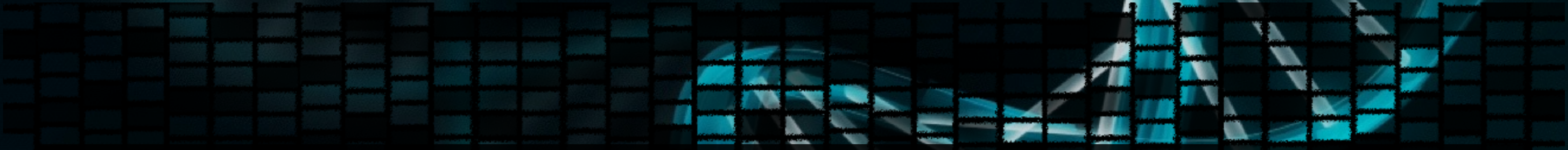


SEQUENCE







“Commercialization of genomics is going to change the lives of the vast majority of people on Earth.

The last trillion-dollar industry was built on computer code. The next will be built on genetic code.”

–Tech Expert Alec Ross, 2016





# agenda

Opportunity

Insights

Market landscape

Brand manifesto

Concept to product offering

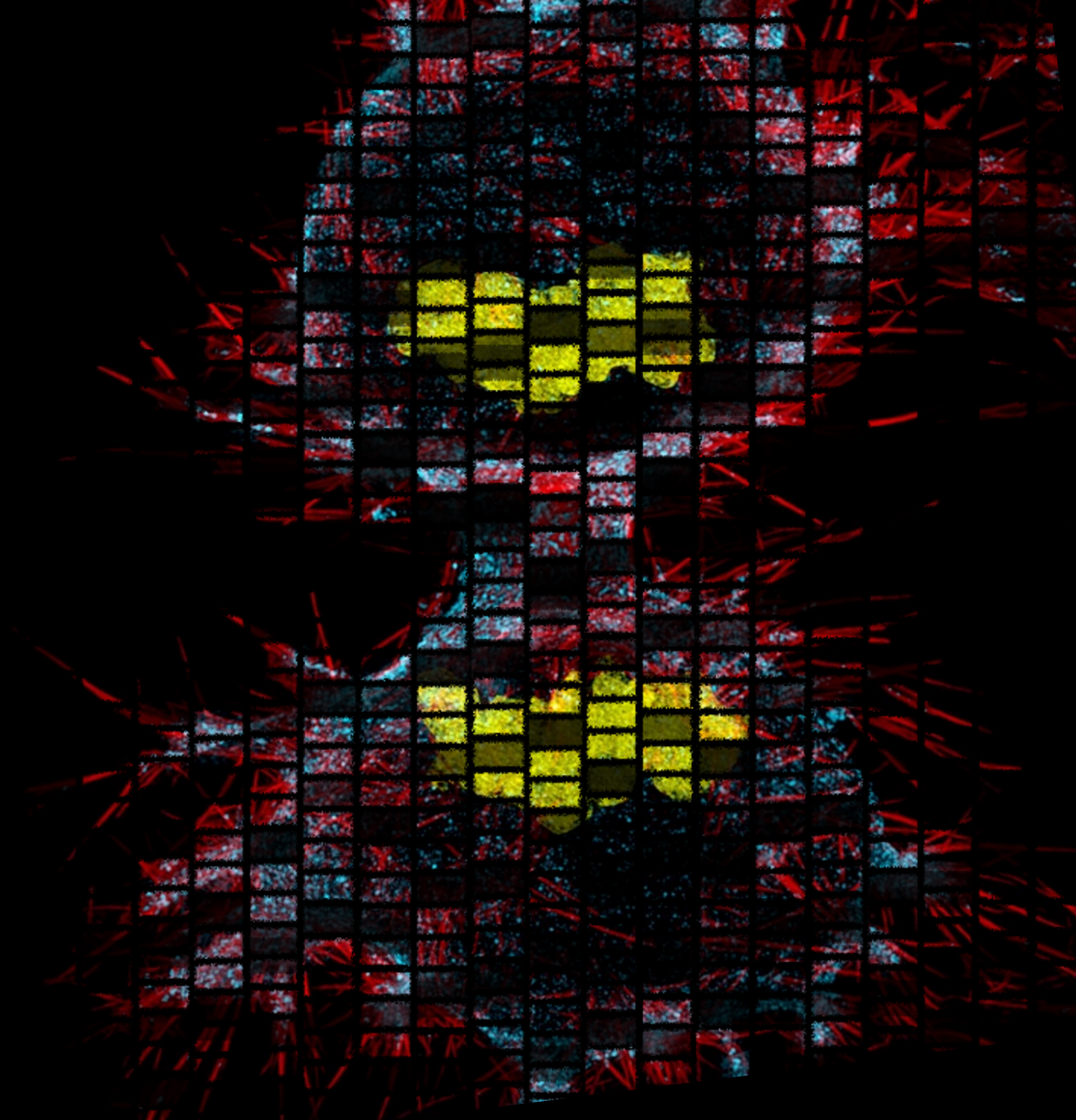
Launch strategy

Communications platform

Launch calendar

Financials

Fragrance





# opportunity

## Personal Genomics

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**Democratization** of personal gene sequencing with DNA **research advancing** rapidly while **cost is decreasing**

**81%** Would get their genomes sequenced if they could afford it

## Bespoke Goods

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Growing consumer **desire for customization** in their products, including beauty

**30%** Interested in personalized beauty products

**46%** Willing to pay at least 20% more for bespoke beauty

## Artisanal Fragrances

---

**Premium**, niche fragrance is **fastest-growing** segment, the future of the industry

**+22%** in 2015

**+18%** by 2020

**\$6B** Market



# DNA & scent research: MHC gene

**1995: Claus Wedekind's  
"Sweaty T-Shirt"**

Women liked the scent of men whose MHC genes were dissimilar to theirs

**2012: August Hammerli's  
"Population Genetic Segmentation..."**

MHC genes may dictate our preferences for other smells



# consumer insights

Seeking personalized beauty

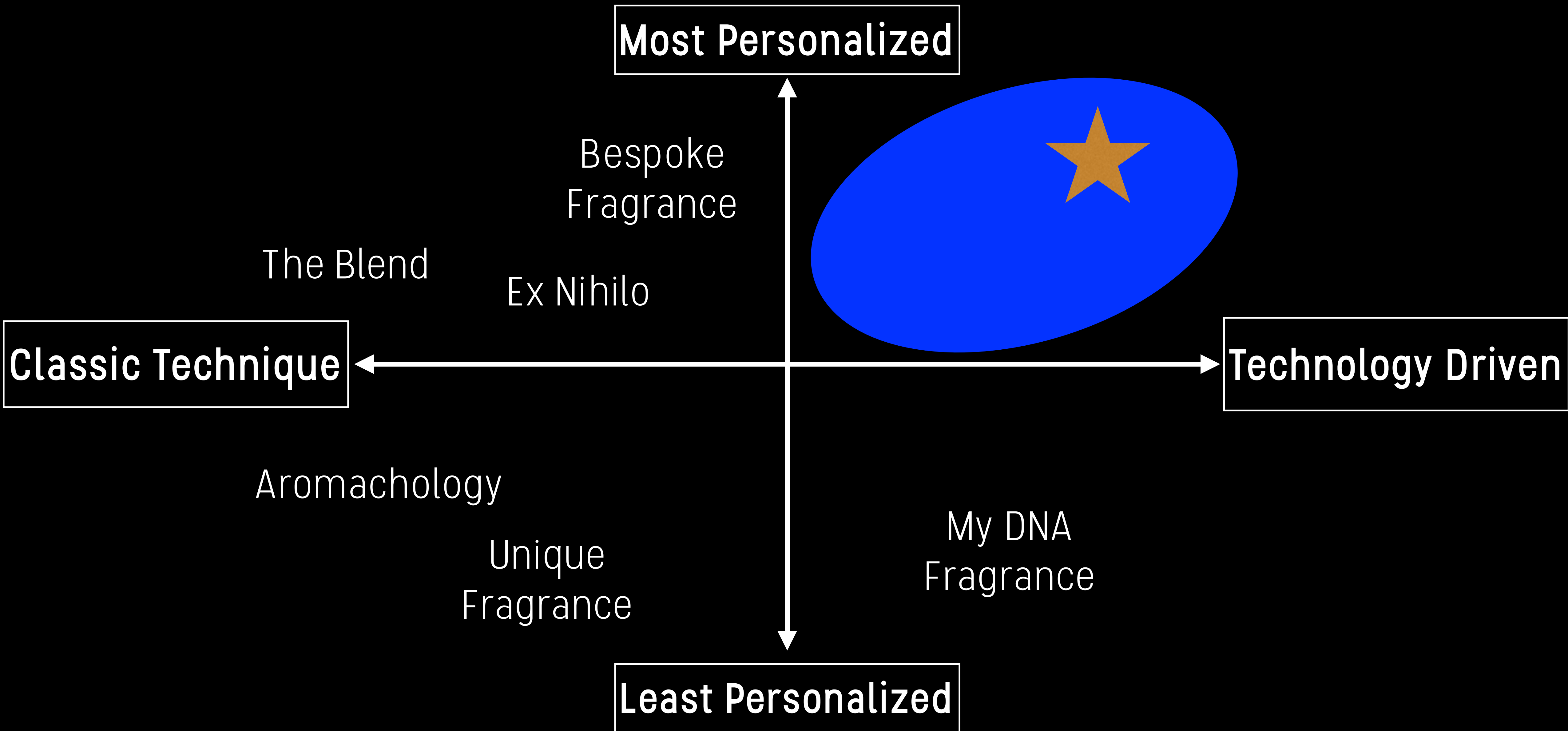
Understanding heritage

Products that connect directly with unique needs

\*Source: FIT CFMM 2014 Luxury Study



# bespoke fragrance landscape





# positioning

Merging DNA technology and perfumery to create one-of-a-kind personal scents

Bespoke Luxury  
Fragrance

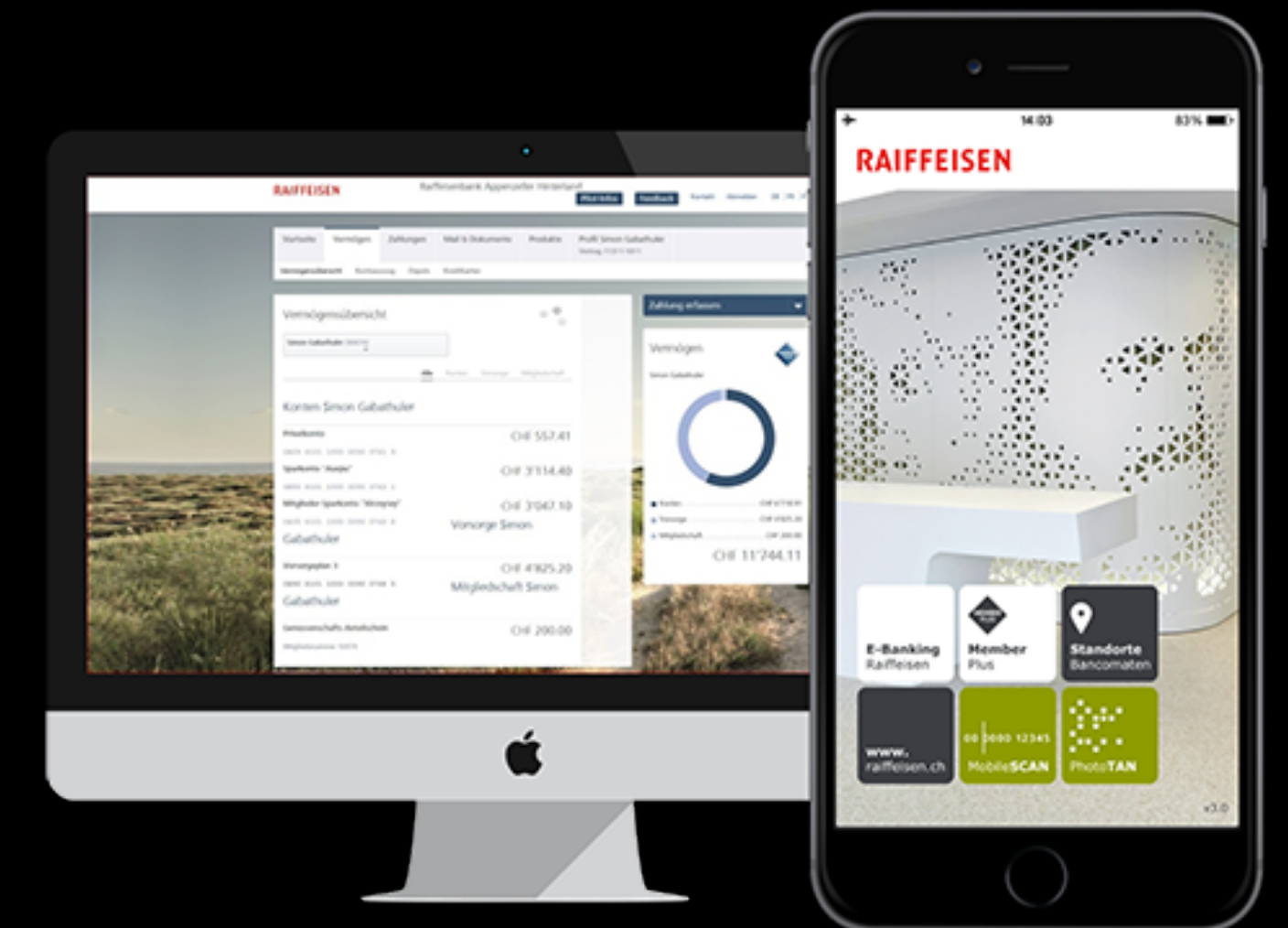
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Research and  
Technology Driven

