

# wild

NATURAL DEODORANT

## Investment Deck

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**Prepared for: Company Name**

EIS and SEIS available

10.10.19

[www.wilddeo.com](http://www.wilddeo.com)

NO PARABENS  
NO ALUMINIUM





# Introduction

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As founders nothing excites us more than an industry dominated by a small number of very large companies over a long period of time who are struggling to adapt quickly enough to changing consumer demands. Plastic packaging, opaque ingredient lists, questionable ethics and blatant green-washing.

The bathroom is ripe for disruption as consumer seek out more ethical, natural and sustainable brands and they are willing to pay a premium for the tailored experience offered by smaller more agile companies who understand what they actually want.

At Wild we aim to build a business with sustainable and transparent practices at its core, without the consumer having to make any sacrifice on convenience of their daily routine.

*Freddy & Charlie*

Wild Founders

# The Problem

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At Wild we believe in:

- ✓ **Building a sustainable business from the core**
- ✓ **100% transparency on what we do and how we do it**
- ✓ **Not compromising on convenience or performance**
- ✓ **The power of natural ingredients**

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## Our Mission

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We push the boundaries of sustainability and natural products without ever compromising on efficacy and customer experience. Our goal is to educate and inspire people to change their buying habits to equally effective but more sustainable products that showcase the power of nature.

## Our Solution

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We want to build the leading, independent, natural cosmetics brand in Europe by creating a best in market product and brand that inspires and engages with our customers. We initially plan to do this by focusing on the fast growing natural deodorant segment where we believe there is significant untapped growth potential and very strong consumer demand.

# The benefits of going Wild

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At Wild we wanted to create a natural product that can compete with normal deodorants - no unfamiliar routines, no stains and something that genuinely works!



## USPs efficacy

High performing natural deodorant range.  
Works like a normal deodorant without the chemicals.



## Ingredients

Safe/naturally derived ingredients;  
Paraben, Aluminium and sulphate free.



## Application

Easy and familiar to apply. No stains and long lasting.



## Sustainability

100% recyclable packaging +eco range of glass bottles and refills.  
Plastic free version in development. Support of World Land trust.



## Brand

Independent, agile, relatable and bold.



Aluminium applicator

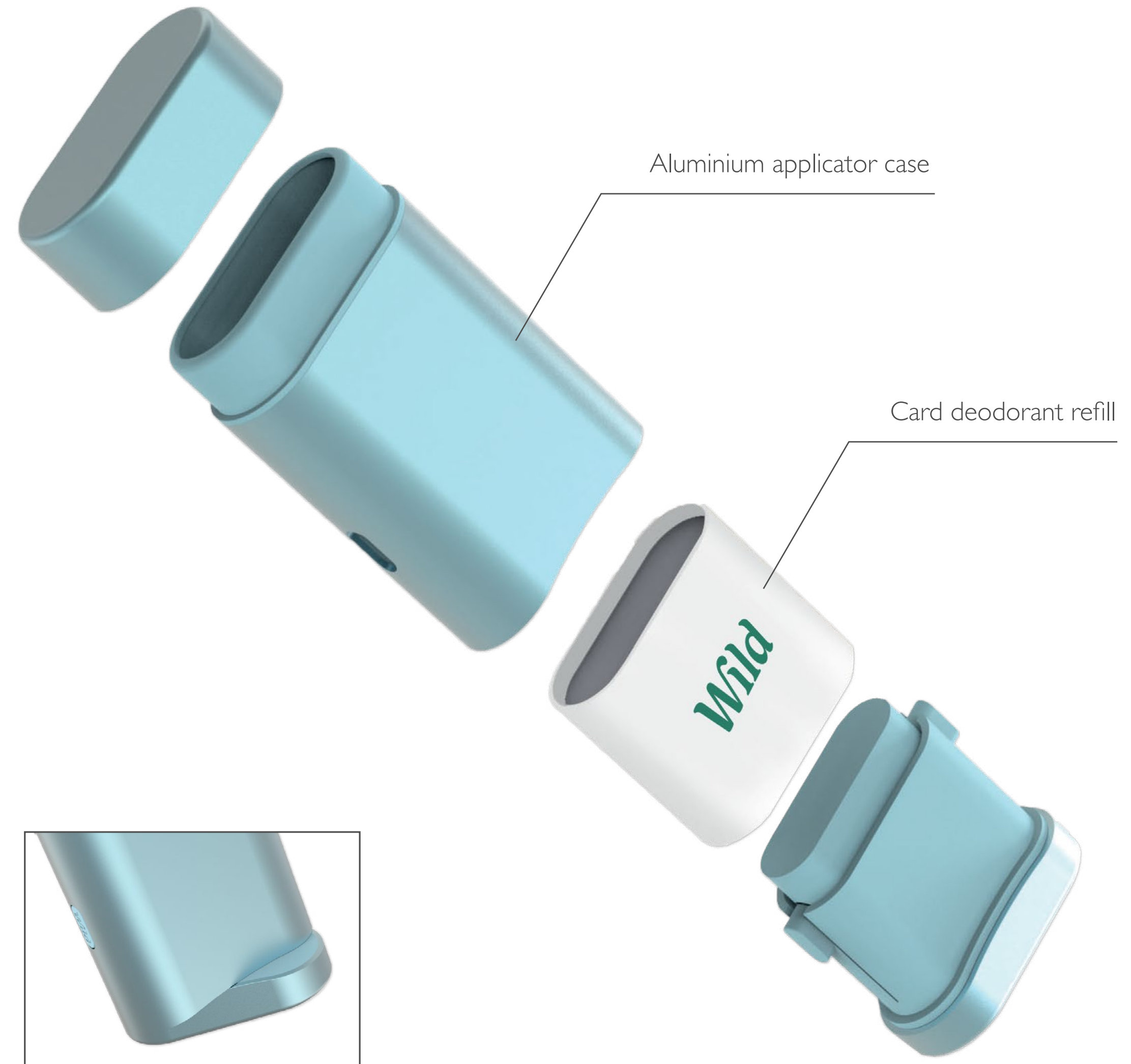
Plastic free re-fill paper tube  
(refills sent to customer  
every 3 months)

# Packaging & innovation

Alongside MVP Wild have developed cutting edge technology to create the first plastic free refill on the market. Currently in Tooling phase.

- ✓ **Aluminium holder with 100% biodegradable card refills.**
- ✓ **Bespoke design to ensure refills will fit seamlessly through your letter-box.**
- ✓ **This will be offered with a flexible quarterly subscription model to ensure we maximise value for consumers.**

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Twist mechanism pushes up main body

# Our background & expertise

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## Freddy

Freddy was one of the first employees for HelloFresh in the UK joining as a team of 5 in late 2012. Over the next 6 years he would oversee revenue growth of over 100X and build a one person marketing team to a team of 20 maintaining HelloFresh as the leading brand in the highly competitive recipe box sector.

His unique experience of seeing first-hand how to build a £100 million revenue business within 6 years and all the challenges that go with this puts him in a strong position to leverage this. As Director of Marketing Freddy has particularly strong knowledge and contacts across the marketing and brand community in the UK



## Charlie

Charlie is an accomplished online entrepreneur having successfully set-up and run a group of publishing websites under the Bowes Media brand. The websites made it easy for aspiring journalists to reach a vast audience, exposing their content to over a million unique users per month at its height. Charlie has more recently launched and sold [climatecups.com](http://climatecups.com) – a reusable coffee cup and water bottle ecommerce business, used as a vehicle to perfect his strong digital marketing and website building skills.

