

Invest in Esembly Inc.

A movement with a mission to help families Live Less Disposables™

Brooklyn, New York

Retail/Wholesale

Message

Share

Current Activity

\$0 of interest

Target \$100 k

esembly

LIVE LESS DISPOSABLY

esembly

FUNDRAISEUPDATESDISCUSSION

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Esembly is a movement with a mission to help families Live Less Disposables...starting with diapers. Our reusable diapering system has everything new parents need to diaper their baby simply and sustainably: soft cotton liners, adorable Outers, storage bags, organic skincare, and our proprietary Washing Powder. Esembly is scheduled to hit the national market in the fall of 2018, but our story actually starts long before that—in Brooklyn in 2009, when we launched a diaper laundering service called Diaperkind. In the years since, we've washed millions of diapers, worked with thousands of new families, and learned everything there is to know about laundry science, diaper design, and the wants and needs of modern parents. It was our passion from the beginning to enable families to Live Less Disposables, and with our service thriving in NYC we now want to share our knowledge and enable anyone anywhere to do so. And so we're thrilled to bring you Esembly. We've taken everything we've learned from Diaperkind and crafted a complete, reusable diapering system that gives families the tools to diaper simply and sustainably, regardless of where they live. Esembly is designed and formulated by experts to give modern parents a better option for diapering their babies. Live Less Disposables—and have fun doing it!

Liz Turrigiano, Cofounder

Business status: No current fundraising

You cannot express interest at this time.

Leave a Message

Your status: No interest

Express Interest

If the business begins fundraising, you will be able to review and complete the investment steps.

Commit to Invest

Sign Documents

Transfer Funds

FINANCIAL SUMMARY

Fundraise Summary

Security Type	Common equity
Classes Offered	Class A (Voting), Class B (Non-Voting)
Percentage Offered	13.75%
Valuation	\$2,200,000
Minimum Investment	\$998 (Class B), \$10,000 (Class A)
Investor Eligibility	All Investors

Offering Materials

esembly Inc. Intro & Disclosures

esembly Inc. Term Sheet

esembly Inc. Shareholder Agreement

esembly Inc. Subscription Agreement

You may download these documents for your own use.

FINANCIALS

FUNDINGFINANCIALS

ASK A QUESTION

This is an overview of the previous and planned financings of the business, including the capital needs the business is looking to cover in the current financing.

Funding Uses for Target Raise (\$100 k)

Marketing/Sales	\$50,000
Description	Start getting the word out to the public about Esembly (social media, blogs, podcasts, meet-ups, classes).
Timing	6 monthly payments beginning when investments close.
Build Inventory	\$37,500
Description	Purchase our first round of launch inventory!
Timing	A one-time payment when investments close.
Start Up/Development	\$7,500
Description	Patent our Esembly Washing Powder formula.
Timing	A one-time payment when investments close.

\$595,000 from Other Financings

Outside Investors (Equity)	\$40,000 (planned)
Source	Outside Investors
Structure	Equity
Planned Close	July 16, 2018
Outside Investors (Equity)	\$125,000
Source	Outside Investors
Structure	Equity
Date Closed	May 25, 2018
Outside Investors (Debt)	\$50,000
Source	Outside Investors
Structure	Debt
Date Closed	July 1, 2017
Documentation	Cap Table-Loans.xlsx
Outside Investors (Debt)	\$150,000
Source	Outside Investors
Structure	Debt
Date Closed	May 1, 2017
Outside Investors (Equity)	\$200,000
Source	Outside Investors
Structure	Equity
Date Closed	May 1, 2017
Founders (Equity)	\$30,000
Source	Founders
Structure	Equity
Date Closed	January 1, 2015

Funding Uses for Max Raise (\$350 k)

Marketing/Sales	\$100,000
Description	Launch the formal campaign that our agency Knock is crafting. Present the Esembly brand at relevant expos and trade shows.
Timing	12 monthly payments beginning 1 month after investments close.
Build Inventory	\$70,000
Description	Purchase another round of inventory to prepare for the growth that will come with the increased marketing/sales spend.
Timing	A one-time payment when investments close.
Hiring	\$45,000
Description	Hire an enthusiastic customer service/sales person.
Timing	A one-time payment 3 months after investments close.
Other	\$22,500
Description	R+D to expand the Esembly line into reusable goods for the home.
Timing	A one-time payment when investments close.

Remaining funding uses include cash buffer and Localstake Marketplace fees. See offering materials for full details.

Details on the securities being offered

We are offering both Class A Common Shares and Class B Common Shares in this offering. Class A Common Shares are voting shares and Class B Common Shares are non-voting. All other features of the securities being offered are the same. In order to receive Class A Common Shares, an investor must have invested at least \$10k, otherwise they will receive Class B Common Shares.

Shares are offered in increments of 25 shares at a price of \$19.96 per... Read More