



Pitch Deck

WWW.ANOKIBEAUTY.COM



We're aloe vera,
done right



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The main ingredient in all products is aloe vera.

Using Indigenous (Native American) ideologies passed down from generation to generation and modernized to fit into the present.

Anoki is for nature explorers and whole hearted earthy lovers. Our motto is Live Natively - Go back to nature and heal with the land.



About Me

My name is Dana and I have a strong love for the power of nature and the kindness of animals. When creating Anoki, I created it as a projection of not only myself but in respect to nature and history. I based Anoki off of my great grandma of Cherokee Heritage and bedtime stories about my grandma growing up on a reservation. Each item has a story to tell and a smile to create. Anoki is about bringing awareness to plants and their contribution to us. In 2022, I did a few farmer's market to gather market research and testing, along with customer testimonials. After breaking even in 29 days in 2022, I decided to focus fully on the scale of Anoki, online in 2023.

Problem

Them

The skincare and beauty industry changes along with scientific discoveries. In return, these companies are constantly trying to keep up with the newest man made formula or the next best discovery. What is the difference between each of these brands? Nothing, at the end of the day they are selling their name. Same product, same values, different packaging. Not to mention, now a days the skincare and beauty industry is trying to go natural and eco-friendly.

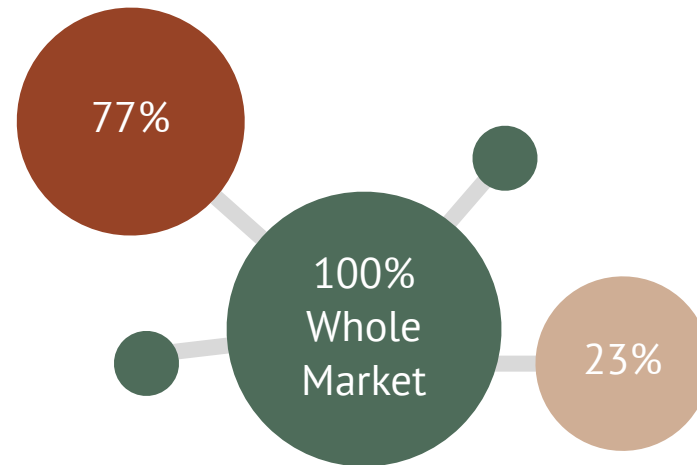
Us

Our ingredients come from nature and we don't chase after science. We learn from ancestors and keep those traditions and values alive. Anoki will continue to be the frontier because we already have the remedies to most beauty and skincare concerns. You use Anoki because you want to be natural. We are already eco-friendly because that is part of our core, our identity. We are not selling a name, we are selling a lifestyle and completely different products.

Solution

Market Trend

The global market value for natural cosmetics and personal care is expecting a positive increase from about 35 billion dollars in 2021 to an expected 59 billion dollars for the year 2031.



77% Natural Products

The women segment led the market for natural skin care products and accounted for the largest revenue share of about 71% in 2021 and expected to expand further by 2030.

The men segment is anticipated to expand at the fastest CAGR of about 7.0% from 2022 to 2030.



23% Other Products

All other skincare products that are not natural or organic ingredient-based.



All Products

The overall global skincare product market size was valued at \$115.38 billion in 2021 and is projected to reach \$213.36 billion by 2028. It is expected to grow at a CAGR of 9.2% from 2021 to 2028.

Opportunity

What's our position in the market?

One of the primary factors driving the market is growing awareness about the adverse effects of chemicals on the skin, such as irritation and dullness. The increasing awareness about the benefits of organic ingredient-based items has prompted customers to seek out eco-friendly, natural skin care products.

Anoki is already eco-friendly, using only natural and organic ingredients. Eco-friendliness is rooted in our packaging, natural and organic plants are in our ingredients. Our core values and beliefs are visibly seen in everything that we do; Scents, ingredients, packaging, donation contributions, and more. When you use our products you are changing your lifestyle because what you put on your body needs to be just as important as what you put in your body.