Alongside these entrepreneurial endeavours, Charlie is also a Director at Hatch Group where he helps run the recruitment business Fly Hiring. He has a uniquely strong network across European growth businesses and an expert knowledge of hiring top tier talent – something we see as critical to our success at Wild.

# The market opportunity

The market category for Aluminium-free deodorants is projected to grow at over 10% YOY for next 10 years.

## Worth

>\$1.6 billion by 2024.

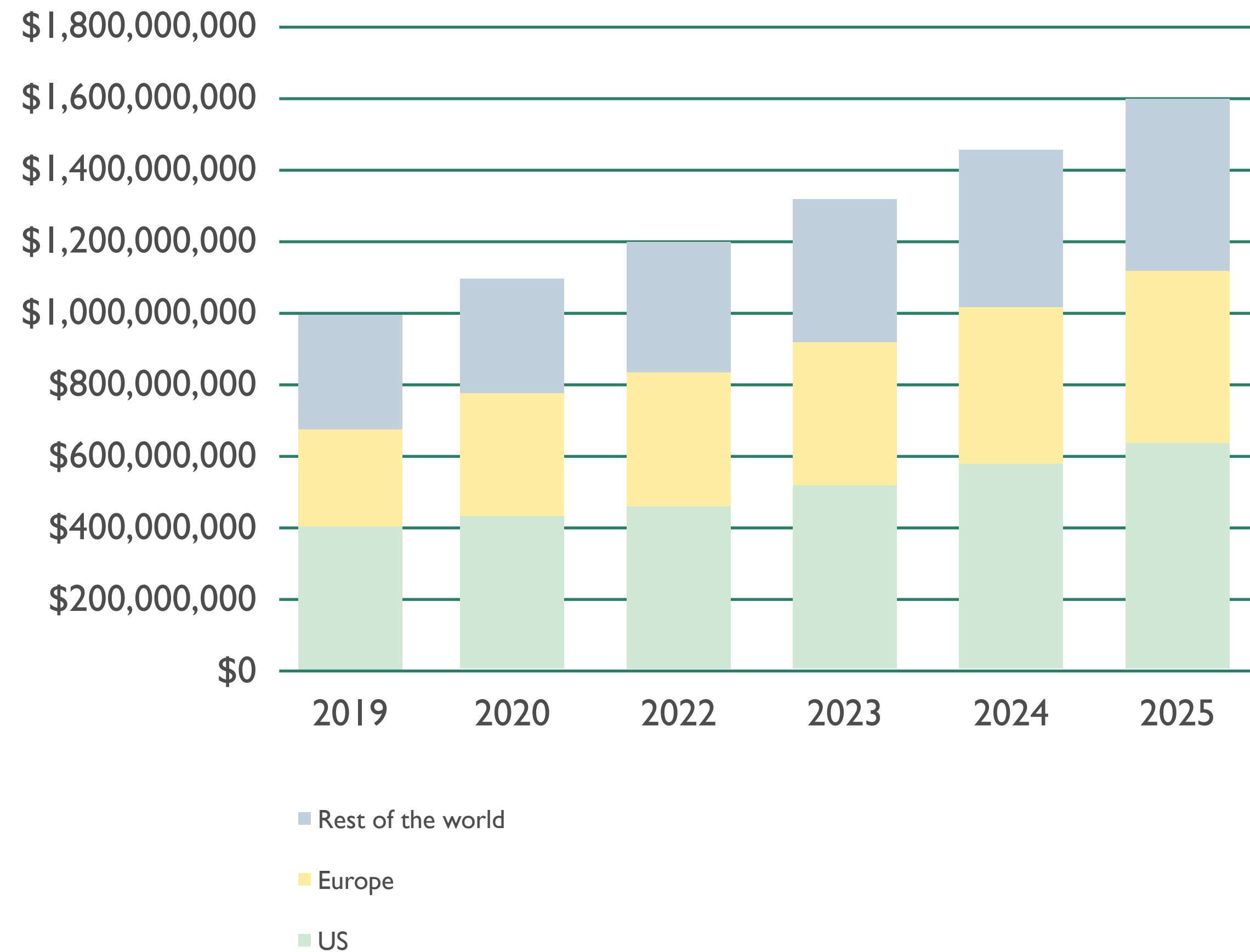
## Reach

If we can reach 2% penetration - \$32 million by 2024 (in deodorants alone).

## Proven

Native reached \$30 million revenue within 3 years in the US selling to P&G for \$100 million.

### Aluminium free global market size



Source: [www.healtheuropa.eu/aluminium-free-deodorant/91795/](http://www.healtheuropa.eu/aluminium-free-deodorant/91795/)



# The long term vision

The market category for Aluminium-free deodorants is projected to grow at over 10% YOY for next 10 years.

### Worth

Natural cosmetics expected to be >\$50 billion market by 2020.

