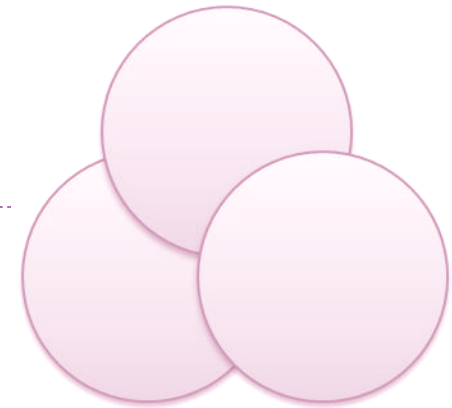


Lauren Elizabeth Wade

Custom-branded décor and apparel for the collegiate market

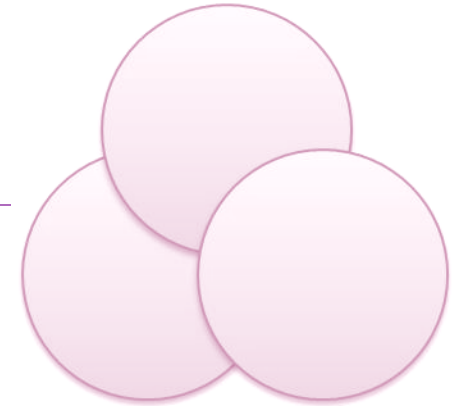
Who are We/What do We do



- ▶ Lindsay Lauren Sims, Founder
- ▶ LEW produces custom-branded, design-driven décor and apparel for the collegiate market: launching into the Greek-affiliated organizations
- ▶ Uniquely placed in the market
 - ▶ Producing custom revolving artwork
 - ▶ Producing artwork for all types of fraternal organizations

▶ Lauren Elizabeth Wade

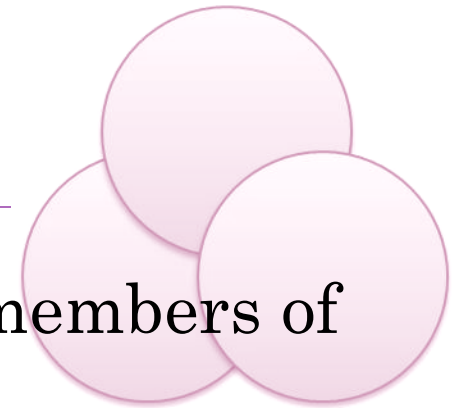
Product



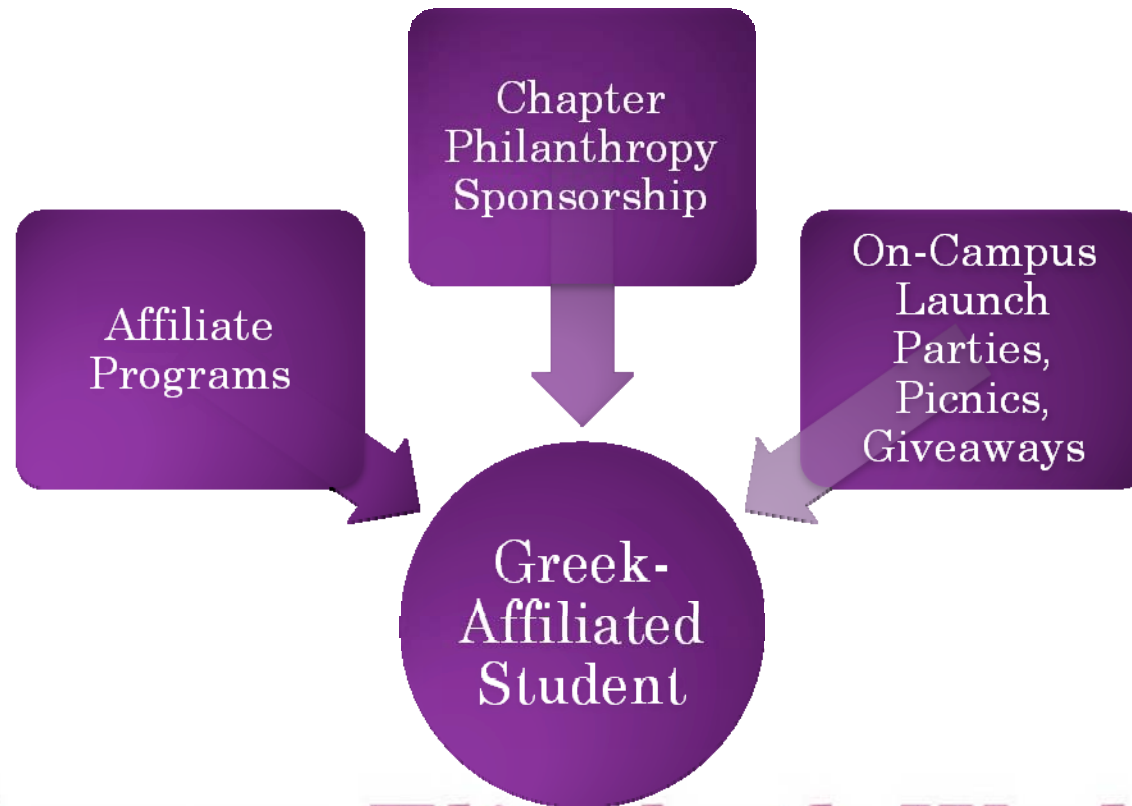
- ▶ Custom-branded items
 - ▶ Wall Décor
 - ▶ Wall Decals, Posters, Whiteboards, Magnets
 - ▶ Collegiate Apparel
 - ▶ Jackets, T-shirts, Sweatshirts, Polo shirts
- ▶ Items specifically branded with artwork inspired by the themes and colors of the fraternal organization

