

you &  
sundry

the social parlor for  
the lgbtq+ community  
and friends

more than half of the  
lgbtq+ population has  
experienced some form  
of discrimination

# despite how far lgbtq+ rights have come, we still have a long way to go

## **We're only protected in 19 states**

Only 19 states and the District of Columbia have laws that protect people from discrimination in public accommodations based on sexual orientation and gender identity.\*

## **Trans people have the worst of it**

Transgender people are particularly in peril and report being denied services, harassed or physically assaulted in many venues such as stores, restaurants, gyms, and health clubs.\*

this community has few spaces  
where they are welcomed,  
accepted, respected, and safe  
to be themselves.

we're creating the first  
social parlor for the  
lgbtq+ community

# a hybrid space with wellness offerings and members club experience



**The Parlor** ~ providing services for hair, nails, and body.

*(Available to non-members )*



**The Living Room** ~ main lounge serving drinks and food.

*(Available to non-members )*



**The Gym** ~ fitness studio offering classes and training.

*(Available to members and non-members )*



**The Library** ~ quiet space to enjoy coffee, work or reflect.

*(Members-only)*



The Living Room

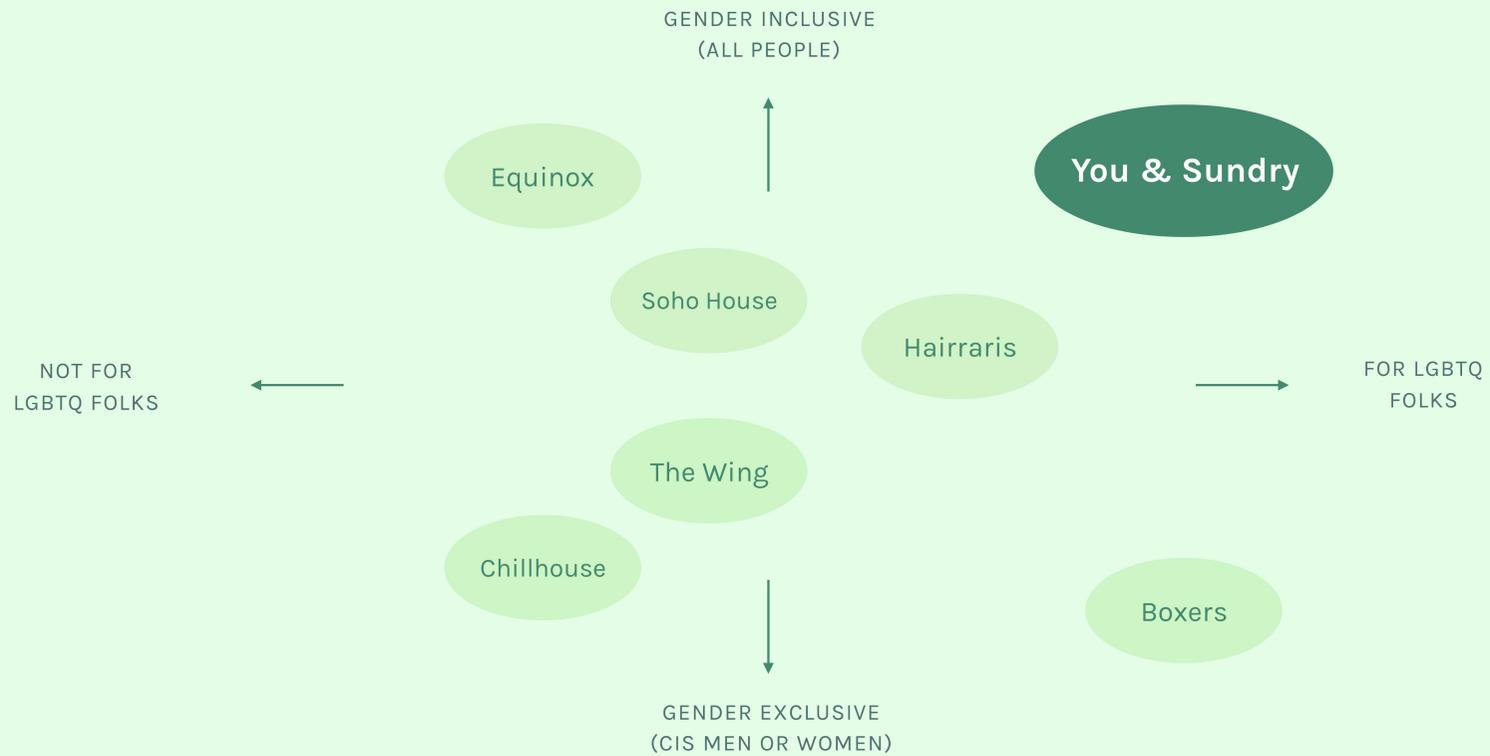


The Fireplace



The Parlor

# our space is the first-of-its-kind



# our focus on three areas will give us an edge



## Our team

We hire and train our employees to provide unbiased and non-discriminatory service for all identities.



## Our tech

We use tech to improve and personalize the customer experience by capturing valuable and actionable data.



## Our offerings

We offer inclusive services such as haircuts for all genders and personal training for those in transition.

# our team has experience being queer and creating, launching and managing brands



**Kim Goulbourne**  
**Founder & Space Director**

TEDx speaker & Webby-Award winning designer & developer with experience launching multiple products and experiences across a variety of verticals.



