

Never-Ending Grocery List

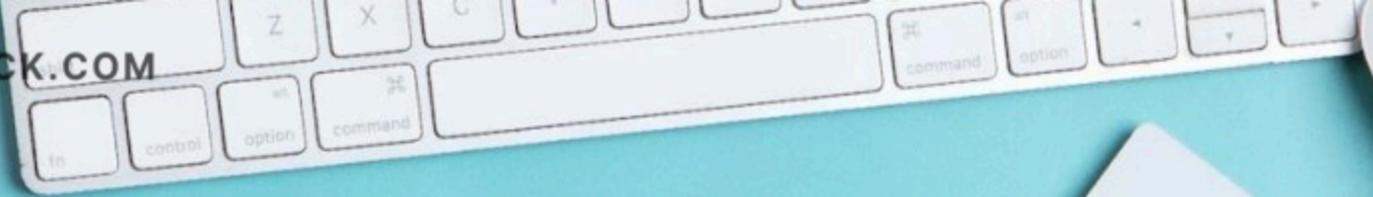
- More toilet paper (always)
- Whatever kid snacks
- All the cheese
- Breakfast burritos
- Something relatively healthy
- Maybe some fruit?
- Anything I can make
- Minty gum for me

Daily Schedule

- 6:30 Wake up (yes, another day)
- 7:00 Try to eat something her
- 8:00 Choose one: Meditate
- 9:00 Set up Valentina only
- 9:15 Repeat mantra: 'COOL'
- 9:30 Be like a car... Zoom.
- 11:30 Valentina on lunch
- 12:00 Workout lunch (watch Extend Barre on sofa + eat)
- 12:30 Get Valentina lunch cleaned up
- 1:00-5:00 To quote Rihanna... "Work work work work work"
- 5:00 End game. JK, puppy play party/c
- 8:00 Champagne out of a mug + me

Today, I'm Gonna:

- Drink water + de-crumb
- Refer to grocery list
- Do Laundry
- Step 1: Gather laundry.
- Step 2: Wash & dry in street.
- Step 3: Keep in dryer for 4 days.
- Play pretend (pretend to clean and organize)
- Scroll Instagram for 2 hours
- NOT to do:
- Eat a **handload** of Pringles