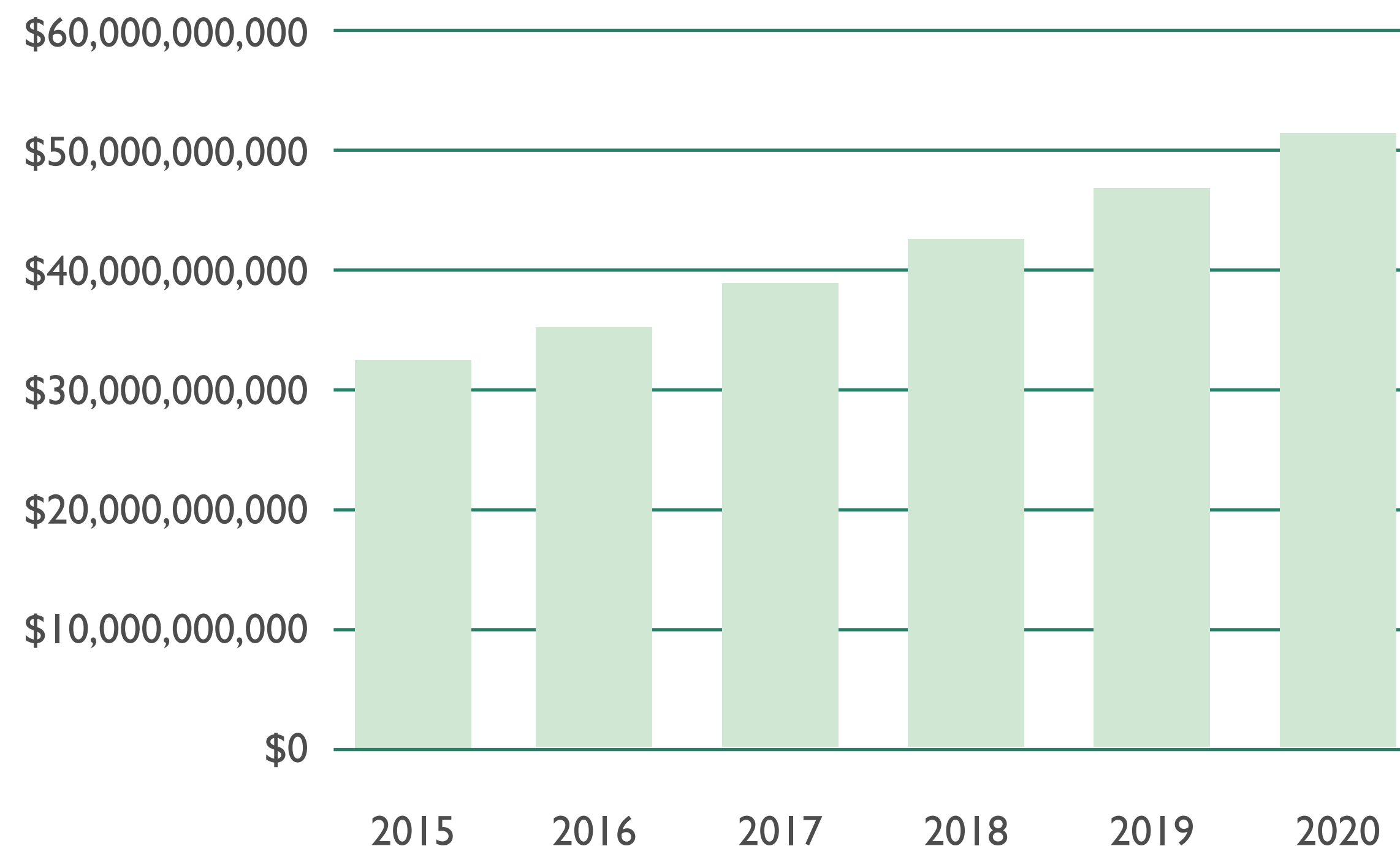
### Growth

Growing interest in transparency and sustainability combined with improved efficacy of natural alternatives driving growth of this nascent category.

### Emerging brands

Growing market will give opportunities to emerging brands who can adapt far quicker to trends.

Total size of global natural cosmetics market



Source: [www.cbi.eu/market-information/natural-ingredients-cosmetics/trends](http://www.cbi.eu/market-information/natural-ingredients-cosmetics/trends)

# Competitive landscape

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The Natural cosmetics space provides an ideal platform for direct to consumer disruption and innovation. Consumers demanding more responsive and personalised brands:

## Community engagement

D2C gives a perfect platform to build a strong community and engagement with customers.

## Improvement

Also allows for far quicker iteration and improvement of product based on consumer product.

## Supply chain

Gives control and ownership of supply chain and scale

## Accessibility

Instant access to Europe.

## Sustainability & innovation

Provides platform to sit at forefront of sustainability innovation.

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**“The consumer goods industry... is in turmoil. I need to act now!”**

– Stefan De Loecker, Beiersdorf CEO.

De Loecker said mass-market labels were being challenged by the rise of small, disruptive brands as consumers seek more personalised products and services, as well as more natural ingredients – a trend highlighted by Henkel last week.

He said Beiersdorf was exposed as 75% of its sales of mass brands, nothing that the niche brands had already taken 40% of the European skincare market.



# Competitive advantage

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Understanding D2C 2.0

## Experience

Invaluable knowledge of the European market and how to find value with high Facebook and Google CPMs/CPCs.

## Customer/Data driven

Practical experience of using consumer insights and data to drive product innovation and personalisation.

## Execution

Comfortable with uncertainty and Blitzscaling once we find product market fit.

## Innovation

Product iteration and innovation built in, adapting to trends and market dynamics faster than incumbents.

## Diversification

Channel and country agnostic. Pureplay D2C is no longer a viable long term strategy. Planning diversity from day one will set business up for success.

## Team

A lean and talented team will define our success. Extensive recruitment experience and strong connections means we well placed.



# Future products

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**Shower gel**

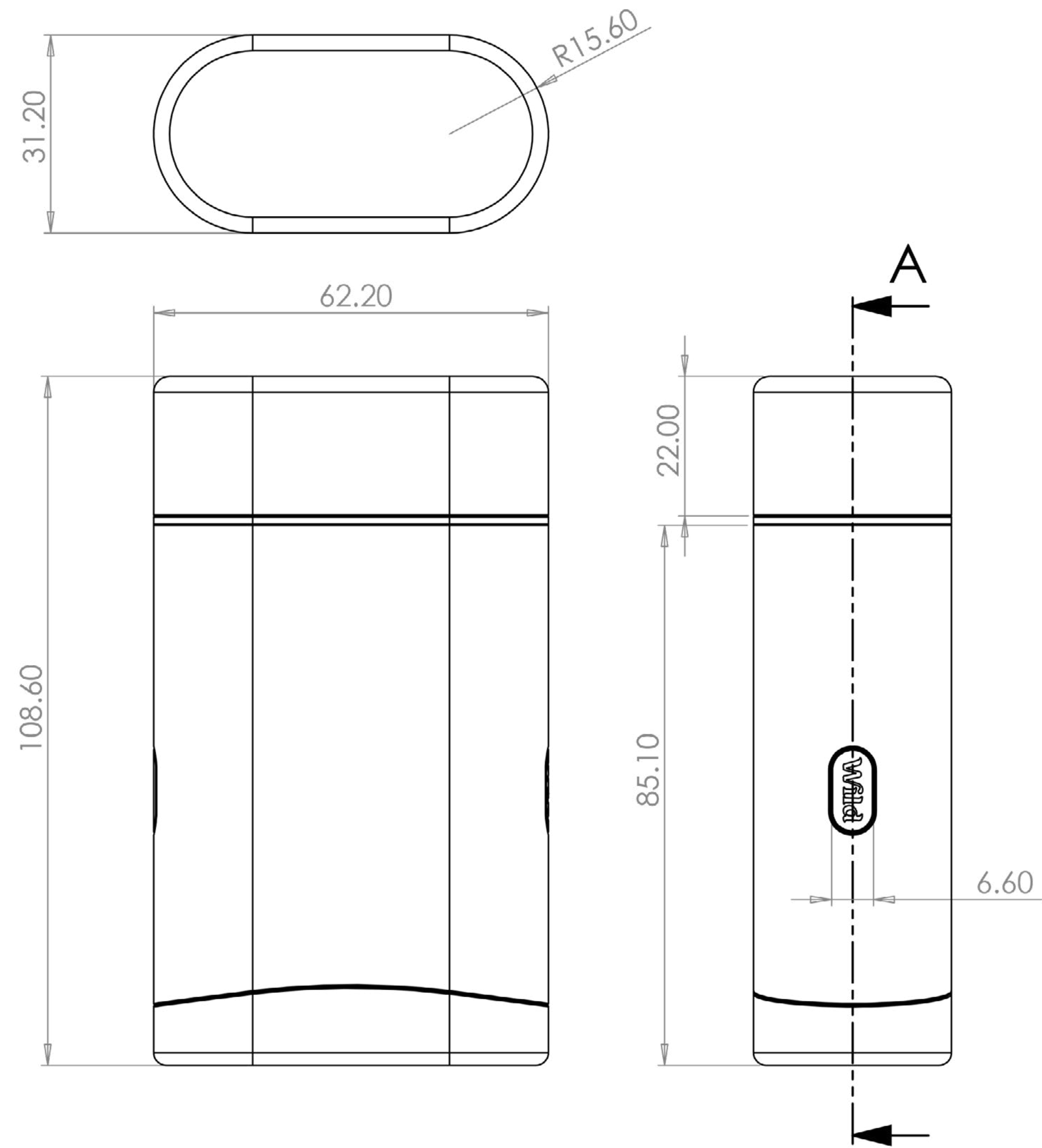
**Tooth paste**

**Sun Cream**

**Shampoo**

**Mouthwash**

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# Target Audience

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## Sex:

