

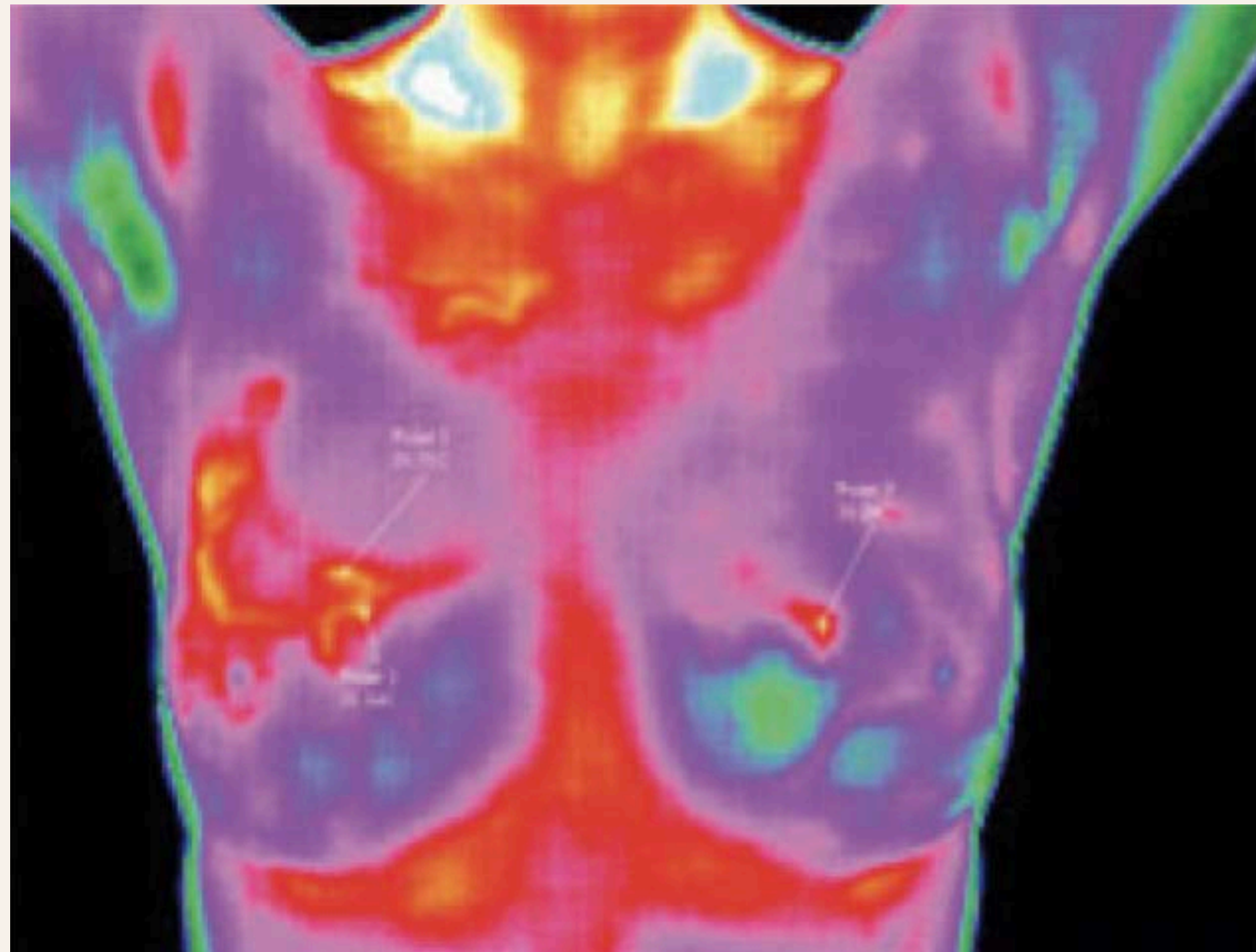
brilliantly

#bebrilliantbeyou

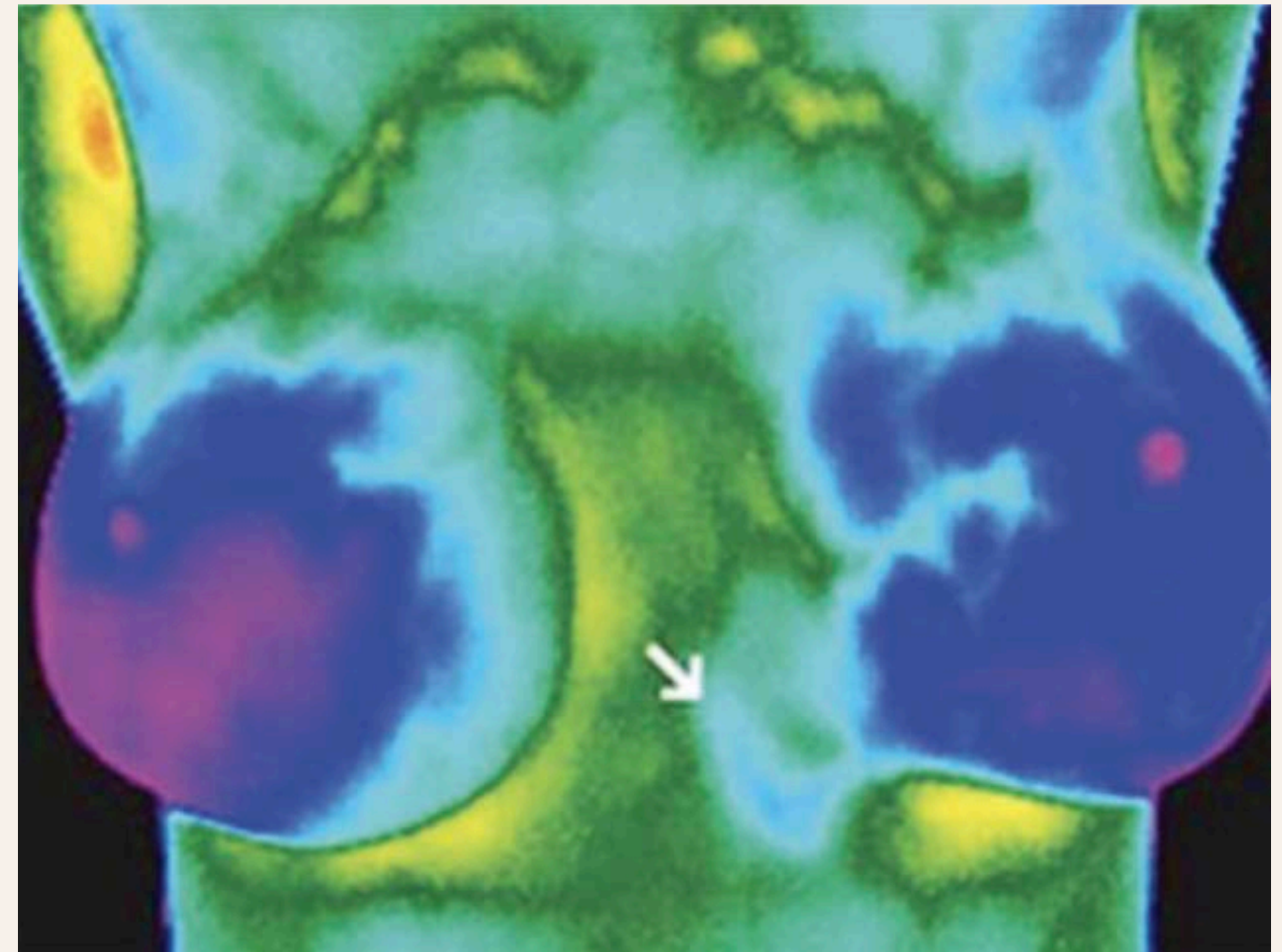
Seed Fundraise 2020

# An Alarming Unmet Need

Women with implant reconstruction feel cold all the time



Thermographic photo of a woman's torso with natural breasts



Thermographic photo of a woman's torso after mastectomy and implant reconstruction

# Our Patent-pending innovative warming wearable technology

## APPLICATIONS

- Ideal for any small form factor wearable
- Can heat or collect biometric data
- Safe and comfortable directly against skin