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Digital-First and  
Direct to consumer

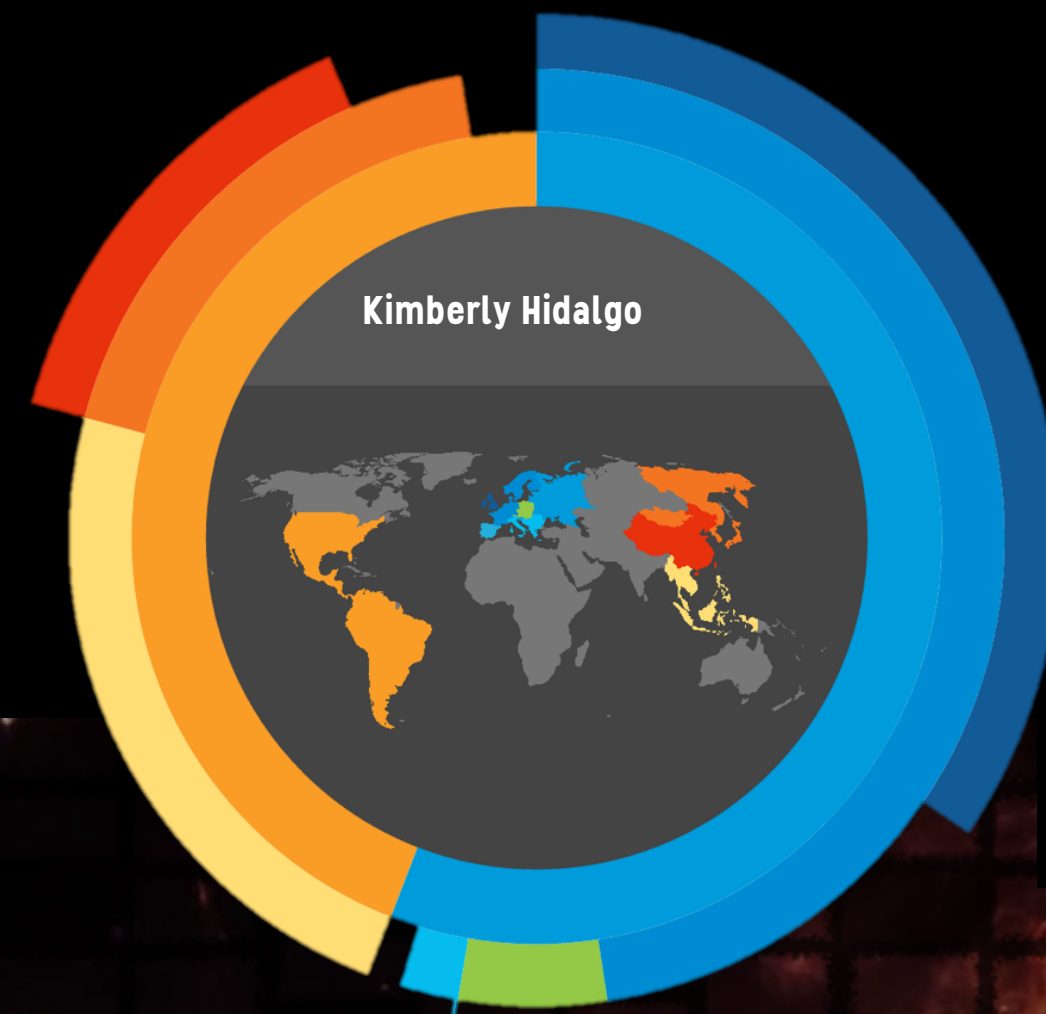
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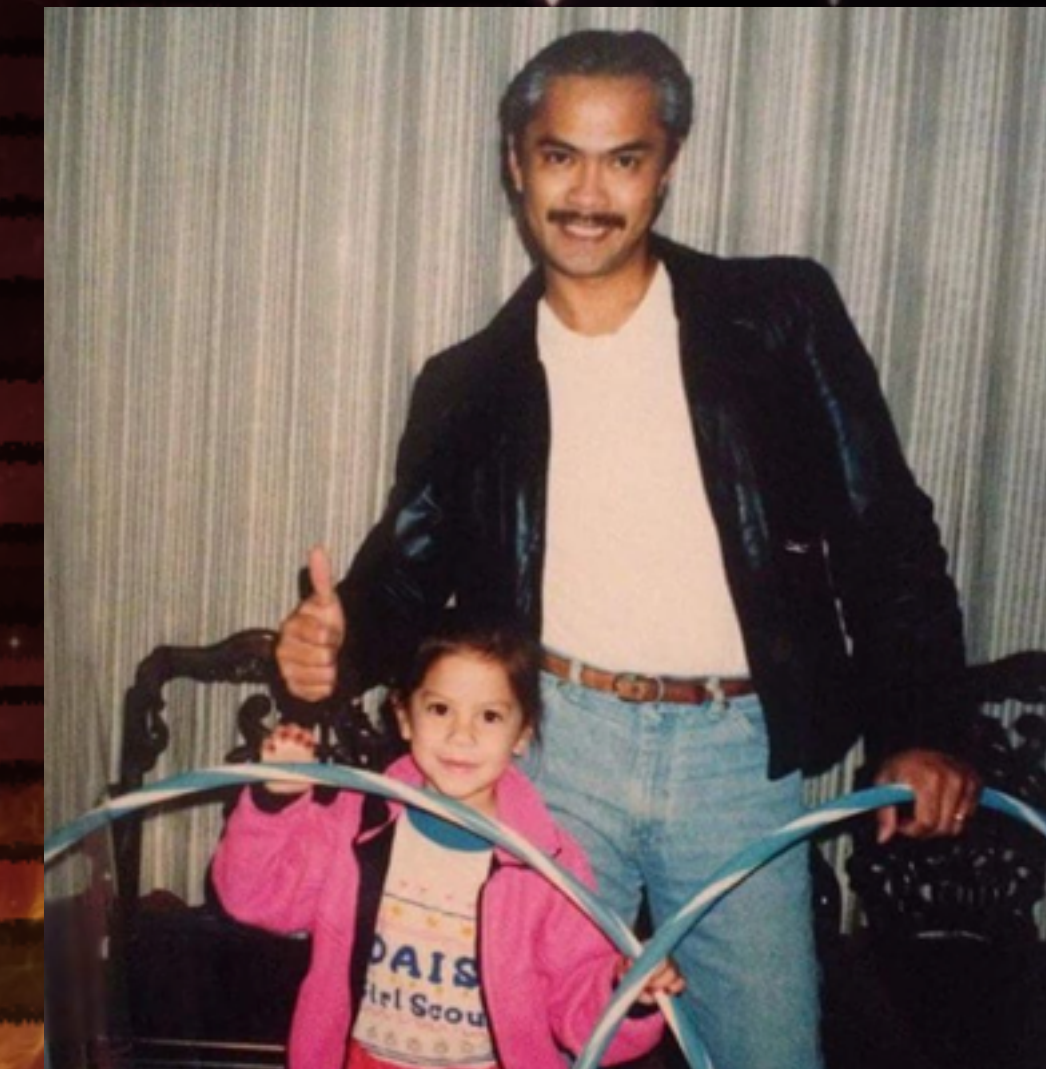


# target consumer

affluent millennial  
fragrance users:  
women and men  
25-44 broad  
25-34 core



Kimberly is a 27 year old woman who is **curious to learn more about herself** and her heritage. Her mother is of Northern European descent and her father is Filipino. She is interested in using 23andme to learn more about her DNA. She loves to travel and try **new experiences**. She buys customized products and is willing to pay more for personalization. **She wants a fragrance that expresses her uniquely.**









# product concept

Inspired by the story of you, SEQUENCE  
reads your genetic story to create the ultimate  
bespoke fragrance

The story of your hereditary past combined with  
the flavors, notes and traits you are most likely to  
desire