**Alex Jackman**  
**Marketing Director**

A growth-focused marketer and digital expert with experience transforming brands and their communities both in and outside of the LGBTQ+ community.



**Advisor**  
**Hospitality Veteran**

Over 10+ years in hospitality operations leading millions in revenue growth, new launches and consulting for Fortune 500 brands, & the sale of a tech company.

## our brand has been growing since 2018

- Hosted **5 barbershop pop-ups**
- Partnered with **The Wing**, Birchbox, New Women Space, and The Phluid Project
- Been featured in **Timeout**, Bustle, American Salon, and Racked
- Given haircuts to **230+ people**
- Gained **2000+ followers** on Instagram



THE WING

TimeOut

THE **phluid**  
PROJECT

**BUSTLE**

**BIRCHBOX** ♦

## quotes from our pop-ups:

*“Love y'all and everything about the mission. You & Sundry makes getting a fresh cut safe, satisfying and even fun! It's so important to make more inclusive spaces for LGBTQIA folks and I'm so happy you are doing just that <3”*

*“Thank you for providing a very crucial service for folks who need a safe space in which to cultivate their best looks. It sucks that it's so necessary, but it's incredible to see the void being filled by people who are willing and able to take care of the community in really positive way.”*

# we'll use what we've learned to grab the attention of the community

## Events

A mix of self-care workshops and classes in areas such as makeup and fitness, and social events such as brunch and parties.

## Strategic Content

Content will focus on highlighting people and topics such as queer hair, on platforms like Instagram or through partnerships with publications.

## Partnerships

Expand strategic partnerships with brands who have strong existing communities, such as Ellis Presents and Babetown to fuel our events and content.

# our business model merges common, and proven solutions



## Memberships

Optional for those who want more out of the space.

*\$45+ tiers*



## Food & Beverage

We'll serve a variety of beverages alongside food.