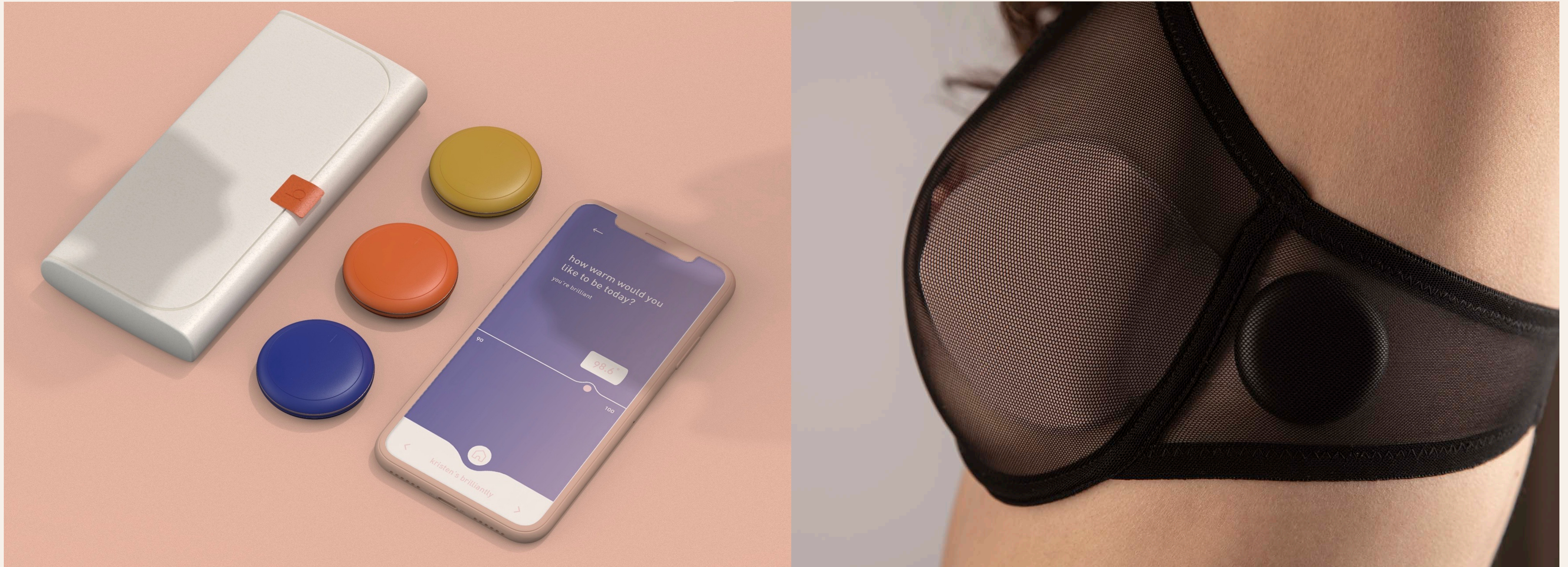
## FEATURES

- Discrete: thin warming pad
- Secure: held in place by clothing
- Wireless: powered by bluetooth
- Customizable: app controlled
- Stylish: the sleek, sexy design



# Our Flagship Application

Brilliantly Warm ← Click here...





# User Feedback



Click the bubbles for testimonial videos...

“Brilliantly Warm can give me back a part of my life that I lost.”  
Angie

“I instantly feel warm all over.”  
Amanda

“I was surprised at how helpful this is!”  
Bettina

“It’s dummy proof and easy to use.”  
Bethany

“Even though I’m not a previvor or survivor, I’m someone who is always cold”  
Abby

“It feels like something cool in the tech world and not at all medical.”  
Christina



# Founder's Story



**2005**

My mother, Lisa, dies from metastatic breast cancer at age 49



**2013**

I undergo a preventative double mastectomy and implant reconstruction



**Today**

After seven years of suffering silently with the side effects, I am addressing the unmet needs of women like my mom and me



# Market Traction

## Community Growth

Mailing List  
2,000 subscribers

Instagram  
doubling accounts reached each  
quarter

## User Testing

91%  
of testers said they'd likely  
recommend to a friend

96%  
of testers said they'd purchase

## Proven Need

In a competitor's study, **100 percent of the participants suffered from the side effect of cold breasts** with 77% reporting frequent or continuous discomfort

Conferences

Meet Ups

Lectures

Panel Discussions

Interviews

Events

Podcasts





# What We've Achieved

**2017**

Over 100 Founder-led interviews confirming product market fit

Created proof of concept design and benchmark testing

Founder funded \$40k

**2018**

Incorporated as Delaware C

Established Advisory Board

Filed multi-class Trademark application

Filed provisional patent

Raised \$120k in pre-seed funding

**2019**

Hosted inaugural event

First Trademark granted

Brilliantly Warm User Testing

Raised \$175k in pre-seed funding

**2020**

Filed PCT Application

Raised \$65k in pre-seed funding

Hired Team

Began outlining licensing strategy

Solidified brand partnerships



# A Look Ahead

## 2020

- Human Factors Testing
- Safety Testing
- Finalize Design
- Update App

## 2021

- Manufacture MVP
- Launch on Social Media
- Fulfill Orders
- Begin High-Touch User Feedback Campaign

## 2022

- Design V2 and Product Extensions
- Begin Licensing Strategy
- Manufacture V2
- Expand Sales Channels
- Explore Insurance Reimbursement



# Brilliantly Team



**Kristen Carbone**

Founder

A writer, networker, natural community builder, and former contemporary art curator, Kristen is a breast cancer previvor who is dedicated to making people's lives comfortable and beautiful.



