



PEPPERLANE

*Helping moms
transform their skills
into micro-businesses*

Investor Presentation

Sharon Kan, CEO



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Elevator Pitch

Pepperlane is a commerce-and-community platform designed specifically for moms to help them easily launch and grow flexible micro-businesses.

The Problem

The employment options available today to moms do not leverage the skills and talents moms want to monetize.

The Big Vision

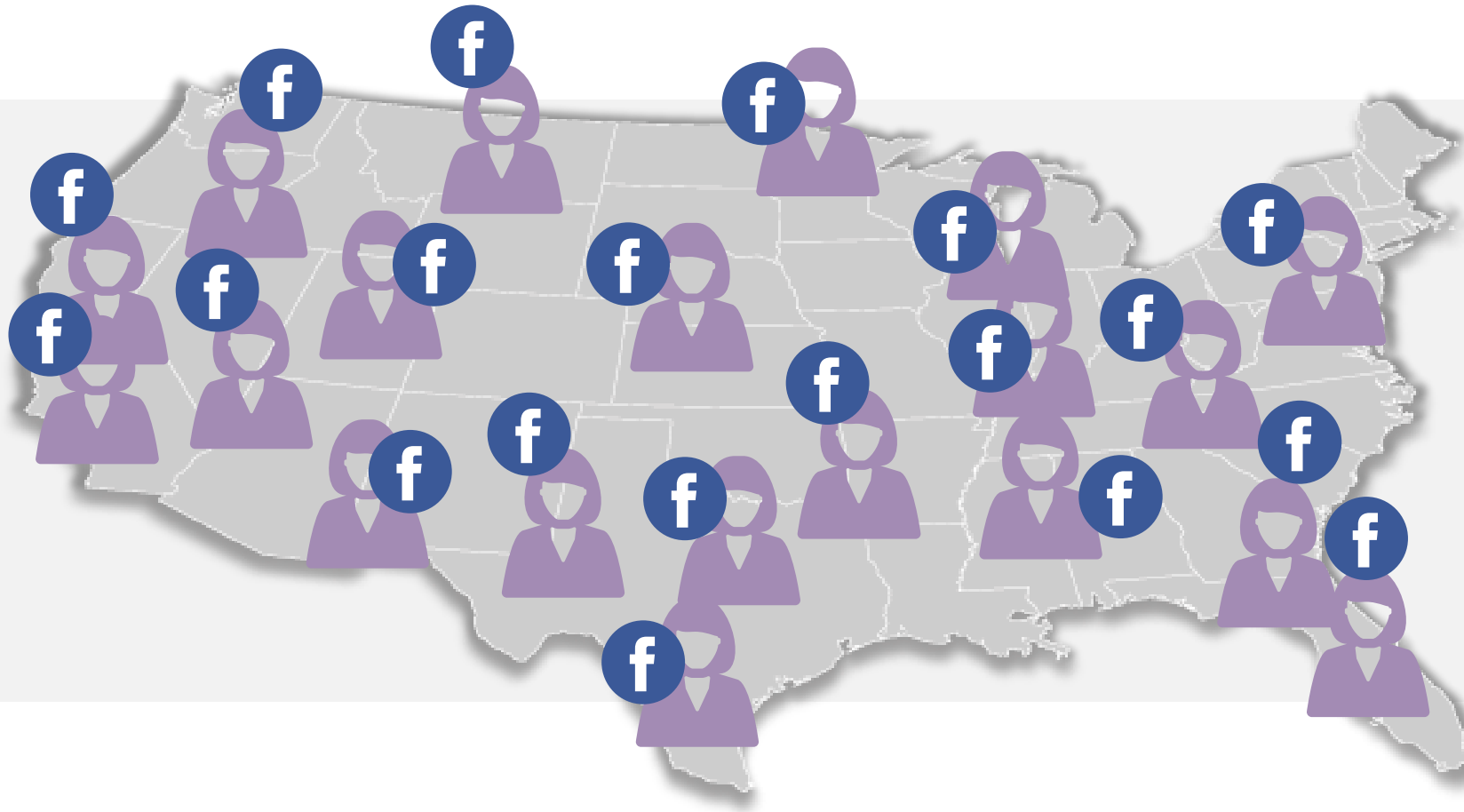
Pepperlane will transform local economies nationally with ecosystems of thriving mom micro-businesses, completely expanding the contribution of micro-businesses to the national economy.