the final product

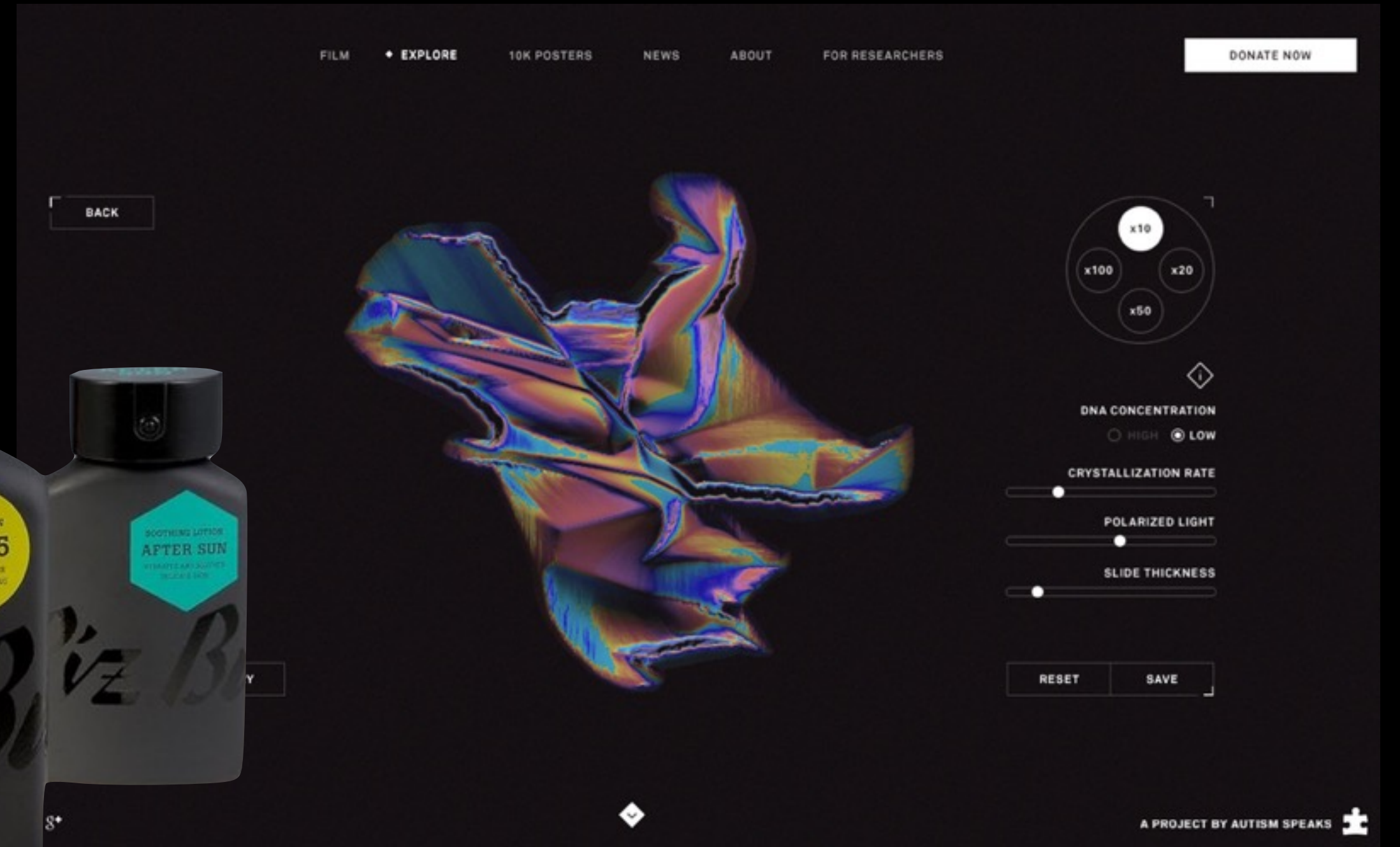




# packaging inspiration

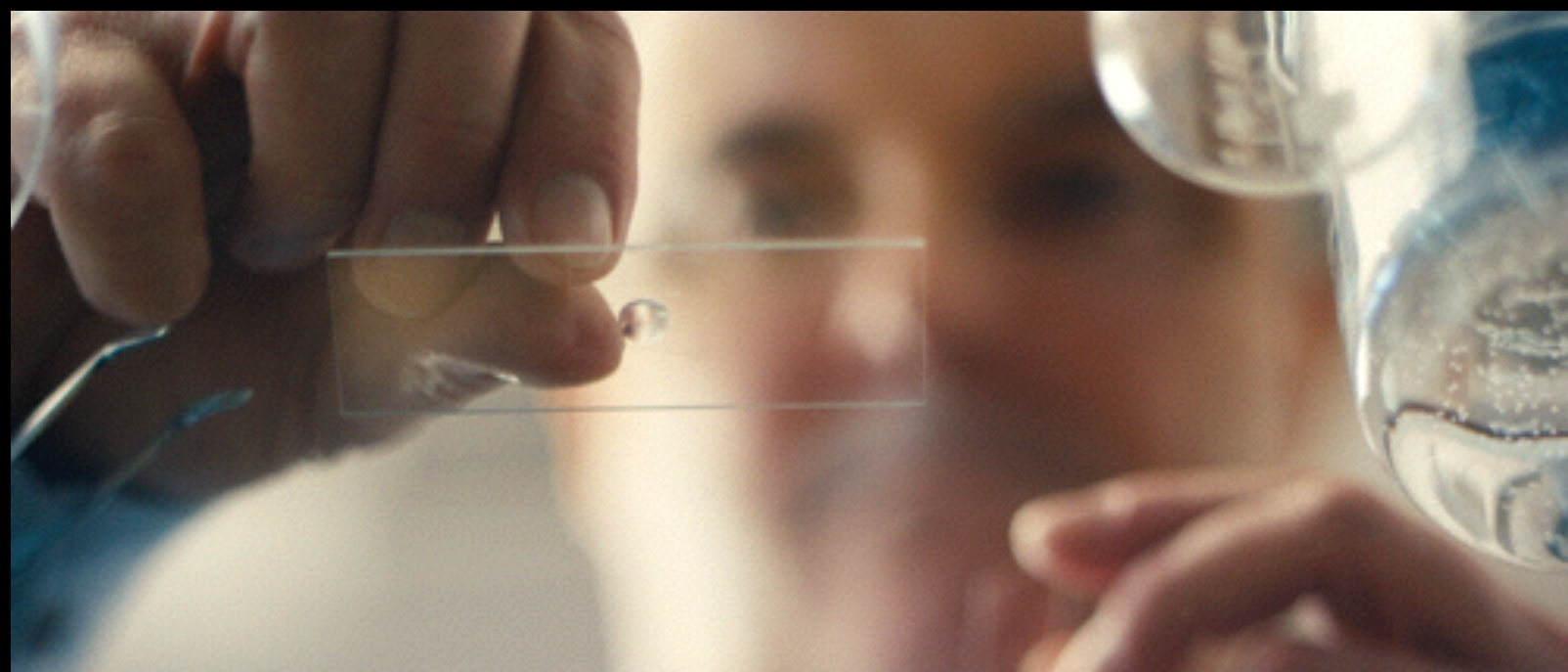
Sleek matte black with  
vivid color accents

Personalized for each  
individual



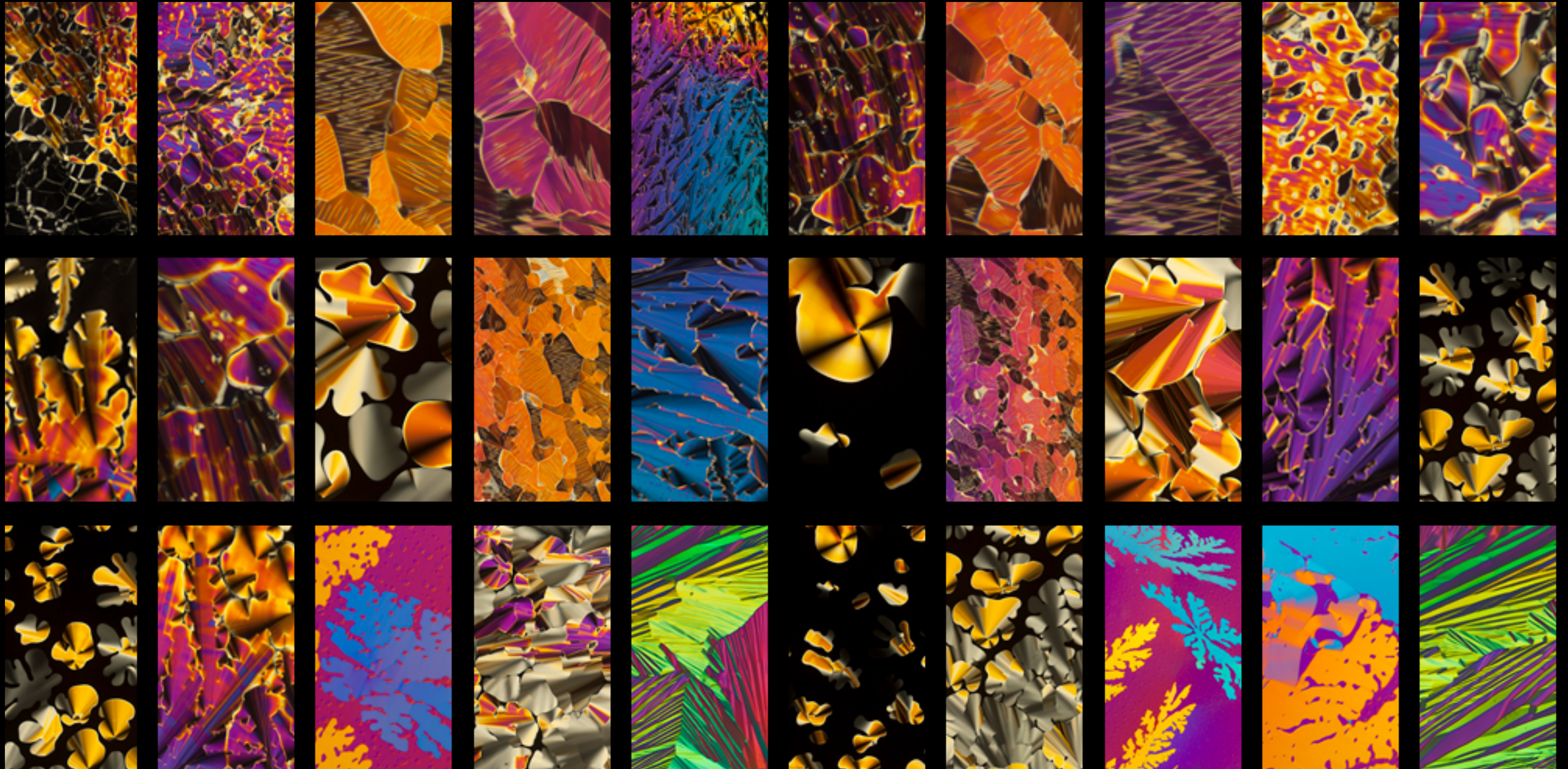


# bespoke crystallized DNA art





# examples of custom DNA art



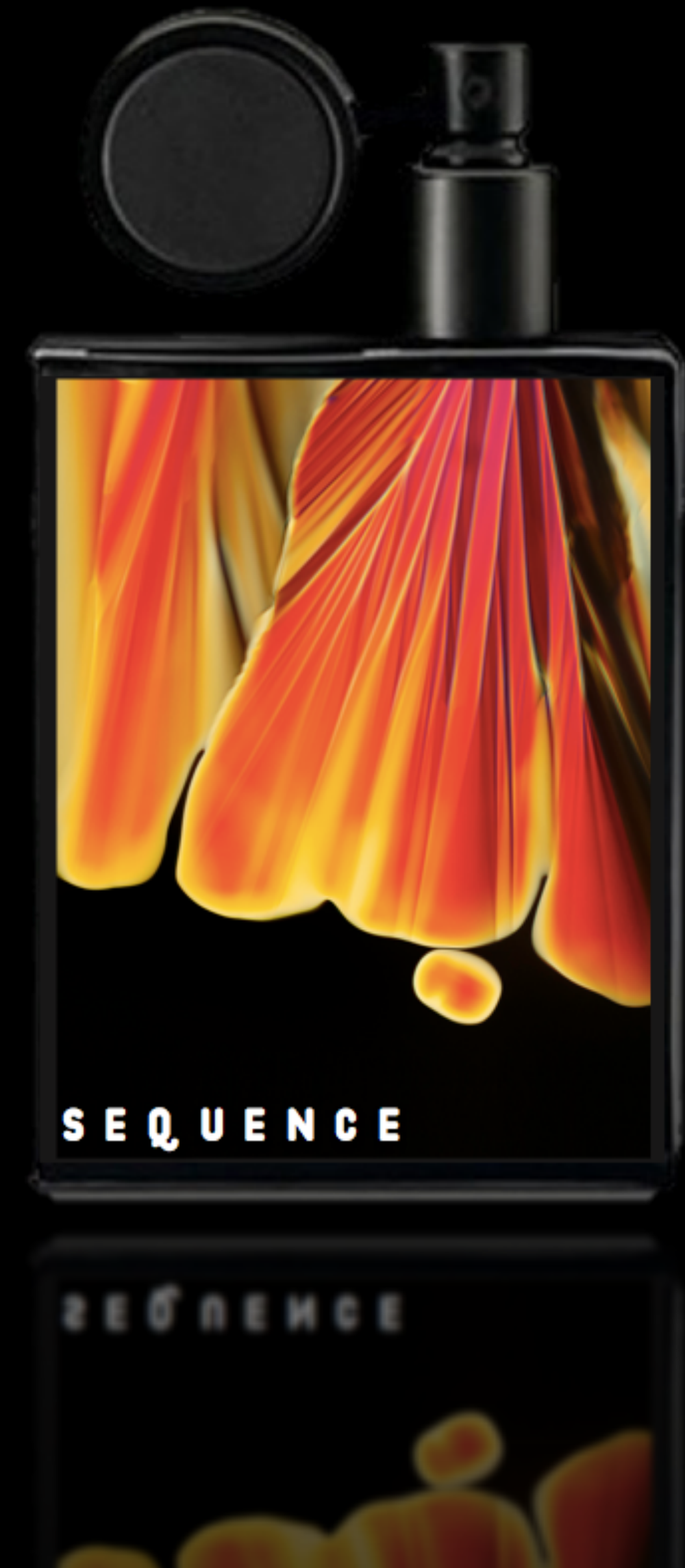


# product offering

**\$300 for 50ml includes DNA test**

**\$200 for 50ml refill bottle**

Upon sign up, consumers are sent a DNA kit to submit a sample. Following the analysis we will send you 3 fragrance samples created based on your DNA. Wear the samples before choosing your favorite. Upon selection, a beautiful custom bottle of your fragrance will be delivered in 2 weeks. Your fragrance formula is kept on file so you can order a refill 50ml bottle anytime thereafter.