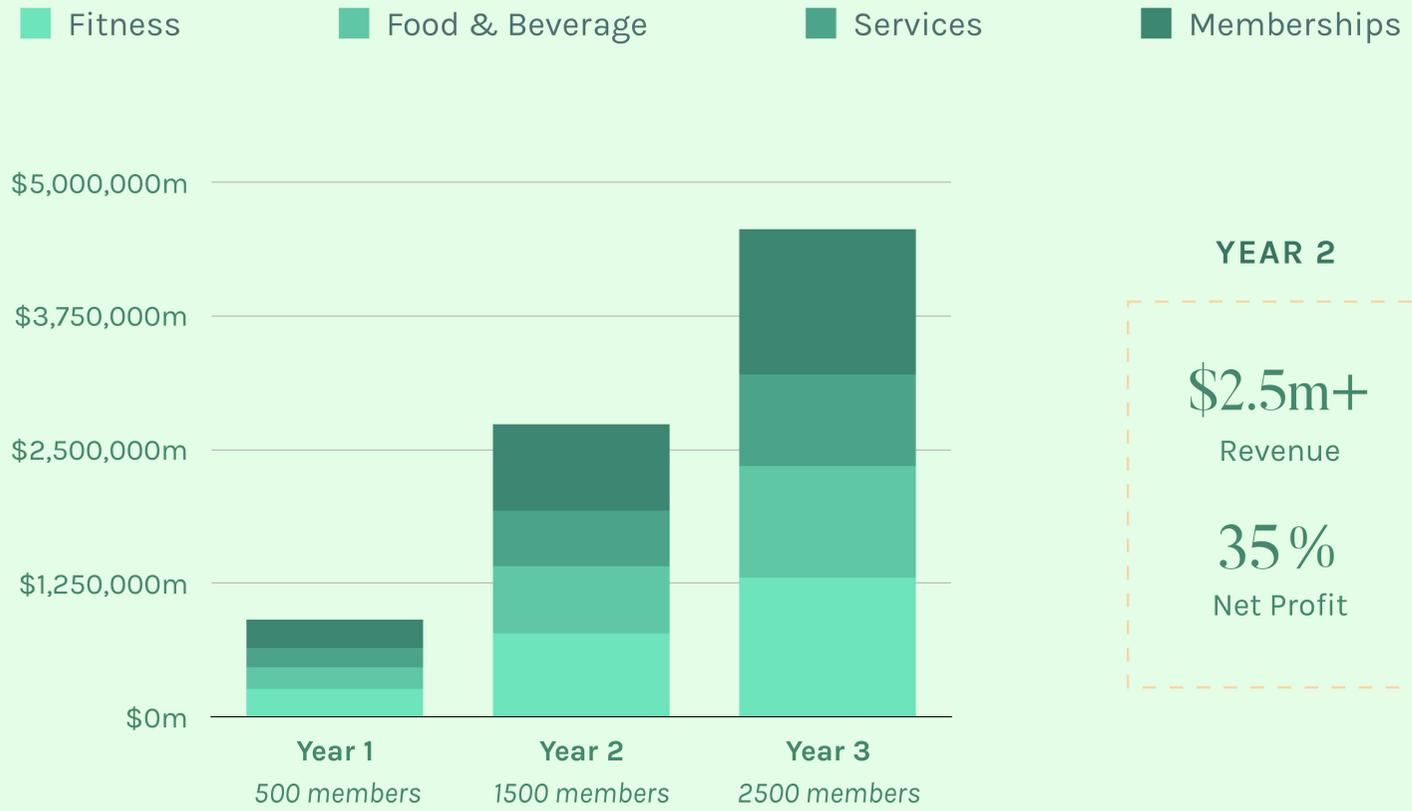
*\$10-30 per item*



## Services

We'll offer services for hair, nails, and body.

*\$25-150 per service*



FUTURE REVENUE PREDICTIONS - Note that these cannot be guaranteed.

we plan on expanding globally to become the go-to brand for locals and travelers



YEAR 5 PLAN

\$80m+

Revenue

20

Locations

we're tapping into a huge market that's been overlooked and undervalued

**\$48 billion**

**Total Available Market (US)**

based on 11m+ people in the U.S. who identify as LGBT and spend\*

*\* 2017 estimates from Gallup. This only includes individuals who have openly identified as LGBTQ+*



**\$4380**

**Average annual spend per person**

on food, beverage, fitness & personal care services in the U.S.\*

*\* Based on Bureau Labor of Statistic 2016 Consumer Expenditure Survey*

# we've developed a rollout plan that lowers costs and fuels growth



join us in creating the  
first social parlor for  
the lgbtq+ community

**Kim Goulbourne**  
[kim@youandsundry.com](mailto:kim@youandsundry.com)