

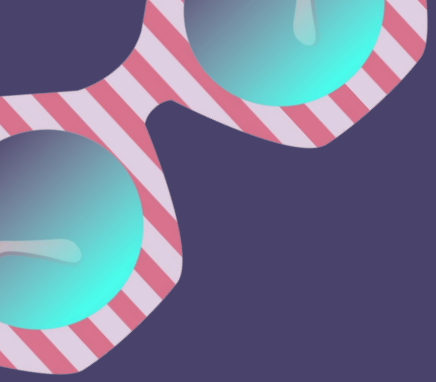


Dumm down your look

Investor Presentation

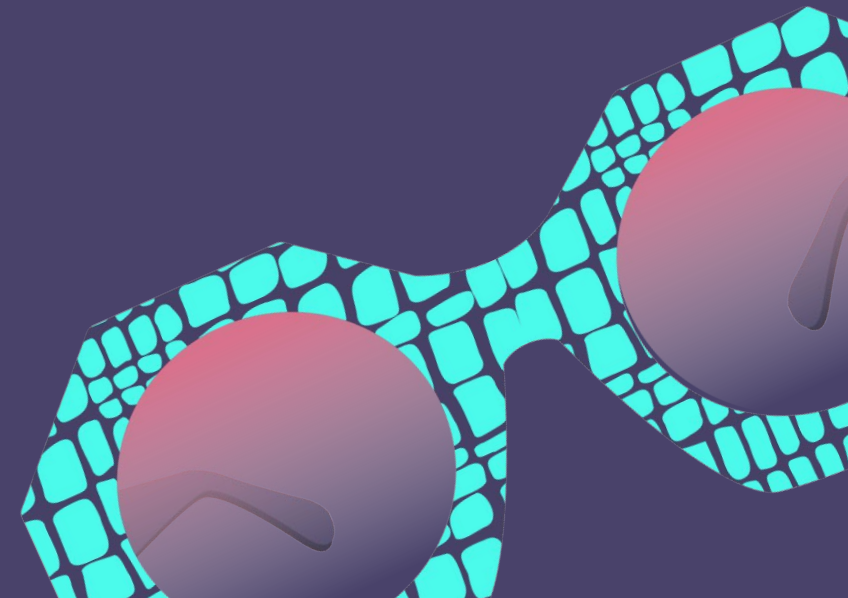
By Ridge





Mission

**Helping people not seem smarter when
they don't want to be perceived as such**



Problem

Every time I put on my glasses people assume I'm smarter than I am.

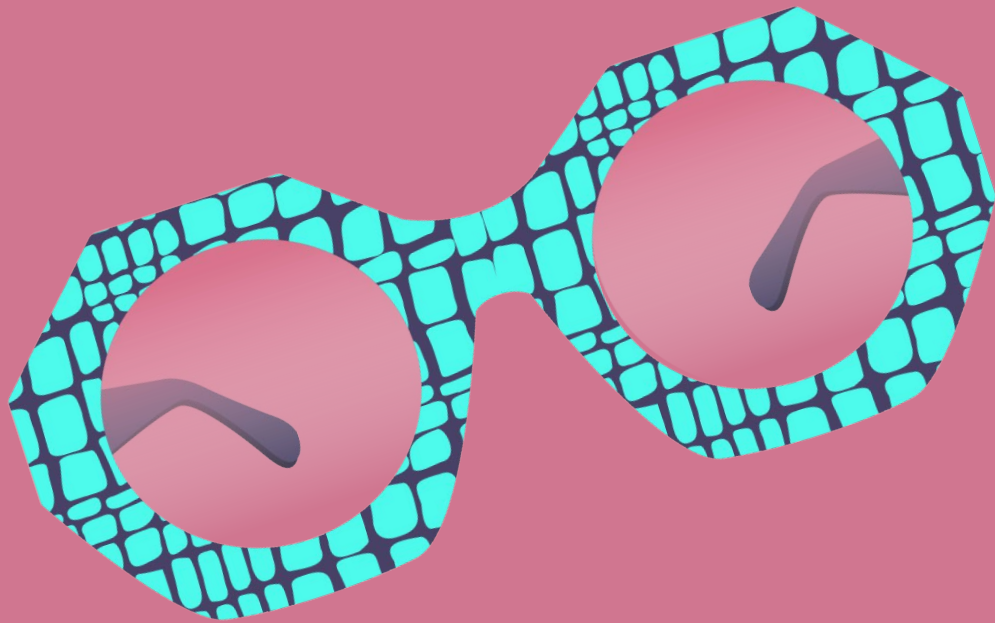
This leads to people asking me about everything – from how to play cello to where their keys went. There are also clear societal implications for undeservedly entrusting the 'glasses' with key decision-making roles.

