

Nuudii System

This is not a bra - We're creating a new market between bras and going braless!



The Nuudii System is a revolutionary bra that is designed to be the perfect fit for you and your body. It is made from a special blend of fabric and is made to be comfortable and supportive. It is also designed to be easy to wear and easy to take off. It is the perfect bra for you. It is the perfect bra for you. It is the perfect bra for you.

ANNEKE AZAR, Co-Founder/Marketing, PR & Sales @ Nuudii System

Why you may want to support us...

- 1. Innovative product disrupting the growing lingerie industry worth \$600+ million
- 2. Established Market Demand - 100+ units sold creating \$500000 in revenue in 10 weeks
- 3. Laffey & Design (Patent) Approved Trademarked Bodying Braless Bust & Strap
- 4. Current Market of 100+ units sold in 10 weeks
- 5. Awarded Patent from Canadian Intellectual Property Office
- 6. Highly Encouraged Founders and talented team of Women.
- 7. Manufactured in the US - Global Supply Chain
- 8. Creating a brand new Market Category

Our Team

- Anneke Azar** - Co-Founder/Marketing, PR & Sales. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry.
- Victoria Johnson** - Co-Founder. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry.
- Richarda Eder** - Co-Founder. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry. 10+ years experience in the fashion industry.

Why people love us

- 1. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.
- 2. It's a bra that is made from a special blend of fabric. It's made from a special blend of fabric. It's made from a special blend of fabric. It's made from a special blend of fabric.
- 3. It's a bra that is easy to wear and easy to take off. It's easy to wear and easy to take off. It's easy to wear and easy to take off. It's easy to wear and easy to take off.

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In the news

- 1. Entrepreneur Magazine - The Nuudii System is a revolutionary bra that is designed to be the perfect fit for you and your body.
- 2. Forbes - The Nuudii System is a revolutionary bra that is designed to be the perfect fit for you and your body.
- 3. Inc. - The Nuudii System is a revolutionary bra that is designed to be the perfect fit for you and your body.

We're in the Boob Business

First things first: This is not a Bra...it's a Nuudii! Nuudii braless is creating an unimagined market - one, women on, always appreciate, versatility and looking like their sensually - unique without



There's more to this than just the feeling of being braless after a long day, whiffing of your bra, and finally being able to go braless. There's the confidence of being your own boss.

Freedom • Ease • Joy



There's nothing like the feeling of being braless. It's the feeling of being your own boss. It's the feeling of being your own boss. It's the feeling of being your own boss.

Nuudii is creating a new market between bras & going braless. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

Nuudii is Different	Other Bras	Other Braless
Supports bustline	Yes	No
Easy to wear	Yes	No
Easy to take off	Yes	No
Comfortable	Yes	No
Supports bustline	Yes	No
Easy to wear	Yes	No
Easy to take off	Yes	No
Comfortable	Yes	No

The Nuudii System fits you. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

Now, after meeting with hundreds of women and hearing all the feedback, we've designed a bra that is made from a special blend of fabric. It's made from a special blend of fabric. It's made from a special blend of fabric.



Like a good friend, Nuudii braless is there to support your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

Endless versatility, in form as well as function. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

Nuudii braless is the only braless bra that is designed to be the perfect fit for you and your body. It's made from a special blend of fabric. It's made from a special blend of fabric. It's made from a special blend of fabric.

We've added 12,500 Nuudii's for over \$200K in revenue. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

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Nuudii is revolutionizing the way women live. It's a bra that supports your bustline. From morning to night, it's there to support your bustline. From morning to night, it's there to support your bustline.

Feel - authentic and free
Look - natural
Dress - more choices/solution based

Next steps

Continue to build Sales/e-commerce

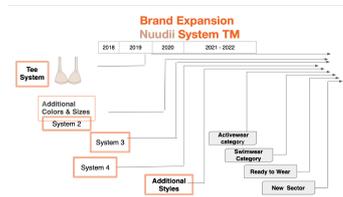
- The majority of our sales will be kept to e-commerce. Nuudii System is a packaged good, not something to be tried on in a store. In addition, the sizing system is extremely simple (SS, MM, LL), so it is perfectly primed for internet sales.

Alternative e-commerce Sales opportunities

- Due to its versatility, there are incredible opportunities for cross-promotion. For example, a travel website that sells clothing might cross-promote Nuudii System for its compact nature. Also for retailers selling high fashion which styles often don't work with bras, will now have the chance to offer a new solution. Nuudii System is a win-win for retailers and a big boost in sales for us.

