

ACES



**We're redefining
clean, starting
with towels.**



100%

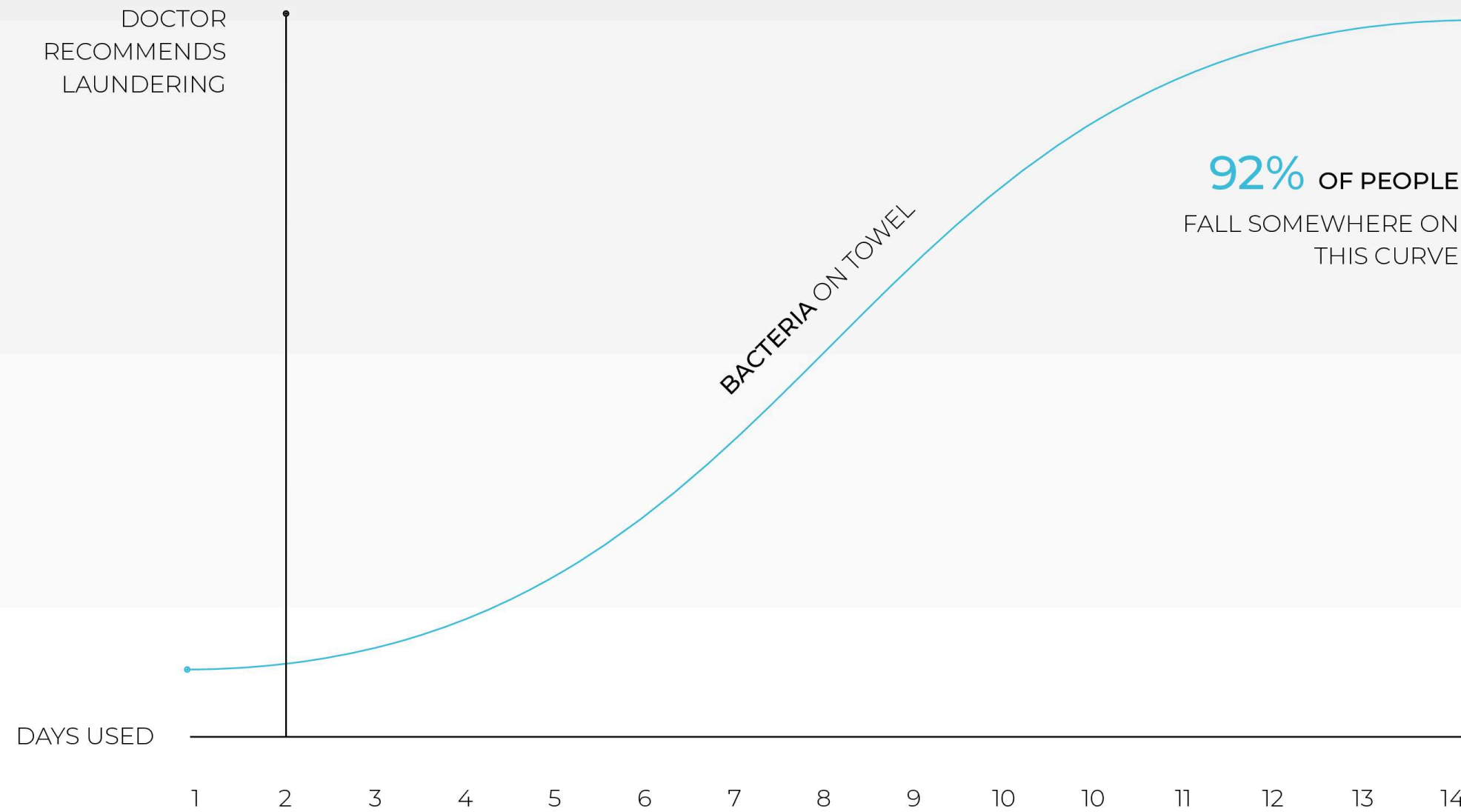
**of towels harbor harmful
bacteria after a single
day of use.**



“After about two days, if you dry your face on a hand towel you’re probably getting more **E. coli on your face than if you stuck your head in a toilet and flushed it.”**

Dr. Charles Gerba, PhD., Microbiologist
at the University of Arizona
SOURCE: Time Magazine, 9/21/17





The way you use your towel is dangerous.

