

# Glambook

Is like Uber for  
the beauty industry

[glambook.co.uk](http://glambook.co.uk)



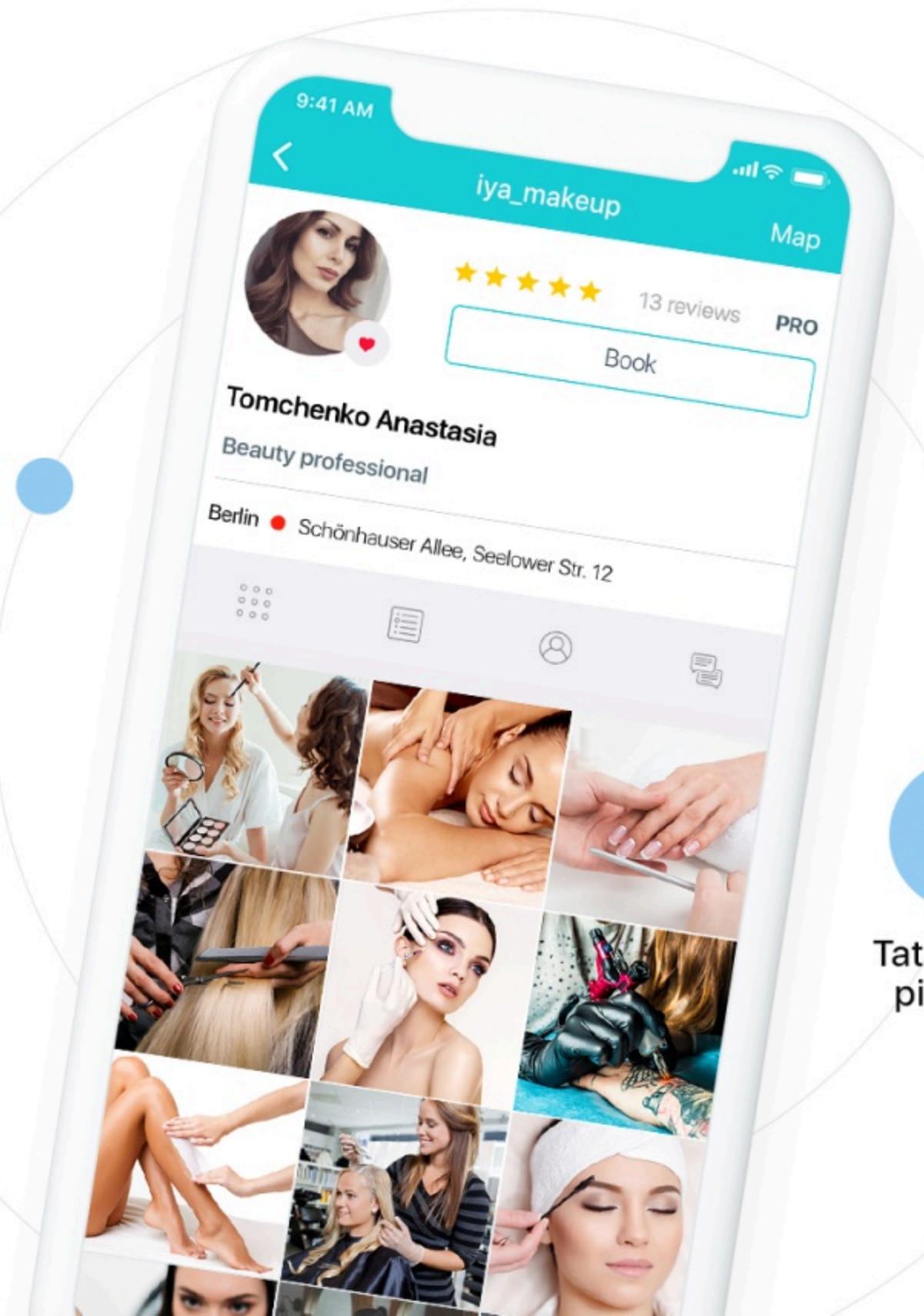
Nails



Hair



Tattoo and  
piercing



# There is problems.



Loss  
of money



No  
clients



Difficult finding  
good quality  
at regular price

# Unsolved for a reason.

The beauty industry  
is very fragmented.

All solutions are directed  
to the b2b segment.



