

Refillable, Natural, Zero-Waste Hand Soap Subscription

PITCH VIDEO INVESTOR PANEL



withpetal.com Madisonville LA   

Main Street Retail B2C Ecommerce Sustainability

LEAD INVESTOR



Aimy Steadman

I am excited to be an advisor and lead investor for Petal. The brand is positioned to show consumers the potential of eco-friendly products. The scents and feel of the products are luxurious and differentiate Petal in the expanding category of better-for-the-planet consumer brands. This is absolutely the direction all major consumer brands are moving - consumers demand sustainable options but don't want to sacrifice on experience. Jason Domangue is an experienced entrepreneur with a multimillion dollar exit already under his belt. As an early-stage advisor I've been impressed with Jason's resourcefulness, ability to hustle and get things done. He's also brought a great team around him both internally and with launch brand partners like Corey Wilson and Wyland Foundation. With Jason's leadership, Petal is poised for success in an already fast-growing category.

Invested \$1,000 this round

Highlights

- 1 Direct-to-Consumer subscription business, selling reusable, aluminum bottles and soap pods refills
- 2 Luxury beauty brand focused on sustainable lifestyles. Competitors branded as household cleaners.
- 3 Brand collaborations with @corey_wilson & @wylandfoundation
- 4 Award-winning product and packaging design
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- 5 Part of Capital Factory's VIP Accelerator (<https://www.capitalfactory.com>)
- 6 Recently featured in Forbes, USA Today, Apartment Therapy, Women's Health, Us Weekly and kitchn

Our Founder



Jason Domangue Founder & CEO



Previously helped raise over \$10M, grow and sell technology start-up for close to \$400M. Data-driven, growth marketing expert. A relentlessly resourceful, serial entrepreneur.

I came to the problem of single-use plastic when I realized I was out of hand soap in my home. In replacing my soap, the idea for Petal was born. The concept was simple: remove water from soap to reduce waste and pair it with reusable bottles. Our aim is empowering customers to make a simple, sustainable change - which can lead to big things!

Pitch

PETAL

Clean Hands for a Cleaner World

Investor Perks

\$100 Our most popular starter kit: a Raw Petal Bottle and a Can of 4 Citrus Ginger Pod Refills

\$250 Invitation to join our fan group the Petal Posse! Includes membership in private Facebook group, direct communication with our founder, access to new products before the public and free Petal swag starting with a Petal Posse t-shirt.

\$500 Wyland Starter Kit

\$1000 The Corey Wilson Collection

\$2500 A year supply of pod refills (6 cans/24 pods)



This is our growing reality.

Plastic Pollution in the Press

The Amount Of Plastic Waste Is Surging Because Of The Coronavirus Pandemic

Forbes

We Made Plastic. We Depend On It. Now We're Drowning In It.

National Geographic

Americans May Add Five Times More Plastic to the Oceans Than Thought

New York Times

These Items in Your Home Are Harming America's Sea Animals

New York Times

More than 14m tonnes of plastic believed to be at the bottom of the ocean

The Guardian

Plastic waste entering oceans expected to triple in 20 years

The Guardian

The problem with plastic: Can our oceans survive?

Financial Times

Can we break our addiction to plastic? The future of packaging

Financial Times

Surge in single-use PPE feeds 'toxic' pandemic waste crisis

Financial Times

Ocean Plastic Is Getting Worse and Efforts to Stem the Tide Fall Short, Study Finds

Wall Street Journal

Masks, gloves, and other coronavirus waste are starting to fill up our oceans

Fast Company

Ocean plastic is on track to triple by 2040

Fast Company

Petal is on a mission to make sustainability and cleaner oceans as simple as handwashing.



At scale, we want to reduce this...



...by ensuring millions rely on Petal to do this.

Effective, natural, great smelling hand soap



NATURAL INGREDIENTS



NON-TOXIC



VEGAN



ALL SKIN TYPES



CRUELTY-FREE



MADE IN THE USA



PETAL

YES, liquid hand soap is big business.
\$2.3 billion in 2019
\$4.6 billion in 2026

And, there's more in bath and body soap.
\$28.8 billion by 2027*

*Fortune Business Insights

The Competition

Legacy Brands: Big time plastic polluters



Upscale Brands: Not focused on reusability and sustainability



Startup Brands: Little consumer awareness today



Competitive Moat - Branding, Design & Community

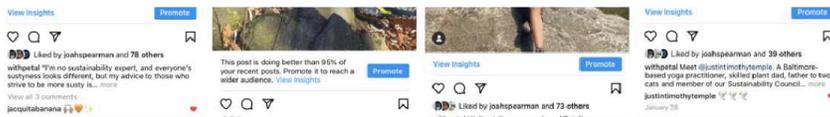


Strong Brand Collaborations



Petal Sustainability Council





PETAL

Mission Driven to Scale the Movement



Sample Members

- Ronit Joselevitz, Mexico City, lululemon social media lead
- Keith Kreeger, Austin, TX ceramicist
- Susan Morgan, Brooklyn, NY brand marketer
- Justin Timothy Temple, Baltimore, MD yoga teacher
- Georgina Whalen, Columbus, OH influencer marketer

Combined reach of 300k followers

PETAL

Community Building



Petal customers share their sustainability journey.

PETAL

Petal is a sustainable lifestyle brand that is entering the market with hand soap.

Our competition are product companies selling sustainable household cleaning products.

A Proven, Start-Up Experienced Team



Jason Domangue
CEO

- Tech entrepreneur and serial innovator
- Data-driven, growth marketing expert
- Successful exit with iControl (\$400M)



Reza Kazemi
Product / Design Consultant

- Tech entrepreneur with a design and engineering background
- Expert ecommerce developer
- Successful exit with Piper (acquired by iControl)



Karlís Ozols



Aimy Steadman
Strategic Art Director



Lead Scientist

- Chemist specialized in Colloid and Surface Chemistry



Co-Founder and COO

- Co-Founder and COO at Future Proof Brands (BeatBox Party, Punch)
- Founding Board Member of Naturally Austin
- CPG Strategic Advisor for Springdale Ventures and Congress Avenue Ventures



Andrew Busey

Strategic Advisor / Investor

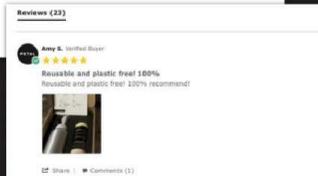
- Entrepreneur and Angel Investor
- Co-Founder and CEO at Supply Drop
- Co-Founder / Partner / Mentor - Capital Factory

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PETAL

How We Make Money

Starter Kits AOV = \$26



Pod Subscription refills

\$13 for 4 refill pods (\$3.25 per bottle of soap)

vs.

\$4 - \$6 for single use plastic bottles of Method or Mrs. Meyers



Subscriptions, not Software, is eating the world.

In 1980, Americans subscribed to newspapers and magazines.

By 2000, Americans subscribed to cable providers and premium channels.

By 2020, Americans are subscribing to streaming services for music, film and TV, shaving and beauty supplies, clothing and fashion needs, newsletters, home essentials, baby needs and more.

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