Wheat Material

Renewable and sustainable.
Completely natural and can be decomposed and used as fertilizer.
They can also be melted back into pulp to create different products.

Bamboo Material

Biodegradable and 100% compostable. A highly sustainable resource due to its rapid growth rate and ability to regenerate after being harvested.



Our unique packaging was created purely by imagination and values. The wheat & bamboo combination is a special design created by us and will contribute to sales.

Our Packaging

Live Natively

A portion of Anoki's proceeds are given to Live Natively

Live Natively is a 501(c)(3) non-profit organization devoted to reminding people about the importance of our planet. We create places within communities for families and friends to gather and learn about the native elements of the world. From growing sustainable plants, to learning how to follow the North Star when lost, to learning how different cultures use plants for holistic care – Our goal is to help in the aid of a cleaner and greener world starting with understanding.



Non-Profit

Our Target Market

Ages 35 - 40

Although Anoki has its target group, a few additional studies have been found. Anoki has been a favorite among youth under the age of 21 for lip balms and body scrubs. Considering Anoki's ingredients are natural and the beauty products are simple, parents consider Anoki a great gateway for introducing their young ones to the importance of self-care. Among the ages of 30 - 40, consumers love the scents of the lotions and feel sexy when wearing them. Ages 40+ want Anoki's facial care for benefits that help with wrinkles.

MALE

49% SOCIAL GROUP

Have a high awareness to natural products and prefer clean ingredients.



FEMALE

71% SOCIAL GROUP

Seek out cleaner, all-natural products.



A Few Competitors

Competitors	Market leader	Challenger	Niche Competitors	Explanations
Anoki		☑	☑	<ul style="list-style-type: none"> We are currently not a market leader but we position ourself to be
Mama Earth	☑			<ul style="list-style-type: none"> A market leader with no niche other than natural products
Honest Co.	☑	☑		<ul style="list-style-type: none"> Market leader that positions theirselves as a challenger brand
The Body Shop	☑			<ul style="list-style-type: none"> Long time market leader and one of the first to ban animal testing
L'Oréal	☑			<ul style="list-style-type: none"> Market leader but not fully natural or organic
Procter & Gamble	☑			<ul style="list-style-type: none"> Market leader but not fully natural or organic
Unilever	☑			<ul style="list-style-type: none"> Market leader but not fully natural or organic



Anoki is a high-price offering skincare and beauty brand



We sell online

We currently sell only online (open to brick + Mortar). Online retail is the leading way to buy organic beauty products. 17% of women stopped wearing makeup during COVID which also pushed people to purchase online and take their skincare and health more serious. To help maintain income we offer subscriptions with a 3-month minimal sign-up. Our Natively Newsletter will be easy reads where consumers can get info and tips about all things natural, adventurous, and historical. Here we will charge ad fees for businesses.



40% of proceeds goes to non-profit

Live Natively is a 501(c)(3) non-profit organization devoted to reminding people about the importance of our planet. 92% of buyers will be loyal to a brand if it supports environmental or social causes