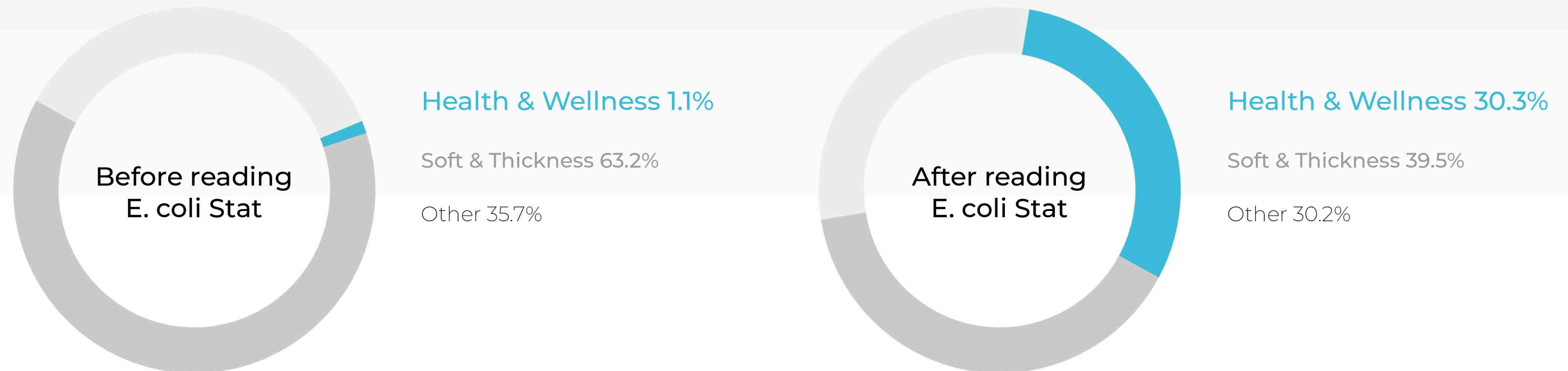
If you don't wash your towels after every use, they can:

- Contribute to **acne** and other skin problems
- Exacerbate **allergies** and **asthma**
- Cause **yeast infections**
- Spread infections like **MRSA** and STDs like **herpes**
- Smell **gross**

Once you know the risks, it changes everything.

Before covid-19, we educated a survey panel on the dangers of regular towels and their preference for a towel that keeps them healthy went up **30X**.

What's the most important factor when purchasing a towel?





**That's why we've
made the first
towel that actually
keeps you **clean**.**

Silver kills **99.9%** of bacteria, on contact.

So, we took silver fibers and combined them with Egyptian cotton to make the best towels you didn't know you need.



Silver Fibers

Silver's positive ion charge is attracted to bacteria's negative ion charge, destroying 99.9% of bacteria, and many viruses.

+



Organic Cotton

We use long-staple, organic, Egyptian cotton, for a towel that is durable because of how plush it is, not despite it.

=



Better Towels

They start clean and stay that way, meaning you can wash them less and they'll last longer.



We're not selling a dream. Our pilot is done.

- 9/2017 — Time Magazine article published
- 11/2017 — Consumer survey
- 3/2018 — Supply partners sourced
- 4/2018 — Product development kickoff
- 8/2018 — First samples
- 10/2018 — Sample testing & refinement
- 6/2019 — Second samples
- 8/2019 — Product testing & refinement
- 2/2020 — Pilot production delivered
- 3/2020 — Live beta kickoff
- 4/2020 — Branding kickoff
- 10/2020 — Website Design, Sampling & Production, Packaging
- Q1/2021 — Ecomm launch

The reviews are already coming in.

"I like that the antimicrobial aspect makes it OK for us to be lazy and re-use the same towels repeatedly, and we don't have to think about when to do the laundry as frequently."

Alyssa

"This is the first towel that I ever used that does not have that moldy smell after one or two uses. Not only is the towel soft and absorbs moisture very well, but it saves me time and money by alleviating the need to wash my towels after one or two uses."

Xander

"I'm absolutely ecstatic about the product. I had Restoration Hardware towels before and these feel so much more luxurious."

Noa

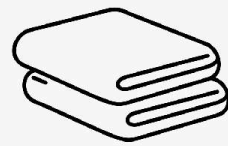
But we're just getting started.



Introducing
ACES

ACES

Making every day better.



