



2010

Barn & Willow



**MEASUREMENT**



**SELECTION**



**PRICE POINT**

# Barn & Willow

IN CONTEXT SELECTION



# Barn & Willow

FULL STACK SUPPLY CHAIN



FABRIC MILL



STITCH FACTORY



YOU

NEGATIVE WORKING CAPITAL



# \$900

AVERAGE ORDER VALUE

Barn & Willow



# Barn & Willow

The Easiest Way To  
Buy Window Treatments

Barn & Willow

A bedroom scene with a bed, a window with curtains, and a floor lamp. The text is overlaid on the image.

# \$40K

MONTHLY REVENUE

# REVENUE RAMP





50%

GROSS PROFIT MARGIN

CASH FLOW POSITIVE



2010

Barn & Willow



\$50B

HOME DECOR

\$6B

WINDOW  
TREATMENTS



**MEASUREMENT**



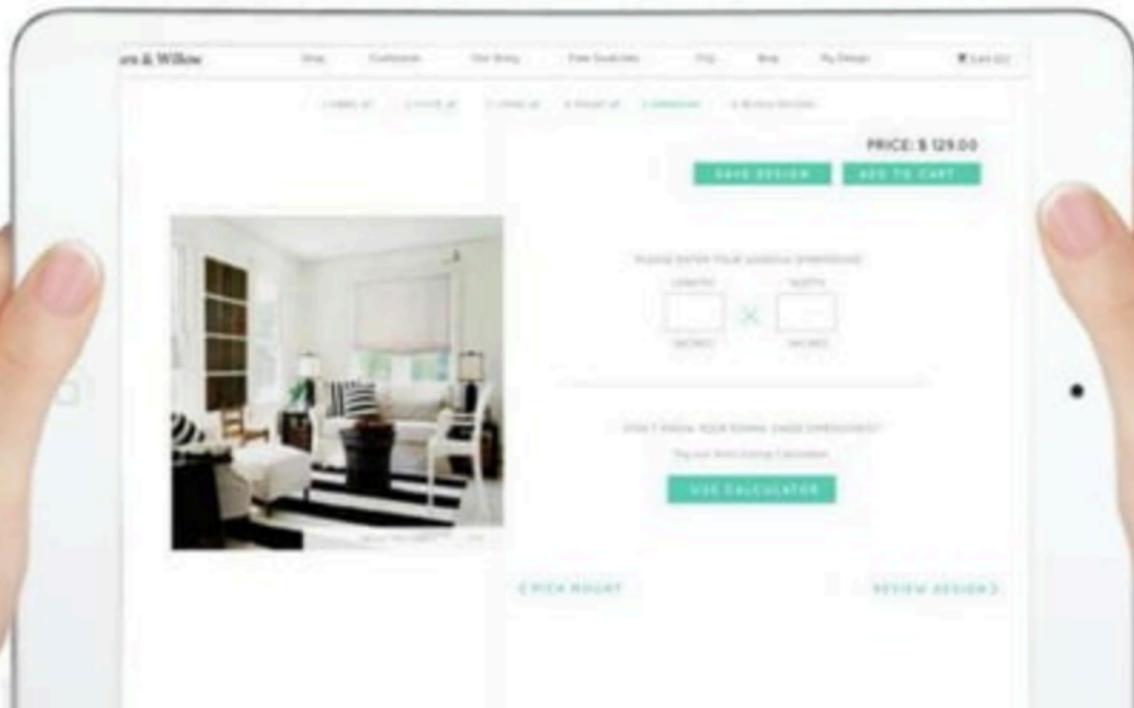
**SELECTION**



**PRICE POINT**

# Barn & Willow

REIMAGINING YOUR WINDOW TREATMENT SHOPPING EXPERIENCE



# Barn & Willow

IN CONTEXT SELECTION



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FULL STACK SUPPLY CHAIN



FABRIC MILL



STITCH FACTORY



YOU

NEGATIVE WORKING CAPITAL



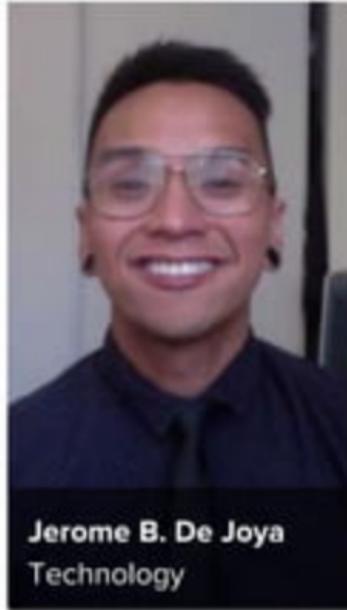
# \$900

AVERAGE ORDER VALUE

Barn & Willow

## Barn & Willow

CREW



**PayPal**  
ebay inc

THE CURTAIN EXCHANGE

SALESMAN | CURTAIN | BLINDS | SHUTTERS



**ZURB**

# Barn & Willow

**Trisha - Founder**

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[angel.co/barn-willow](https://angel.co/barn-willow)

**50%**

Gross Margin

**\$82**

CAC

**\$450**

LTV