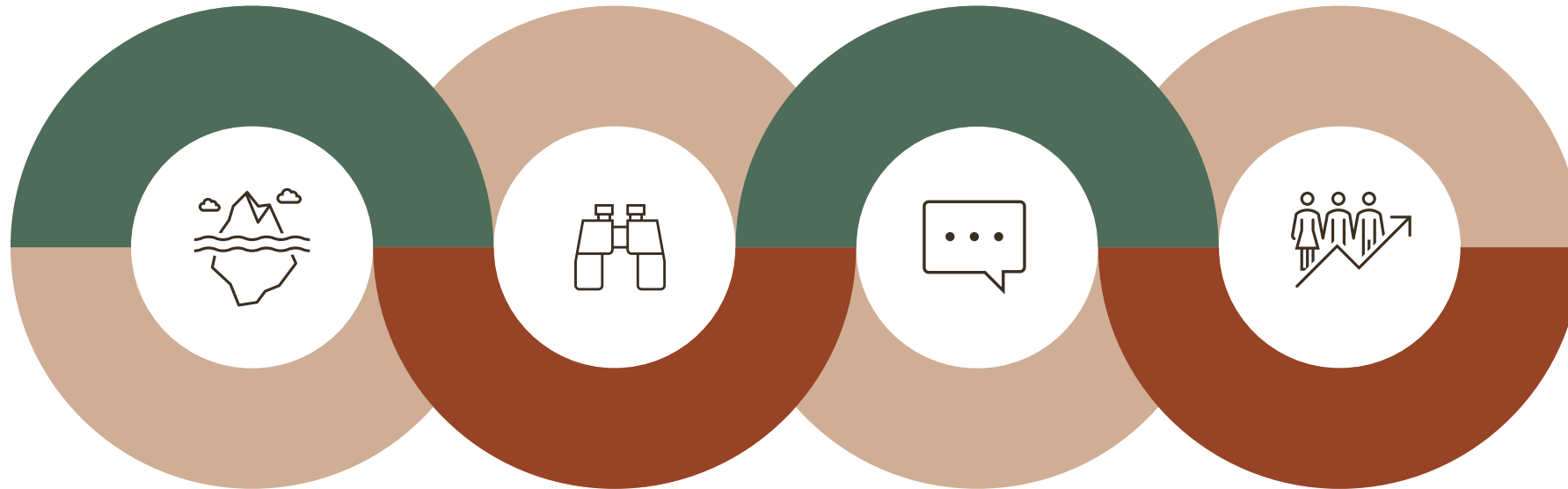
Unique scents and products

Our unique scents will be scents that highlight Indigenous culture, such as: sweetgrass, eucalyptus & sage, wild rose, and others. Again, the selling point is not the culture, but the plant. Throughout the year we do limited edition drops (launch a limited edition pumpkin mask during fall), to keep customers coming back. Our lip balms are shine free, perfect for female and male wear - to look like nothing is on the lips. Lip care and facial care is dominating the industry - one Avon lipstick is sold every 15 seconds in the US.

Business Model



Marketing Strategy



Step 1

Reach

Bring awareness using various ads and social media influencers. Ads will be on social media and billboards. Includes email/sms marketing from captured info on promo landing pages.

Step 2

Engage

Tell consumers why they should consider shopping at Anoki and what we stand for.

Step 3

Support

The correct target audience will decide to support based off of esthetics and brand awareness.

Step 4

Return

High quality ingredients, customer satisfaction, values, and esthetics will keep the consumer coming back.

2022 Financials & Forecast (Farmer's Market)

2022 (x3)	24 Days	72 Days	144 Days	216 Days	288 Days	360 Days
Product Packaging & Ingredient Fees	6 months worth of product \$11,232	-\$11,232	-\$11,232	-\$22,464	-\$22,464	-\$22,464
Farmer's Market fees	-\$1,320	-\$3,960	-\$7,920	-11,880	-\$15,840	-19.800
Captured Fees	-\$242.92	-\$728.76	-\$1,457.52	-\$2,186.28	-\$2,915.04	-\$3,643.80
Product Sales	\$8,563.35	\$25,690.05	\$51,380.10	\$77.070	\$102,760.20	\$128,450.25

Product packaging and ingredients are purchased in small batches, thus a high price point.

TOTAL REVENUE: \$82,542.45

Suppliers will offer a significantly lower fee if higher quantities are purchased.

This revenue is from a zero marketing budget and 3-7 products sold per day.

