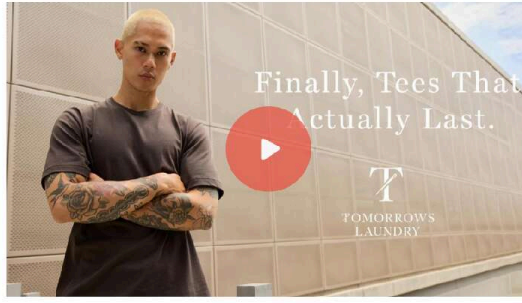


## Tees Designed for Years, Not Seasons 🔄



tomorrowslaundry.com N.Hollywood, CA [Ecommerce](#) [Consumer Goods](#) [E20](#) [Minority Founder](#) [Fashion](#)

### Highlights

**\$1M+ Revenue**  
Earned over the last 12 months

- 1 11,500+ Customers With Best in Class 50% Repeat Purchase Rate
- 2 4.6★ Rating Across 75,000+ Tees Delivered
- 3 \$4M+ Lifetime Revenue and Profitable Operations in 2025
- 4 67% Gross Margins + First-Purchase Profitable
- 5 Founder Has Driven \$20M+ in Apparel Sales
- 6 Finance Leadership Scaled HexCled From Startup to a 6-Figure CPG Powerhouse

### Featured Investor

**Kevin Stirdivant** Syndicate Lead [Follow](#) Invested \$125,000

Founder & CEO - KASE Real Estate

"I've been a fan of Tomorrow's Laundry long before the opportunity to invest ever presented itself. Their attention to detail, relentless dedication to quality, and systems driven, operations inspired growth mindset truly set them apart. Founder Robbie Eala is not only a true expert in the field, but an exceptional human being—building with clarity, conviction, and long-term vision. I deeply believe in the company's ability to scale exponentially and become a category leader. Getting to invest is simply the cherry on top."

### Team

- Robert Eala** Founder  
20+ years in fashion, drove \$100M+ in apparel sales, across multiple fashion brands. Proven track record in scaling premium essentials and driving growth. Leads TL's vision, strategy and execution.  
tomorrowslaundry.com
- Ahmed Ali** COO  
10+ years in apparel production, supply chain, and brand operations. Expert in streamlining in manufacturing and scaling DTC brands. Oversees product quality and operational excellence.
- Jeremy Cervantes** Finance Advisor  
Former HexCled exec who helped scale the 3-figure CPG powerhouse through disciplined finance and operational excellence. Provides financial guidance across forecasting, budgeting, and capital planning.
- Benjamin Gagliardi** Creative Media Director  
Creative strategist behind Meta ads, national TV campaigns, and D-figure brand growth. Specializes in high-impact content that drives measurable growth. Shapes TL's brand and storytelling.

### We built a better tee. The numbers followed.

We've built the unit economics.

We've proven demand.

Now we scale.

Invest in the next category leader in premium essentials.





### The basic tee is broken.

Men are stuck in a cycle of:

- Shrinkage
- Fading
- Collar stretch
- Disposable quality

Fast fashion is cheap for a reason.

Luxury brands charge more - but deliver nearly the same lifespan.

This category lacks a **premium staple that's built to actually last.**



### Premium essentials designed for longevity.

✂ We spent 4+ years developing a proprietary fabric and construction method to create a high-durability essential, using world-class Peruvian cotton and higher-grade manufacturing standards.

What defines our product:

- Custom-milled 100% cotton fabric (not off-the-shelf)
- Higher stitch density for durability
- Reinforced, shape-holding collar
- Pre-shrunk for permanent fit
- Hand-crafted in sweatshop-free, fair-wage factories in Peru

This isn't a fashion trend.

It's an upgrade to the item men wear every day.

And once customers switch, they don't go back.





**Proof of Demand**

Our retention and satisfaction metrics outperform the category.

Gross Margin - 67%

Average Order - \$152

Repeat Purchase Rate - 50%

2024 Revenue - \$1.7M

→ We used 2025 to strengthen the business. We reduced costs across operations, fulfillment, and marketing, and focused on profitability to build a stronger foundation for scale.