Initial consumers 75% female

## Age:

30-45

## Social grade:

ABCI

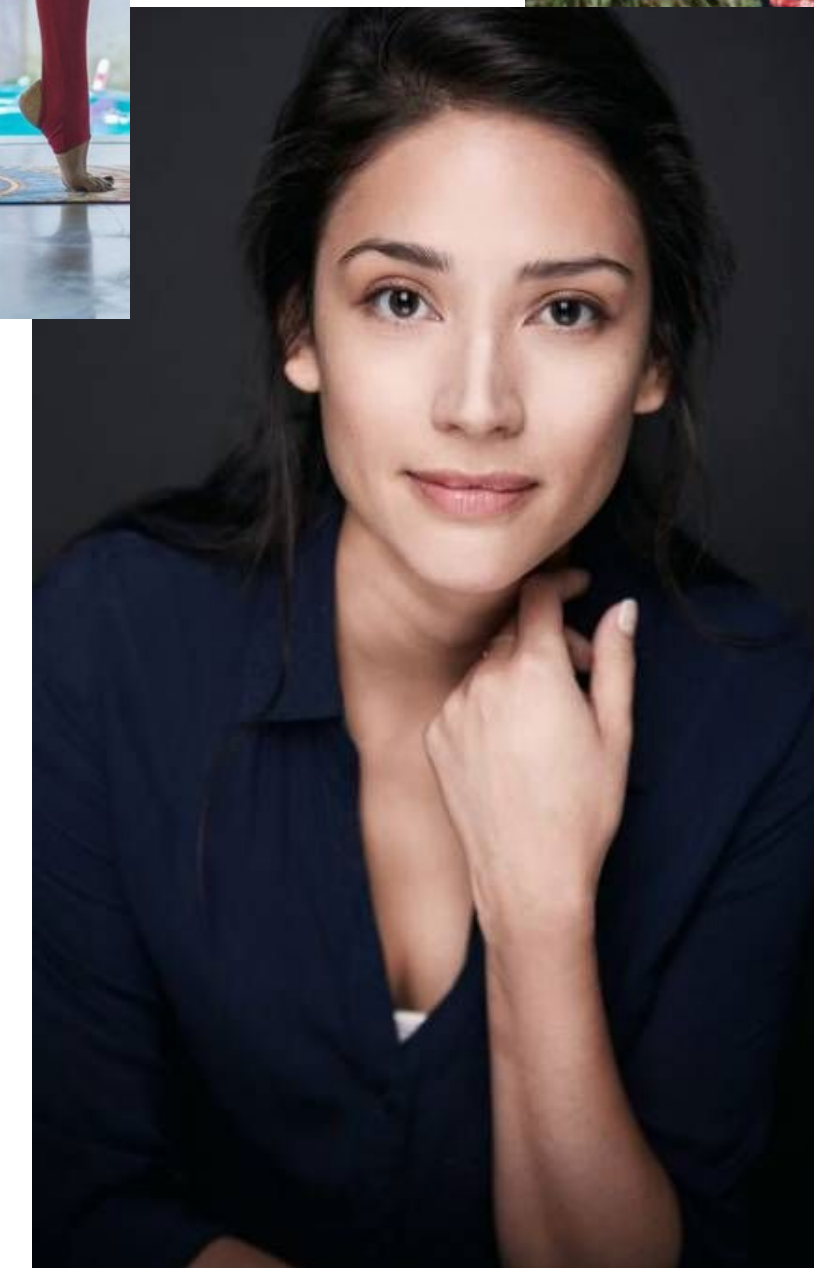
## Mentality:

Increasingly more environmentally concious

## Interests:

Wellness, motherhood, pilates, yoga, nutrition and health

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# Growth projections

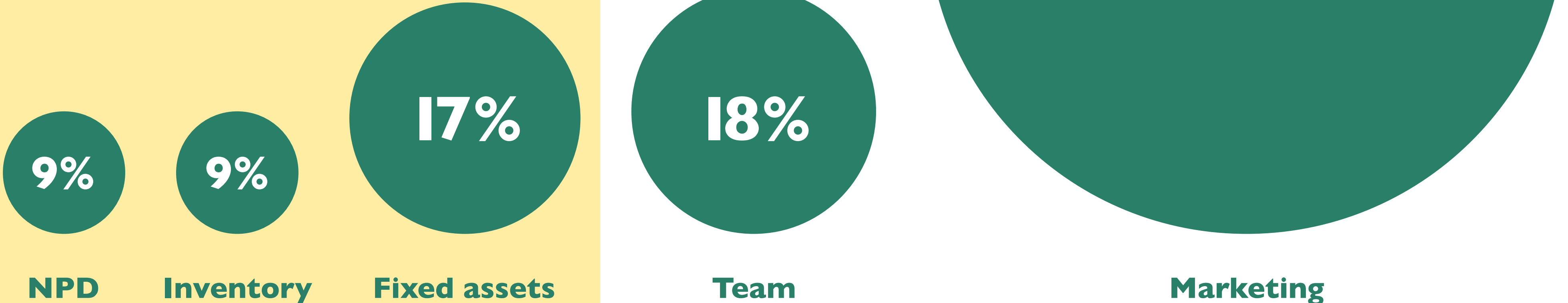
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<b>Total Sales Units</b>	64,153	201,339	709,736	1,252,530	1,822,772
<b>COGS</b>	£321,353.90	£1,048,512.16	£3,785,664.11	£7,009,458.10	£10,747,950.49
<b>Gross Margin</b>	£189,428.72	£955,778.05	£3,616,598.61	£7,538,765.46	£12,769,442.84
<b>Marketing</b>	£690,660.91	£1,282,334.52	£3,273,856.88	£5,565,612.92	£7,623,226.70
<b>Fixed Costs</b>	£474,114.48	£611,572.92	£1,036,442.16	£1,434,586.51	£2,133,305.17
<b>Revenue</b>	£510,782.61	£2,004,290.21	£7,402,262.72	£14,548,223.56	£23,517,393.33
<b>EBITDA</b>	-£969,205.00	-£959,165.51	-£726,492.09	£495,435.48	£2,958,997.08
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>

# Growth Funds

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# Exit strategy

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## Native

Sold for \$100 million after 2.5 years having raised \$500K.

On revenue > \$30 million

## Schmidt's

Undisclosed sale to Unilever but thought to be similar deal to Native.

## Harry's

And Dollar Shave Club: Exit >\$1 billion.

## Trade sale

Unilever / P&G / Hut Group already shown desire to buy incumbents in this market.

## IPO

Management already have Experience of IPO with HelloFresh.

We believe short term thinking can be detrimental to the health and prospects of a business and will be looking to create first and foremost a strong, sustainable business on a 10 year time horizon.