average order

\$67.68

average product

\$36.00

gross profit

\$59.05

customer acquisition

\$24.28

contribution margin

\$34.78

lifetime value estimate

\$82.67



↑ gross profit
3,000%

↑ revenue
1,300%



2020

gross profit %

84%

gross profit

\$2.1m

revenue

\$2.5m

2019

gross profit %

79%

gross profit

\$481k

revenue

\$610k

2018

gross profit %

39%

gross profit

\$71k

revenue

\$180k



1.7 Billion paper sticky notes saved

2 Billion saved by July 2021



1 tree planted per order

40,000+ trees planted

100% wind-powered
manufacturing facility

Donations made to
under-funded schools

Products made locally in
Denver, CO





office supply
market

+2.7%

to

\$273.9

billion

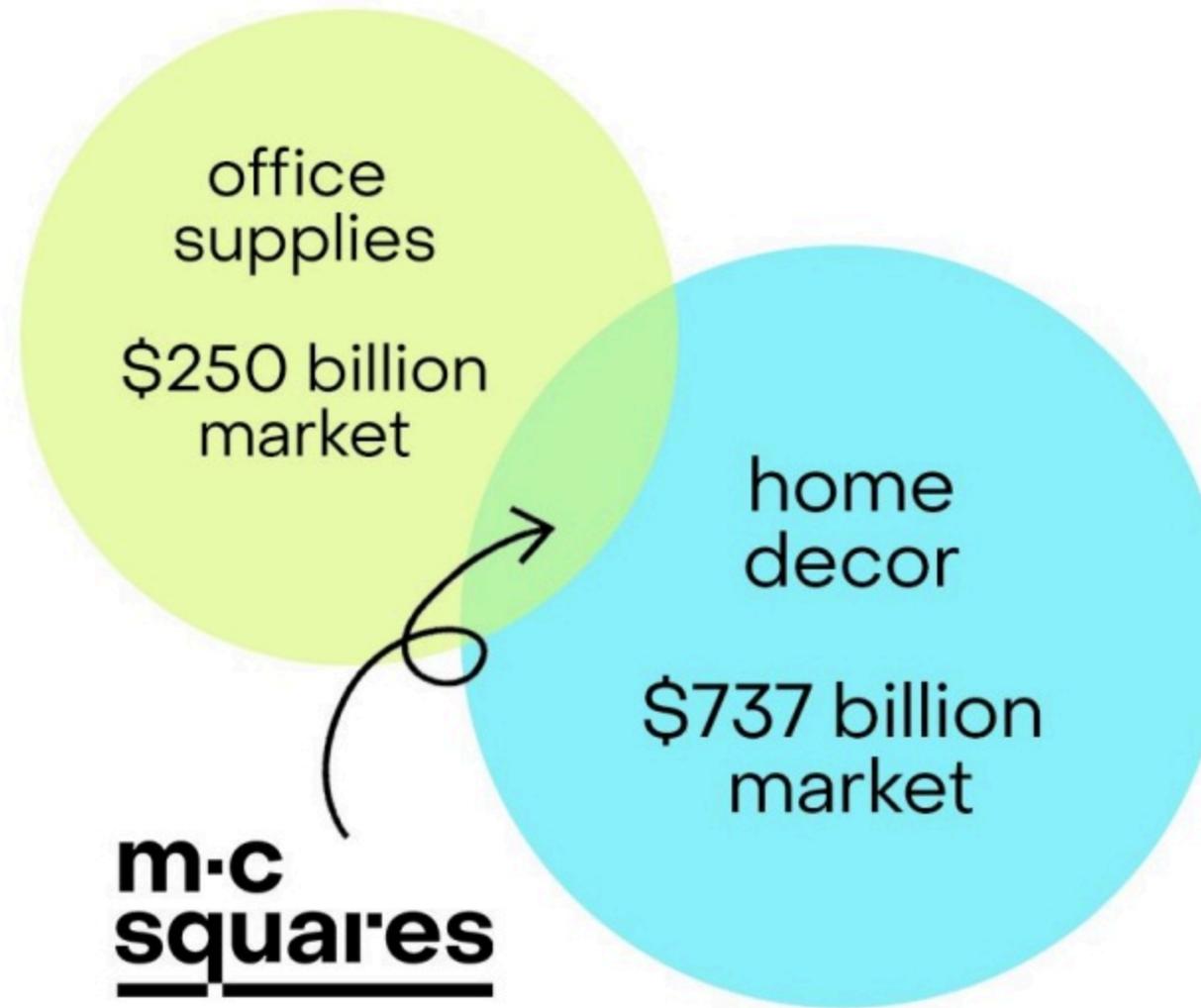
home decor
market

+6.6%

to

\$1.03

trillion



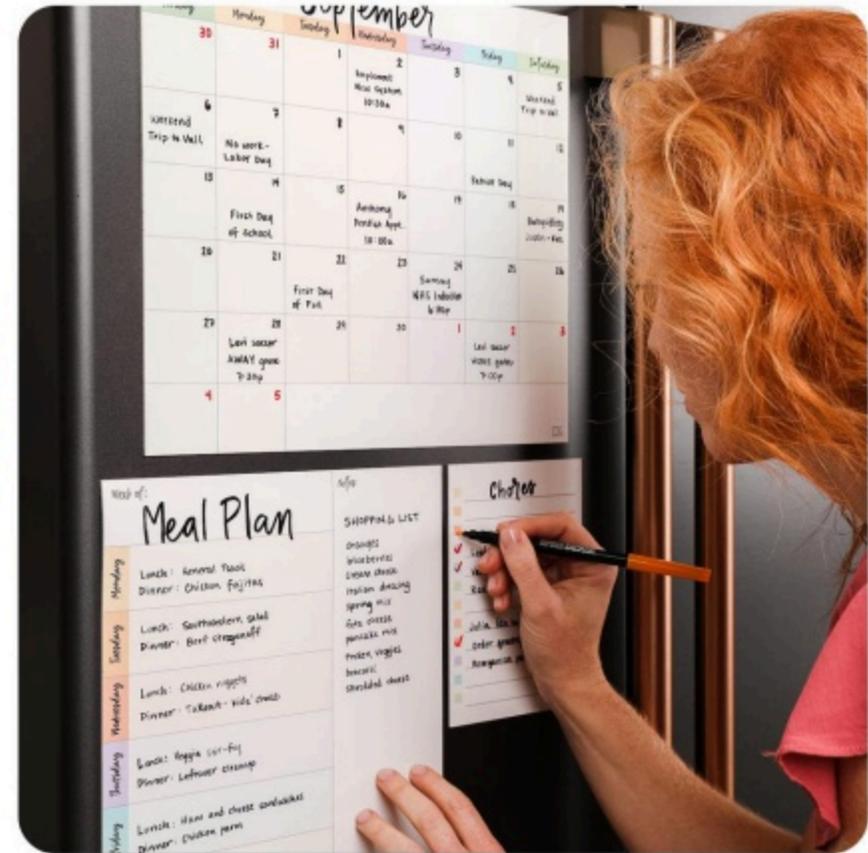


14 patents filed
7 issued

5 trademarks
3 issued

material exclusivity

trade secrets





Anthony Franco
Chief Executive Officer



Amanda Rubino
Chief Marketing Officer



Ian McConville
Chief Operating Officer



Amber Johnson
Production Manager



Alison Burnell
Art Director



Ella Kinloch
*Director of
Revenue Generation*



Del McKinney
Technical Lead



Crystal Jackson
Fulfillment Manager



Noah Garwood
Graphic Designer



Kit Farnell
*Customer Service
Manager*



Bryan Anderson
Production



Karen Else
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