2025 Revenue - \$1M Revenue with positive operating profit

2026 Forecast - \$2.6M revenue while staying profit-focused

Forward-looking statements are not guaranteed.



Operational improvements already in place:

- Fulfillment and shipping costs reduced by over 60%
- Product returns reduced from 12% to 8%
- Marketing efficiency has doubled, with more revenue per dollar spent

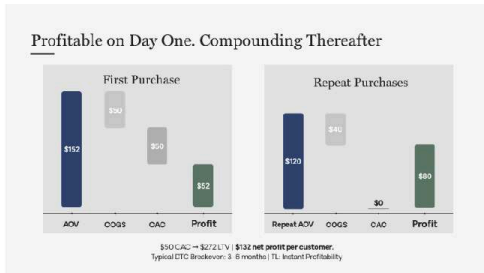
We now operate as a profit machine, not "growth at any cost."

The model works.

Customers love it.

Costs are controlled.

This stage is about fuel.



(AOV) - Average Order Value

(COGS) - Cost of Goods Sold

(CAC) - Customer Acquisition Cost

(LTV) - Lifetime Value

(DTC) - Direct-to-Consumer

**Tomorrows Laundry's Market Opportunity**

Men are shifting from fast fashion to durable essentials. The global market is large and growing.

→ Total Market Size (TAM):

- Global men's basics market is over \$60B.

→ Our Addressable Market (SAM):

- Premium men's essentials in the U.S., U.K., Canada, and Australia is approximately \$6B.

→ Our Realistic Target (SOM):

- Reaching \$30M in revenue would support an \$80M valuation. This requires less than 0.5 percent of the premium basics market.

"Quiet luxury" and "buy less, buy better" are accelerating. The opportunity is large and Tomorrows Laundry is positioned to take advantage of it.

Forward-looking projections cannot be guaranteed.





Capturing a modest sliver of the premium-tee market supports a \$80M+ valuation outcome.

Competitors have already proven scale in this category:

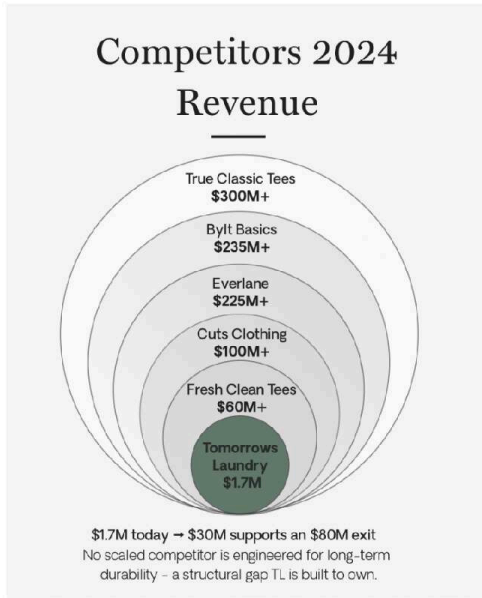
- True Classic: \$300M+
- Bylt: \$235M+
- Cuts: \$100M+
- Buck Mason / James Perse at premium retail valuations

The market is there.

The demand is proven.

But none of them are engineered for longevity-first value.

That's the gap we occupy.



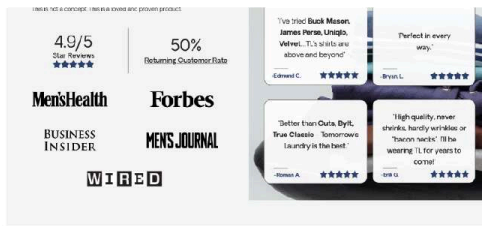
### Traction

- Loved by a growing base of repeat customers
- The product earns near-perfect reviews across thousands of deliveries
- Featured by Men's Health, Business Insider, USA Today, WIRED, Forbes

This is not a concept.

This is already a loved and proven product.

Trusted & Proven



## Direct-to-Consumer + Essentials Membership

We sell online - no retail markups.

### Essentials Club Membership (\$60/year)

Members get 25% off sitewide, driving predictable recurring revenue and long-term loyalty.

When a customer buys once, they come back.

When they become a member, they stay - and spend more.