Sales Forecast

YEAR ONE

With a marketing budget towards online sales or one brick + mortar in a high foot traffic location with 30 products sold per day, we are looking at a sales forecast of

\$2.5 million

Open factory and get product shipment ready

Start creating buzz with models / influencers / content creation

Start pushing out ads on social media / billboards and do pop-ups around the world

Get sales

Step 1

Step 2

Step 3

Step 4

YEAR TWO

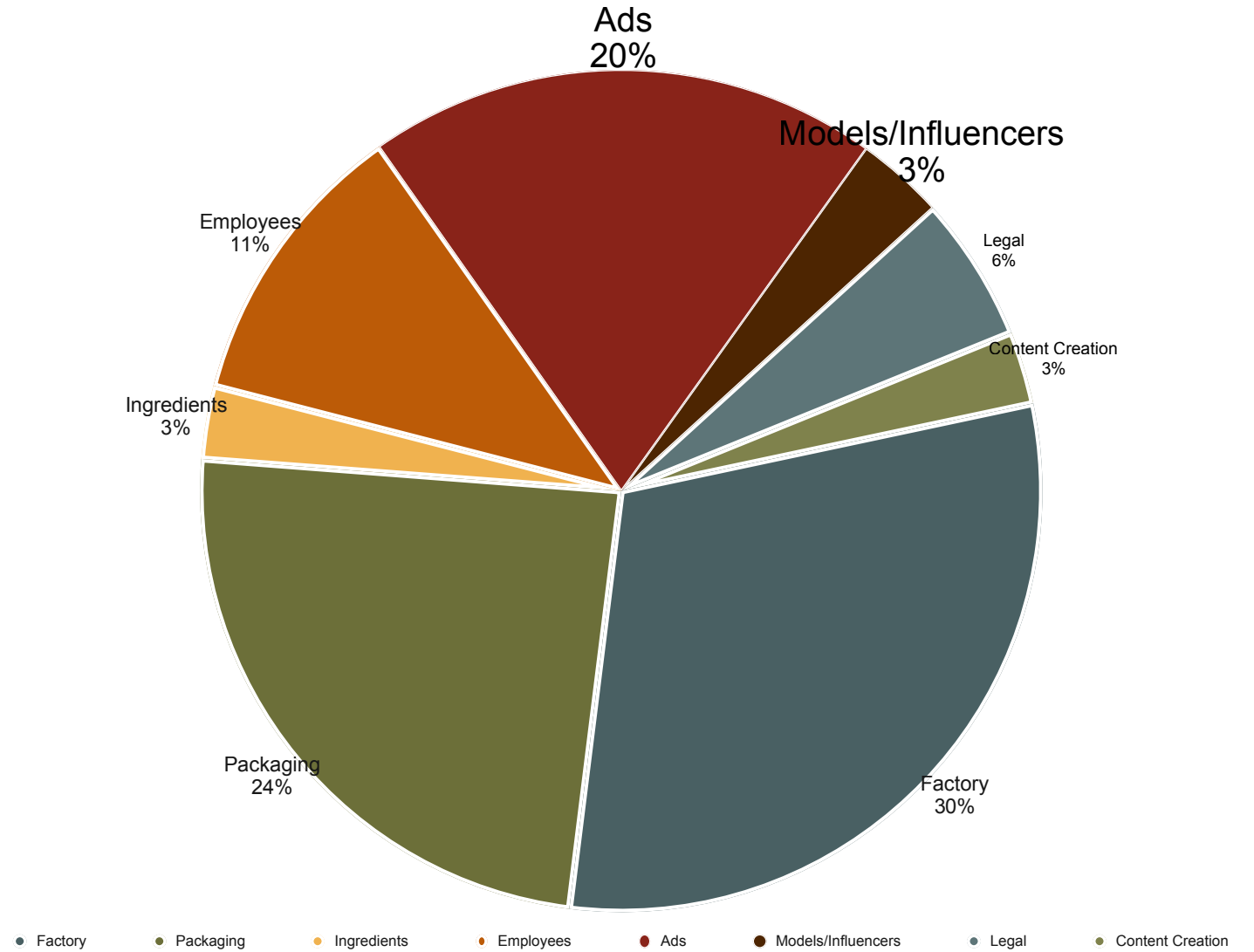
If we can sell 100 products per day around the world, we are looking at a sales forecast of

\$8.5 million

Funds

2 Million

Currently seeking start-up funds of 2 million to efficiently scale Anoki into a global leader and ship worldwide.



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“ THANK YOU