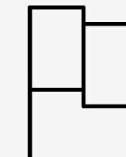
Brand

There's a lot of good enough going around. It's time to expect better from the boring, and go beyond the surface-level shine. So, we're starting with towels.



Product

Our products are innovative upgrades for everyday life. Crafted to the highest standards with best-in-class materials, they're the idealized version of the staples you reach for daily.

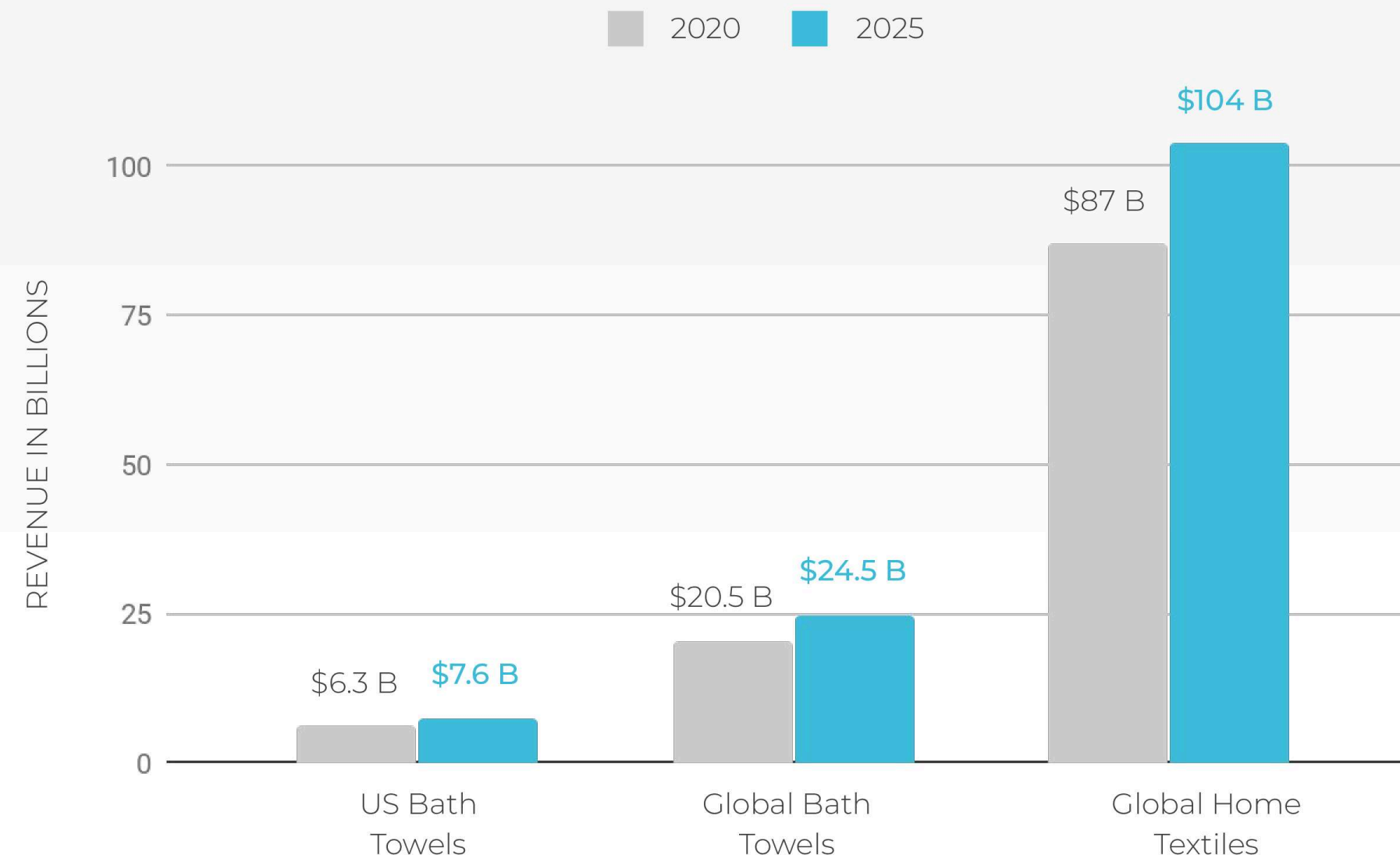


Mission

We believe that we should leave everything better than we found it, that's why we're dedicated to creating more sustainable consumption.