40M+ *Mothers* Can't Put Their Skills to Work

Millions of moms out there who *want to work*.

Opportunity
**\$259.9
BILLION**

Now is *The Perfect Time*



Other *Solutions* for Getting Moms Working Fall Short



The only way mothers can get back to work in the way they want is to own their own business and control their own destiny.



Robin Fishkind

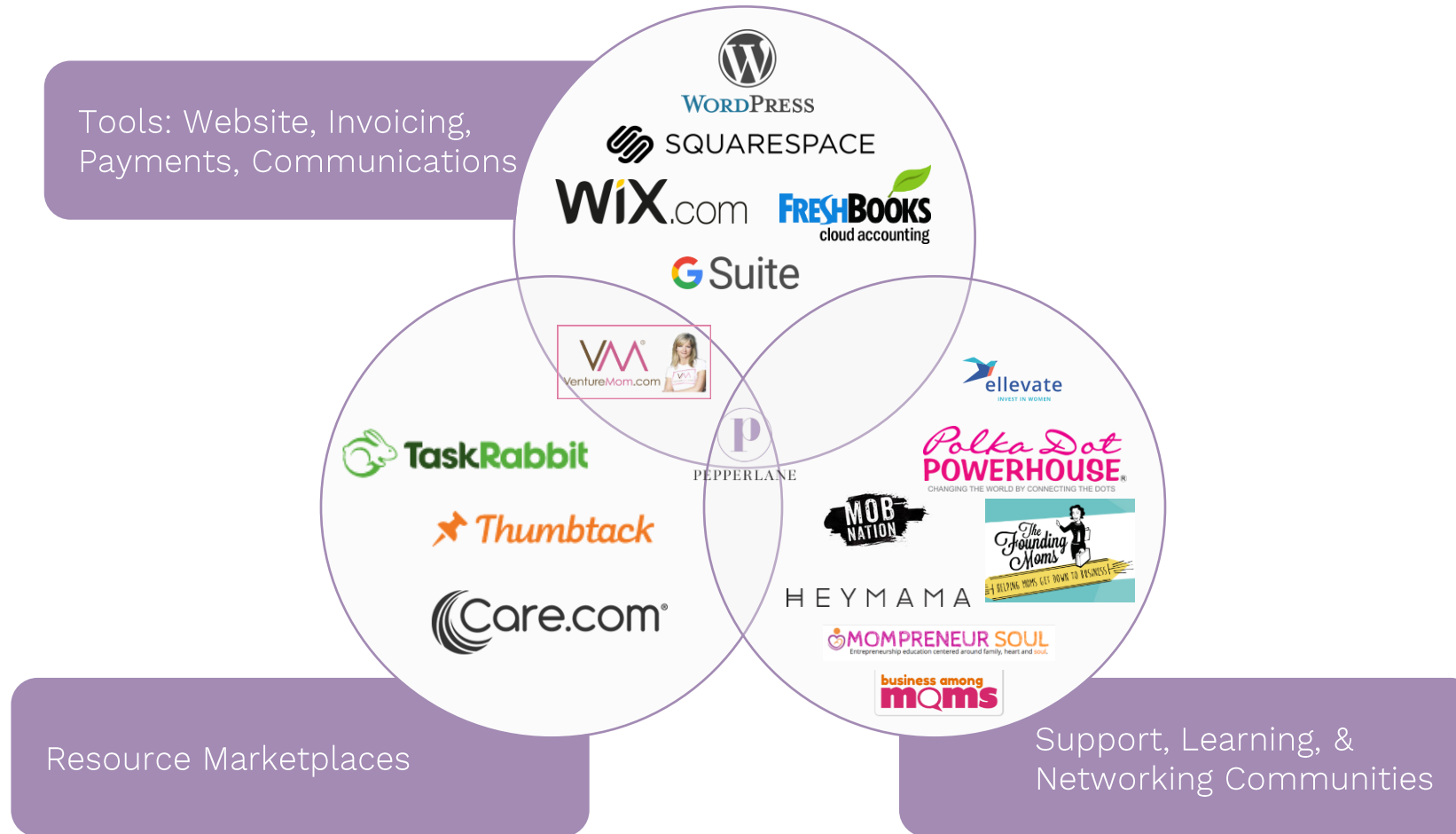
Pet Care

“

TBD

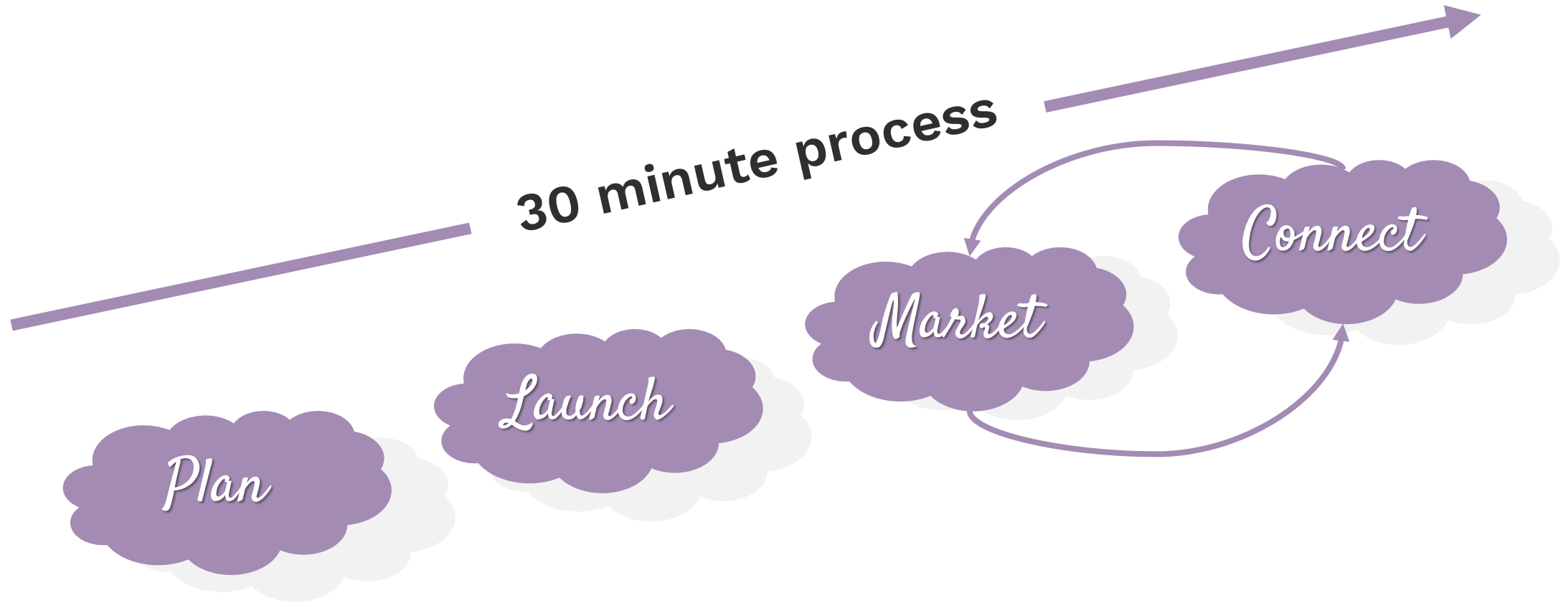


Pepperlane is the easy *one-stop solution* to start a micro-business



Pepperlane is also the only one to start *where moms start*

Pepperlane is the *fastest Cheapest way* to go from idea to growth



Sonia Demarta

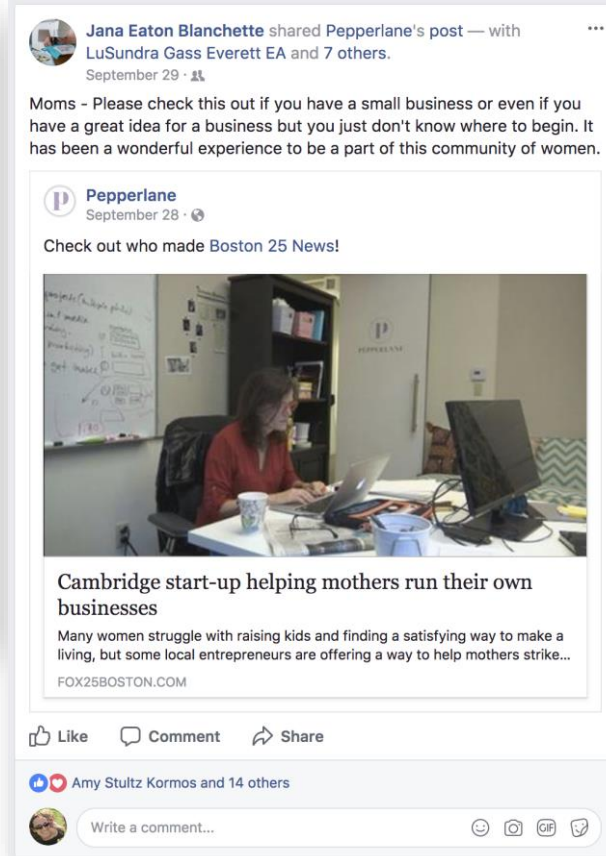
Home Chef

“

I was home for 15 years and trying to get back into the workplace was really, really hard. I went to Pepperlane and I was blown away.”



Our *Growth Strategy* Will be Driven By Users (low \$)



7 Avg. posts per month on FB by loyal users

49 # of Pepperlane website visitors from 7 posts given reach and CLR

10% Pepperlane website conversion rate

5 # of new members monthly of 1 loyal user's 7 FB posts

Jane Blanchette

Custom Memory/ T-Shirt Quilts

“