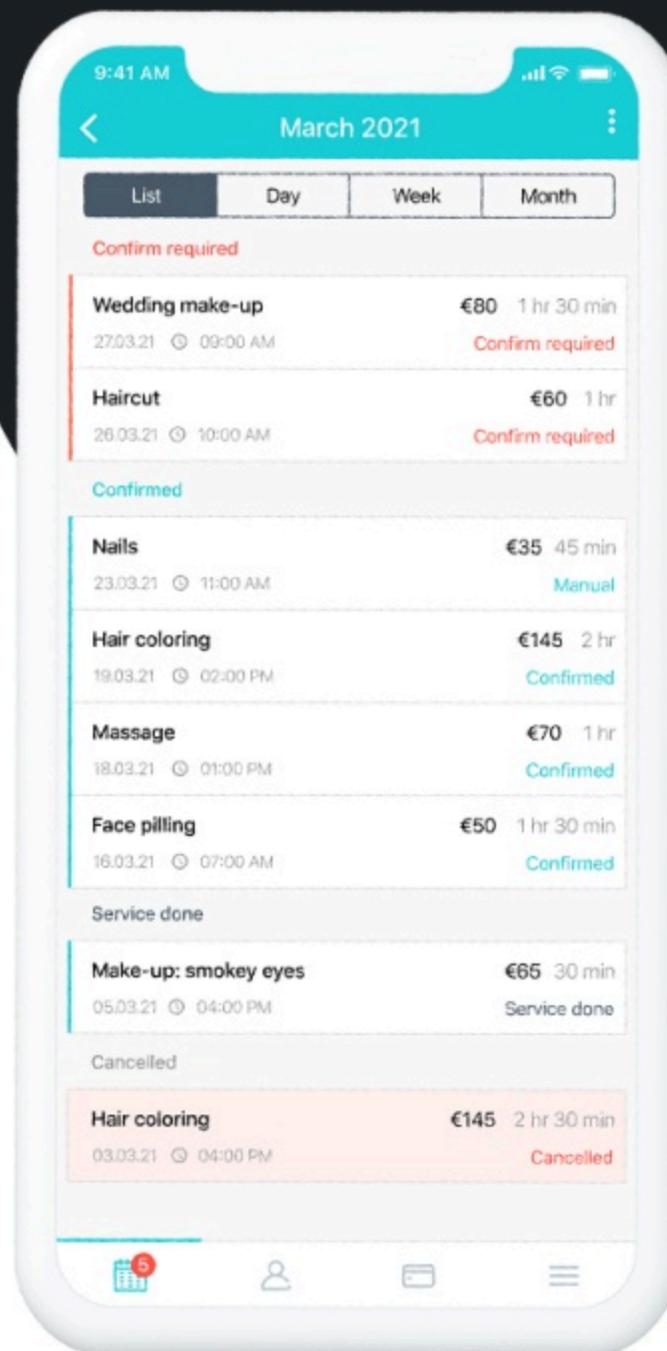
# We've cracked a solution.

SaaS platform for independent pros.

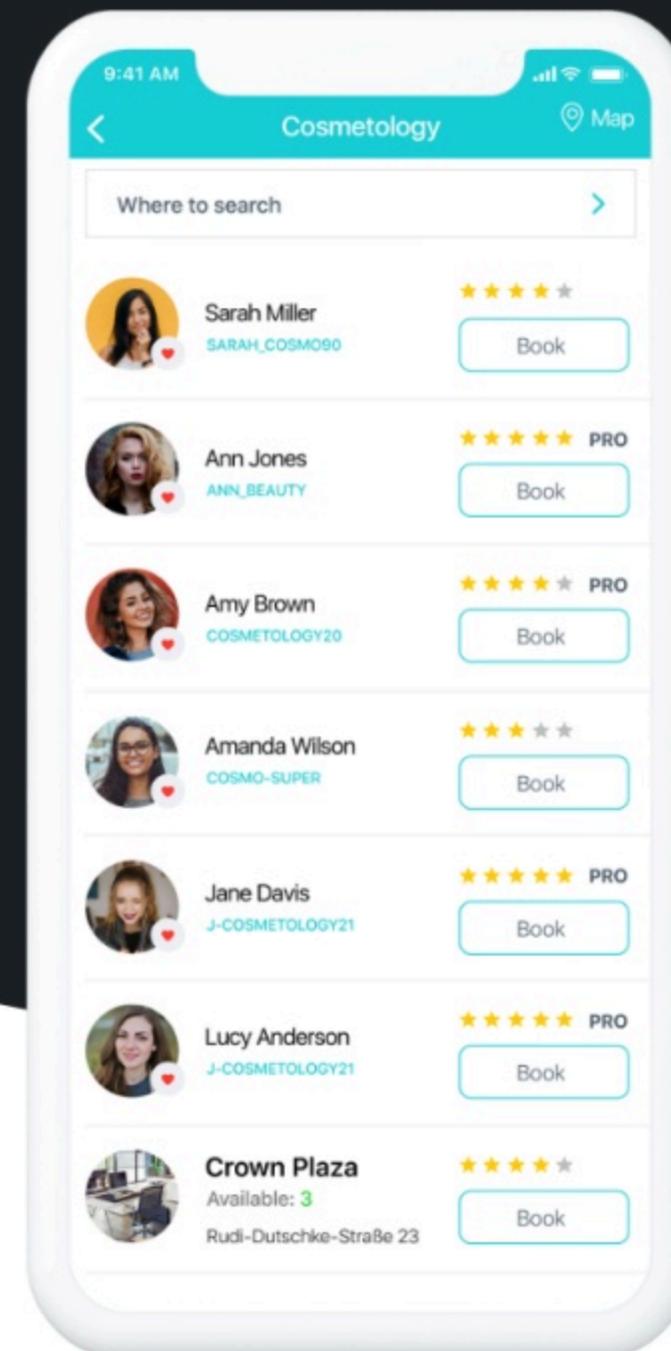
Marketplace for clients.