▶ Lauren Elizabeth Wade

Marketing



- ▶ LEW markets directly to individual members of fraternal organizations



▶ Lauren Elizabeth Wade

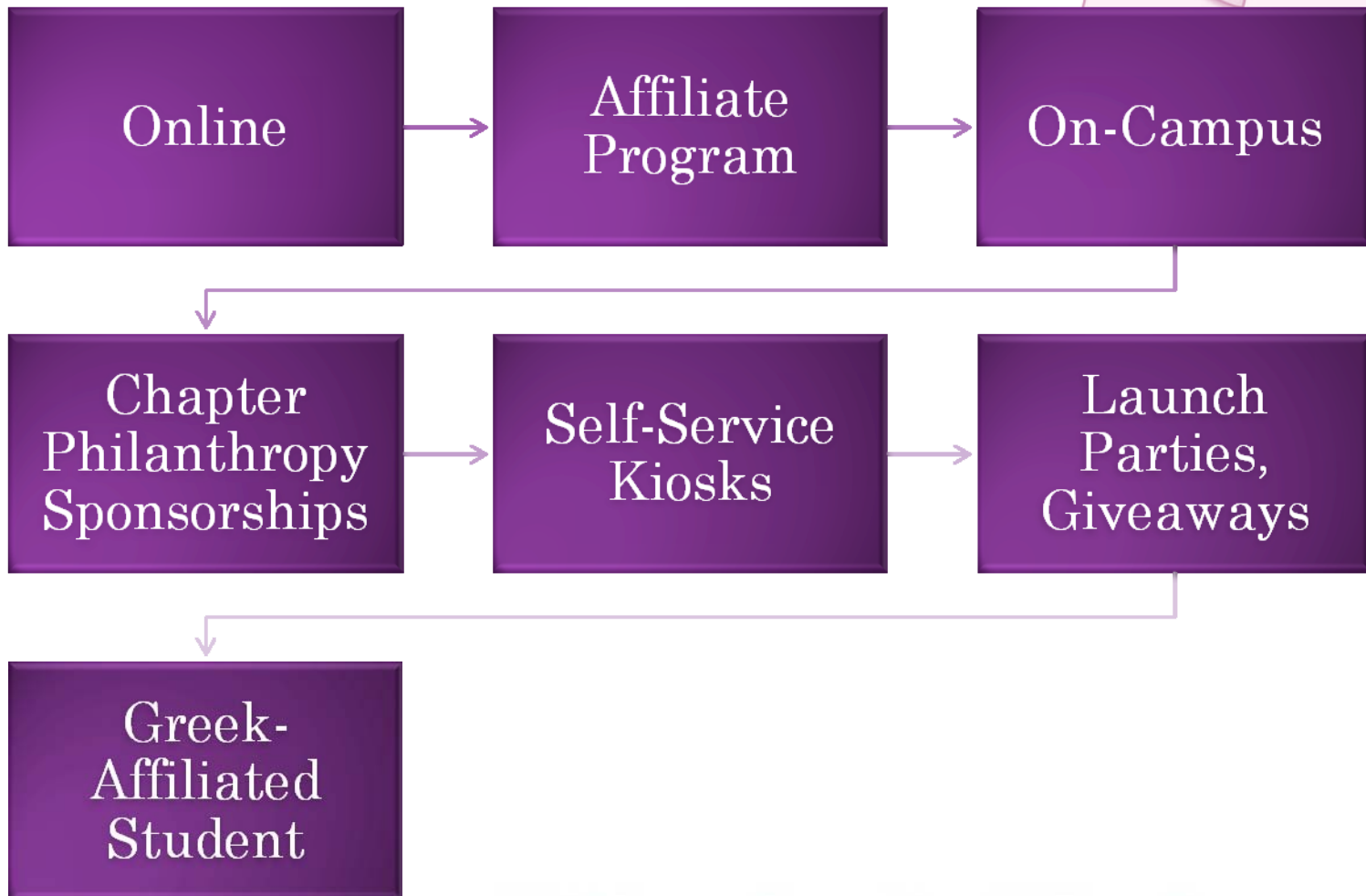
Marketing



- ▶ Estimated over 1 million active chapter members
- ▶ Competitors
 - ▶ Variety of screen printing firms
 - ▶ Cater mostly to large organizations
 - ▶ Non-custom non-rotating artwork

