

Knitting
& Crochet
Kits
to make
anything.

GOLLY





Hours/week **10**

Avg Spend/year **\$800**

Projects/year **25**

Knitting/Crochet

\$2.9B

\$30 B

Craft Spending



SOLUTION...KITTERLY!



founders@kitterly.com

11M

KNITTERS

30%

**MoM
GROWTH**

20%

**REPEAT
PURCHASES**

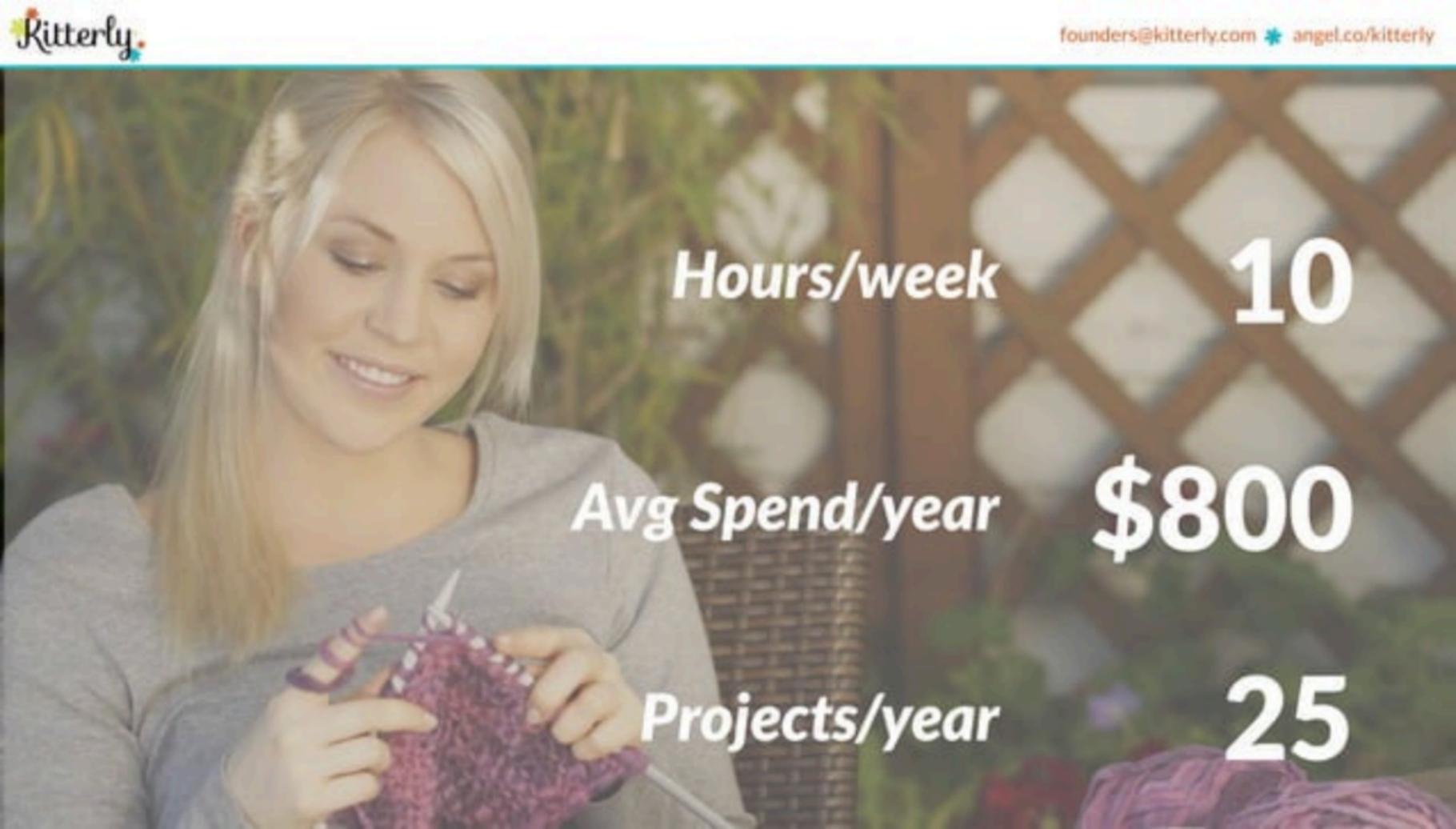
Knitting
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COLLA





