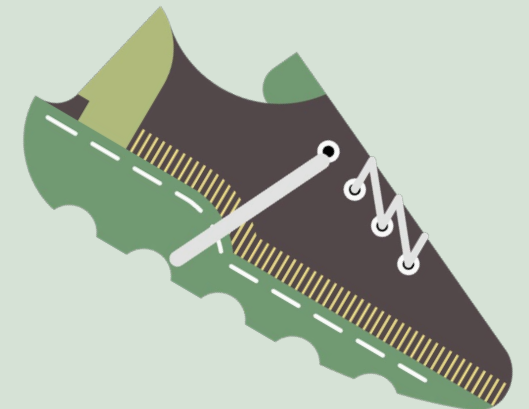
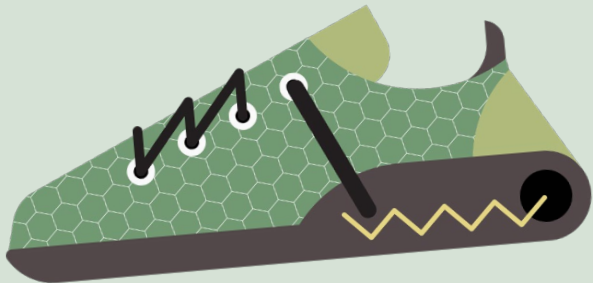


UNSIGHTLY

WE SEE IT, YOU WON'T

SERIES A RAISE

2022



Problem

It is super annoying when you are walking around and people call out that your shoes are untied when you already know.

2+

Times per month, sometimes 2x per occurrence (both shoes)

80%

Of people whose shoes are untied already know that they are untied

10%

Of people (mostly children) don't know how to tie shoes, adding to personal anxiety



Meet **No-Look Laces**

Camouflage shoelaces that prevent people from seeing them untied and calling you out

- ✓ Matches ground surfaces
- ✓ Fun designs for you and only you
- ✓ Stay tied as much as other shoelaces



How it works

Unsightly offers uniquely valuable SaaS 'Shoelace as a Service'

1

Unsightly leverages proprietary shoelaces manufacturing process

2

Consumers sign up for a \$10 / month shoelace subscription from Unsightly's e-commerce store

3

Customer receives new laces by mail two days later and laces them up

4

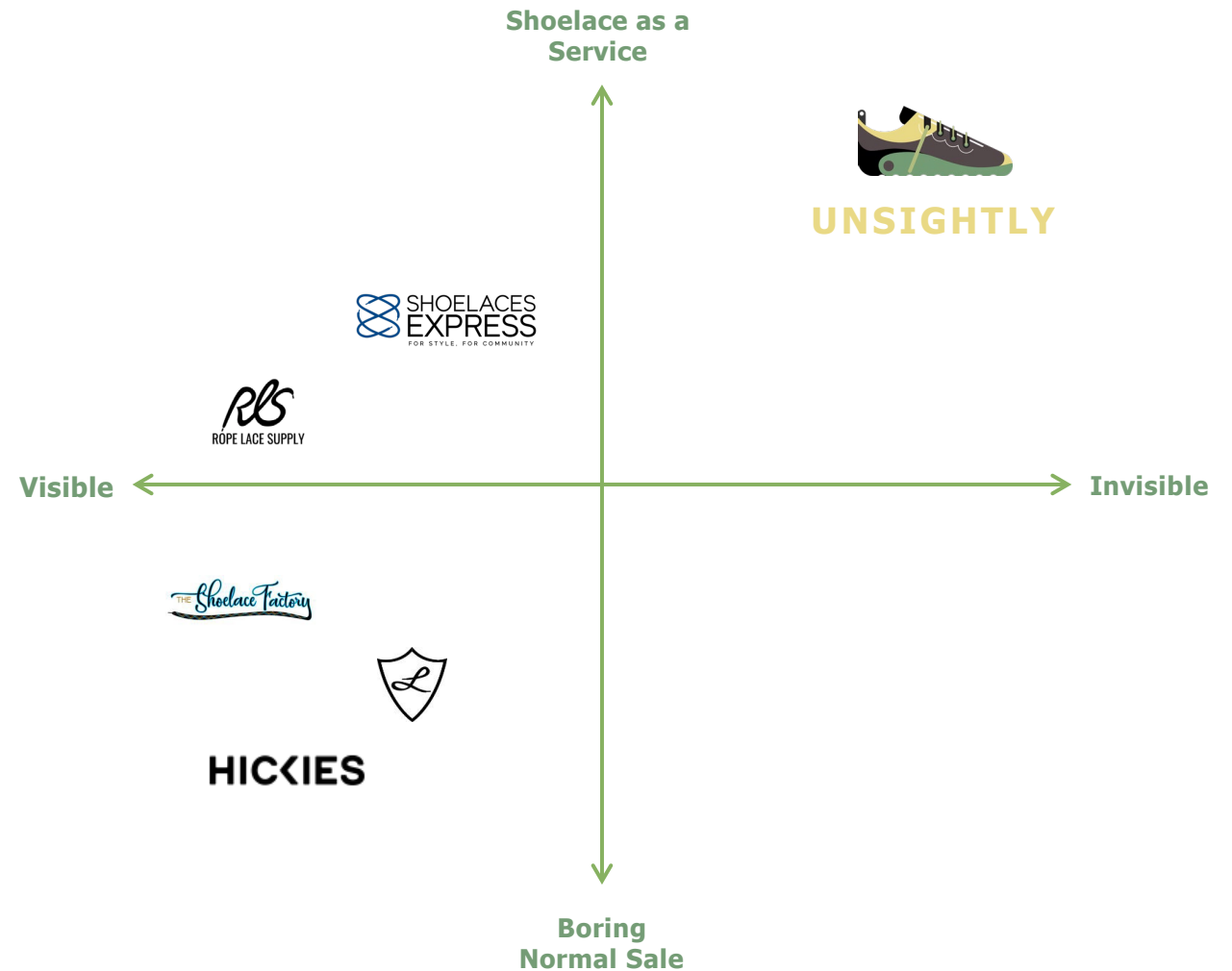
Customer receives new, limited-edition laces every month

