

Invest in Esembly Inc.

A movement with a mission to help families Live Less Disposables™

Brooklyn, New York Retail/Wholesale

Message Share

Current Activity

\$0 of interest

Target \$100k



“

Esembly is a movement with a mission to help families Live Less Disposables...starting with diapers. Our reusable diapering system has everything new parents need to diaper their baby simply and sustainably: soft cotton liners, adorable Outers, storage bags, organic skincare, and our proprietary Washing Powder. Esembly is scheduled to hit the national market in the fall of 2018, but our story actually starts long before that—in Brooklyn in 2009, when we launched a diaper laundering service called Diaperkind. In the years since, we've washed millions of diapers, worked with thousands of new families, and learned everything there is to know about laundry science, diaper design, and the wants and needs of modern parents. It was our passion from the beginning to enable families to Live Less Disposables, and with our service thriving in NYC we now want to share our knowledge and enable anyone anywhere to do so. And so we're thrilled to bring you Esembly. We've taken everything we've learned from Diaperkind and crafted a complete, reusable diapering system that gives families the tools to diaper simply and sustainably, regardless of where they live. Esembly is designed and formulated by experts to give modern parents a better option for diapering their babies. Live Less Disposables—and have fun doing it!

Liz Turrigiano, Co-founder

Business status: No current fundraising

Your status: No interest

- Express Interest
- Commit to Invest
- Sign Documents
- Transfer Funds

FINANCIAL SUMMARY

Fundraise Summary		Offering Materials	
Security Type	Common equity	Esembly Inc. Intro & Disclosures	
Classes Offered	Class A (Voting), Class B (Non-Voting)	Esembly Inc. Term Sheet	
Percentage Offered	15.75%	Esembly Inc. Shareholder Agreement	
Valuation	\$2,200,000	Esembly Inc. Subscription Agreement	
Minimum Investment	\$998 (Class B), \$10,000 (Class A)	You may download these documents for your own use.	
Investor Eligibility	All investors		

FINANCIALS

FUNDING FINANCIALS ASK A QUESTION

This is an overview of the previous and planned financings of the business, including the capital needs the business is looking to cover in the current financing.

Funding Uses for Target Raise (\$100 k)		\$595,000 from Other Financings	
Marketing/Sales	\$50,000	Outside Investors (Equity)	\$40,000 (planned)
Description	Start getting the word out to the public about Esembly (social media, blogs, podcasts, meet-ups, classes).	Source	Outside Investors
Timing	6 monthly payments beginning when investments close.	Structure	Equity
Build Inventory	\$37,500	Planned Close	July 16, 2018
Description	Purchase our first round of launch inventory!	Outside Investors (Equity)	\$125,000
Timing	A one-time payment when investments close.	Source	Outside Investors
Start Up/Development	\$7,500	Structure	Equity
Description	Patent our Esembly Washing Powder formula.	Date Closed	May 25, 2018
Timing	A one-time payment when investments close.	Outside Investors (Debt)	\$50,000
		Source	Outside Investors
		Structure	Debt
		Date Closed	July 1, 2017
		Documentation	Cap Table-Loans.xlsx
		Outside Investors (Debt)	\$150,000
		Source	Outside Investors
		Structure	Debt
		Date Closed	May 1, 2017
		Outside Investors (Equity)	\$200,000
		Source	Outside Investors
		Structure	Equity
		Date Closed	May 1, 2017
		Founders (Equity)	\$30,000
		Source	Founders
		Structure	Equity
		Date Closed	January 1, 2015

Remaining funding uses include cash buffer and Localstake Marketplace fees. See offering materials for full details.

Details on the securities being offered

We are offering both Class A Common Shares and Class B Common Shares in this offering. Class A Common Shares are voting shares and Class B Common Shares are non-voting. All other features of the securities being offered are the same. In order to receive Class A Common Shares, an investor must have invested at least \$10k, otherwise they will receive Class B Common Shares.

Shares are offered in increments of 25 shares at a price of \$19.96 per share. Read More



Q&A

TEAM CUSTOMERS MARKETING PRODUCT INDUSTRY ASK A QUESTION

What is the composition of your current team? The three founders, have taken all of the knowledge and expertise that we've acquired through launching and running Diaperkind (as well as from prior careers in production, management, and customer service) and rolled it into the creation of Esembly. We will continue to work together to set Esembly in motion, and we're prepared to pour the same passion, hard work, and devotion into running it that we've put into our first company.