While there are people that wear glasses to seem smarter, there is an untapped opportunity to serve people who have to wear glasses for vision purposes but would also like to appear stupider.





Glasses for people who need them but don't want to seem smart



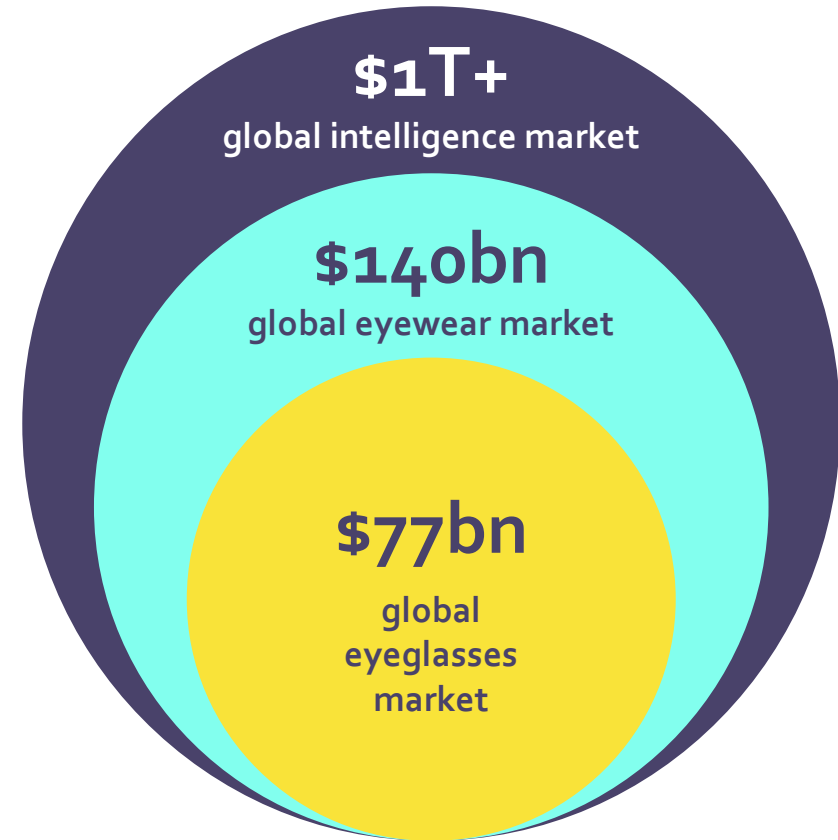
Market

We are eye-ing a massive market

A lot of people wear glasses.

In the medium term, we see opportunity to enter the broader eyewear market – making Dumm contacts and sunglasses.

Ultimately, Dumm will become a global intelligence engine – working with the smartest people to make Dumm decisions.




15%

CAGR for cool eyeglasses

6%

CAGR for eyewear market

Dumm is the only branded solution that optimizes for coolness and comfort

	 umm	WARBY PARKER	LENSCRAFTERS'	Contacts	LASIK
Make you seem less smart	✓	×	×	✓	✓
Coolness	✓	✓	×	×	✓
Comfort	✓	✓	×	×	×
Material quality	✓	×	×	✓	✓
Personalization / variety	✓	✓	✓	×	×
Customer service	✓	✓	✓	-	✓
Takeaway	Everything I ever wanted	Too smart, too hip	They're nice, just not for me	Can't sleep with them in	Too expensive and my corneas were too thin