11M
knitters



Hours/week

10

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\$800

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25



Knitting/Crochet

\$2.9B

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Craft Spending

PROBLEM

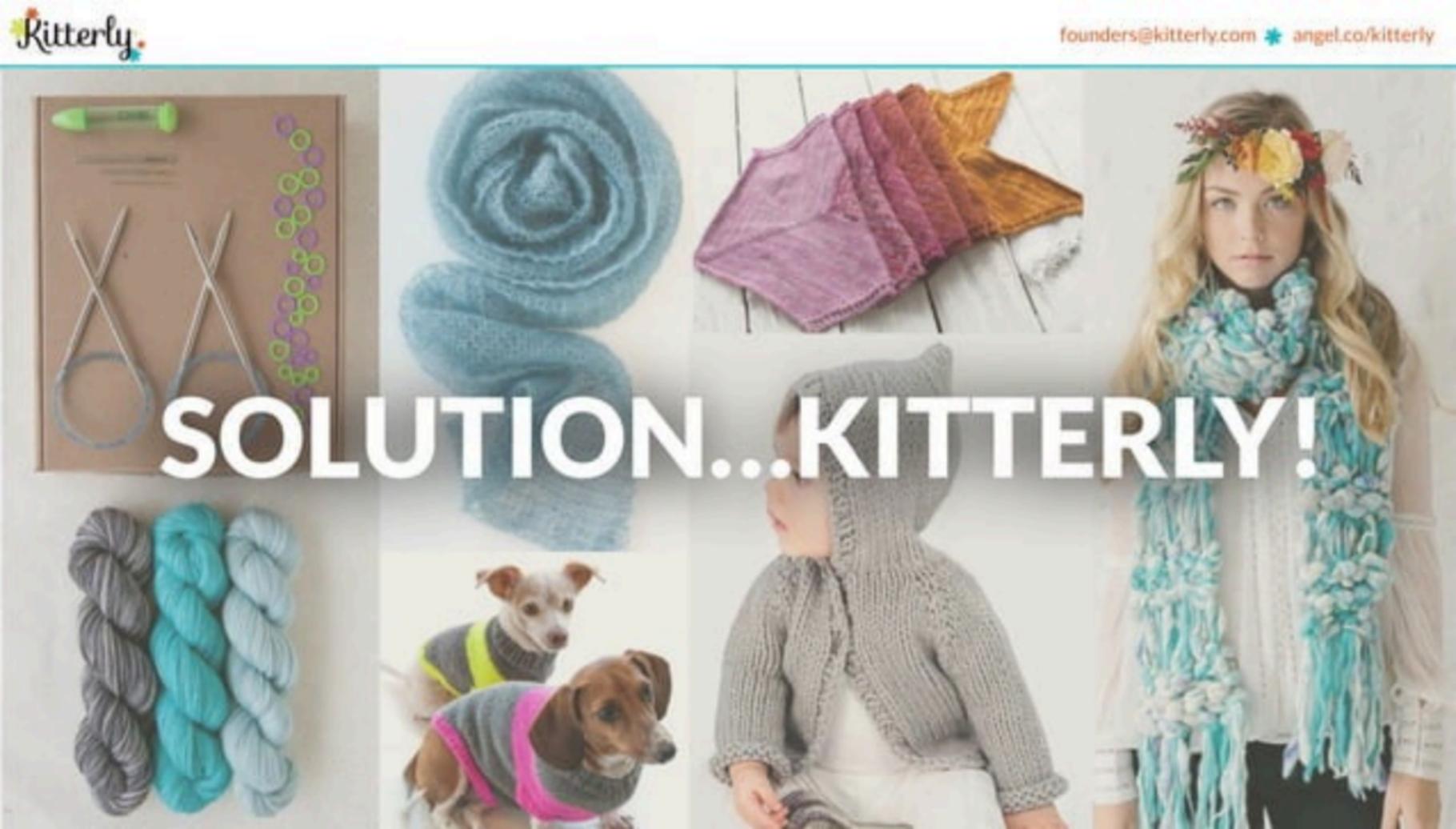
**TOO
MANY
CHOICES**

+

**TOO
MANY
PLACES**

=

**D.I.Y.
DISASTER!!!**



SOLUTION...KITTERLY!

30% MoM Growth!



ENGAGEMENT

REPEAT
PURCHASES

20%+

"Your site is so terrific. I'm so glad I found you!!" - Kathy P

TEAM



Mari Bower

CEO
BSEE



Elizabeth Rowen

CMO



knitculture

venice

founders@kitterly.com

11M

KNITTERS

30%

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GROWTH**

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**REPEAT
PURCHASES**