When I started doing my custom quilts for people I found this new energy inside of me. I was doing something truly for myself for the first time in 12 years.”



We Have a Seasoned, Mom-Compassionate Team to Drive Continued Growth



Sharon Kan
CEO, Co-Founder

- 3-time CEO, former EIR @ Accomplice, 4-time co-founder, 2 time Exec chairwoman 1 GM, 3 exits
- Co-founder of the WIN (Women Innovating Now) Lab at Babson College.
- Mentored over 150 CEO's and business owners
- Proud mother of Leia and Siena



Jess Peterson
VP of Prod & Dev, Co-Founder

- Hands-on Product, UX and Engineering leader with experience building products and scaling teams to support their first million users
- 6th employee at Carbonite (NASDAQ: CARB), first VP Product at Hopper (top-rated Travel app)
- Weary mother of cute toddlers: Natalie and Ben



Kate Keough
COO

- Three 4-digit growth companies, all 2 sided marketplace models, including the last almost 4 years as Paint Nite's COO which claimed Inc's #2 spot with 36k% growth. Pays it forward to multiple early stage startups in an advisory capacity. Oldest of 6 children who has always looked up to her mom.



Erin Glabets
Head of Marketing

- Oversaw marketing at Runkeeper as it grew from 12M to 50M users, built brand that led to successful acquisition by ASICS
- Former journalist (Xconomy, Reuters, USA Today)
- New mother to 8-month-old girl, joined Pepperlane out of maternity leave



Pamela Thomas
Community

- Managed an international team at Stella & Dot that won Top Productivity Award. Coached and mentored over 100 women on beginning and building their own independent multi level marketing businesses. Founded, launched, managed and sold a business that sells handcrafted accessories online and in boutiques across country. Busy mom to very active 20 & 18 year old sons and a 13 year old daughter.

Key Advisors & Investors

Advisors

Margaret McKenna (Co-Founder & Technology Advisor)

Built data team at Runkeeper and led platforms, consulted with federal agencies on data infrastructure for U.S. Digital Service

Adam Hanft (Brand Strategist)

Built data team at Runkeeper and led platforms, consulted with federal agencies on data infrastructure for U.S. Digital Service

Rachel Jarrett (President at Zola)

She previously served as the General Manager of Gilt Baby & Kids and Head of Operations of Gilt Home. Prior to Gilt, she was Vice President and General Manager of Kids & Specialty Products at Barnes & Noble.com.