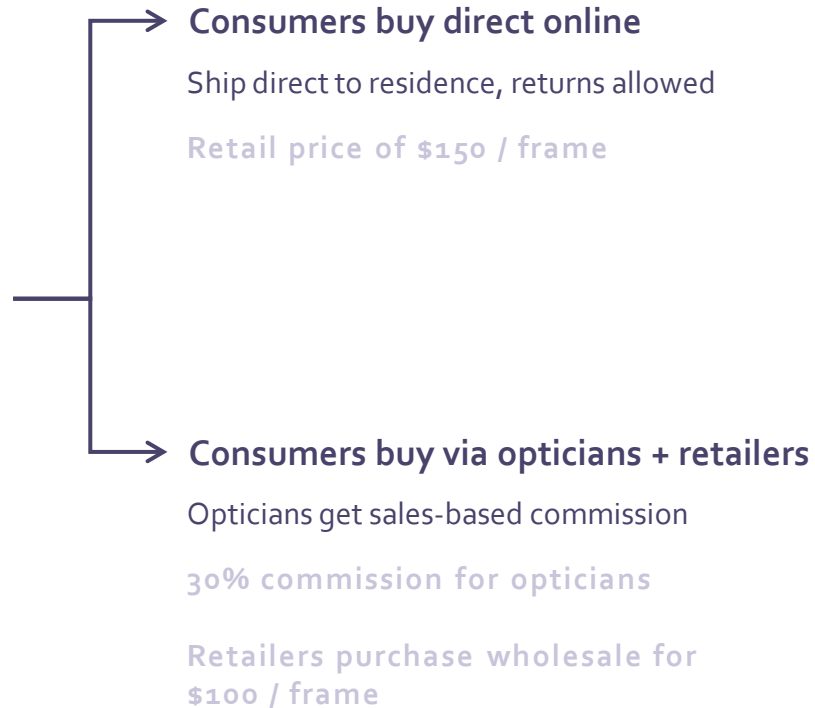
Revenue model

Dumm makes smart margins via e-commerce and brick and mortar retail sales

Dumm makes designer glasses

We work smart to make people look dumb

Average COGS of \$50 / frame



57%

Gross margin projected across diverse channel mix

>300+

Customer Lifetime Value potential driven by online reorder marketing

33%

Retailer margin in line with industry average

Traction

Dumm has demonstrated product demand

0.0000

R² Correlation found between wearing glasses and being smart

Rigorous Academic Study
That there is no statistical correlation between wearing glasses and being smart

74

NPS Score among 100 surgical residents

Successful Market Tests
Tried 100 pairs of glasses with a horde of surgeons

and established channels to generate sales

\$50k

Pre-order revenue generated through successful Kickstarter

Strong Pre-Orders
Significant market interest indicated among smart and dumb consumers alike

10+

Early distribution partners for Dum glasses

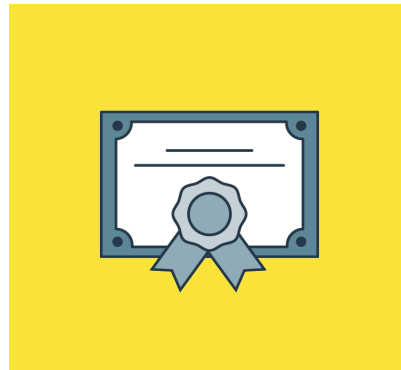
Established Distribution
Distribution agreements established with initial retail and optician partners

We hold high-value IP that will enable us to accelerate and sustain commercial success



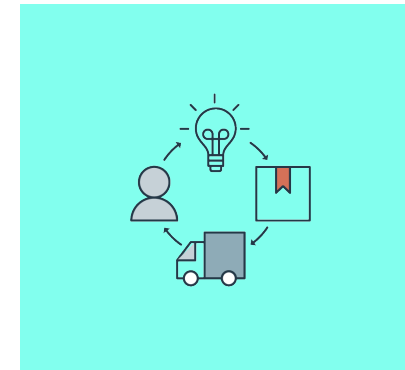
Patented glasses 'dumm up' process

Numerous patents issued or pending related to how Dumm adds text to its glasses. We also hold extensive 'dumm 'em up' trade secrets