# DNA partner

Partner with 23andme, leading personal genomics company



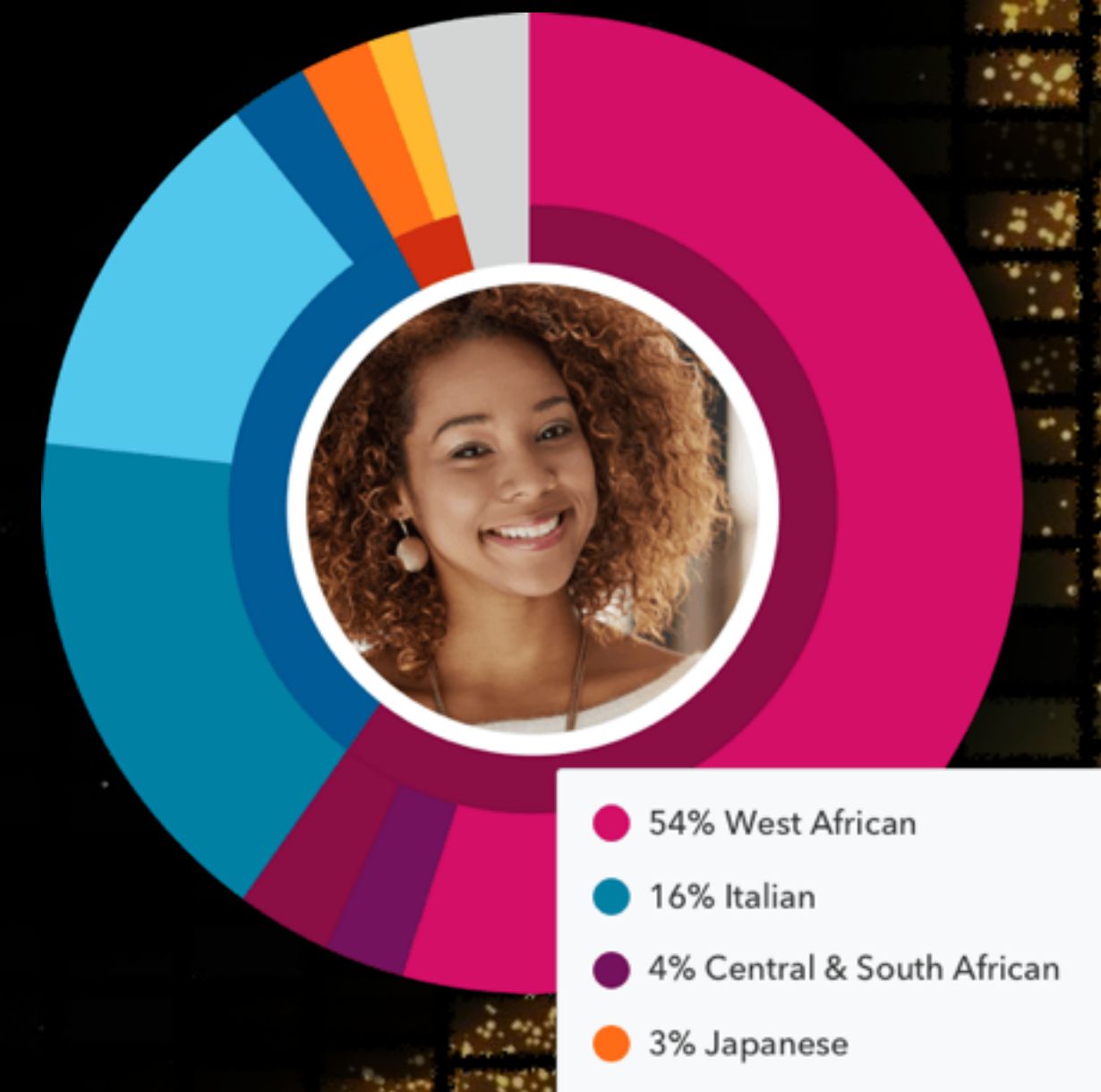
## Prior to launch

Conduct in-depth research to discover the links between genes, the nasal palate and odor preferences

## Post-launch

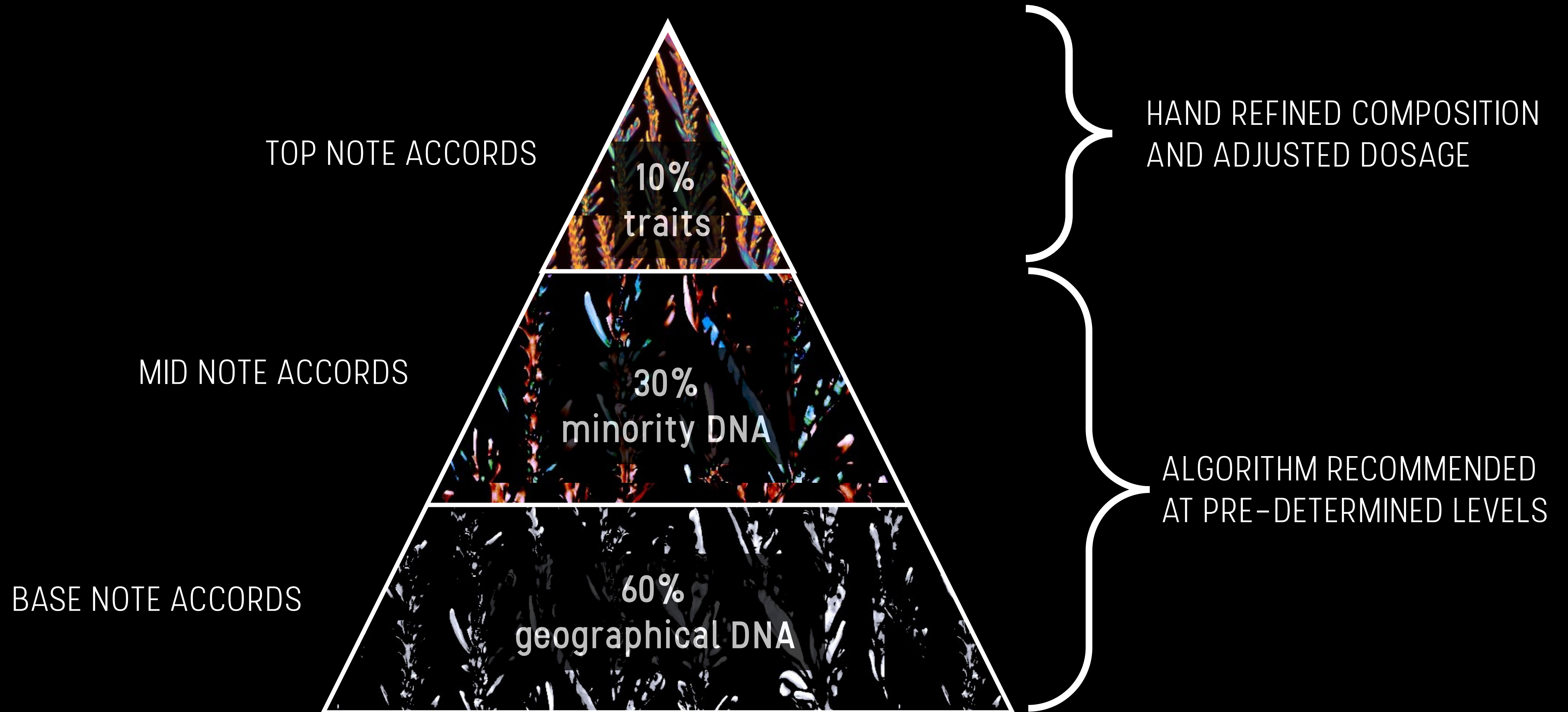
Analyze individual consumer data for each Sequence order

Gather further research on the relationship between DNA and scent predisposition, refining fragrance development process to be even more sophisticated and accurate





# technical fragrance development process

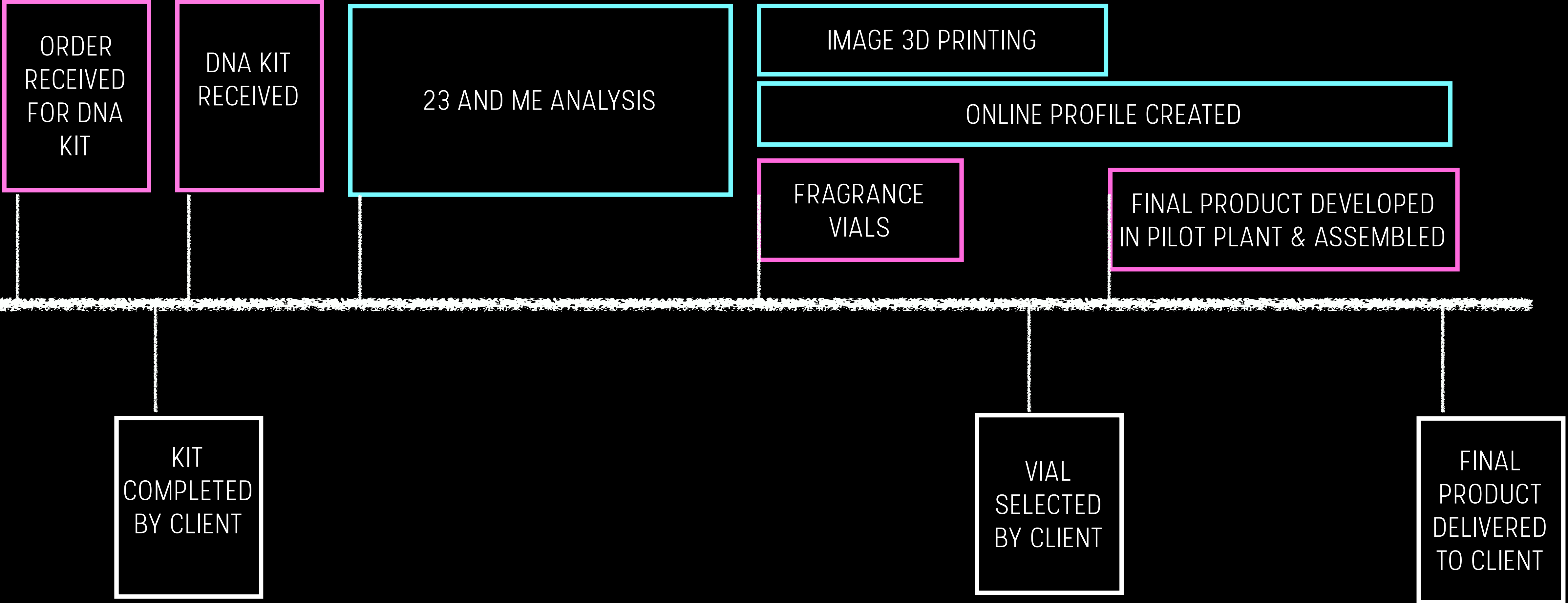




# manufacturing supply chain

3RD PARTY

IN HOUSE





# marketing strategy

Create brand desire and evoke emotional pull towards SEQUENCE through 3 stage launch strategy

## **influence**

Invite key tastemakers in beauty, tech and travel industries to experience the brand in advance of launch

## **trial**

Launch branded stores in select cities that offer an immersive, high-touch experience

## **expansion**

Purposeful growth into key markets based on high-potential customer bases



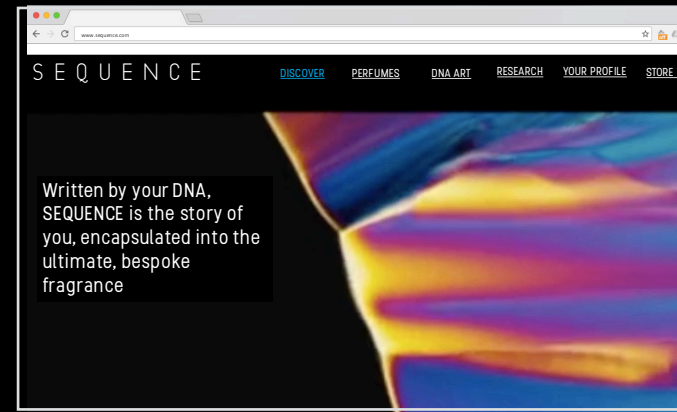


# integrated communications plan

Reach a growing market of consumers seeking a more personalized fragrance experience with a targeted collection of accelerated activations