Current Investors

Accomplice

Expense / Financials

Hold

Appendix

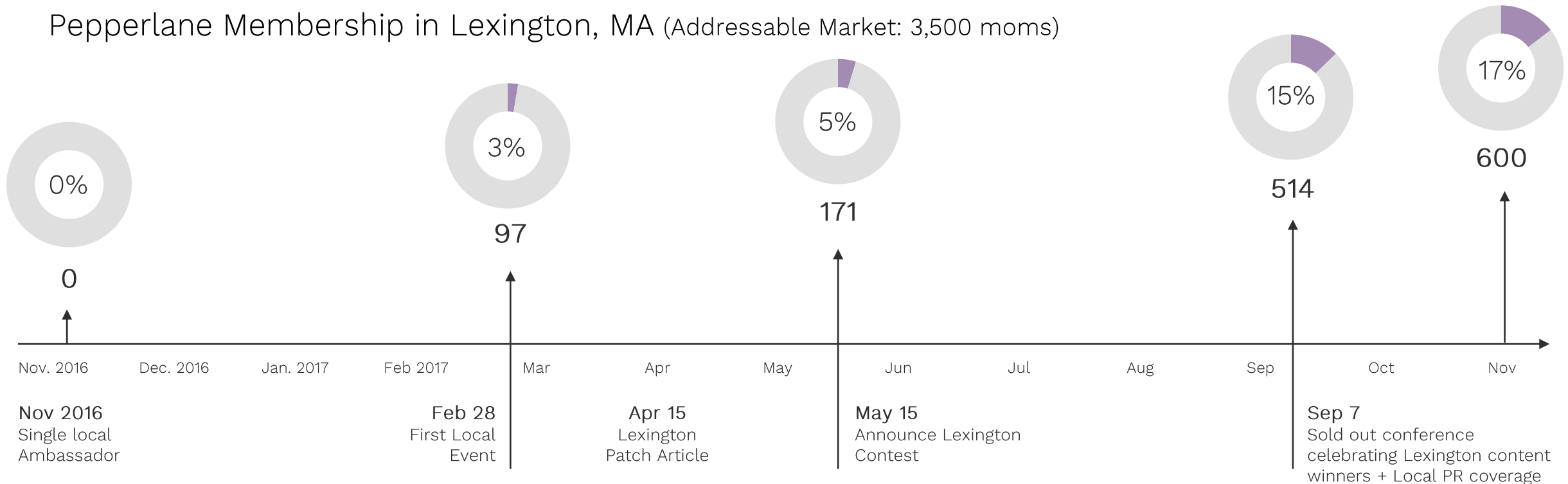


PEPPERLANE

Proven *Market Penetration* in Pilot:

In under a year, we achieved 17% market penetration in Lexington.

Pepperlane Membership in Lexington, MA (Addressable Market: 3,500 moms)



Price Comparison:

We Not Only Are the Easiest Solution, We Save Moms About 75% in Costs.

Samples cost of combination of competitor services:

- Domain name: \$12 / year
- Custom email: \$60 / year
- Custom website: \$144 / year (minimum)
- Invoicing & Payments: \$162 / year (minimum)
- Marketplace fees: \$228 + 19% per transaction
- Professional networking fees: \$395 / year

Total: At least \$839 in the first year

Many end up spending even more \$ on a custom logo, custom website development, and marketing dollars