**Amy Rodrigues**

Operations

With her degree in Operations Management, Amy has spent the last decade working in start-ups. She develops and implements organizational and financial practices to promote and enable growth through efficiencies in everyday business operations.



**Valerie Grahn**

Product Development

A MedTech professional with 20 years of strategic management experience across multiple organizational functions with a passion for driving R&D innovation, building a collaborative cross-functional environment, and developing employees via exceptional leadership. She has led an office of 20+ engineering professionals, commercially launched multiple class III implantable products, and holds three patents.



**Hannah Chung**

Product Development

Co-founder of an award-winning company creating products that make meaningful health impacts, Hannah has been recognized by "Top 15 Women to Watch in Tech" by Inc Magazine in 2012, and one of 50 honored makers by the White House in 2014. She spoke at numerous conferences including Fortune's Most Powerful Women Summit, IDSA, Creative Mornings, and SXSW.



**Morgwn Rimel**

Creative Director

A seasoned entrepreneur who has designed and built a diverse range of brand and cultural platforms, including the School of Life and Superculture.



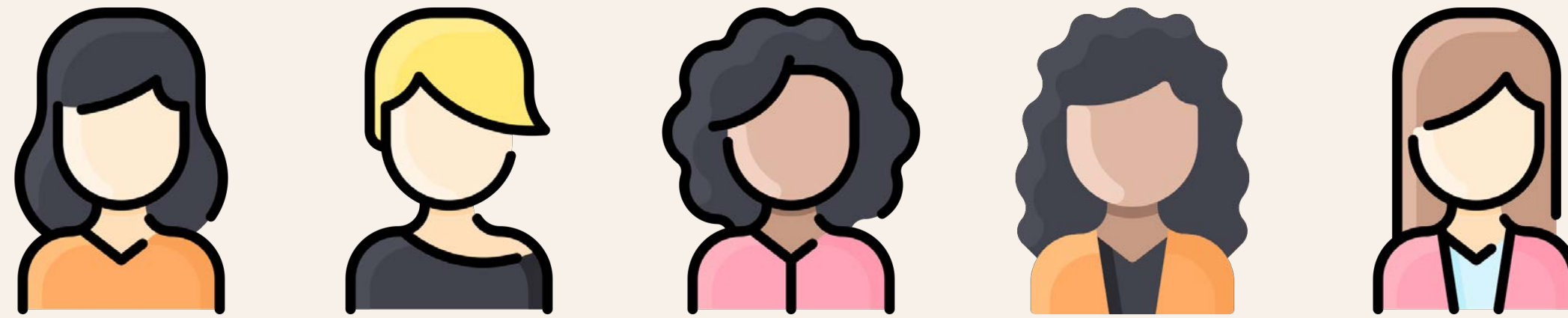
**Sarah Dade**

Business Development

Sarah's diverse experience includes business development for alternative investments and fostering small to mid-sized companies through critical periods of organization and scaling.