Differentiation

Unsightly is distinct from other market offerings

We are the only one offering invisible shoelaces to help you 'not feel seen.'

We also employ a unique SaaS offering that promotes better customer service. If you can't find your old shoelaces, don't worry – we'll send you a new pair!



IP

Proprietary shoe coating supports sustainable product growth

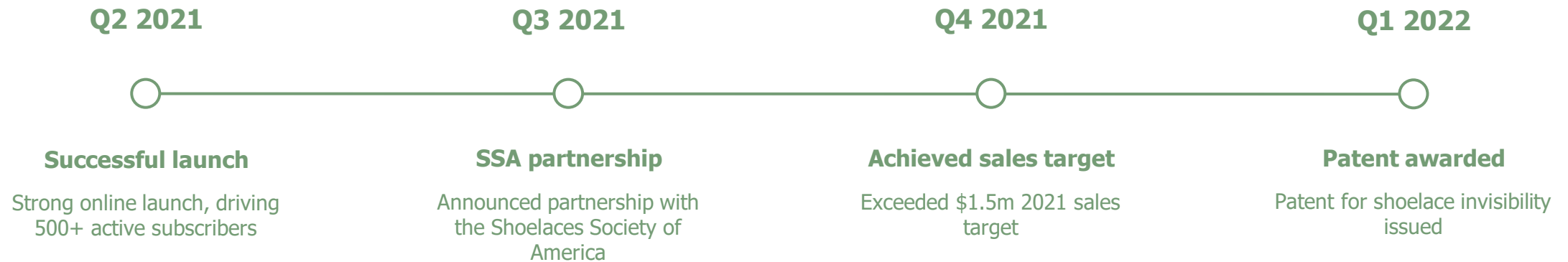
Our product is supported by years of material science experimentation and product innovation

- Two provisional patents covering process of applying 'invisible' coating to shoelaces
- Trade secrets related to invisible coating materials, formula, and production process
- Proprietary datasets around materials and surfaces mimicry