If exit opportunities develop prior to this we will consider the right options for the business and stakeholders.

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# Case study: Native

Native sold to P&G after 2.5 years for \$100 million just selling natural deodorants.



**\$30,000,000 revenue in 2.5 years**



**Strong repeat purchase intent**

(Over \$1 million per month in repeats within 16 months of launch).



**Explosive growth**

Since acquisition with diversification into different products and retail.

“**We raised \$500,000 and I think when we sold the business we had eight figures of cash in our bank account.**”

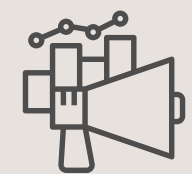
“**Now, the business is substantially larger. We have the No.1 natural deodorant in Target and Walmart. We’re a much larger business today than we were pre-acquisition.**”



# Bespoke packaging

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What we will look to replicate:



**Strong performance marketing set-up**



**Simple product to start with and ensure very high satisfaction**



**Customer obsession**



**Lean team and profitable business fundamentals**



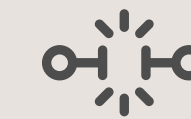
**Future successful product and channel diversification**



Side

Front

Where we want to disrupt further:



**Disconnect between hard to recycle plastic packaging and natural deodorant buyers**



**Wild will launch the first plastic free refill model with an aluminium holder and card refill cartridges.**



**Designed to fit through your letterbox to create a frictionless customer experience**

## MVP Results

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- ✓ **Low CPA <£7 blended**
- ✓ **Break-even on first purchase**
- ✓ **High AOV (£15+)**  
as 40%+ buy Trio pack
- ✓ **50% Gross margin with significant  
room for improvement**
- ✓ **2K customers acquired  
within 8 weeks of launch**
- ✓ **>£30K in revenue across pre  
and soft launch to date.  
Significant scope to scale.**

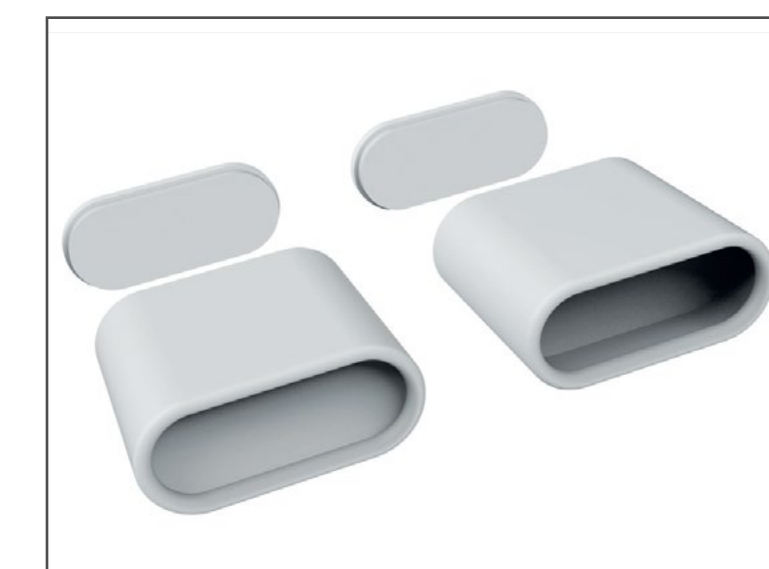
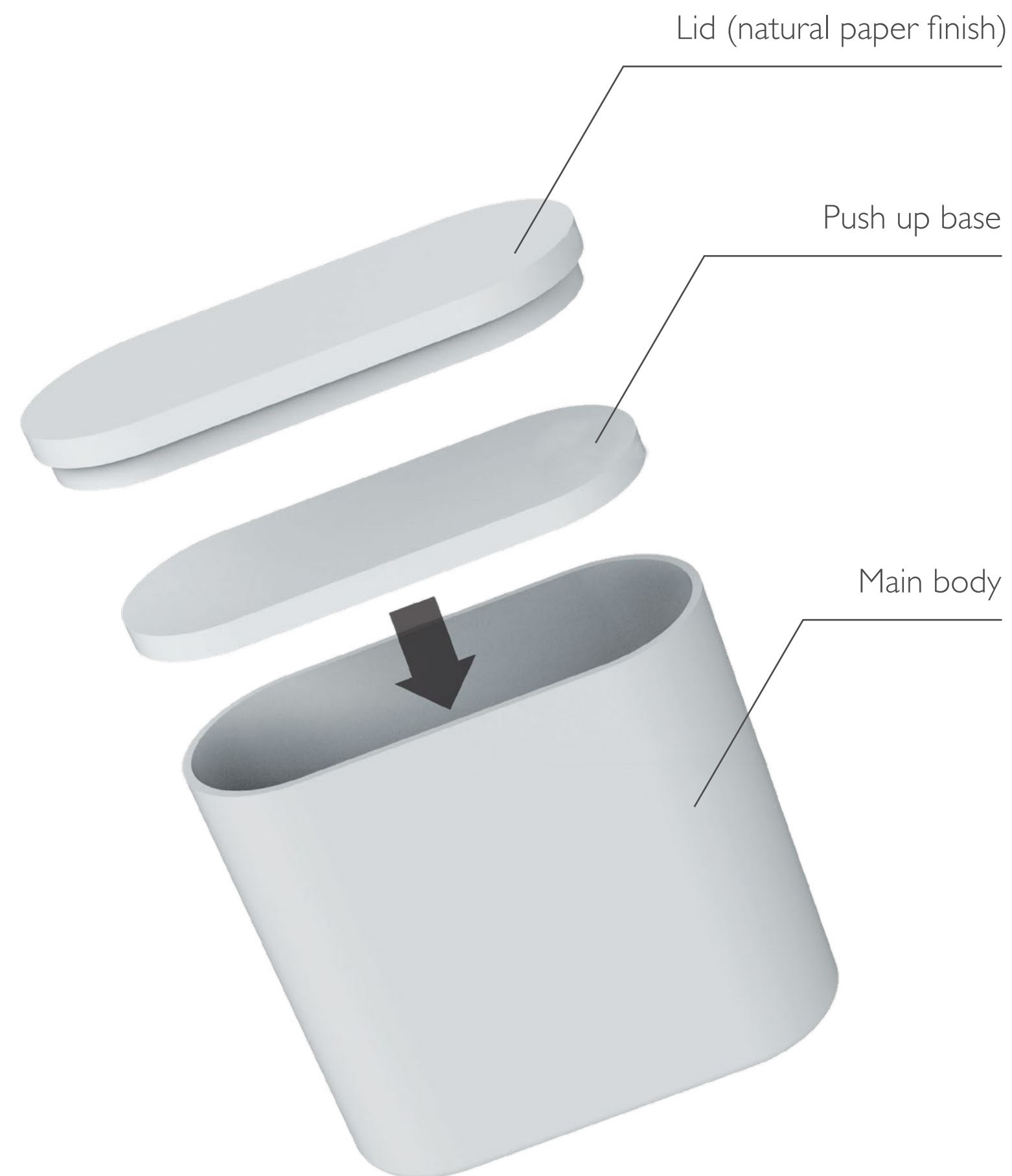


