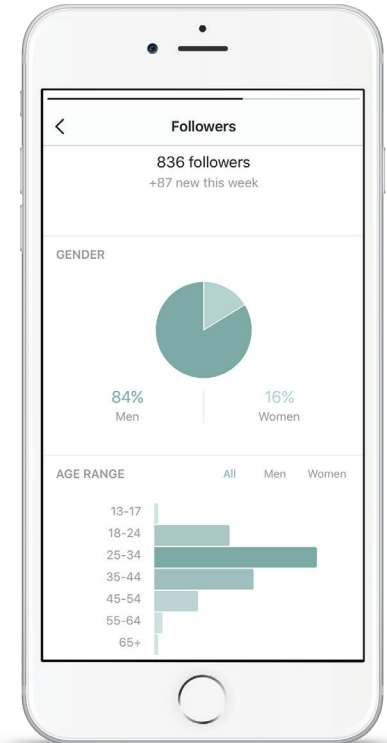
Current customer data shows that men late 20s and older are most likely to buy our products. While the 45-54 yr. old demographic make up the highest number of transactions, the 25-34 year olds have the highest order value and the lowest CPA.



Total Revenue (Age)



Average Order (USD)



Social Media Followers

With additional funding, we will create engaging, experiential and viral-worthy campaigns for targeted segments within our current base.



### The Dirty 30

**Who:** Men who recently or are about to turn 30 years old **Why:** Turning 30 is a key milestone, where many feel that they have officially “become an adult” and should have “their life together.”\* **Angle:** To push the product as an identifier of being a successful, independent adult - telling audience they are now better than drugstore brands. “*Brought to You by Your Thirties*” and “*Grown-up Grooming*” will be aspirational, relatable and humorous.

\* In person focus group conducted in Seattle, WA. with men ages 25-44



### The Pink Dollar

**Who:** Gay men ages 18-44 **Why:** Gay males have significantly higher than average discretionary spending habits and can be key influencers for luxury consumer products. This is also an opportunity to reach the 18-24 yr. old market who are likely to spend more on personal care than their heterosexual counterparts.\* **Angle:** Focus on the quality of the products, proprietary scents and formulas. Market with smart humor, exclusivity and a nod to sexuality.

\* Bloomberg



### The Mid-life Crisis

**Who:** Men ages 35-54 **Why:** Males who fall into a transitional rut during this time can take 4-6 years longer to recover than females who do. During this time they may be yearning for youth again or trying to reinvent themselves after a divorce or sudden career change. Discretionary spending increases as well as personal care purchases.\* **Angle:** Focus on masculinity and wellness. Position the product as a ‘secret weapon’ to youth, energy, sexuality & longevity.

\* The Telegraph 2013. Cohen, H. (2016). The Male Midlife Crisis. Psych Central.



Funding Sought  
**\$300K**

## FUNDING GOALS

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To make the Yawp a leading men's body wash in the U.S., expand the product range and launch a wholesale program.



Marketing  
Wholesale



New Products  
Cash Reserves

## PRODUCTS

“You smell like the woods” is a common compliment our customers receive. We developed effective formulas and proprietary scents that work together for a natural, yet masculine appeal.

**BEST SELLER**



1 in 3 Yawp buyers  
subscribe for auto-ship!

### Yawp Body Wash

With Caffeine, Moringa,  
Eucalyptus & Green Tea  
33 Fl Oz. \$34.99



Freezing  
Hair Gel  
\$17.50

Energizing Body  
Lotion & Lather  
\$19

Beard, Hair  
& Body Wash  
\$34.99

Sandalwood  
Shave Line  
\$16-22

Organic  
Beard Oil  
\$22

Tingling Shampoo  
& Conditioner  
\$19 ea



## John Cascarano / President

A Duke graduate, John has spent the last 20 years creating and scaling consumer products and online retailers. He created and sold an online beauty product retailer, which earned "Best of the Web" accolades from InStyle magazine and surpassed \$6 million in yearly revenue within five years. He most recently served as E-commerce Director at a women's fashion retailer, where he drove a tripling of the company's online revenue in less than one year.