▶ Lauren Elizabeth Wade

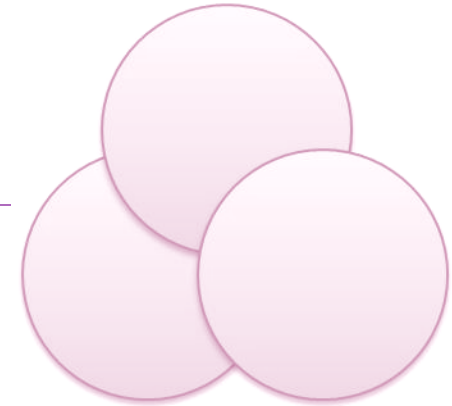
Sales/Distribution



Lauren Elizabeth Wade



Financial Summary

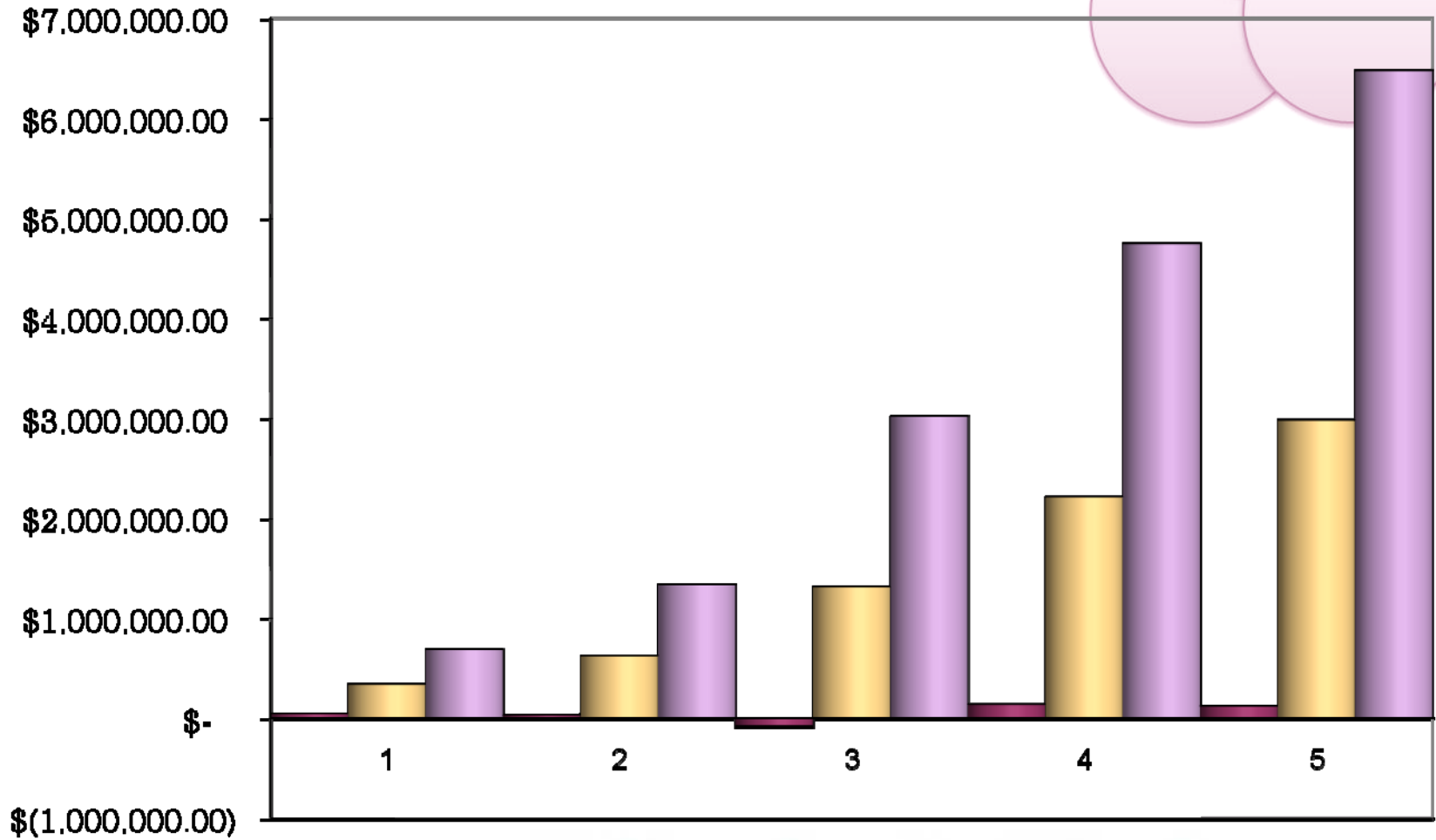
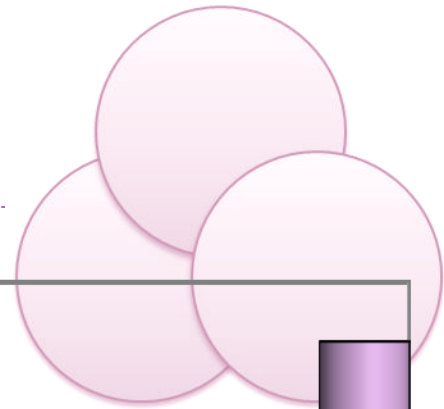


- ▶ This is a boot-strapping model
- ▶ Greek-market is the entry point

FY	LOW (5%)	AVG (30%)	HIGH (60%)
2010	\$ 47,517.10	\$ 341,985.04	\$ 690,550.09
2011	\$ 35,303.14	\$ 626,274.27	\$1,337,908.55
2012	\$ (80,745.56)	\$1,317,285.25	\$3,019,210.51
2013	\$ 139,944.34	\$2,214,721.67	\$4,746,863.33
2014	\$ 123,402.95	\$2,982,173.38	\$6,474,746.75

▶ Lauren Elizabeth Wade