# Barriers to entry

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- ✓ **Heavily regulated market in Europe. 12 month Product Development minimum.**
- ✓ **Packaging IP developed over 6 months and hard to replicate.**
- ✓ **Letterbox design gives strategic advantage over all incumbents on cost and convenience.**
- ✓ **D2C first allows greater flexibility and customer driven innovation.**
- ✓ **Diversified and scalable Marketing mix very hard to replicate without our experience.**

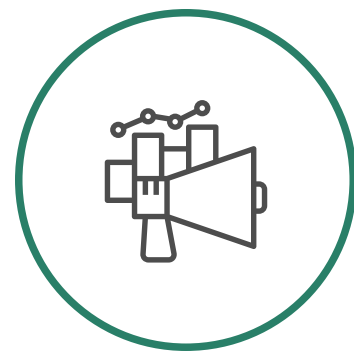
## Re-fill paper tube design



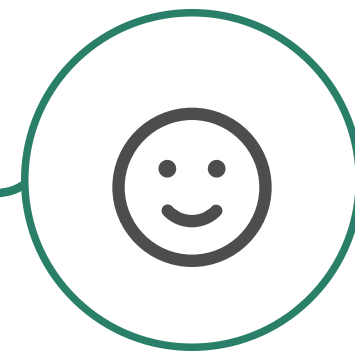
# How we want to improve

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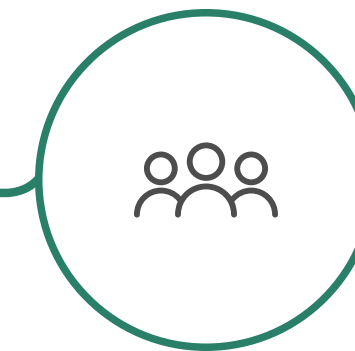
**Strong performance marketing set-up**



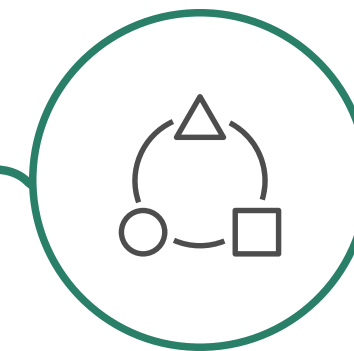
**Simple product to start with and ensure very high satisfaction**



**Customer obsession**



**Lean team and profitable business fundamentals**



**Future successful product and channel diversification**

# Key milestones

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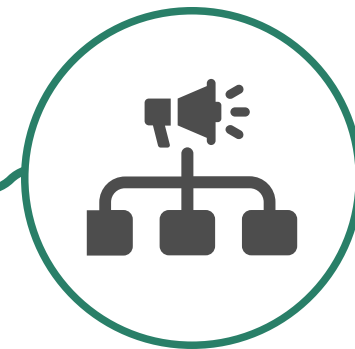
February 2020