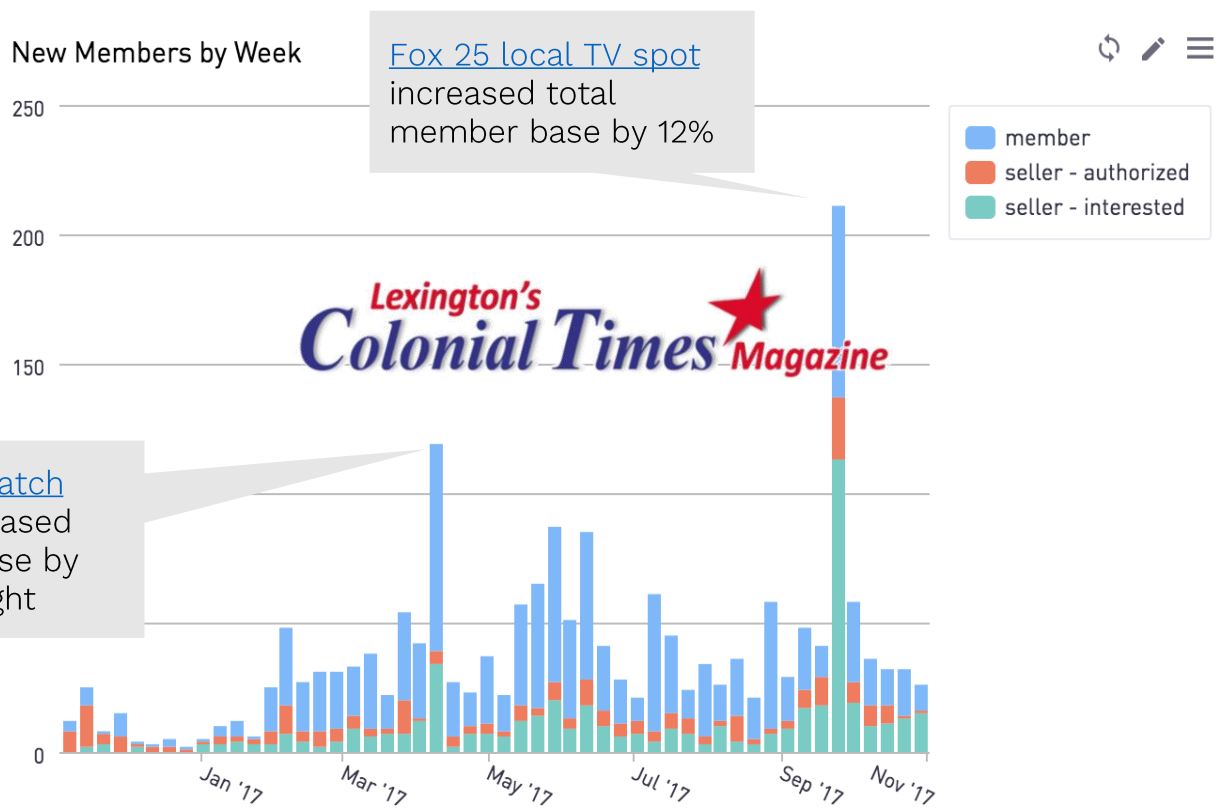
Pepperlane costs:

- One-time joining fee: \$29
- \$18 / month or \$183 / year

Total: \$212 in the first year (75% less)

Proven Adoption Across White-Collar and Blue-Collar Moms:

Media coverage across audience bases led to equivocal increases in membership.



BostInno



BROOKLINE

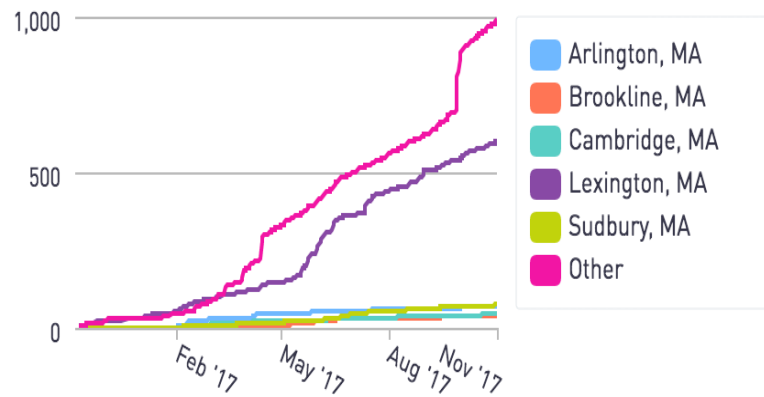
Includes content from the Brookline TAB

Patch

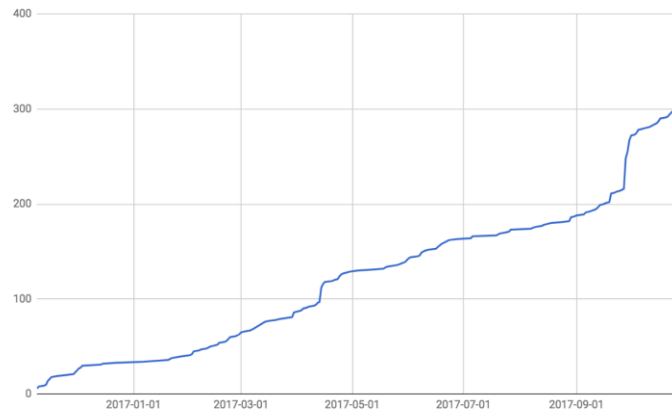
Proven *Virality* of Business Model:

WOM of members led us to grow reach from 1 to 300 communities in 1 year.