Detailed trademarks + copyrighted content

Defensible market presence with known brand and unique commercial designs



Proprietary data flows

Valuable data collection on the glassed people out there, especially those who look much smarter with glasses

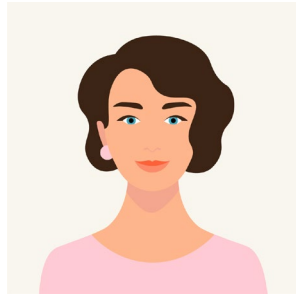
Team

Experienced team across e-commerce and looking smart

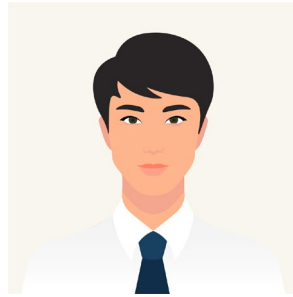
CORE TEAM



Sarah Bellum
CEO



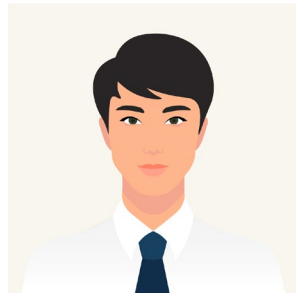
Marsha Mellow
COO



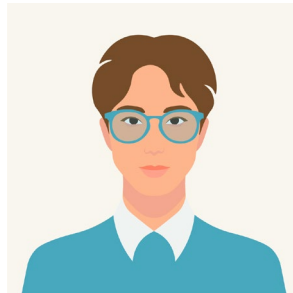
Bill Board
CMO



Barbara Seville
CFO



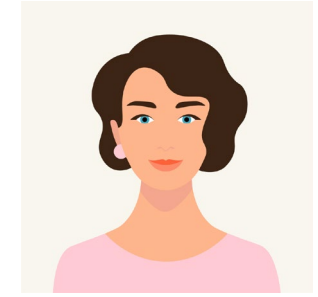
Marty Graw
VP HR



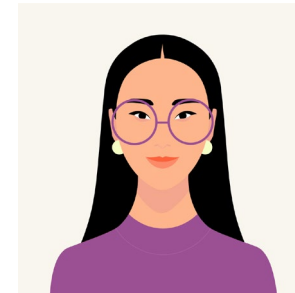
Dan Druff
Head of Product



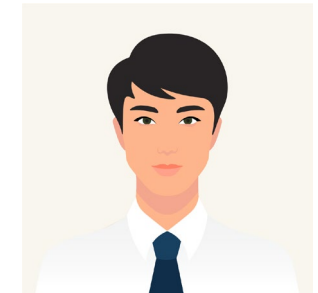
Rick Shaw
Logistics Exec



Anita Knapp
Renowned Operator



Ivy Leage
Investor



Bill Loney
Designer

ADVISORS

Dumm has multiple avenues for near-term growth

1

Introduction of Dummer glasses

Dumm glasses are just the start; there is massive potential to disrupt the market further with more outlandish designs and substitutes for more snooty eyewear, such as opera glasses and monocles

2 Introduction of Dumm accessories

While taking over the eyewear market, Dumm can cross-sell additional apparel and merchandise and eye-related products to its customer base. This could include Dumm-branded lab coats and scrubs, turtlenecks, and tuxedos. Customers will have the option to monogram middle initials into products to appear smarter

3

Entrance into brick + mortar retail

To expand brand awareness and distribution, Dumm will explore expansion through development of a physical footprint. This will include hiring and training of retail associates ('dum dums') to sell Dumm glasses and accessories

Funding need

We are raising a \$10m Seed round to enable product development and multi-channel distribution

Product R&D ————— \$2.2M

- Develop more Dumm designs
- Extend product line to include Dumm accessories

Working Capital ————— \$1.0M

- Improve terms with co-manufacturer
- Accept larger retail commitments

Sales + Marketing ————— \$2.5M

- Complete website and e-commerce design
- Execute omni-channel marketing campaigns