This model is:

- Scalable
- Margin protective
- Designed for compounding customer value

## Why Now

Consumers are moving away from disposable tees and toward fewer, better essentials that last. At the same time, e-commerce brands have shifted from "growth at all costs" to profitable businesses that keep customers coming back.

Tomorrow's Laundry sits exactly at that intersection.

We've already crossed the hardest thresholds:

- ✓ 11,500+ customers and proven demand
- ✓ Profitable on the first purchase (rare in apparel)
- ✓ Stable, scalable supply chain
- ✓ Best-in-class repeat purchasing (50%)
- ✓ Strong margins and profitable operations

What's limiting growth today isn't demand.

It's how much inventory we can produce and how many new customers we can reach.

This raise allows us to:

- make more product
- reach more customers
- expand into high-repeat essentials (socks, underwear, athleisure)

The flywheel is in motion.

We are adding horsepower.



## How Your Investment Works

Investing through Wefunder gives you a SAFE (Simple Agreement for Future Equity).

It's one of the most common ways startups raise money.

1. You invest early while the valuation is low

You're getting in before we scale into more product categories and wider distribution.

2. Your SAFE converts into shares later

When we raise a larger round in the future, your SAFE converts into real ownership in the company.

### 3. You get a better price than future investors

Because you're early, you receive:

- \$5M valuation cap
- 20% discount

Your investment buys more shares than future investors.

### 4. Your upside grows as the company grows

As we expand our line, increase repeat customers, and scale distribution, our valuation can increase - giving early investors meaningful upside.

### 5. You benefit when big events happen

Your equity becomes valuable during milestones like:

- VC rounds (*Larger investors buy in at higher valuations*)
- Acquisitions (*Another company buys the business*)
- A sale / exit (*the company is sold and investors are paid out*)
- A future IPO (*The company eventually goes public*)

These are the events that unlock investor returns.

### 6. Long-term ownership, not monthly payments

There's no interest and no repayment schedule.

You're investing for long-term upside as the company grows.

*Forward-looking statements are not guaranteed.*

## Use of Funds

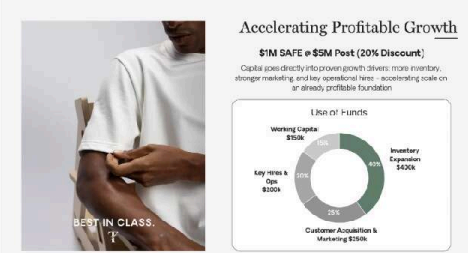
**Inventory:** Expand our best-sellers and new styles so we stop selling out

**Marketing:** Scale profitable growth across paid & organic channels

**Operations:** Strengthen core team as volume increases

**In short:** more product, more customers, more momentum.

This is growth capital, not survival capital.



**Accelerating Profitable Growth**

**\$1M SAFE @ \$5M Post (20% Discount)**

Capital goes directly into proven growth drivers: more inventory, stronger marketing, and key operational hires - accelerating scale on an already profitable foundation.

**Use of Funds**

Category	Amount
Working Capital	\$50k
Key Hires & Ops	\$100k
Customer Acquisition & Marketing	\$250k
Inventory Expansion	\$500k

BEST IN CLASS.

## Why Investors Join Early

- Early valuation = most upside
- Strong traction already proven
- Profitable operations reduce risk
- Raised capital directly accelerates growth
- Limited space in this round

Join us early - before we scale into the next stage.




TOMORROWS LAUNDRY

**Thank You**

Let's build the future of menswear together

1188848@tomorrowslaunder.com  
www.tomorrowslaunder.com



"This is the best classic tee. I've tried many other brands and this is the best one I found so far."  
- Jimit S.  
★★★★★

"I have bought some of highest rated tees regardless of price is Buck Mason, Uniqlo, Cuts, Velvet. TL's shirts are above and beyond."  
- Sean G.  
★★★★★

"The fabric is high quality, drapes well and doesn't pill or fade after multiple washes. I've searched a lot of t-shirt brands, and this is definitely my favorite."  
- Bradley B.  
★★★★★

Everything the other brands say they

are (and are not). Tomorrows Laundry is by far

- Richard M.

★★★★★