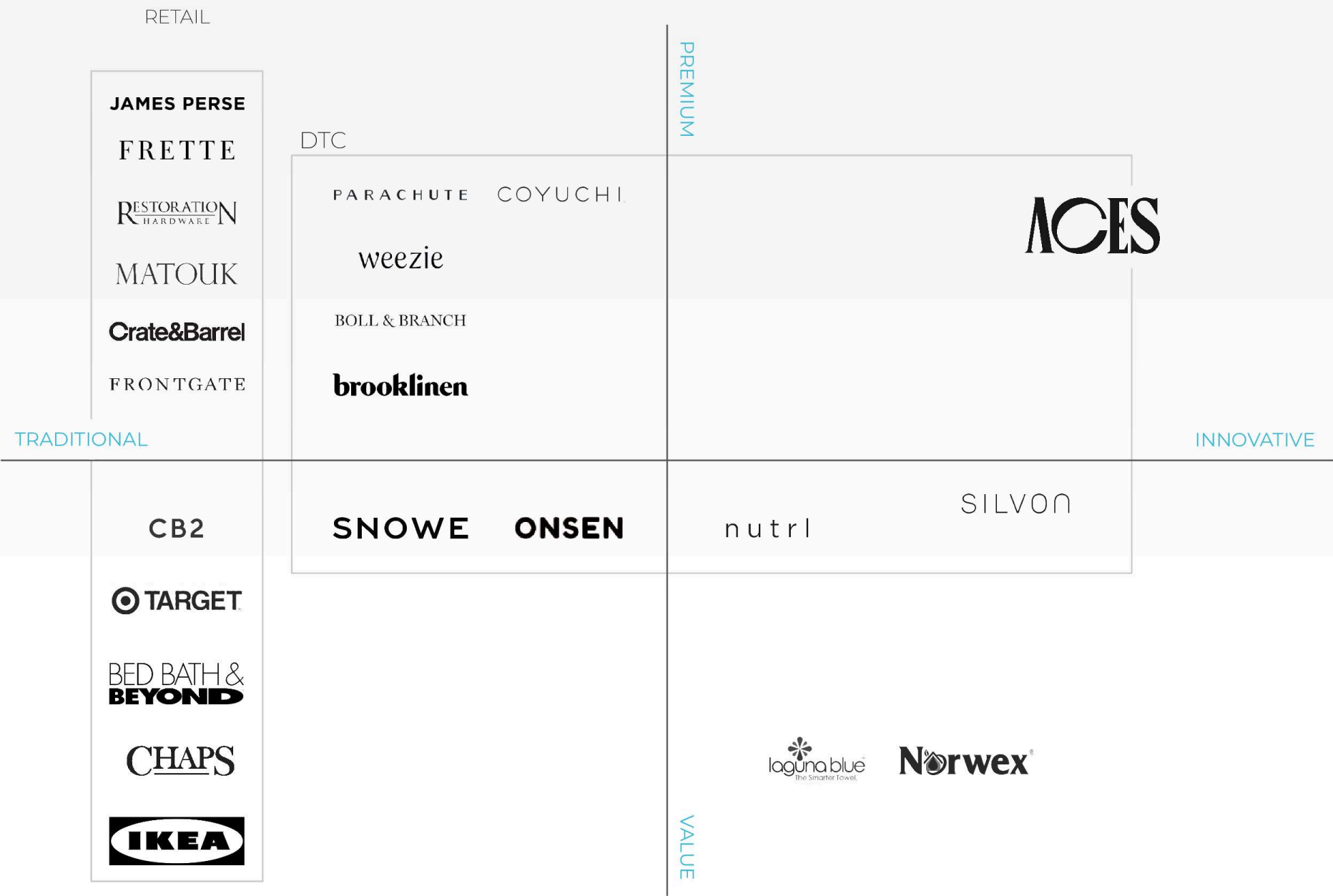
The category is primed for growth.

We'll be entering a market whose growth projections were strong even before everything changed and cleanliness everywhere became top-of-mind for consumers.



The competition is lacking.

For the most part, retailers control the supply chain, creating a stagnant market with little disruption or competition.