**Launch new Refill model**

**Unveil new brand identity and website**

March 2020



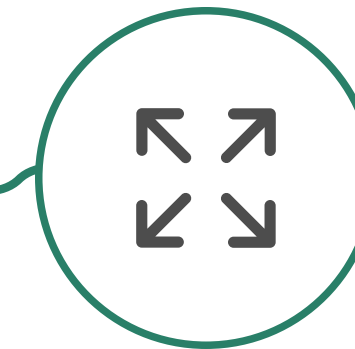
**Drive organic marketing and PR**

April 2020



**Launch website in France and Germany to focus on international expansion**

July 2020



**Expand into Scandinavian and Australian markets**

September 2020



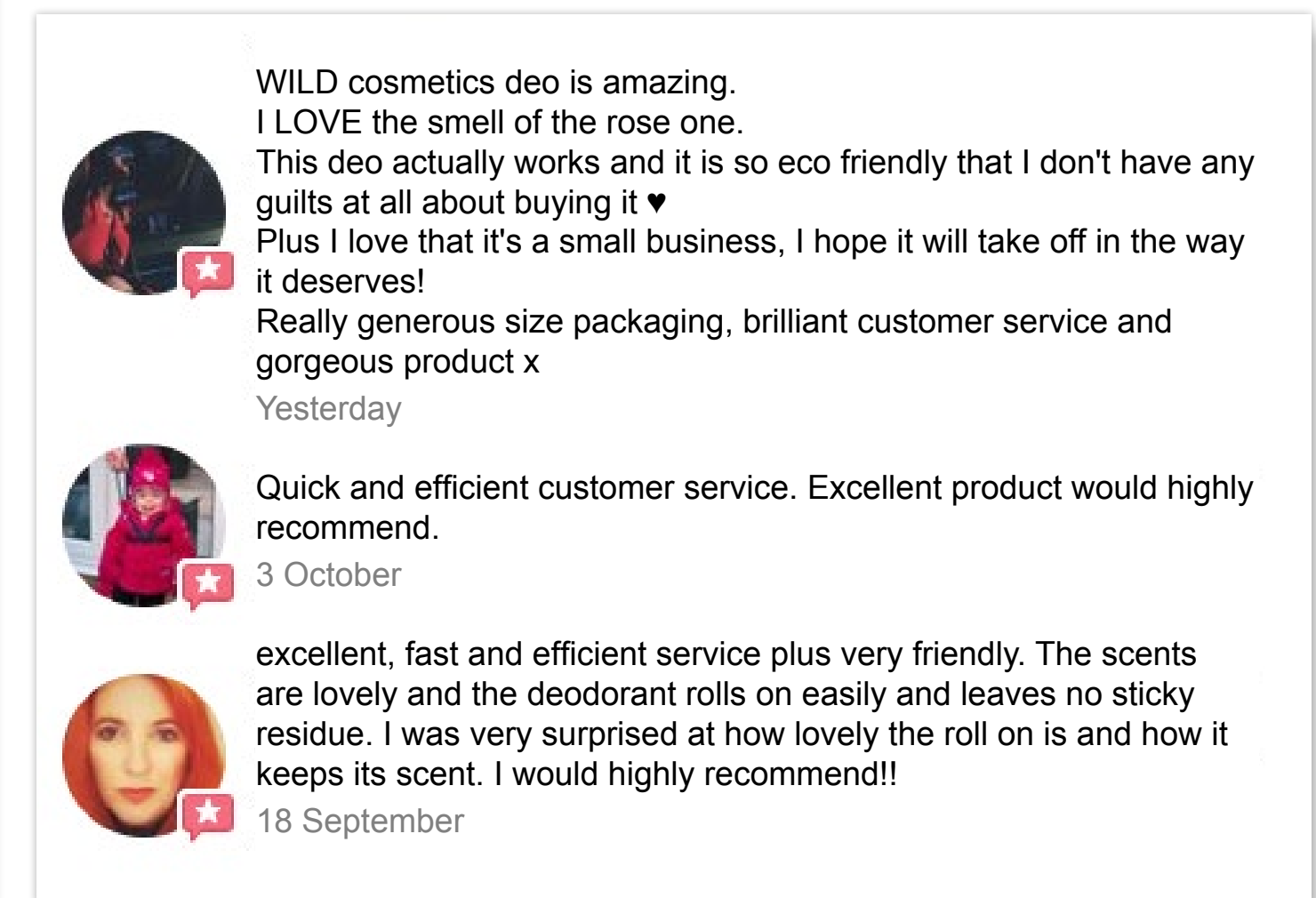
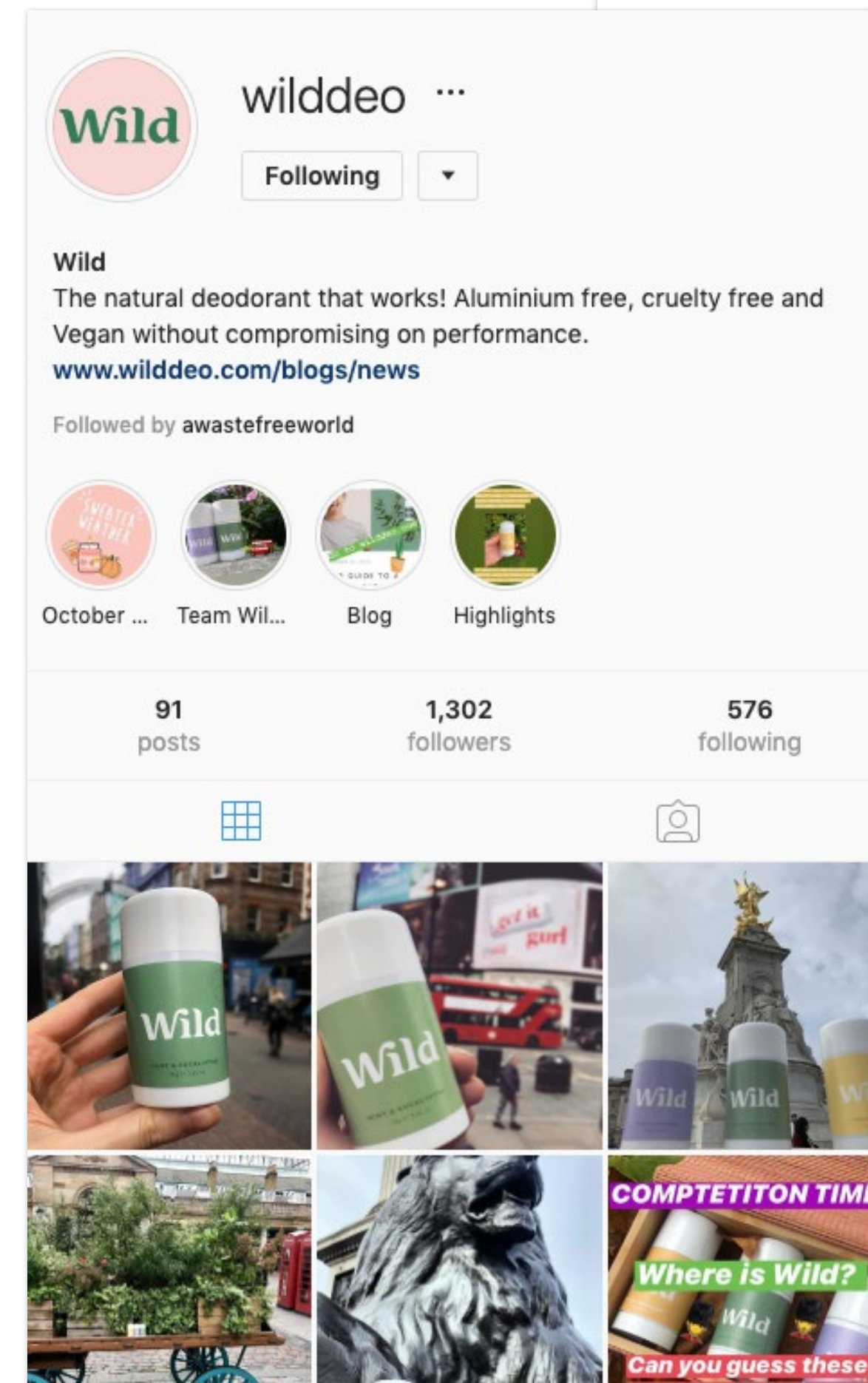
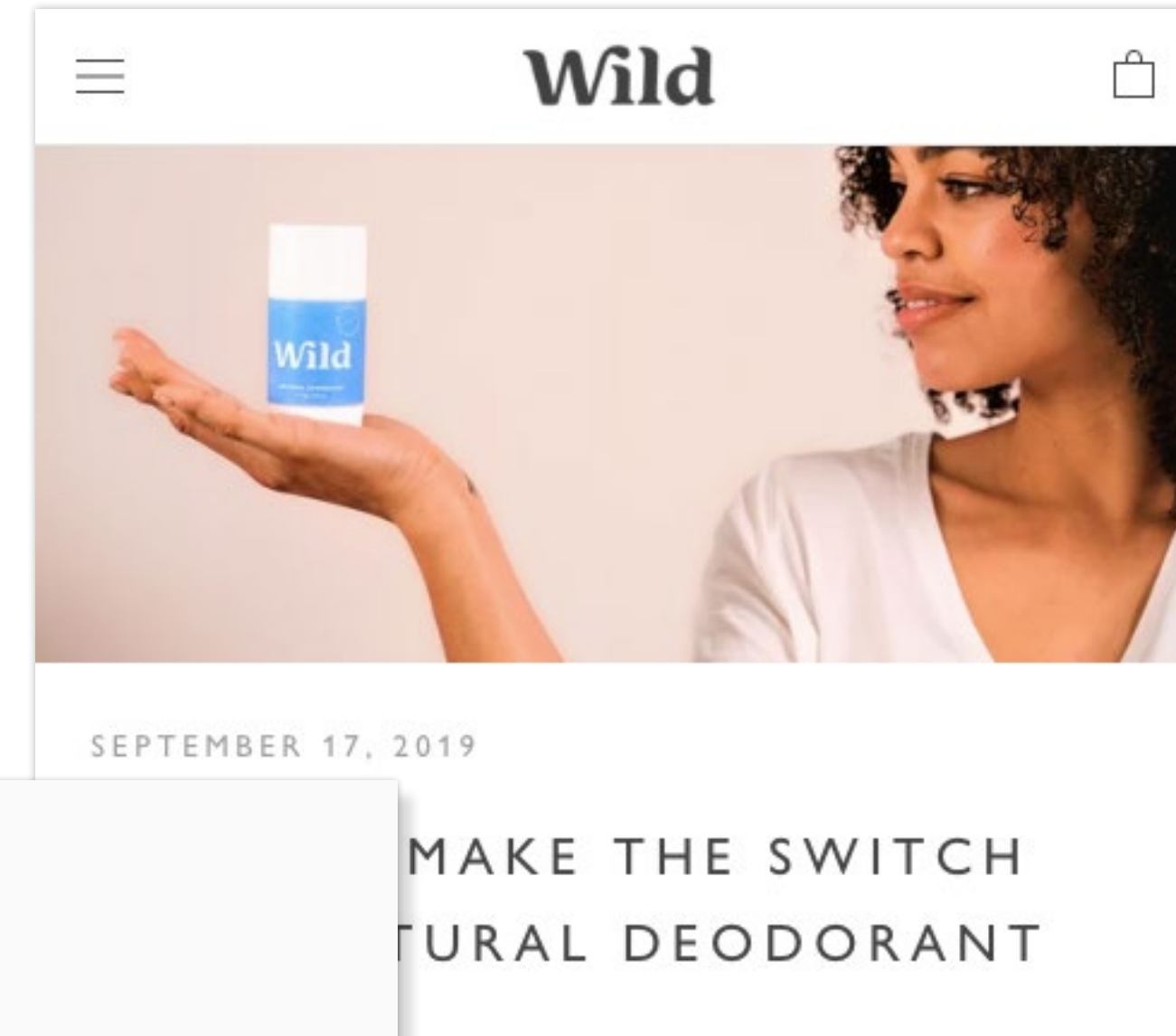
**Launch plastic free natural shower Gel to compliment deodorant range**

# Community engagement

Wild has already developed a strong and highly engaged community across social platforms giving the perfect platform to build a highly personalised brand.