It's no more complicated than searching on Instagram.

## App for beauty pros



## App for clients



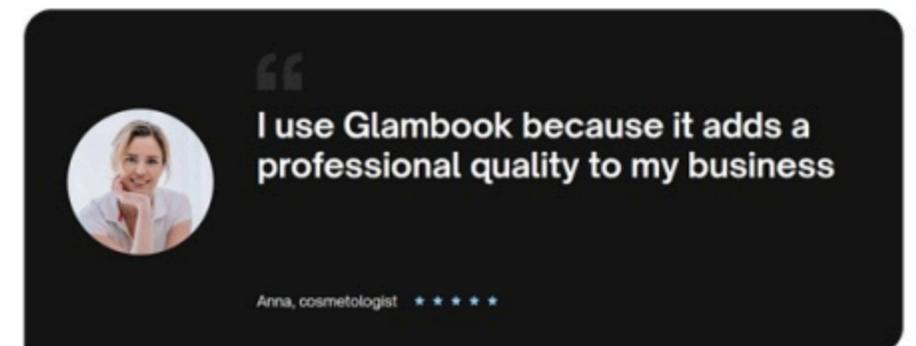
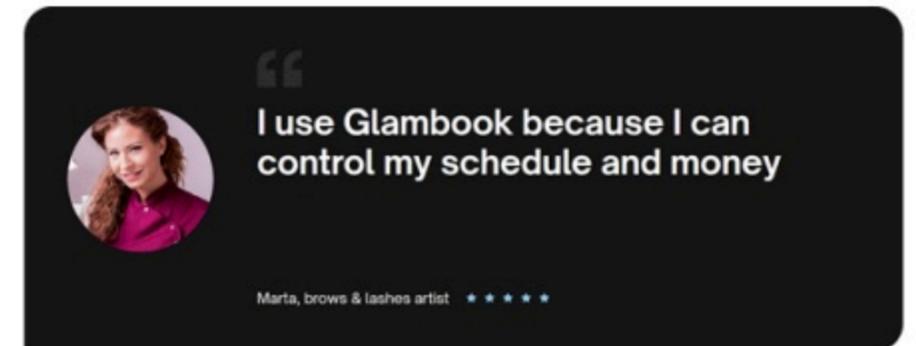
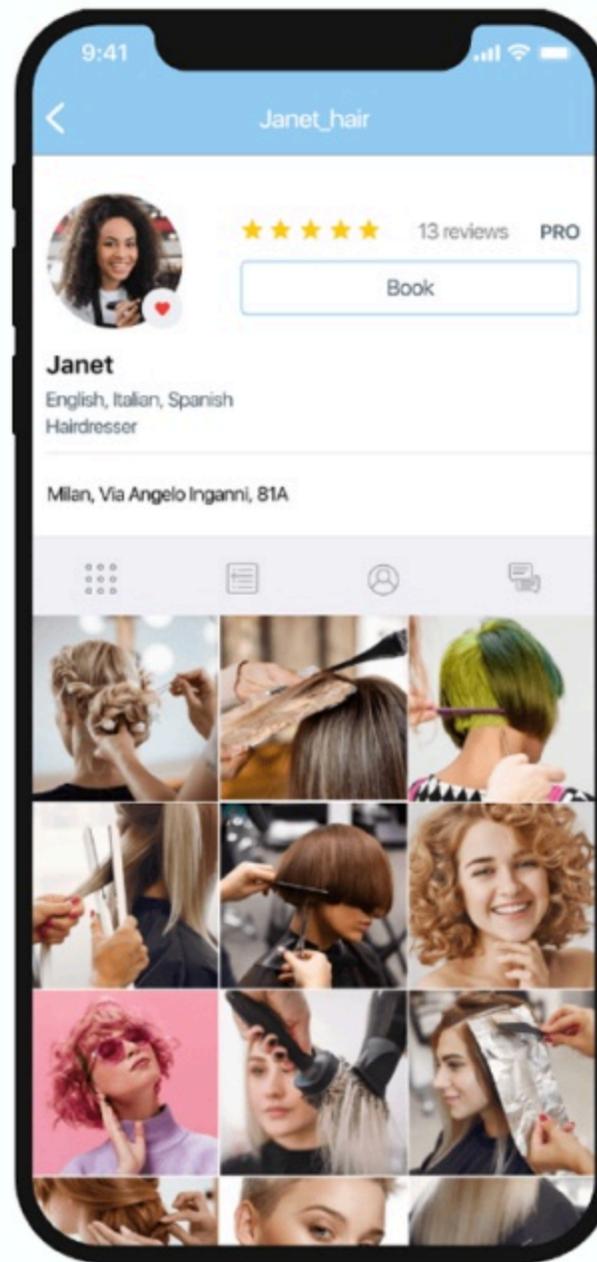
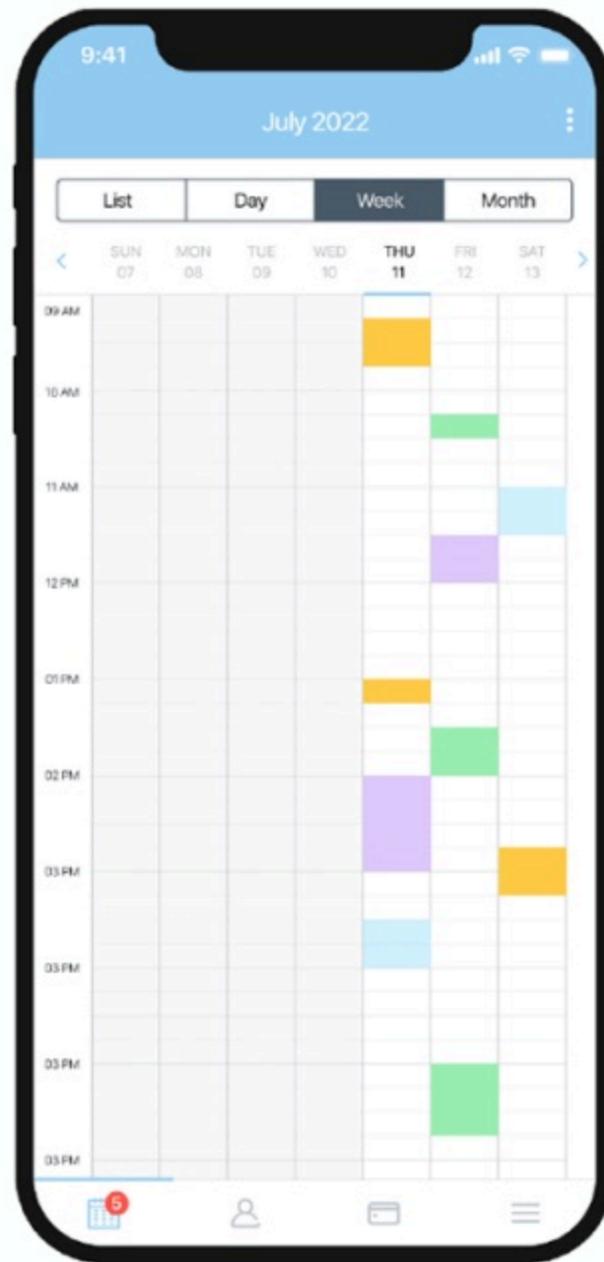
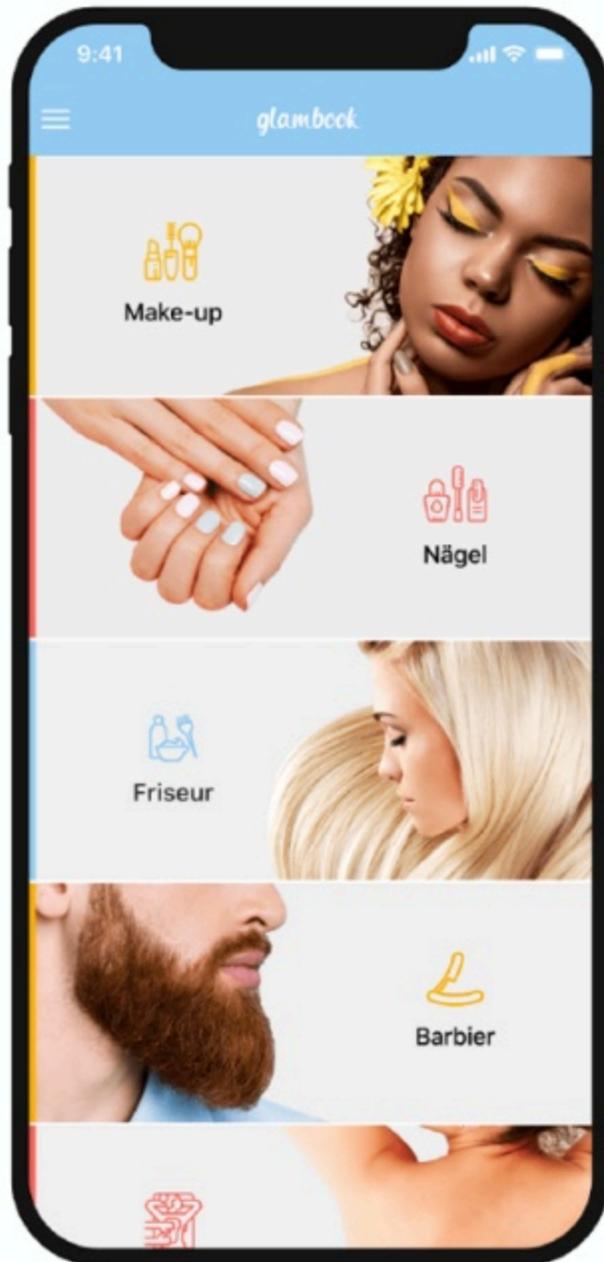