Product Development

- Currently working to expand sizes and colors for the Tee System
- Complete development on other systems (styles) to prepare to launch 2020/21
- We have more products in the pipeline to expand the Nuudii System brand, with development already begun. Future plans include extensions beyond the lingerie industry into activewear, swimwear, and even a new untapped sector outside of the fashion industry.



Investor Q&A

What does your company do? -

Our brand is focused on innomwain. Using engineering, design, and technology, we create products that provide new choices and solutions for women. Nuudii System is not a bra – our unique product is engineered to hug your natural shape while offering a subtle lift. With our patented design and flexible fabric, boobies are cradled, not compressed, for supreme comfort and well-being. In addition, Nuudii can be worn 12+ ways for maximum flexibility.

Where will your company be in 5 years? -

We want to own this new category, "between bra and braless," expanding our brand to include many new offerings that will draw off our patented innovation. Our goal is to extend our size offerings to bring the Nuudii experience to women everywhere. We aim to be the leader of boob freedom in the entire world!

Why did you choose this idea? -

The idea was conceptualized from one founder's need for a product that did not yet exist, something that would show a natural breast shape and still be invisible under sheer clothes. Over 500 women echoed that need and stood alongside our team for more than three years to help us test and develop Nuudii System. We're sure there's more out there.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? -

The market is wide open, as brands like Victoria's Secret are in rapid decline. The needs of women have changed. Looking natural, being comfortable, and using products that add simplicity to daily life are in demand.

The shift to body acceptance is huge, and natural/wellness brands and utilitarian products are growing. Also, women are busier than ever and desire comfort, ease and simplicity. They are done with conforming to body ideals and just want to be themselves.

Our product addresses all of these needs; its low key and versatile design allows women to own their own shapes with supreme comfort. It's designed to adapt to a wide variety of lifestyles and clothing demands.

What is your proudest accomplishment? -

Nuudii has never been done before. Using technology, engineering, design, vision, patience and tenacity, we created a product that is changing the lives of women. This took years of testing and listening to feedback from the women involved in testing our product, as we engineered this innovation. We aim to constantly evolve and expand our technology to include additional sizes so more women can have the Nuudii Experience. We are honored and excited to be here on Wefunder, where we can connect directly with you as we forge a new pathway for women to live with ease, comfort and joy.

How far along are you? What's your biggest obstacle? -

We just launched on Kickstarter and are now shipping to 40+ countries 17,000+ products to over 13,500 women. There are more designs in the pipeline that will be introduced, as they are production ready. The biggest obstacle is getting the word out about this brand. We've seen from Kickstarter the eagerness for our product is there. We need more investment to keep that momentum going.

Who are your competitors? -

Ecommerce bra sellers including Third Love, True & Co, Me Undies, and Lively. However, none of these companies are addressing an entirely new, non-bra category like we are.

Nuudii is different – it's the only product that offers a natural look and feel – the engineering and unique design is solution based and patented for the new engineering and design that we are bringing to the field.

What do you understand that your competitors don't? -

We saw the white space expand, as well as a growing eagerness for something new.

The demand for bras with molded cups, lifted up breasts, and uncomfortable construction has decreased. More women are going braless than ever before. Lingerie brands are still steering off traditional bra designs and trying to meet consumer fit needs by making more sizes (some of them up to 70+). That's an expensive and painful trial-and-error process that we're circumventing, because the Nuudii fits you and your unique boob situation, exactly the way you are.

As did Spanx, Nuudii addresses a much needed solution to getting dressed, as our design allows women a chance to wear a multitude of styles!

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? -

1. We must educate our customers so they understand what Nuudii System is (and isn't), manage expectations of women who are conditioned to 'the bra'. This isn't a bra, it's different. Observing and analyzing what is working or not, adjusting accordingly is key.
2. We will need additional capacity as our brand grows substantially. Need to source & duplicate the engineering of this highly technical product.
3. Additional sizes are key to cover a wider market. With your help, we will fund this highly technical process.
4. Messaging and Marketing: Differentiation is key. We must create a clear brand message as to what this new market category addresses. We need a savvy marketing company to help us establish the brand.

What do you need the most help with? -

Boobies are wonderful and complicated (all those different sizes and shapes!), and bra production is a highly complex industry.

This campaign will provide the much needed capital to fund marketing efforts, build out more production lines, and continue developing our new products and grow this new market, enabling us to share Nuudii with women around the world.

What would you do with the money you raise? -

1. Marketing! There is a huge untapped market as proven by the success of our Kickstarter and Indiegogo campaigns, and we have a great brand with solid production in place to fill that market.
2. Expand our size range so more women can enjoy the Nuudii Experience.
3. Complete development on the exciting new designs in our pipeline.
4. PR to establish our brand - every point above will help us continue establishing our brand as the new market leader for women worldwide.