Provide detail on your hiring plans We have a ton of confidence in one another and in our proven abilities, but we are only three people, and we know that there are amazingly skilled people out there who can help us bring Esembly to greater heights. We look forward to growing the company and hiring experts in the areas of customer service, marketing, PR, and production skilled.

TEAM



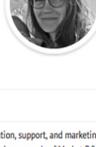
Sarah Edwards
Co-founder

Before Diaperkind, Sarah produced TV commercials for ad agencies around the country for nearly 20 years. Those same organizational and research skills are being called upon to their fullest for the launch of Esembly. Sarah has been scouring the globe, gathering the components needed to bring every Esembly product to life—from sourcing organic cotton, recycled TPU, and sustainable bamboo viscose to tracking down custom-colored snaps, 8" hang tags. Read More



Marta Douglas-Baumann
Co-founder

Marta is a perfect mix of creative genius, work culture guru, operations wizard, customer advocate, and staff braveheart. (And for those of you who know her, a questionably funny joke-teller.) Before Diaperkind, she worked as a hair colorist and salon manager for Toni & Guy during its vertical trajectory years. There, she helped lead a large salon staff and was a hair color and product sales expert. With an understanding of the power of having... Read More



Liz Turrigiano
Co-founder

In addition to her customer education, support, and marketing roles at Diaperkind, Liz's 9+ years with the company have been a tireless crusade of Market R&D and Product R&D. (If ever you were looking for someone to wax poetic about alkalis and surfactants you've found your girl!) When we started Diaperkind, we discovered right away that the cloth diapering products that were available did not, as a whole, meet the needs of today's busy parents... Read More

Advisor

Pipeline Angels
Board Member

Pipeline Angels works to create capital for women and non-binary female social entrepreneurs

Partners & Providers

Knock, Inc.
Partner

An independent full-experience creative agency driven by design and powered with meaning.

ABOUT ESEMBLY INC.

Entity Esembly Inc
Entity Type C-Corp
State Organized Delaware
Founded January 2015
Employees 3
Website



RISKS & DISCLOSURES

COMPANY RISKS RELATED PARTIES CONFLICTS OF INTEREST SECURITIES RISKS TAXES DISCLOSURES PROCEDURES ASK A QUESTION

No operating history The Company was founded in January 2015, is an early stage company with no operating history upon which to evaluate its business and has generated no revenues to date. The Company is not currently profitable. Although management of the Company currently anticipates that its business strategy will be successful, the Company may not be able to achieve the revenue growth in the coming years necessary to achieve profitability. The Company's. Read More

Unpredictability of future revenues; Potential fluctuation in operating results Because the Company has no operating history, the ability to forecast revenues is limited. The Company's future financial performance and operating results may vary significantly from projected amounts and fluctuate substantially from quarter to quarter due to a number of factors, many of which are likely to be outside of the Company's control. These factors, each of which could adversely affect results of operations and future valuation... Read More

Reliance on key management employees and future personnel The success of the Company is dependent on the efforts of a limited number of key people. The Company has not made plans to purchase key person life insurance. The loss of key personnel could have a serious adverse effect on the Company's prospects, business, operating results, and financial condition. To fulfill its operating plans, the Company's future success also depends on its ability to identify, attract, hire, train, retain and motivate... Read More

View More 1 2 3 4 5 6

An investment in the Company involves a high degree of risk, and should be regarded as speculative. Prospective investors should carefully consider these investment risks, among others, in addition to the other information presented in the Offering Materials, in evaluating the Company for investment. The risks listed herein are not a complete list of potential risks facing the Company and it may encounter unexpected risks in the future, which may adversely affect its performance.

Offering Information and Disclosures

This business is conducting an offering of securities in reliance on the exemption from registration in Securities Act Section 4(a)(3) and in accordance with Section 4A and Regulation Crowdfunding. The offering is being conducted by Localstake Marketplace LLC, a registered broker dealer and funding portal, and a member of FINRA and SIPC. Check the background of this firm on FINRA's BrokerCheck, Localstake Marketplace LLC has performed a due diligence review of this business, including background checks, financial forecasts, and review of investment documentation.

Please review the Offering Materials for a full description of the risks to be considered when assessing an investment in this business. Also, review our Risks of Investing before making an investment decision.

How to Invest	Raise Funding	Stay Connected
Discover Investments	Process	Contact Us
How it Works	Features and Pricing	Localstake Team
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Risks	Fundraise FAQ	Facebook
Investing FAQ		LinkedIn

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