Top communities over time



of communities represented over time



“

I heard about Pepperlane from no joke 10 different people before I finally checked it out. I saw it on BBW a few times, I went to two networking groups in town and it came up at both groups, a woman who I am doing cooking for said I had to be up on PL. By the umpteenth mention from all different people I realized I had to see what this company is all about.”

-Andi, Brighton, MA

We're Facing A \$11.8B Opportunity

\$2.86 Billion

Convert existing mom micro-businesses

25.5M micro-businesses in US
x 42% owned by women
x 52% of women are moms
x 17% market penetration
x \$3,000 average start-up costs
for micro-business

\$8.98 Billion

Expand the category by bringing
new ready-to-work moms into
micro-business space

36.1M million mothers
x 48.8% total stay at home, work
part-time, or are unemployed*
x 17% market penetration
x \$3,000 average start-up costs
for micro-business



Dominate start-up
& management
outlay from mom
micro-businesses

Sources: Pepperlane Pilot Performance Data 2017; Bureau of Labor Statistics (2016); Association for Enterprise Opportunity (AEO); Small Business Administration (SBA); U.S. Census Bureau's Current Population Survey (2014); Ewing Marion Kauffman Foundation (2009)

Customer Journey

1



Jana has been a stay-at-home mom for 5 years; now her kids are entering school, and she has more time. She loves to create custom quilts. Her friends tell her “you should really start charging for these”.

2



She’s excited but nervous; she wants to take the next step, but has a lot of logistical questions about how to start a business, and she’s not very techie.

3



She hears about Pepperlane from a friend and attends a local coffee chat. She finds a welcoming group of women who give her the confidence to get started

4



She creates a Pepperlane account to build her first website. She gets step-by-step guidance, and has PL and the online community for backup if she gets stuck

5



When she’s ready to launch, she gets feedback from PL and goes live; she appears in PL marketplace and promotions, matchmaking, starts ranking in Google

6



She shares her site on Facebook; 100s visit her page, learning both about Jana and Pepperlane. She starts to get more and more business.