Team / Salaries ————— \$3.0M

- Hire Sales executives
- Develop C-suite

Operations ————— \$0.8M

- Expand office to accommodate new hires
- Improve and standardize corporate processes

Other ————— \$0.5M

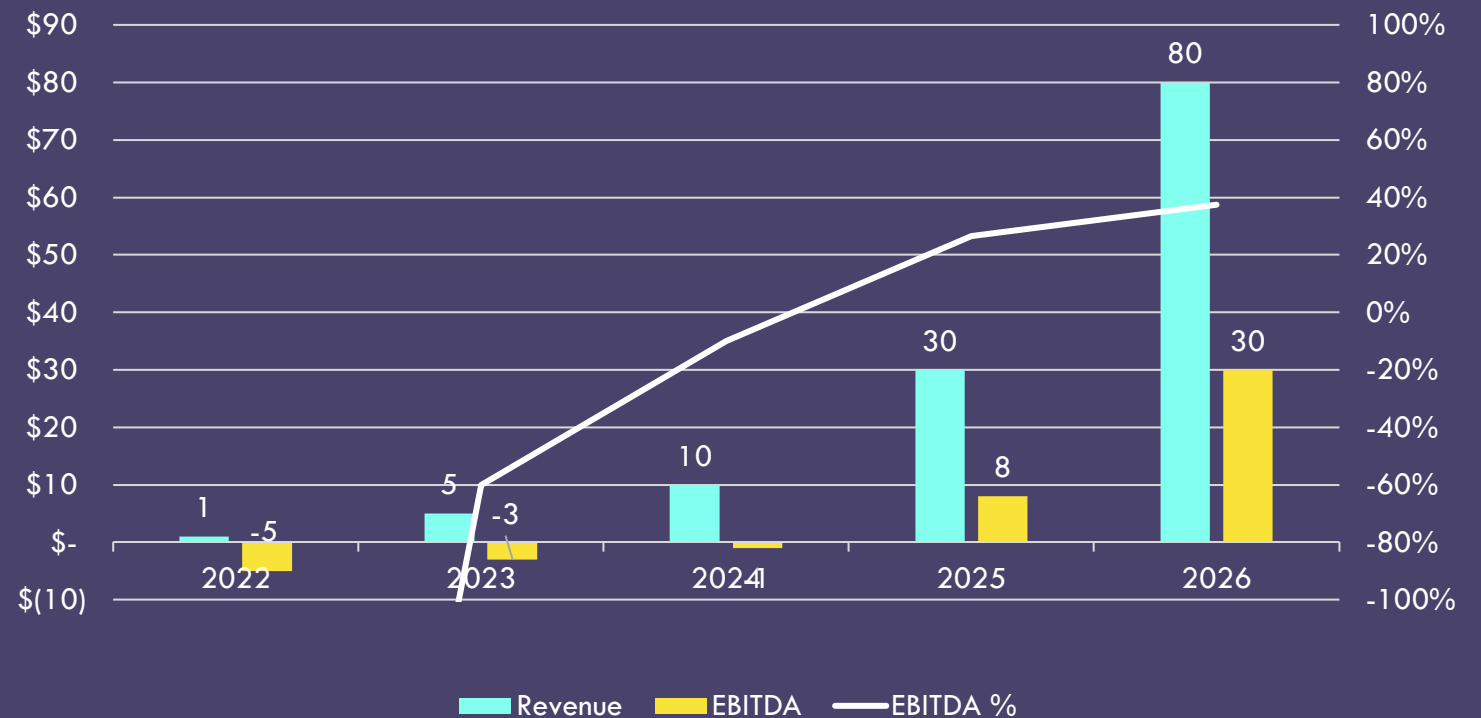
- Glasses donations to children in need
- Dumm company holiday parties

Financials

We project strong revenue growth and margin expansion over time

We expect revenues to grow by 10x over the next two years, bringing the firm to breakeven operations

\$ in M USD





www.raisewithridge.com

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