	JAMES PERSE	FRETTE	RESTORATION HARDWARE	ACES	PARACHUTE
Bath Towel	\$165	\$80	\$49	\$68	\$39
Bath Towel Set*	\$255	\$150	\$104	\$98	\$75
Bath Sheet	N/A	\$130	\$85	\$88	\$69
Bath Sheet Set	N/A	\$200	\$140	\$114	\$105
Cotton	Japanese	Egyptian	Turkish	Egyptian	Turkish
GSM**	N/A	N/A	600	700	550

Aces has the only antimicrobial offering.

* Sets include one bath towel, hand towel, and wash cloth.

** GSM: Grams per square meter, refers to the density of the towel.

Selling direct will drive sustainable growth.

A thoughtful and innovative product roadmap, consistent “newness”, and consumer purchasing habits will contribute to LTV.

Incentives

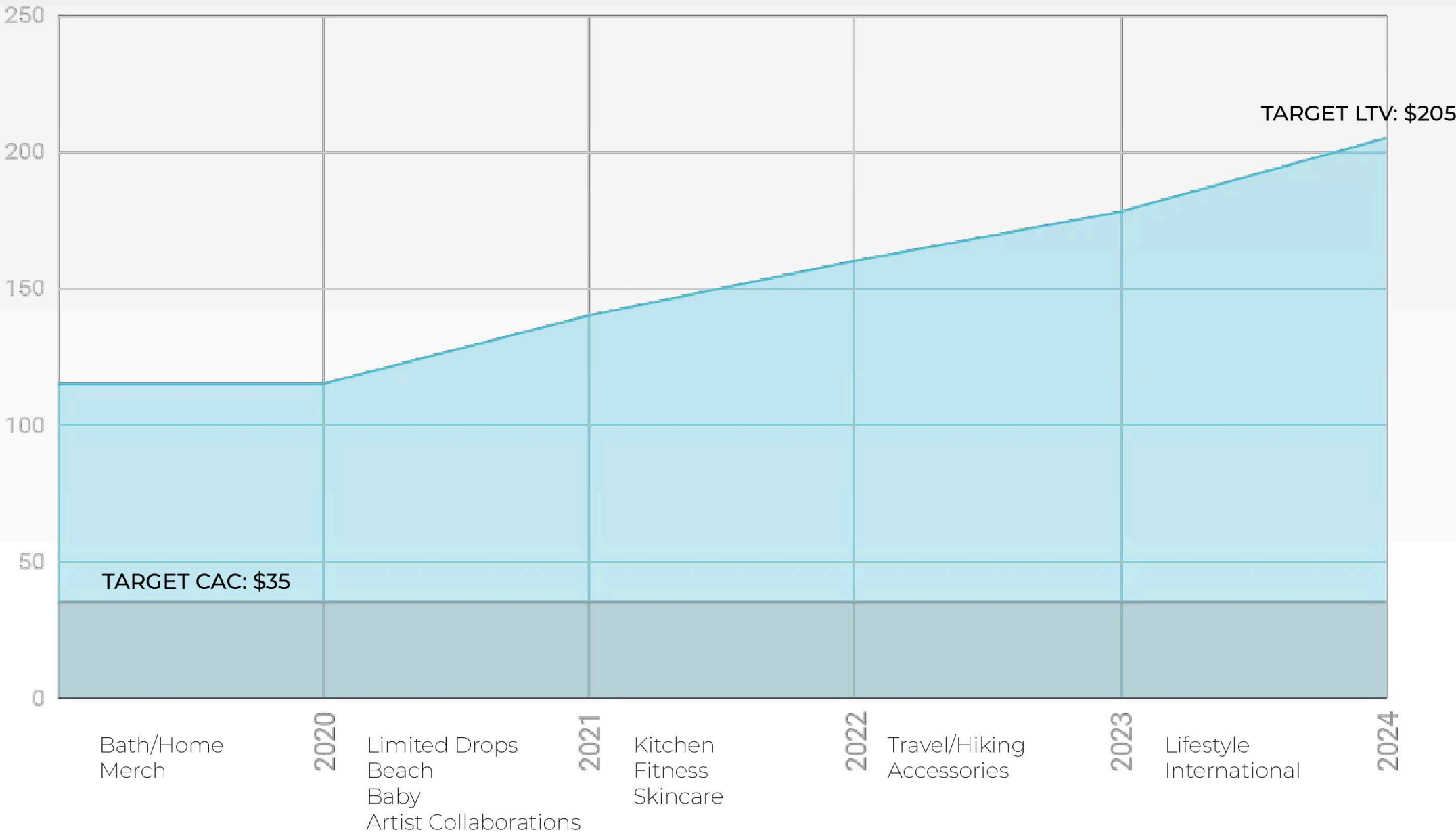
- Free Shipping on orders over \$100
- Used Towel Recycling Program
- No-Hassle returns for 60 Days
- Payment Plan Options
- White Glove Customer Service
- Personalization/Customization
- Awards Program
- Instagrammable Out-of-Box Experience