7



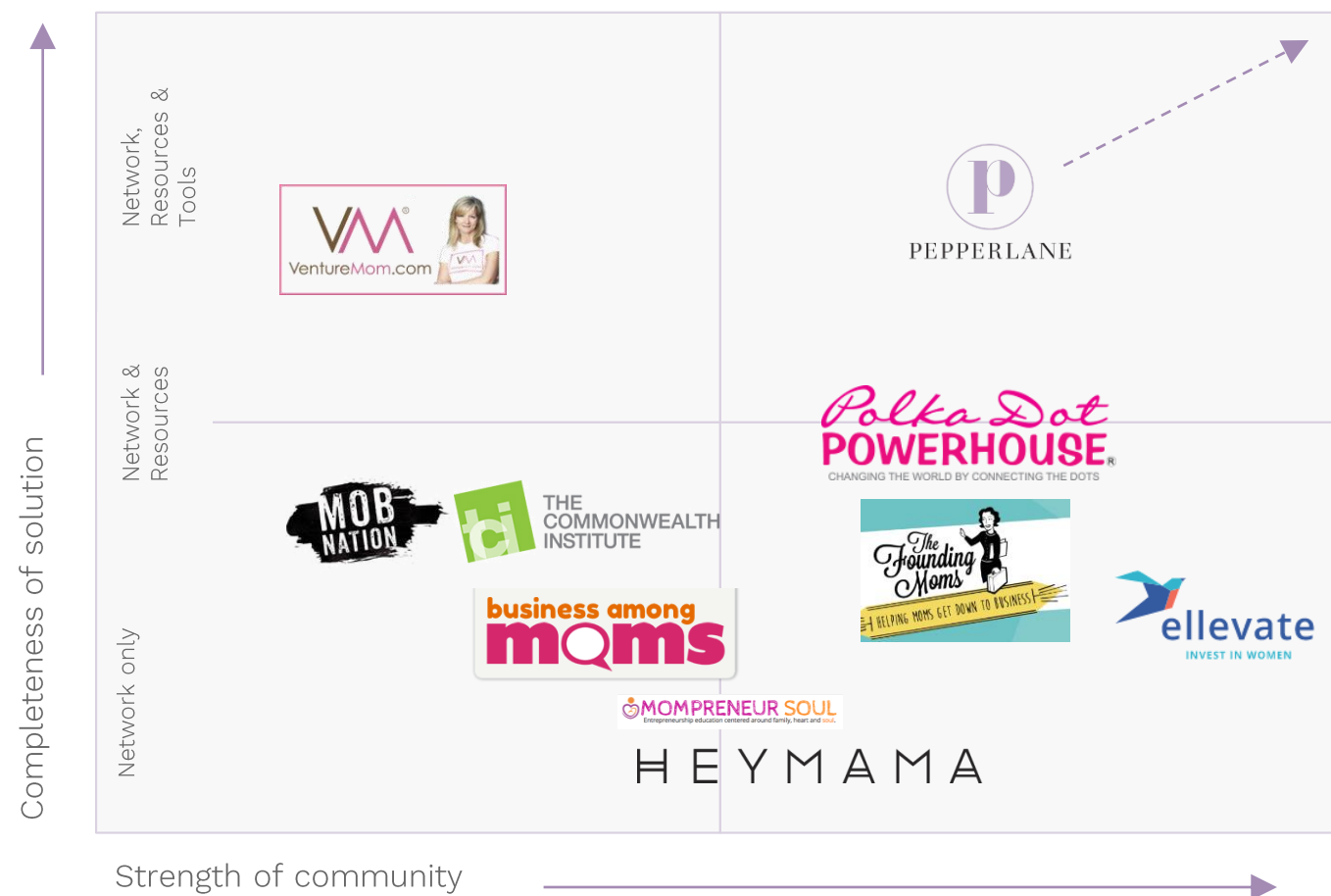
As her business picks up, she regularly hires other Pepperlane members to help with her business and her home life.

8



She attends and hosts Pepperlane coffee chats as a way of finding new customers and giving back to the community.

Market Fit/Competition



Pepperlane is well-positioned to scale by using technology wisely

Most competitors are small (<1-10K members), self-funded or crowd-funded, and typically charge \$300-400 per year for networking and resources only, plus additional fees for coaching and events. Most have little to no in-house tech expertise.

Most successful is Ellevest with ~35-50K members (focused on professional women)

Closest direct competitor, VentureMom.com appears to be self-funded by founder Holly Hurd

Audience ~2000 on Facebook
Charges \$99 setup fee + 19% of sales through marketplace

Forum



To Begin, Begin

PEPPERLANE
2017 Forum



- Sold out 4 weeks in advance, went to waitlist
- Paid exhibitor slots sold out in 2 hours
- Featured speaker Tattle founder Tzurit Or (single mother who grew business from her kitchen to strategic partnership with Panera)

Karen Baker

Custom Photo Books and Resume/Interview Prep

“

I was at a point where I really needed to do some more marketing with my businesses. And what I love is the fact that it's an opportunity for women to connect with other women.”



Stefanie Johnson

Personal Stylist

“

I shop at Pepperlane because the services provided are impossible to find anywhere else. They are services that allow me to focus on what I want to focus on and hand off what has to get done to women who are passionate about what they do.”



Cheryl Kirkman

Affordable Technology Consulting

“

I feel empowered and more confident about what I am doing since becoming a member at Pepperlane. When you're starting a business there are lots of ups and downs and unknowns. The Pepperlane community reminds me that I can do this.”



Sara Langelier

Design for Creative Kids Spaces

“

I started crying while watching the video on your home page because I was so inspired. This is what I have been waiting for. I love that there is also a community. We need to bring the village back.”



Sophan Smith

Make-up Artist

“

I am such a perfectionist I knew I would never get up there if it was left to me. I love being welcomed into this community.”