## Consumer Experience

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Owned Digital Platforms



Showroom

## Communication Hubs

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Traditional PR



Social Strategy



Influencer Marketing

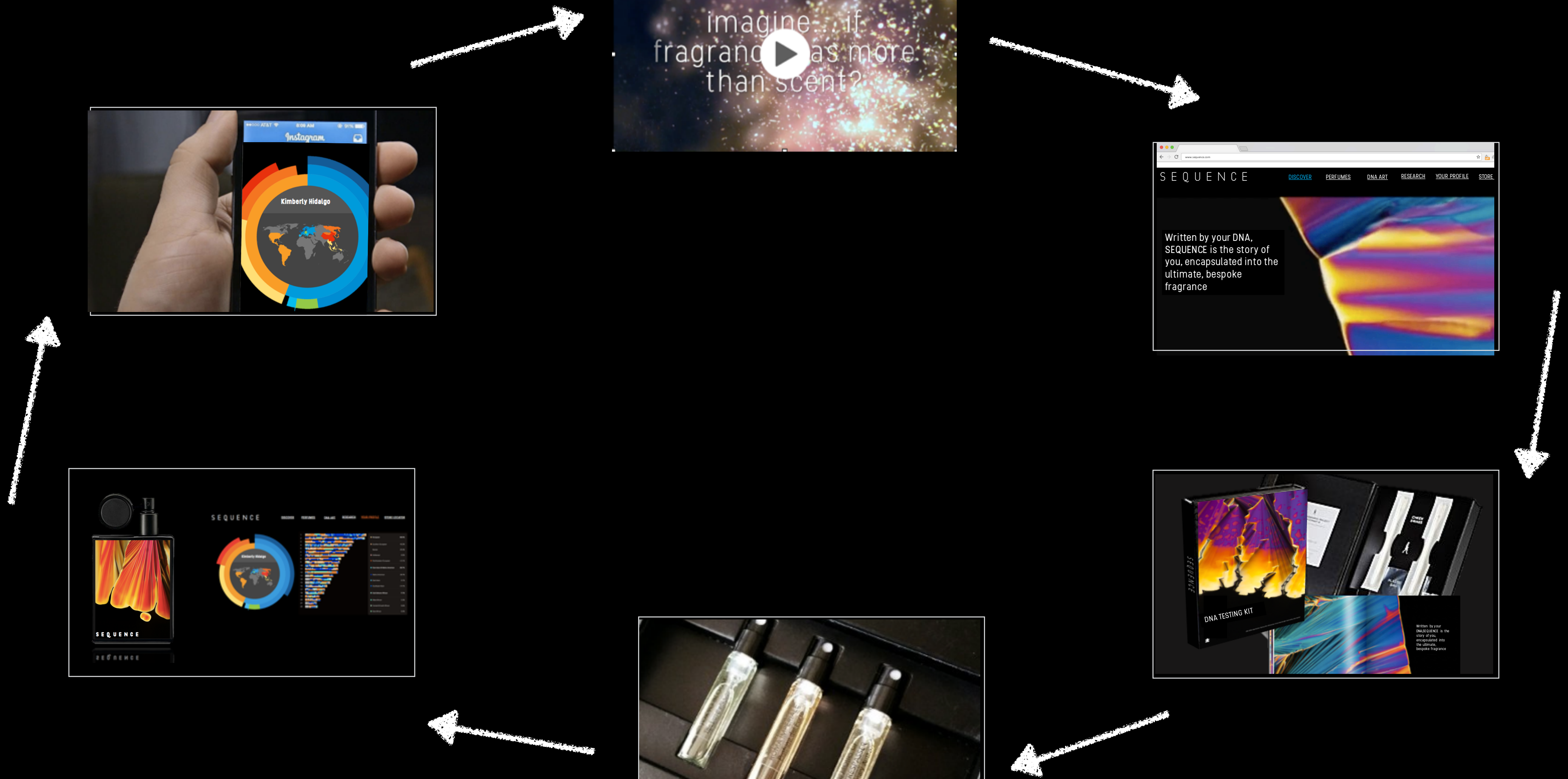
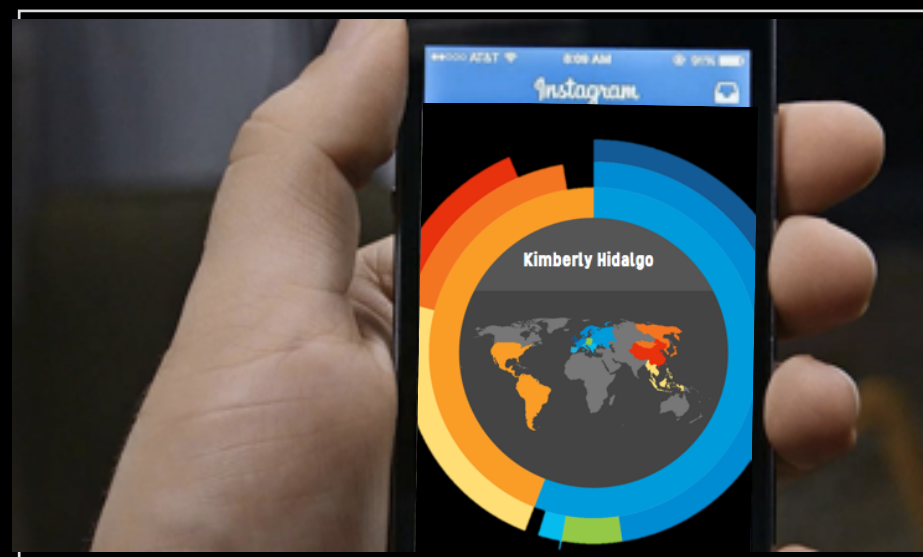
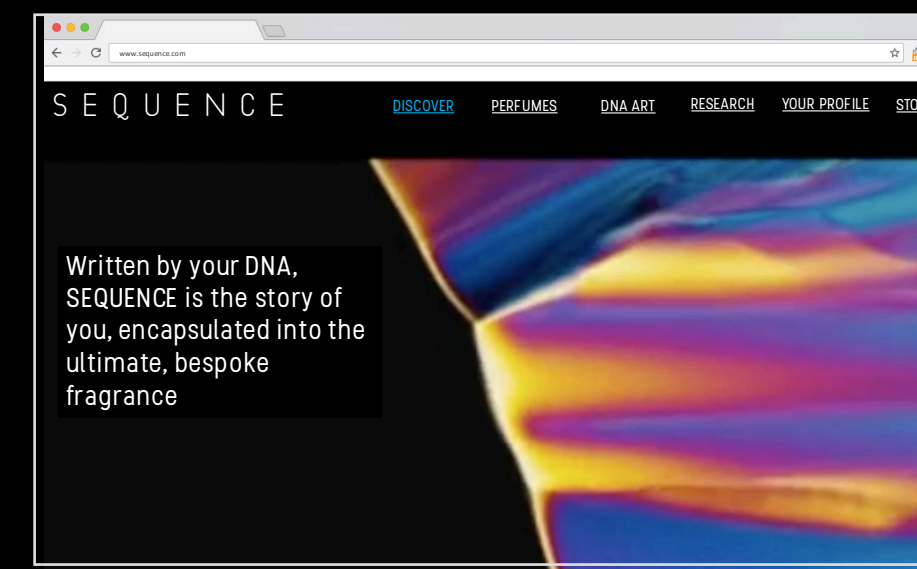
## Strategic Partnerships

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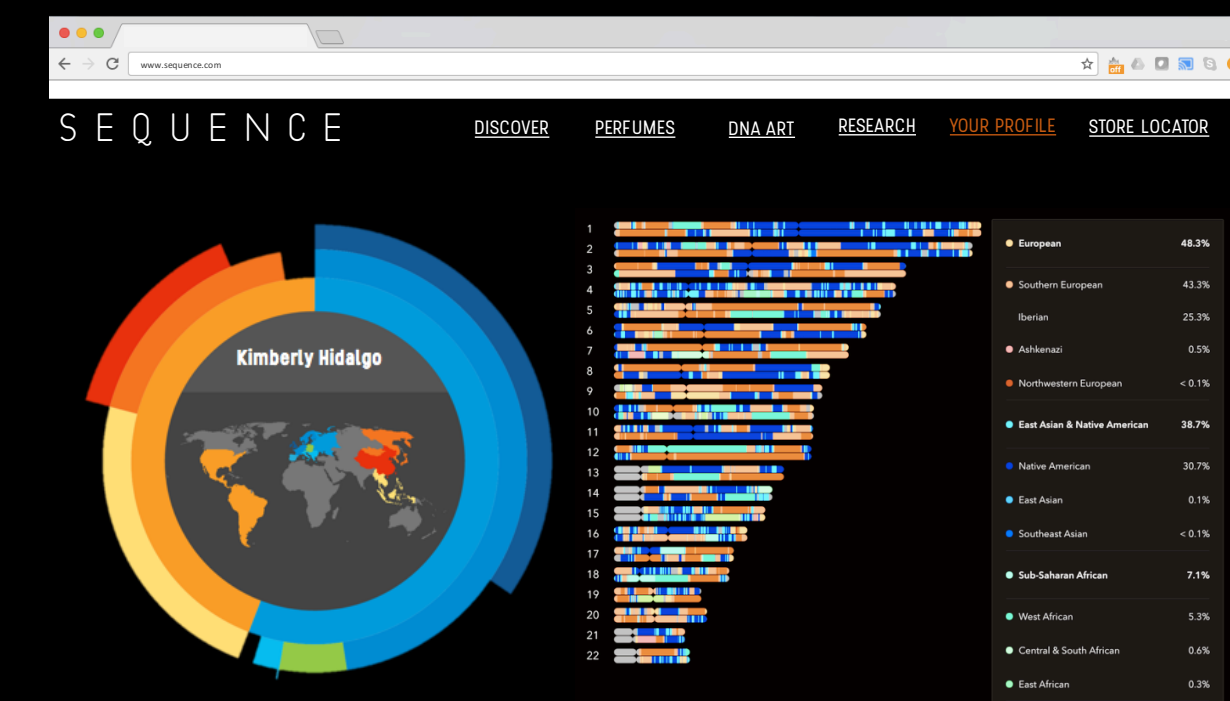
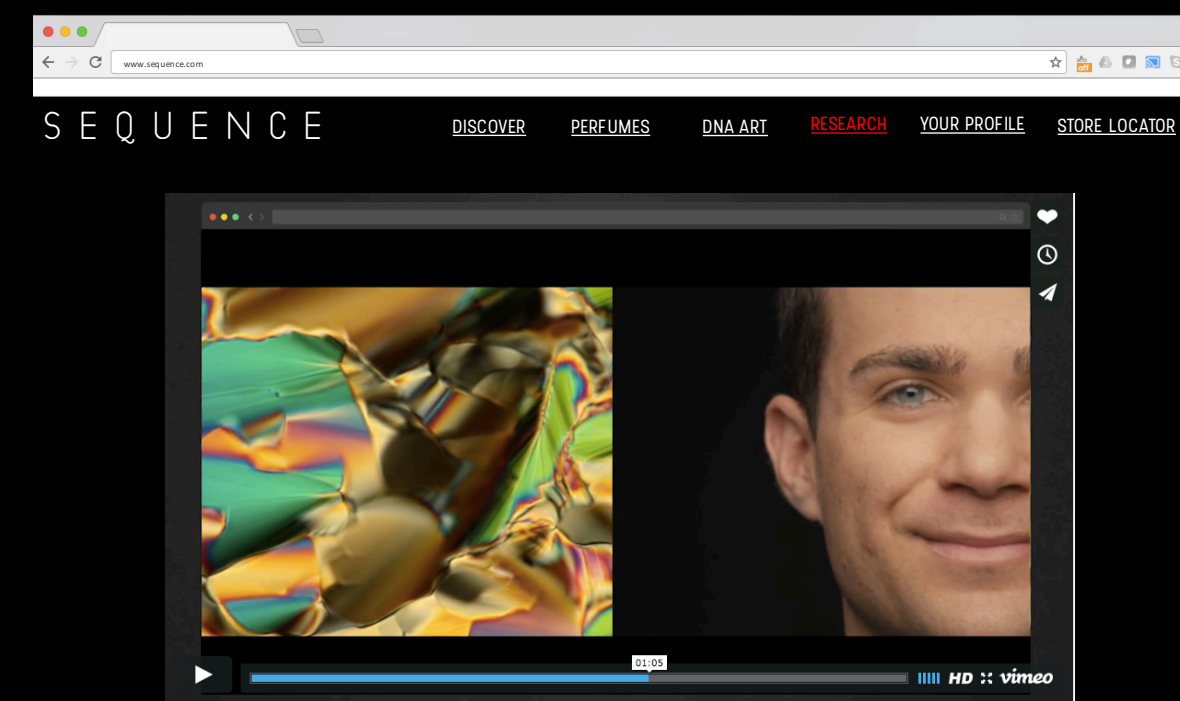
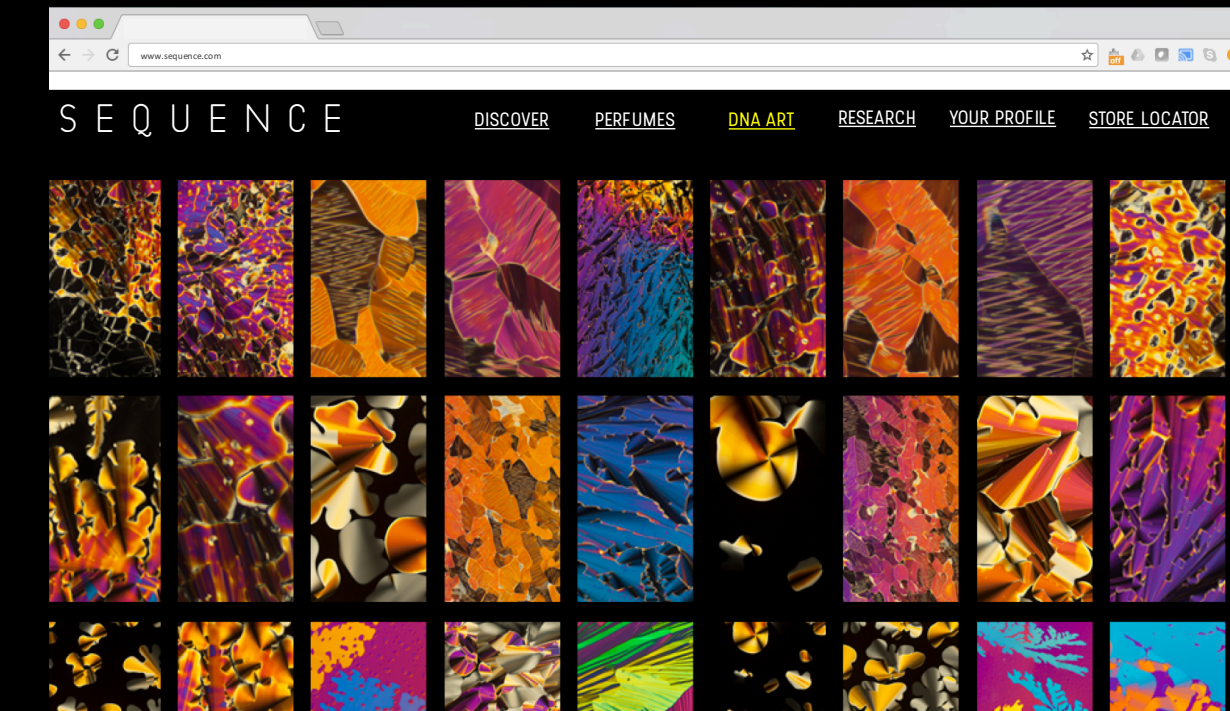
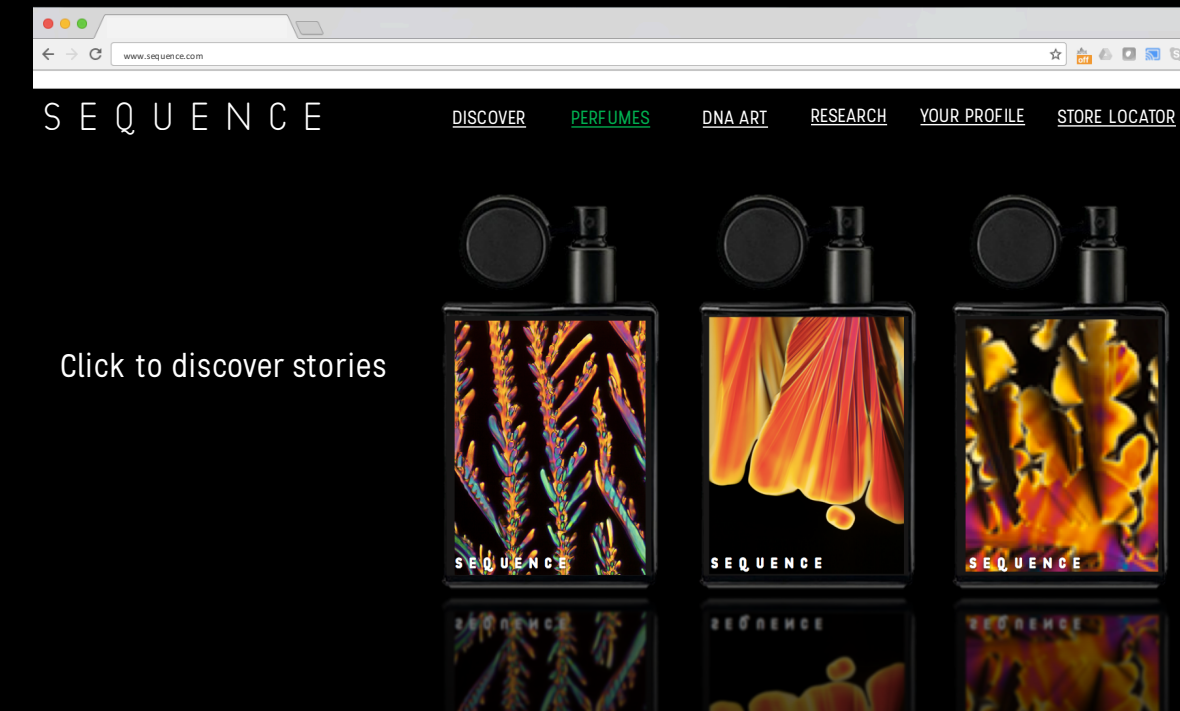
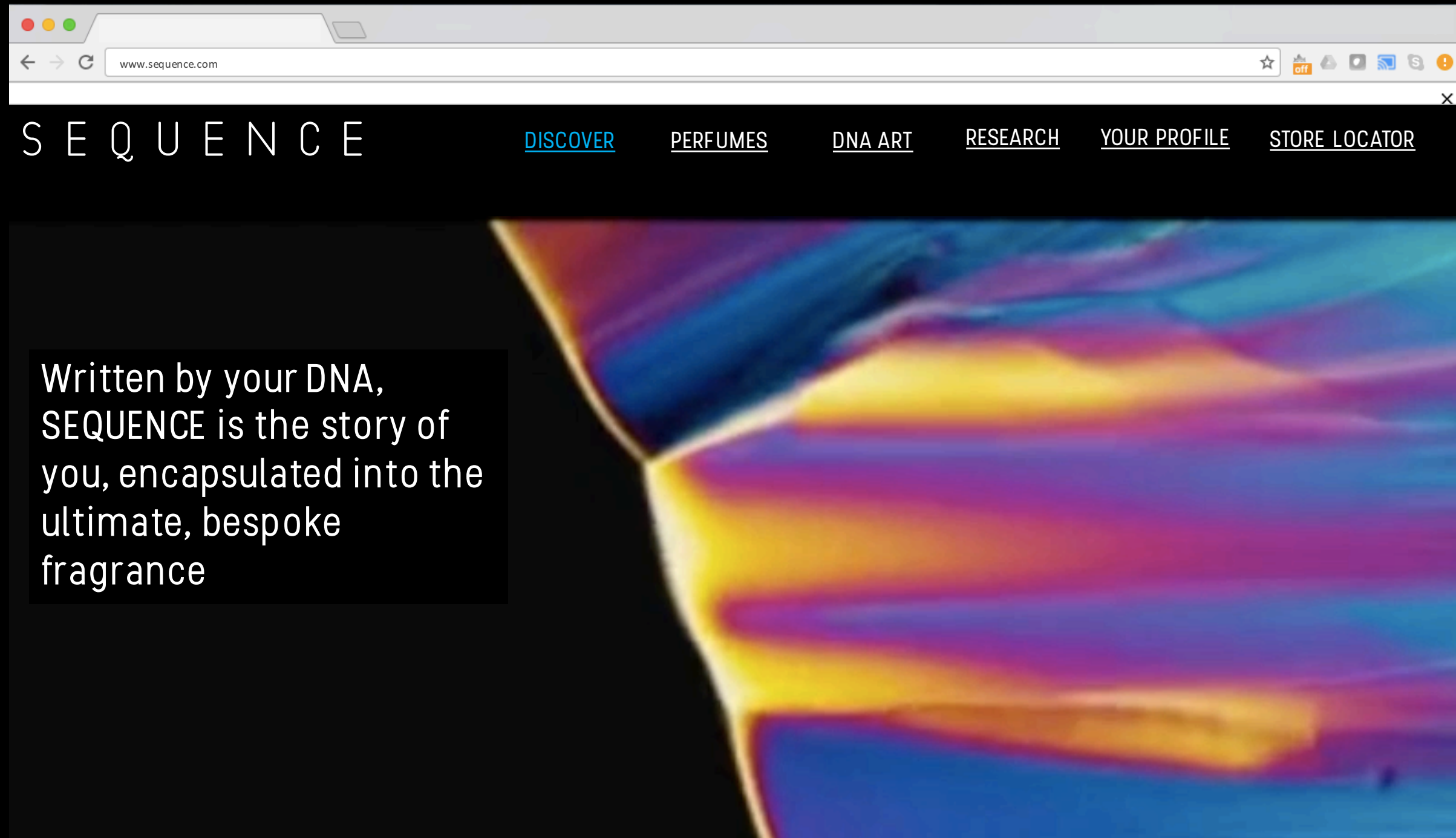