# Brilliantly Warm Go To Market Strategy



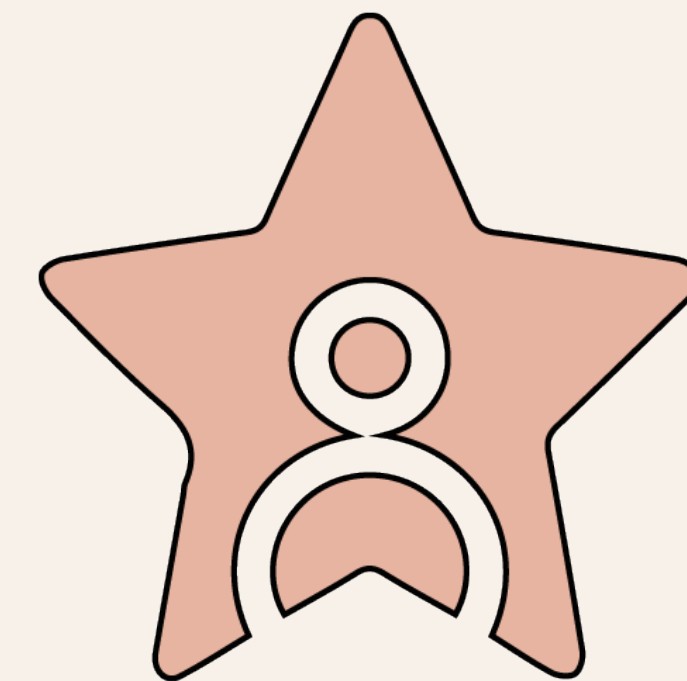
DIRECT TO CONSUMER



Clinicians



Industry Events



Celebrity  
Partnerships



Social Media  
Influencers



Collaborations



Digital Marketing



Public Relations



# Financials

Using data from apparel, healthcare device, and consumer software industry multipliers and averages, we estimate:

## Forecast

	FY20	FY21	FY22	FY23	FY24
<b>Revenue</b> <small>Device/Product Extension</small>	\$0	\$4.1M	\$10M	\$19M	\$32M
<b>Expenses</b>	\$560K	\$3.5M	\$8.2M	\$15M	\$25M
<b>Profit (loss)</b>	-\$560K	\$600K	\$1.8M	\$4M	\$7M

## TAM

	<b>Brilliantly Warm</b>
<b>Audience</b>	3 million
<b>Avg Annual Spend</b>	\$200
<b>TAM</b>	<b>\$600mm</b>

## Assumptions

- 250,000 total customers to achieve 65 million in total sales by year 5 - 5% of the market
- Estimated CAC \$45
- Target price/cost per unit delivered - \$250/\$78
- 60% overall blended Gross Margin



# Active Collaborations & Partnerships





# Future Market Potential

## Medical

Breast Implants: 5 million women have breast implants and over 400,000 women receive breast implant procedures annually.

Anemia: 10.4 million women between the ages 15–49

Thyroid Disorder: Approximately 10 million women have develop a thyroid condition in their lifetime

Raynaud's Disease/poor circulation: 22 million women experience symptoms, primarily coldness

## Situational

Workplace: Most climate control systems in modern offices are based on the resting metabolic rate of a 40-year-old man, which runs up to 30 per cent faster than a woman's.

Outdoor Activities: Heated sports wear clothing market is already valued at 44 million US\$ in 2018 and will reach 160 million US\$ by the end of 2025

\* In 2016 there were 1.5 million breast augmentation procedures worldwide



# Our Patent Pending Technology

Exploring exit and licensing strategies

Johnson & Johnson



 lululemon

SUSAN G.  
KOMEN 

SIEMENS

SUSAN G.  
KOMEN 

CUUP

 THIRDLOVE

  
adidas



# Regulation and IP

No FDA Approval Required

Pursuing 501(K) Designation for Insurance Reimbursement

## Patents

PCT Application filed in spring 2020

## Trademark

Multi-category Trademarks filed  
in June 2018

Two approved and one under  
review

## Licensing

Team of legal experts creating an  
aggressive licensing strategy  
for late 2020



# Funding Needed

Our plan calls for an additional \$100,000 to support a January 2021 product launch

**\*UPDATE: seeking final \$30,000 to finish seed round**

## General Overhead

Office Expenses  
Legal/Accounting  
Two Full-time  
Two Part-time  
Contract labor

## Product Development

App Refinements  
Safety Testing  
DFM

## Marketing

Marketing  
Website  
Launch and events  
Travel  
PR

## Manufacturing

Production  
Distribution Setup  
Inventory (500 units)