Traction

Significant traction with sloppy shoe lovers



Key Metrics

5:1

LTV / CAC ratio, driven by a high willingness to pay for invisible laces

80

Net Promoter Score, which is higher than we honestly thought it'd be

\$2m

ARR, with significant Q1 sales growth

2k

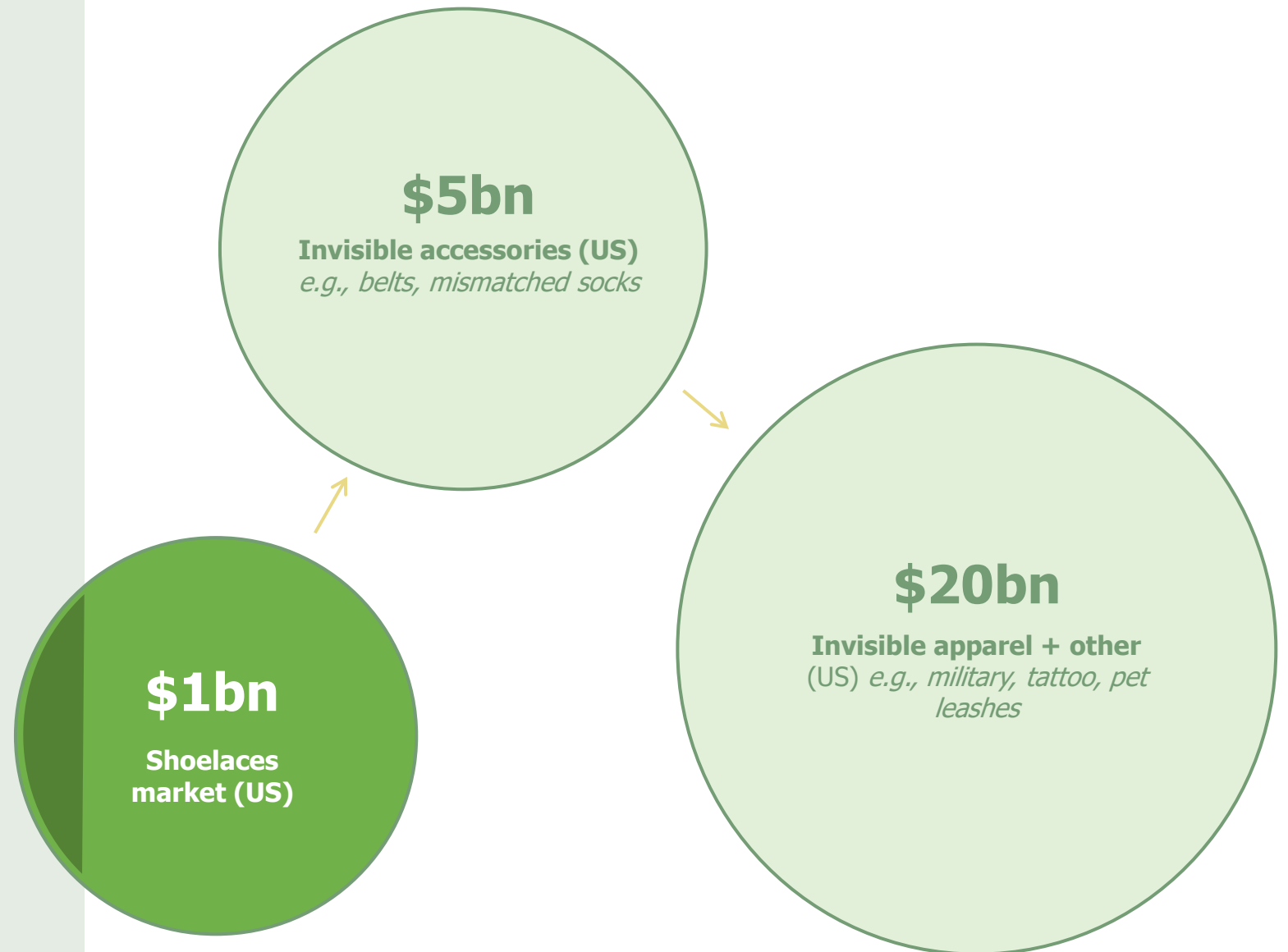
Active subscribers (both in terms of walking with our product and reordering)

Market

Potential to expand TAM with underlying IP

Over time, Unsightly technology could expand to other applications – including, but not limited to, adjacent accessories and apparel.

Imagine how great invisible tattoos could be. Invisible dog leashes might not be great, but we'll test them out and let you know at a future board meeting if you invest.



Team

Proven founding team with 50+ years at the intersection of material science and apparel



Jay Walker
CEO

- Serial entrepreneur with successful exit
- 15+ years experience at Nike (GTM Strategy)
- Northwestern University (BA)



Trip Haulover
CTO

- PhD in Invisibility from Hogwarts
- 20+ years material sciences experience at Diagon Alley, Butter Beers, and 3M



Crystal Glass
COO

- Former CMO of Diamond, through sale to LVMH
- 10+ years experience in apparel marketing + sales
- University of Richmond (BA)

Multiple initiatives to fuel sales + R&D funnel

Introduce new shoelace offerings

- Add new invisible looks, such as those that blend with wood chips, dance floors, and ballpark concrete
- Introduce limited edition 'glow in the dark' invisible shoelaces

Expand customer base to all US

- Increase shipping zones to full 50 states
- Consider exclusive distribution partners for shoelace trial and subscription referrals

Partner to experiment with new applications

- Invest in partnerships across apparel and military applications
- Expand R&D team to test and publicly demonstrate invisibility capability

Increase marketing spend through social

- Invest in high-return marketing channels, such as paid social
- Improve and expand audience and lookalike targeting via digital marketing agency support

Funding need

We are raising \$9m to accelerate sales and invest in application R&D

Financial projections

We expect continued revenue growth over the next five years, resulting in profitable operations by 2024

Income Statement (\$ in M)	2022	2023	2024	2025	2026
Revenue	\$3.5	\$8.0	\$19.2	\$36.3	\$65.2
Gross Profit	1.8	4.0	10.5	22.3	44.9
<i>% margin</i>	<i>50%</i>	<i>50%</i>	<i>55%</i>	<i>62%</i>	<i>69%</i>
EBITDA	(2.3)	(4.0)	(1.6)	8.3	29.9
<i>% margin</i>	<i>(64%)</i>	<i>(50%)</i>	<i>(8%)</i>	<i>23%</i>	<i>46%</i>

R&D investment in 2023 and 2024 expected to drive sales and margin increases in outer years due to additional high-value coating applications and licensing opportunities.

UNSIGHTLY

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