# consumer journey





# website





# social strategy

SEQUENCE will create a personal connection with consumers to the fragrance that they are wearing through social media

## Launch Channels



Facebook

Introduce brand, promotions, announce store locations, customer testimonials



Instagram

Visual content that uncodes the brand, following the process by which the consumer's personalized fragrance is created

## Future Channels



YouTube

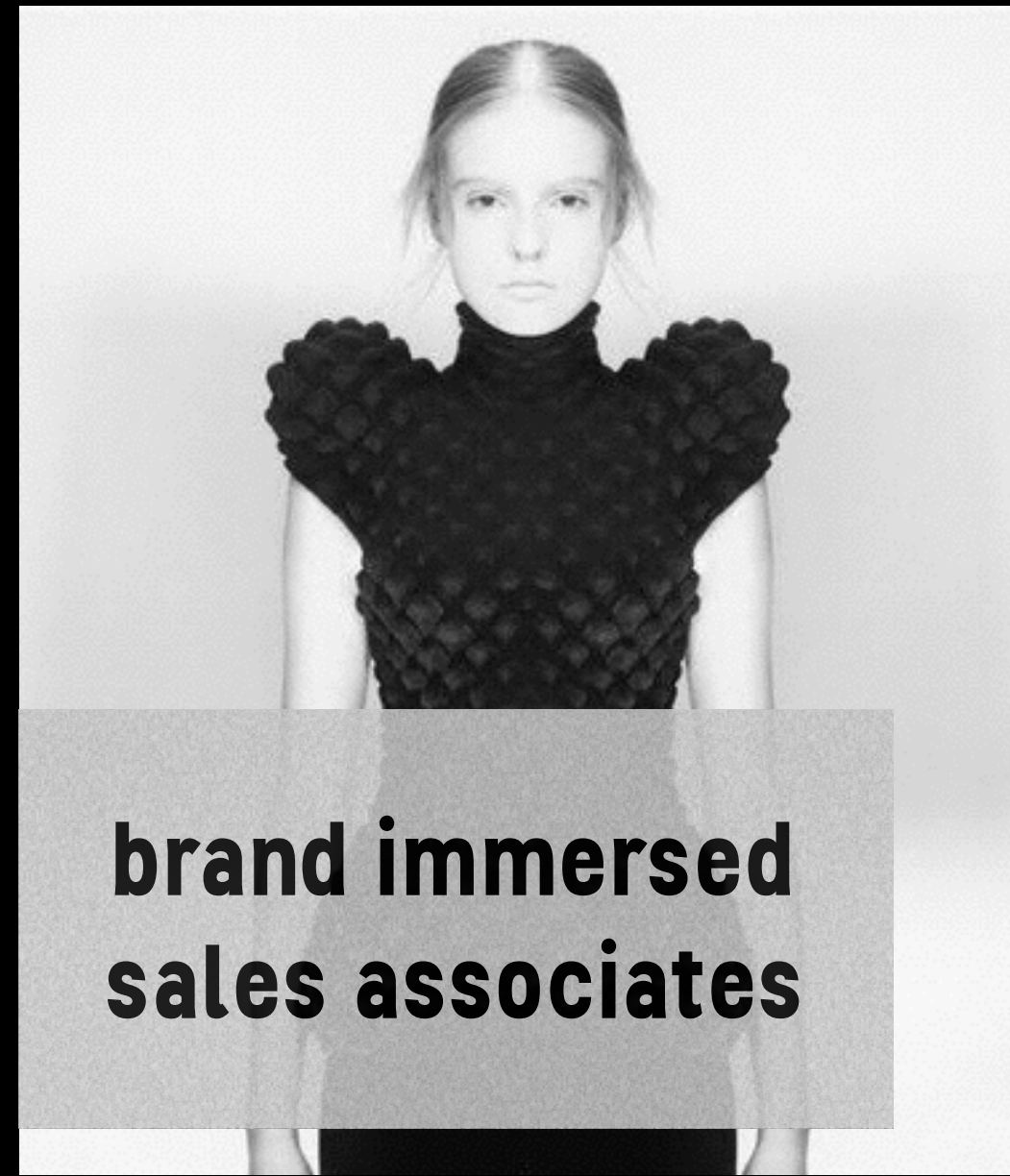
Create video content that tells the story of DNA and how it brings to life the personal characteristics of a brand