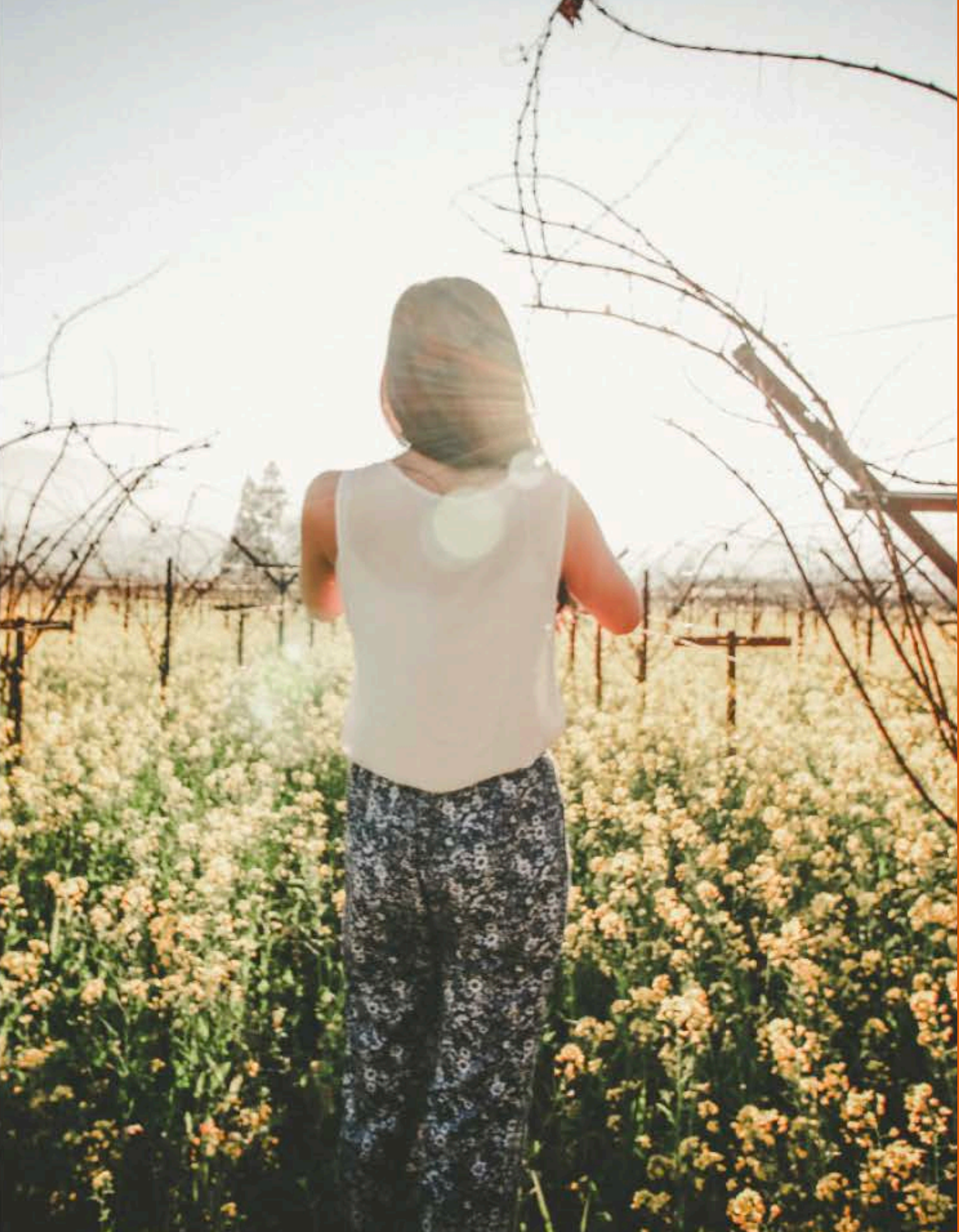
# Summary

## Key Points

- Portfolio of products and services relevant to millions of women in an growing market
- Completed user testing phase
- No direct competition
- Planned product extensions
- Patent licensing opportunities
- **Seeking \$30K to finish Seed Round**
- Product Launch Q1 2021







Be Brilliant.  
Be You.

[brilliantly.co](https://brilliantly.co)

[hello@brilliantly.co](mailto:hello@brilliantly.co)



# Capitalizing on Market Trends

## Wearable Market Technology

- 80% of people willing to wear wearable tech

## Global Temperature Management Market

- Projected to reach 3.0 billion in 2024
- Market drivers: Increasing incidence of chronic conditions and number of surgical procedures, and the growing smart living device trend is expected to enhance the wearable temperature management market

## Heated Clothing Market

- Valued at 44 million in 2018 and will reach 160 million by the end of 2025, growing at a CAGR of 17.3% during 2019-2025.

\*data presented in USD



# Survivors and Previvors need more than pink ribbons

After this experience, everything changes...

- Body Image
- Comfort
- Intimacy
- Emotional Wellbeing
- Work
- Personal Relationships
- Finances

...and getting these needs met is difficult.



# Brilliantly is the Starting Point

We are the catalyst for women finding comfort and bolstering resilience