- ✓ **Over 40% of customers read our blog ‘How to switch to a natural deodorant’ after sign up showing the benefits of D2C content to educate consumers on new category.**
- ✓ **Online penetration key to unlocking growth and educating the market on benefits.**

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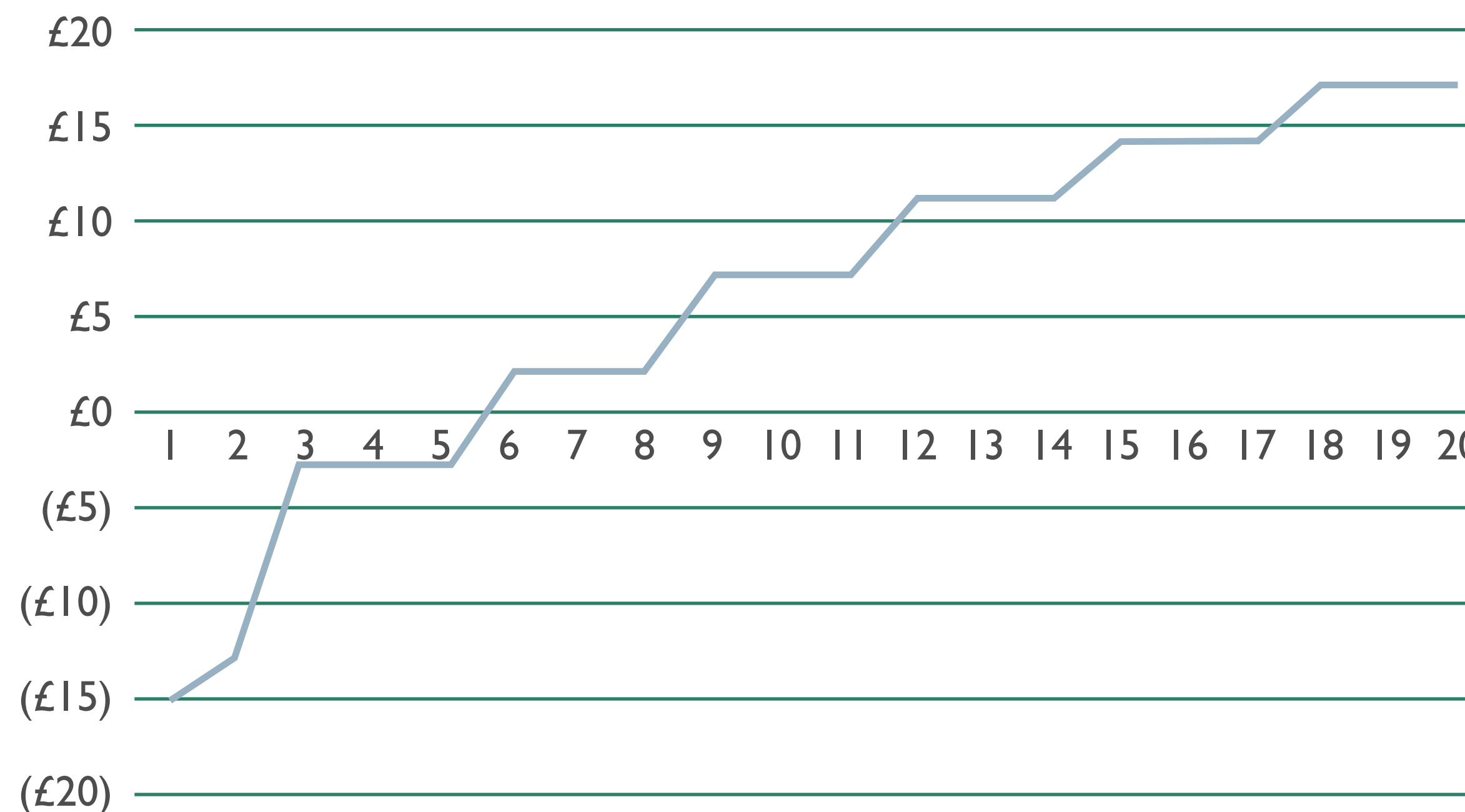


# Metrics at scale

Very attractive metrics at scale make a personal care category ideal for direct to consumer disruption.

- ✓ **75% gross margin**
- ✓ **12 month LTV £60**
- ✓ **<6 month payback**
- ✓ **Blended CAC £15**

**Projected payback window**





# Financial plan

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	2019	2020	2021	2022	2023	2024
<b>Sales Units</b>	14,919	210,688	939,103	2,497,246	4,926,366	9,098,556
<b>Subscription Sales</b>	8,526	83,619	283,572	647,041	1,099,341	1,772,051
<b>Total Sales Revenues</b>	129,998	1,769,166	7,378,835	19,344,781	38,122,484	70,375,125
<b>Total Cost of Sales</b>	84,007	1,077,436	3,681,092	9,419,196	16,112,192	29,736,670
<b>Gross Margin</b>	45,991	691,730	3,697,743	9,925,584	22,010,292	40,638,455
	35%	39%	50%	51%	58%	58%
<b>Overhead</b>	22,200	75,500	172,750	328,800	559,700	874,700
<b>Professional Fees</b>	3,000	29,000	37,000	48,000	69,000	100,000
<b>Travel &amp; Entertainment</b>	3,000	6,500	12,250	15,000	15,000	15,000
<b>Payroll</b>	68,280	243,722	651,979	1,340,943	2,122,844	3,083,980
<b>EBITDA</b>	-173,283	-452,708	-227,398	3,081,409	9,591,301	22,764,829
	-133%	-26%	-3%	16%	25%	32%

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NATURAL DEODORANT

**Keen to know more?**

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+44 (0) 7595 543 733

[www.wilddeo.com](http://www.wilddeo.com)



**EXTRA SLIDES – NOT USED**

# Growth Strategy

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## Stage 1: Ecomm / subscription

A cost effective way to efficiently build a brand, quickly iterate and improve our product and roll out across Europe.

## Stage 2: Entering retail

Diversify and build additional revenue that protects against over dependence on subscription and inevitable growth in ecomm competition.

## Stage 3: Product / geographic expansion

Use knowledge and data of natural product market to expand product portfolio and further monetise loyal online customer base.

# Conscious Cosmetics

Natural deodorants is a massive trend in the US and growing in Europe as consumers become more conscious of cosmetics they are using and their impact on the planet

**“Procter & Gamble just bought this venture-backed deodorant startup for \$100 million cash.”**

– Quote source.

**“Myro is changing the Natural Deodorant Game and has \$2 million in funding to prove it.”**

– Quote source.

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