# the showroom experience



**ultra-modern interior**



**brand immersed  
sales associates**



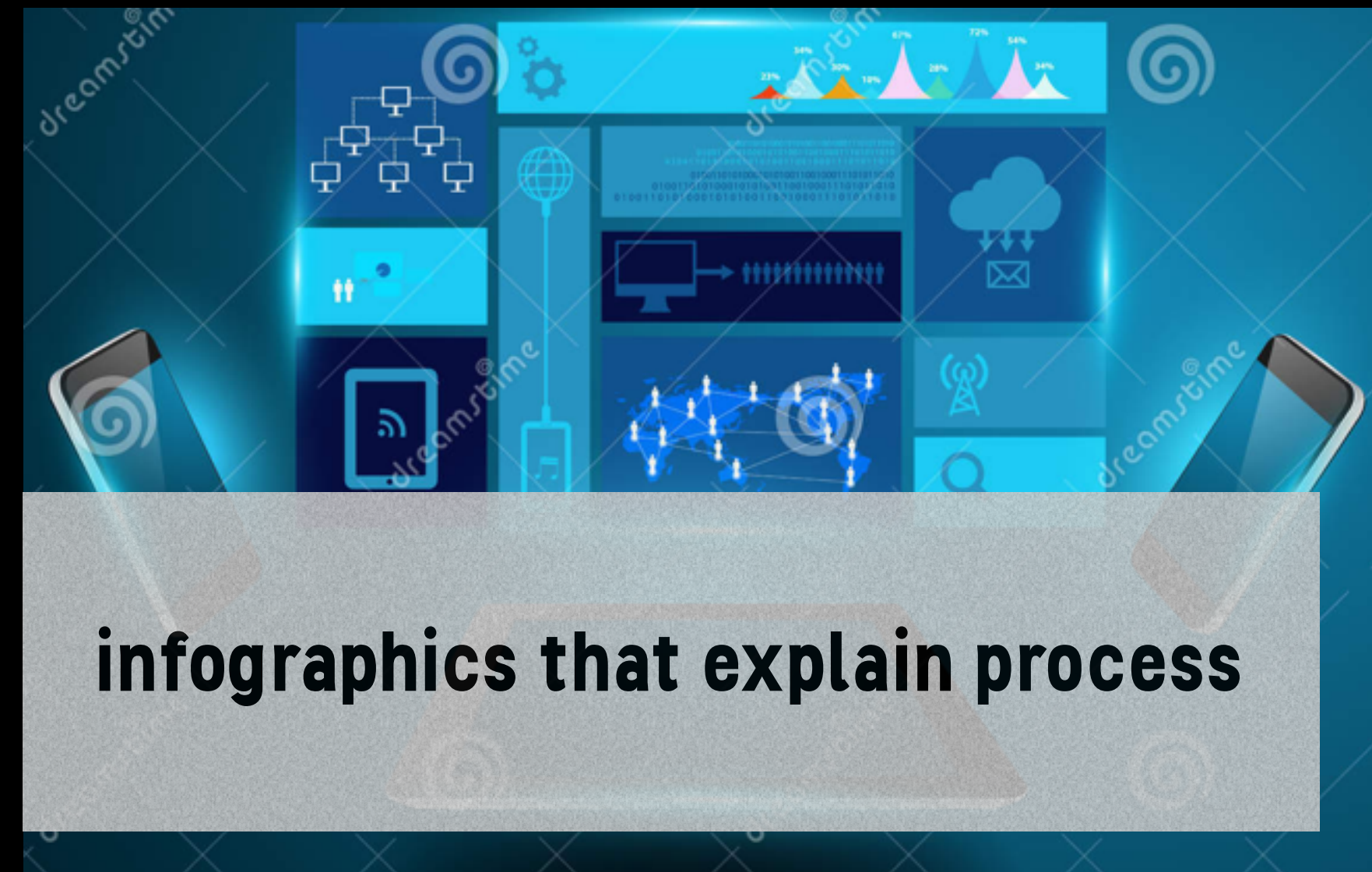
**interactive displays**



**sensorial fragrance bar**



**social wall**



**infographics that explain process**



# launch calendar

Leverage a city-launch model to expand business into relevant, high-potential markets

Pre-launch  
(Launch -3 mos)



Influencer events,  
press outreach &  
social launch

Launch



NY



eCommerce

Expansion Phase 2  
(Year 2)



Chicago, SF,  
Austin & Miami

Expansion Phase 3  
(Year 3)



Dubai, Tokyo & London



# funding strategy

As an innovative startup, SEQUENCE will implement a funding strategy that leverages multiple platforms to gain exposure and raise capital investment



1. Submission into the annual Global Innovation Awards gaining exposure to top investors & growth companies and investment from Peakview Capital

2. Leverage crowdfunding by launching a strategic campaign on indiegogo to raise \$1M in startup capital

3. Seek additional investment of by selling equity to a private investor or top Venture Capitalist firm



# cost of goods

50ML				50ML REFILL					
Components	Quantity		Scrap %	Total Cost	Components	Quantity		Scrap %	Total Cost
Cap	1	ea	3%	\$1.10	Fill Nozzle	1	ea	3%	\$0.15
Actuator	1	ea	3%	\$0.15					
Pump	1	ea	3%	\$0.15	Refill Bottle	1	ea	3%	\$1.20
Glass Bottle	1	ea	3%	\$1.20					
Collar	1	ea	3%	\$0.40	Carton	1	ea	3%	\$0.70
DNA Printed Label	1	ea	10%	\$0.60					
Back Label	1	ea	10%	\$0.30	Fragrance	0.097	kg	10%	\$3.00
Carton	1	ea	3%	\$1.40					
Fragrance	0.097	kg	10%	\$3.00					
<b>Total Fragrance Cost</b>				<b>\$8.30</b>	<b>Total Fragrance Cost</b>				<b>\$5.05</b>
<b>Labor</b>				<b>\$3.00</b>	<b>Labor</b>				<b>\$3.00</b>
<b>DNA Testing</b>				<b>\$50.00</b>	<b>DNA Testing</b>				<b>\$0.00</b>
<b>Total Cost of Goods</b>				<b>\$61.30</b>	<b>Total Cost of Goods</b>				<b>\$8.05</b>
% of Selling Price				20%	% of Selling Price				4%
Net Selling Price				\$300.00	Net Selling Price				\$200.00
<b>Profit Margin</b>				<b>\$238.70</b>	<b>Profit Margin</b>				<b>\$191.95</b>
% Profit Margin				80%	% Profit Margin				96%



# P&L

	Year 1	Year 2	Year 3	Year 4	Year 5 (Breakeven)
	1 FSS NYC	5 FSS	5 FSS + 3 International	5 FSS + 3 International	5 FSS + 3 International
Unit Sales	3,333	8,333	15,000	20,000	24,167
<b>Total Revenue</b>	<b><u>\$1,000,000</u></b>	<b><u>\$2,500,000</u></b>	<b><u>\$4,500,000</u></b>	<b><u>\$6,000,000</u></b>	<b><u>\$7,250,000</u></b>
% chg		<u>150%</u>	<u>80%</u>	<u>33%</u>	<u>21%</u>
Cost of Goods (includes DNA Testing)	\$204,333	\$479,479	\$821,625	\$1,073,400	\$1,256,969
% revenue	20.4%	19.2%	18.3%	17.9%	17.3%
<b>Gross Margin</b>	<b><u>\$795,667</u></b>	<b><u>\$2,020,521</u></b>	<b><u>\$3,678,375</u></b>	<b><u>\$4,926,600</u></b>	<b><u>\$5,993,031</u></b>
Expenses					
Marketing Budget	\$250,000	\$807,500	\$1,465,000	\$1,065,000	\$1,015,000
Rent	\$375,000	\$1,700,000	\$3,200,000	\$3,200,000	\$3,200,000
Selling Costs (Labor, Shipping)	\$200,000	\$1,000,000	\$1,600,000	\$1,600,000	\$1,600,000
Total Expenses	\$825,000	\$3,507,500	\$6,265,000	\$5,865,000	\$5,815,000
<b>Net Profit</b>	<b><u>-\$29,333</u></b>	<b><u>-\$1,486,979</u></b>	<b><u>-\$2,586,625</u></b>	<b><u>-\$938,400</u></b>	<b><u>\$178,031</u></b>
% total revenue	<u>-3%</u>	<u>-59%</u>	<u>-57%</u>	<u>-16%</u>	<u>2%</u>



# kimberly's scent story

## DNA Traits

Preference for creamy, warm scents with hint of spice  
Strong bitter perception  
Smells aldehydes as soapy and pungent



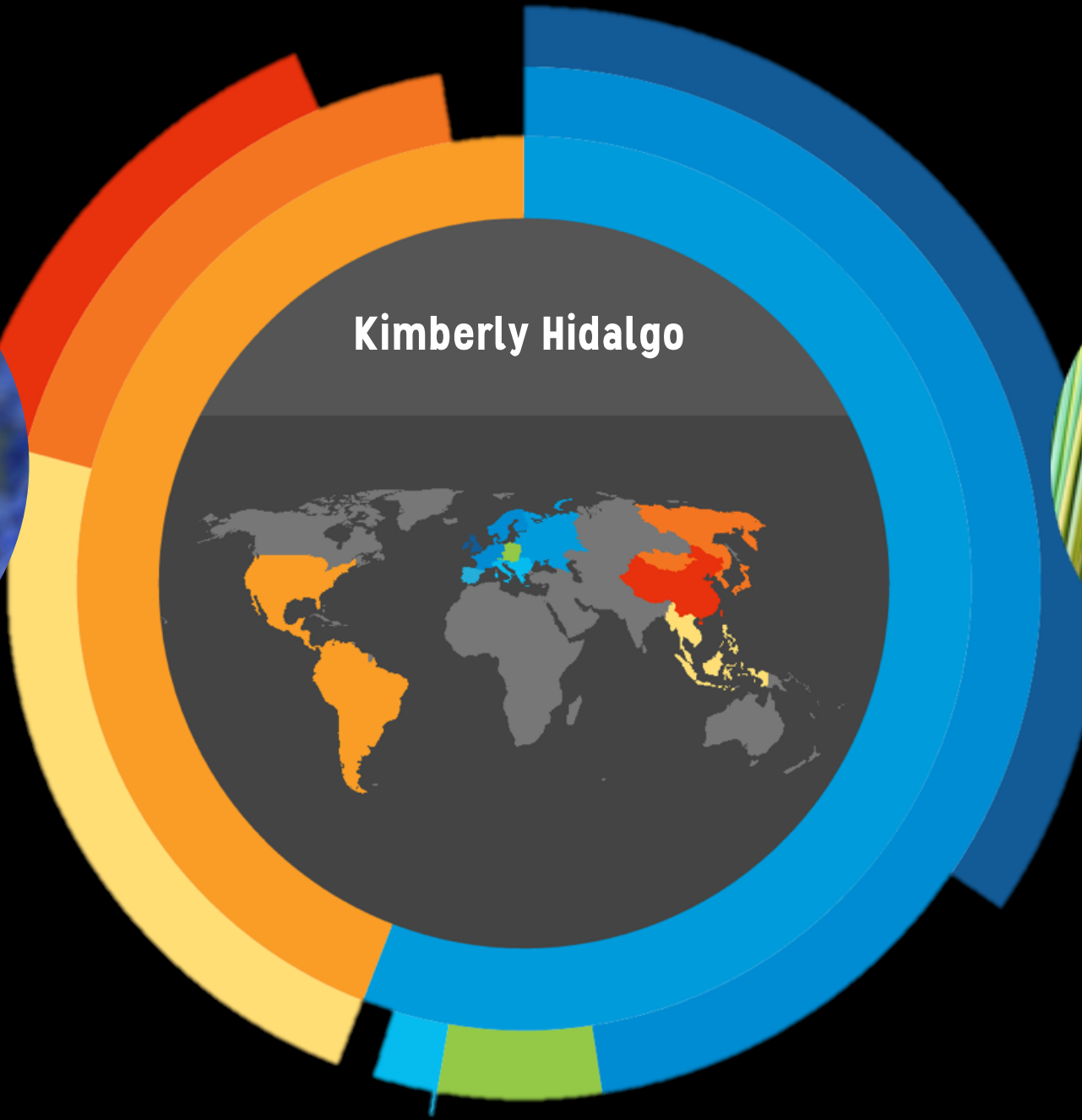
California Citrus



Southern Magnolia



Dutch Lavender



Kimberly Hidalgo



Filipino Vetiver



Polynesian Tiare



Indonesian Sandalwood



The background of the slide is a large grid of small, square video frames. The frames are arranged in a pattern that roughly forms the shape of a person's head and shoulders. The colors of the frames transition from a cool blue on the left to a warm orange and red on the right. The frames appear to be a sequence of a person's face, possibly a woman, with the lighting and color changing across the sequence.