## Michael Lorin Reed, MD / Advisor

Dr. Reed has served on the faculty of NYU for 38 years as a Professor of Clinical Dermatology with a private practice in Manhattan since 1978.

## LEADERSHIP

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## Shan Foisy / Design Director

An award-winning graduate from The Seattle Art Institute, Shan has 13 years experience in user-centered design, data driven marketing and creative leadership. In 2008, she founded an agency where she led brand and marketing strategy for dozens of consumer products and tech startups. She is currently serving as design lead for a global Microsoft product.

## David Hastings / Wholesale Director

David has managed stores and teams at Louis Vuitton and Gucci from Rodeo Drive to Las Vegas.

## Sharon Marmora / Marketing Director

Sharon has been promoting for over 15 years, including selling out venues from Carnegie Hall to the Koch Theater at Lincoln Center.



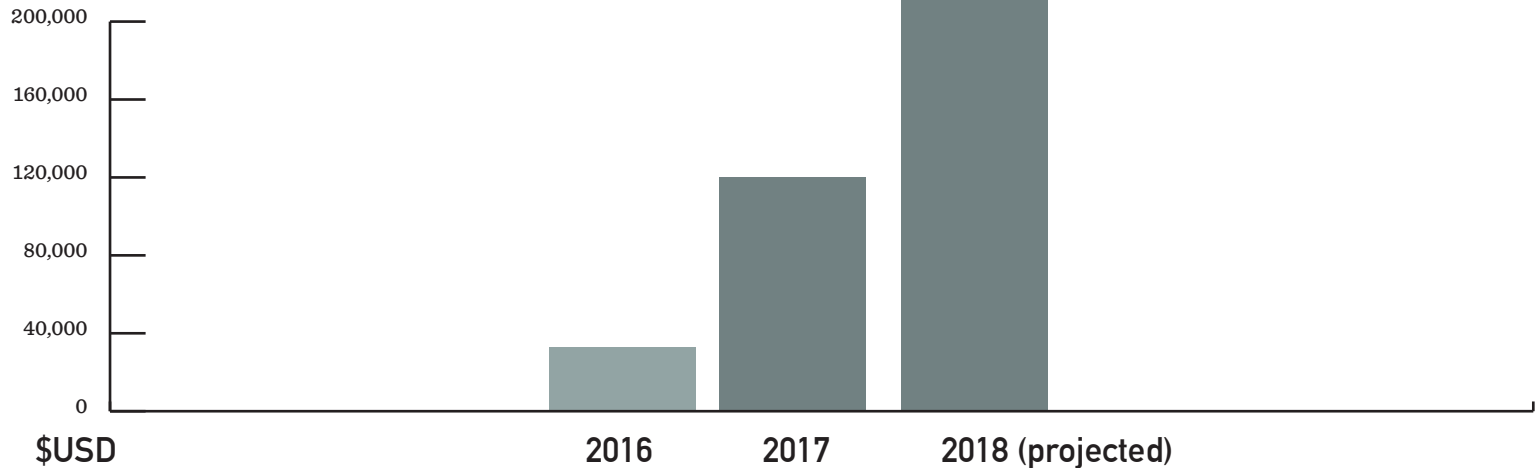
## SALES

Sales are forecast to increase 500% in 2017 over 2016. 75% of sales are through GetBeast.com (1/4 subscription based) with the remainder through Amazon. When sold direct to consumer we see a gross margin over 30%. Cost per acquisition is currently at \$30 per customer.



Men's grooming has a repurchase rate of about 5x per year\*

\*Fashion Institute of Technology, State University of New York, Capstone 2014 White Paper, Men's Beauty





**@tamethebeast**

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Questions & investment opportunities  
email John Cascarano at:

**beast@getbeast.com**

TAME THE **BEAST**®