Backend

- Powered by Shopify
- High-Touch, Dual-Location 3PL
- < \$40 CAC at Scale
- Social Impact Program Management

Target KPIs

- AOV \$115
- GM > 55%
- CAC \$35



The multichannel opportunity is vast.

We'll use retail partnerships and B2B sales to drive product and problem awareness, and accelerate growth.

Retail







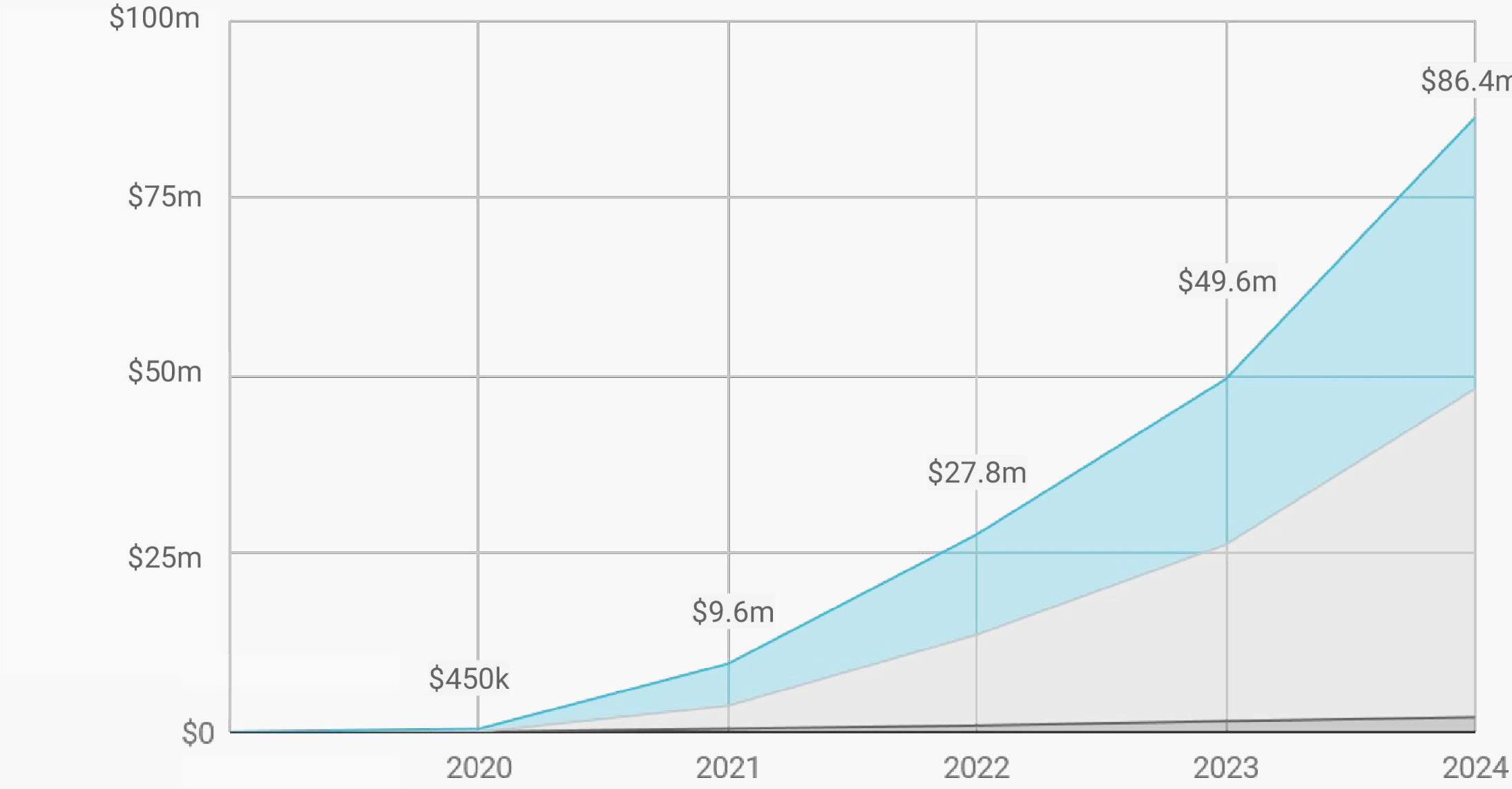
B2B







DTC Revenue Retail Revenue B2B Revenue



Risks	Seed Milestones
<div>_01</div> Sub \$40 CAC @ Scale	Scale to \$200k monthly spend by end of year 1 Validate sub 6 month payback period 60+ NPS
<div>_02</div> COGs @ Scale (Channel Specific)	Identify efficiencies in current supply chain Establish alternative supplier in Portugal Vet and validate supplier relationship in Asia and/or India
<div>_03</div> Retail Sell In & Sell Thru	Launch 50 Stores by end of Q1 as retail prototype Prove out scalable retail prototype (MSRP, Cost, Customer Education) Secure Commitment for a Big Box/Mass Retailer by end of 2021
<div>_04</div> Market Education / Brand Awareness	Establish Unaided Brand awareness baseline by end of 2021 Establish Unaided Problem awareness baseline by end of 2021
<div>_05</div> General Market/Economy Conditions	--

We have a team that's been there before.



Jesse Pliner
Founder & CEO