SEQUENCE

thank you



# appendix



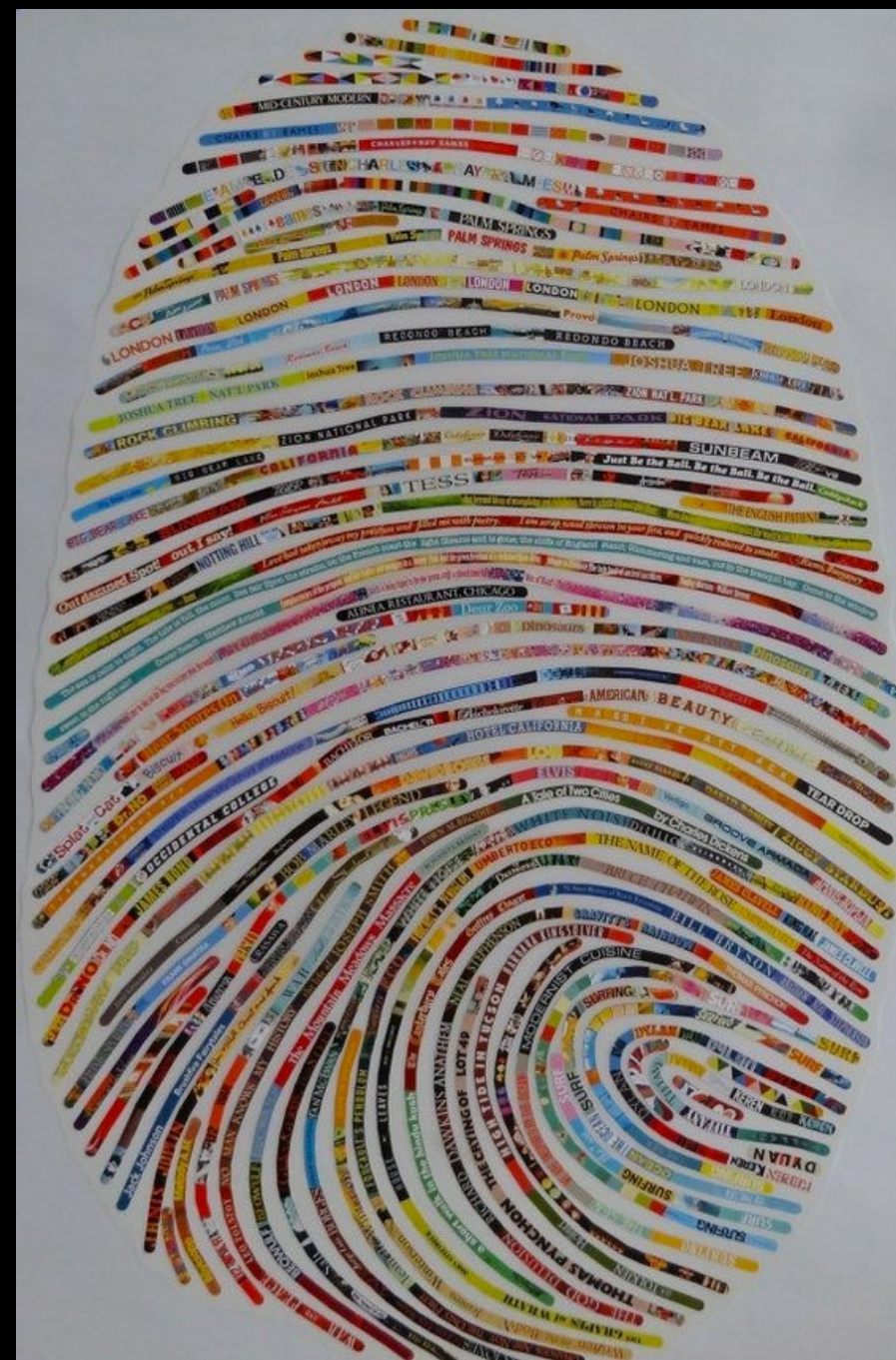
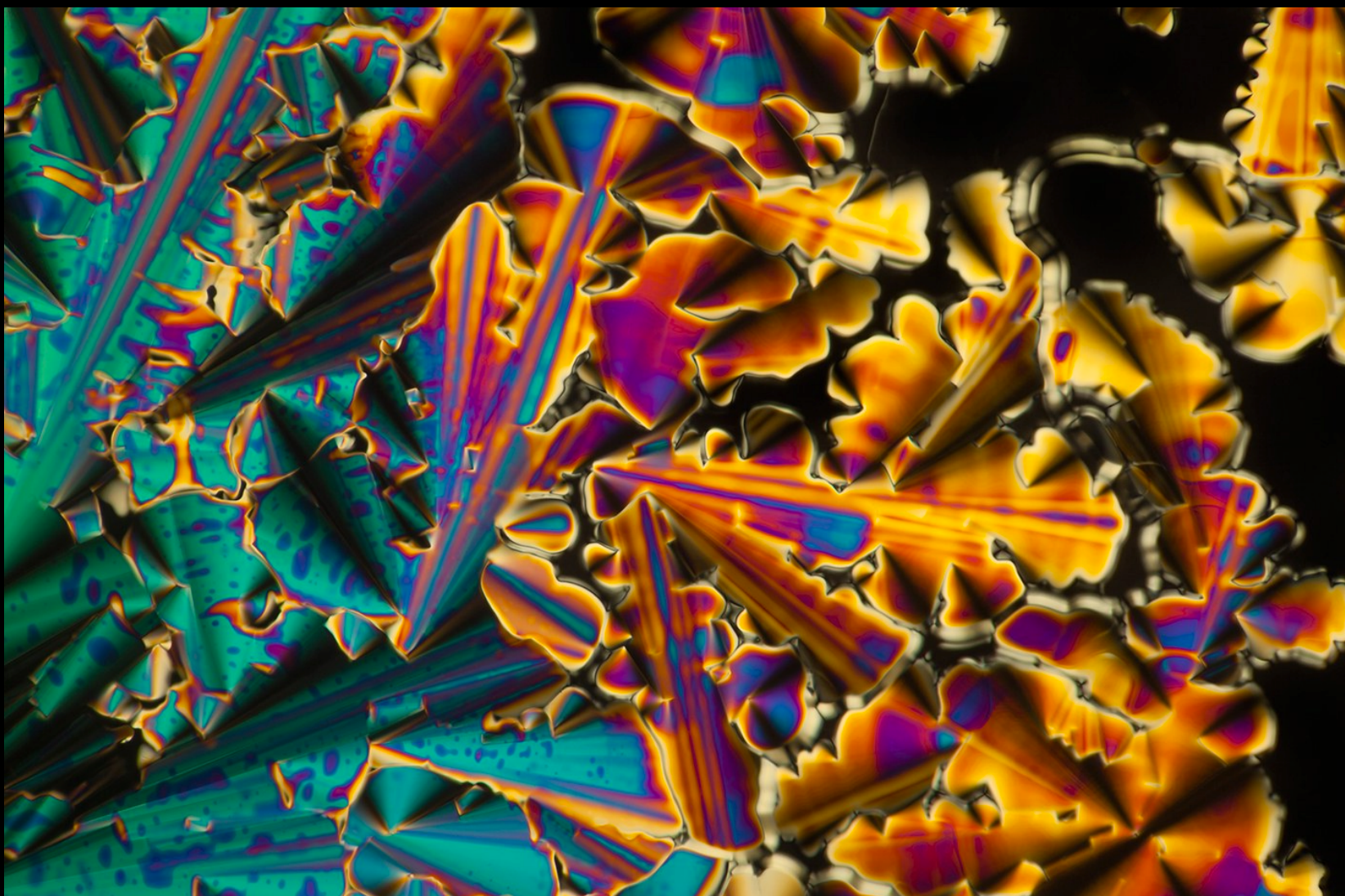
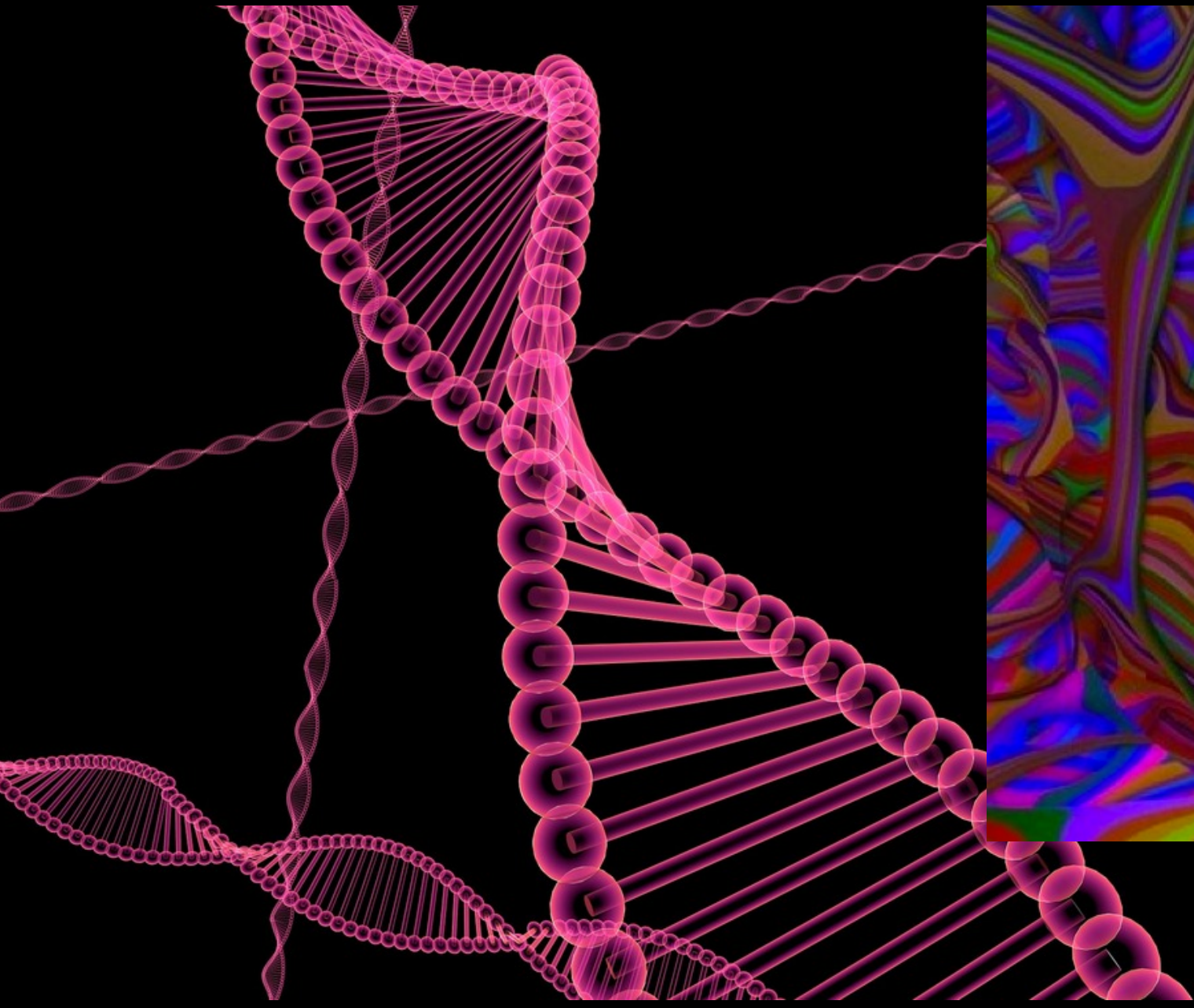


# marketing budget

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
	1 FSS NYC	5 FSS	5 FSS + 3 International	5 FSS + 3 International	5 FSS + 3 International
<b>Total Marketing Budget</b>	<b>\$250,000</b>	<b>\$807,500</b>	<b>\$1,465,000</b>	<b>\$1,065,000</b>	<b>\$1,015,000</b>
% total revenue	25%	32%	33%	18%	14%
branding	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
website	\$10,000	\$7,500	\$5,000	\$5,000	\$5,000
social	\$15,000	\$40,000	\$50,000	\$50,000	\$50,000
advertising/promotions	\$60,000	\$150,000	\$400,000	\$300,000	\$250,000
events	\$155,000	\$600,000	\$1,000,000	\$700,000	\$700,000



# brand identity inspiration board





# competitive cost breakdown

Brand	Size	Cost
Bespoke Fragrance	50ml 300ml	\$5,000
Ex Nihilo	3.4oz	\$350
The Blend by Fred Segal	10 0.17oz	\$150
Aromachology	1.7oz	\$90
Unique Fragrance	1.7oz	\$90
My DNA Fragrance	4oz	\$134.99



# brand scorecard

<b>Attribute</b>	<b>Bespoke Fragrance</b>	<b>Unique Fragrance</b>	<b>My DNA Fragrance</b>
<i>Manifesto</i>	2.75	3.20	1.70
<i>Product</i>	3.75	2.57	3.00
<i>Business Health</i>	2.33	3.00	1.00
<i>Experience</i>	3.38	3.00	1.23
<i>Evolution</i>	2.00	2.36	1.73
<b>Final Score</b>	<b>2.79</b>	<b>2.36</b>	<b>1.73</b>



# sources

- “Evidence for MHC–correlated perfume preferences in humans” Oxford Journals <http://beheco.oxfordjournals.org/content/12/2/140.short>
- “Eau de DNA: Do Genes Determine Our Perfume Preference?” LiveScience <http://www.livescience.com/17626-eau-de-dna-genes-determine-perfume-preference.html>
- International Journal of Cosmetic Science: “Population genetic segmentation of MHC–correlated perfume preferences” A. Hammerli, C. Schweisgut, M. Kaegi <http://onlinelibrary.wiley.com/doi/10.1111/j.1468-2494.2011.00696.x/abstract>
- “Perfume Customized to Your DNA: It’s Your Smell, Deal With It” WIRED <https://www.wired.com/2007/09/perfume-customi/>
- WPIX Covers My DNA Fragrance, Perfume from your DNA [https://www.youtube.com/watch?v=\\_2zzVClcqXU](https://www.youtube.com/watch?v=_2zzVClcqXU)



# team responsibilities

- Zuheidi – research, competitive review, marketing/category analysis, positioning map
- Nick – marketing strategy, communications plan, go-to-market strategy
- Raj – 3 year marketing plan, cost of goods, P&L
- Pragati – co-owned brand identity, infographic
- Stephanie – co-owned brand identity, oversaw deck