



**EVOLUTION OF AN
ENTREPRENEUR**

BUSINESS HAVEN

FOUNDED 14 COMPANIES • BOOTSTRAPPED/\$0 RAISED • \$400M+ REVENUE (USD)



DELINQUENT
DISTRIBUTION



SEDONA
♦♦ magic ♦♦

ZOKO

DELINQUENT DISTRIBUTION

An apparel company creating original designs + licensing major brands + handling sales distribution to chain stores.
Brands Include: Minecraft, World of Warcraft, The Hobbit, Call of Duty, League of Legends, The Walking Dead



40+ MILLION T-SHIRTS SOLD

\$270M USD REVENUE

4500+ STORES WORLDWIDE

MINECRAFT

WORLD
WARCRAFT

CALL OF DUTY

**LEAGUE of
LEGENDS**



There is a formula to starting + growing a t-shirt company (or any CPG). TEEacher's founders Andrea Lake (Delinquent) and Dan Caldwell (TapouT) have over \$1B+ in combined t-shirt sales. Decades of knowledge distilled into online courses + personalized mentorship for up and coming entrepreneurs.

SUCCESS EXAMPLE: PART 1

Combat Flip Flops: The founders of CFF came to TEEacher, \$40k in debt and on the brink of cutting their losses. TEEacher Founders intervened, mentored, and helped them grow their annual sales to \$7M+ USD. All the way to being featured on the TV show Shark Tank.

SUCCESS EXAMPLE: PART 2:

Catch Some Air: The founders of CSA came to TEEacher having sold 47 t-shirts (hand drawn) not even knowing what a screen print was. Dan & Andrea mentored, advised, and helped them grow to \$300k+ USD in sales. Even recently landing an account with Wal*Mart.



Winston House

Tech hub entrepreneur house in Venice Beach, Los Angeles, California. Co-live/work space housing 7 seasoned serial entrepreneurs + hosting music events, social gatherings, potluck dinner parties, and the like.

Connection: A staple of life on LA's bustling Westside. In addition to morphing into a music venue (featuring artists like Ed Sheeran, Billie Eilish, Janelle Monáe, Justin Bieber, Hozier, etc). Winston House created deep connections and lifelong friendship among the residents. Who spun off to create companies together like GrowFlow, Lottery.com, and TEEacher.



SEDONA

♦♦ magic ♦♦



A 75 person event where the most accomplished people in the world come to play & connect. Games like Hijacking + the Vulnerability Workshop + The Easy Ask, create bonds that turn into lifelong friendships. The entire event (even the meals & hikes) are specifically designed so that attendees interact one-on-one with each other. The event has expanded to include Eden Magic, Boulder Magic, and now New Zealand Magic.

Sedona Magic Successes: Too many to name. One example is the introduction of, Dr. Bruce Randolph Tizes to Jeremy Johnson at Eden Magic 2014. They hit it off, spent the weekend getting to know each other. Bruce ended up becoming the first seed investor, mentor, and advisor in Jeremy's then new project, Andela. Which is currently valued at \$1B+ USD. That is just one of myriad examples of the kind of connection that occurs when a rogue band of pirates gets together and becomes family. The Sedona Magic Family.



Custom sticker manufacturer. Every band, brand, shop, joke, political campaign, and opinion needs a sticker. Launched in January 1999, StickerJunkie was the first company to make custom stickers accessible to the masses.



21 YEARS ON THE INTERNET

**1ST CUSTOM
STICKER
GENERATOR ON
THE INTERNET
(1999)**

780+ MILLION STICKERS SOLD

NEWEST PROJECT



Power Chick Mafia will be the magnum opus. An overarching company, extending into many verticals, and empowering women across the globe.

Note: First company to raise a round. Seed round already closed.

Here is the breakdown of what's to come in 5 Phases:

PHASE 1

Online courses + podcasts, learning areas where women from all over the world can tune in. Focus will be tactical areas of business understanding.

PHASE 2

Private events for 375 of the world's most accomplished female entrepreneurs (founders of companies valued at \$10M+ USD) to deeply connect with one another.

PHASE 3

Large scale in person weekend events of 2000+ where top tier female founders teach up & coming women entrepreneurs how to start and scale companies. The implementation of this phase is dependent on the timing of large scale events becoming commonplace once again.

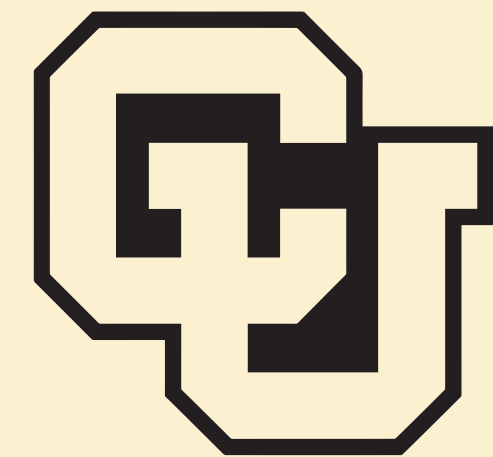
PHASE 4

Establish the Power Chick Mafia Fund. Providing seed capital to the best and brightest women we meet through our online and in-person events.

PHASE 5

Entertainment Arm: to include a Speaker's Bureau + PCM Entertainment which creates original content for Netflix or another streaming series.

PRESS + APPEARANCES



Forbes

FAST COMPANY

Entrepreneur

HARVARD



WIRED

Inc.



PODCAST TALKING POINTS: AREAS OF EXPERTISE

- Bootstrapping
- CPGs
- Distribution
- Hustle + Grind
- Comebacks
 - Lost everything 2x
 - \$2M liquid to \$1.2M in debt in 9 months
 - Never filed for bankruptcy: paid everything off + rebuilt
- Just *actually* Starting
 - 14 companies didn't happen by accident
 - How to MVP & get going

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TOP OF A VOLCANO WITH MY BESTIE