**Here is  
our value  
proposition.**



Glambook is the personal CRM system with a stream of incoming leads

# People love our product. [Download on the App Store](#)



# Market.

There are almost

45,000

hair and beauty  
businesses operating  
in the UK in 2020

and an estimated

288,000

beauticians, hairdressers  
and barbers working  
in the UK

\* <https://www.policybee.co.uk/blog/uk-hair-and-beauty-industry-statistics-2021>



# EU market. Our target.



According to cumulative estimates, up to 2 million specialists can work in the beauty industry in Europe and the UK. We expect a share of up to 30% of the market



Our market share calculation is based on a project from the USA (Styleseat). They claim to work with 350,000 professionals in the US (an estimated total of about 1.5 million pros).



# Traction. Key metrics.



We have attracted

20 000

professionals  
(+10,000 in the last  
few months)



We already have  
the first sale  
of subscriptions

We have users from

38

countries, but the leaders  
are the UK, Italy, France,  
Spain, Germany



# Why now?

The majority of workers will freelance by 2027

The NHBF reported that **60%** of people working in hairdressing and barbering in 2020 were self-employed (up from 54% in 2019)



● **60%**  
2020

\* <https://www.nhbf.co.uk/about-the-nhbf/what-we-do/industry-research/>

# This is how we position ourselves in the ecosystem.



Beauty professionals who work independently use Glambook to attract clients and optimise working hours



Those masters who work in a beauty salon should know that they can earn extra money in Glambook.

And when the level of earnings of the second in Glambook becomes such that they are confident in the future, they will be able to switch to Glambook completely

# Business model.

You can work without a subscription.

We will charge a fee for every new booking (10 to 20%).

## Choose the subscription

Get more new clients,  
0% fee and other benefits



Our business model is SaaS or % of revenue.

It's from 10% to 20% commission from bookings or £20 per month subscription



# These are our sales channels.



Social media  
(paid&viral)



Partnerships  
with beauty schools

Our secret internal solution — we get the contact of a beauty master at a fixed price of £0.5 in any country



# Here is the plan for the next 12 to 18 months.



**\$150K**

We invested \$150k own funds for a start



**10,000**  
professionals

**€500K**

We raised €500k in 2021



We plan to attract  
**100,000**  
professionals



**\$2.5M**

We raised a Seed round.  
We already have 20,000 pros.



# Social Impacts of Online Beauty Platforms.

Switching to an online-focused business strategy might come in handy if you're in the beauty industry.

Environmental, social, and governance (ESG) is a **40 trillion dollar industry today**, and according to Bloomberg, global ESG assets can exceed **\$53 trillion by 2025**

## Critical features for online platforms:

- More Diversity
- Ecological Sustainability
- Healthy Employment
- Financial Stability