Financial Summary



Lauren Elizabeth Wade



Capital Requested/Business Opportunity



- ▶ If boot-strapping:
 - ▶ Artwork: \$12,834
 - ▶ On-Campus Marketing: \$41,585
 - ▶ Inventory: \$29,297
 - ▶ Licensing: \$25,678
 - ▶ Admin/Start-up (Legal): \$30,000 est.
 - ▶ Total: \$139,394

▶ Lauren Elizabeth Wade

Summary – Planned Use of Funds

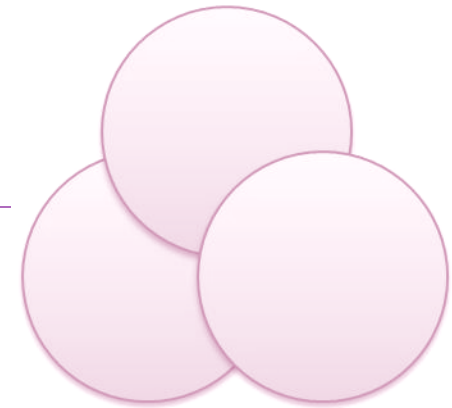


- ▶ Art Acquisition
- ▶ Inventory
- ▶ Marketing
- ▶ Fulfillment/Distribution
- ▶ Licensing

▶ Lauren Elizabeth Wade

Contact Information

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▶ Lauren Elizabeth Wade