Jesse is a leader in the consumer goods space with 10+ years of experience bringing award winning products to life. Most recently he was COO at Myro, where he built the operational infrastructure for a brand that scaled to 7 figures in monthly revenue within the first commercial year across multiple distribution channels.



Patrick Pan
CMO

Lumin
Theragun
Nest Fragrances
Loreal



Daryl Weber
Brand Strategist

Coca-Cola
Redscout
Saatchi & Saatchi



Danielle Garelick
Textile Development

Founder @ Form NY



Dave Haller
Creative Director

ASICS
Coca-Cola
W Hotels



Andrew Fatato
Creative Director

Birchbox
Jet
Prudential

_KEY ADVISORS



Meg Eplett

Creative/Brand

Brand Design Director
@ Rocket's of Awesome



Matt Kerestesy

Paid Marketing

Paid Media @ Plated,
Mgemi, Baublebar, Stash



Matt Hagel

Finance & Strategy

CFO @ Freshly



Richard Chen

Operations & Strategy

Director of Ops - Labs @ Harry's



Carole Kerner

Merchandising

Past: President @ DKNY



Sebastian Hayto

Sales & Partnerships

Retail Sales & Partnerships @ Harry's

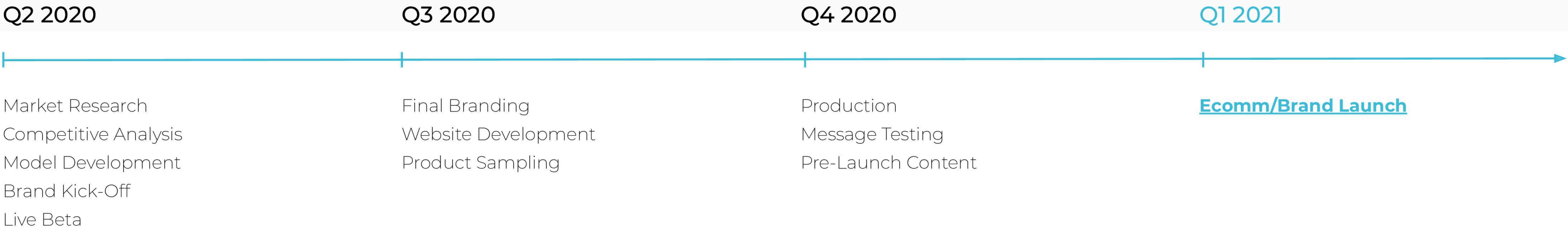
We are looking for passionate investors to join us.

So, we're raising an angel/seed round we think you'll be excited about.

Use of Funds

- Team
- Inventory
- Marketing
- Product Development
- Creative Assets
- Website Development
- Operations Systems

Go-To Market Timeline



ACES

THANK YOU