

2023 REPORT

Petit Vour



[LETTER](#) [REPORT CARD](#) [FINANCIALS](#) [THANKS](#) [DETAILS](#) [SAY HELLO](#)

Dear investors,

Dear Investors,

I hope 2024 has started off well for everyone. Undoubtedly, many of you have already heard the significant industry news that transpired in January—the abrupt closure of Kinder Beauty—and I want to update you on how we’re responding.

Reports following the announcement have indicated that Kinder Beauty’s closure leaves millions of dollars owed to creditors, beauty brands, and customers. It’s still unclear how many brands that we’ve known and worked with over the years will be unable to recover their funds, but we’re hoping the damage is not insurmountable for those negatively affected.

In light of the news, we’ve been quickly assessing the immediate challenges and long-term prospects for Petit Vour. From our perspective, as you might assume, we expect the effects to be predominantly positive moving forward, but a few concerns have arisen that we’re managing. It’s common for brands to pair manufacturing runs with multiple subscription box features to drive down costs per unit, so we’re determining whether any of our upcoming beauty box partners may be altering their manufacturing or whether any businesses could be at risk. We’re also anticipating brands to be more skittish when planning future partnerships. Additionally, we expect cost-share requirements on new partnerships to rise due to reduced manufacturing runs.

Notwithstanding these concerns, the news is naturally favorable to us in many ways. Notably, we’ve already seen a significant uptick in site activity

and an 8% increase in our subscriber base over the past month. This is particularly encouraging considering the typical post-holiday shopping lull. With every industry pruning, however painful, comes an opportunity for new growth, and we're excited what this news means for Petit Vour's future. We entered the year with a clear goal: to follow the acquisition footsteps of Follain, a fellow clean beauty retailer that was purchased by Credo despite sales declines. But we now have a renewed confidence that Petit Vour's future can be more than this. Even though our post-pandemic years have been marked by challenges beyond niche competition, Petit Vour remains the unquestioned go-to shop for 100% clean vegan beauty in an industry that is ripe with passionate consumers. I believe an opportunity for meaningful growth, particularly subscriber growth, still exists.

Looking ahead, we are swiftly reallocating resources for our updated growth strategy, which will surely include a targeted advertising campaign. As you may recall from previous updates, our advertising was bombarded by click farms. After utilizing antifraud software, we were able to reduce our long-term detectable fraudulent click rate to 20% and our CPA from over \$1,000 to \$350, which were significant improvements, but the acquisition cost was still 5x our pre-pandemic advertising and too far above our CLV to be sustainable. Considering these attacks were likely coming from competition, we'll be testing new campaigns to see if a sustainable CPA can now be reached. Establishing scalable ad campaigns will be the first step in determining whether our subscriber growth can indeed be meaningful. We'll be continuing our other expansion efforts, namely our in-house product line, but funneling resources into advertising will take precedence if results are favorable.

Regarding our house brand, I'm pleased to report continued success on this front. As you may remember from previous updates, initial feedback and customer reviews were exceptionally high for each of our product launches. Now that enough time has passed to effectively evaluate sales conversion, I'm pleased to say that sales have matched initial customer feedback. In 2023, excluding clearance items, Pure Plum outsold all other face oils we carry. In fact, Pure Plum sales surpassed our second-highest face oil by 268%. Likewise, our Glow Toner was the highest-selling toner in 2023, surpassing the second best by 16%. Considering that we carry many of the best skincare brands in the clean beauty industry, 16% is still a significant margin. Plum Body came in second among body oil sales, but the conversion was still meaningful, and we're encouraged by the praise it has received thus far. Given that each of these launches included a full or deluxe-size option in our beauty box subscription, sales conversion was expected to lag, so we are thrilled to see such positive results.

In addition to these successes, I am humbled by the continued recognition given to Petit Vour by industry authorities. Despite the challenges we have faced in recent years, the unwavering support and endorsement from our customers and industry peers serve as a testament to the resilience of our brand and the dedication of our team. For many, Petit Vour is their singularly recommended place to shop for clean vegan beauty. Most notably, in the 2023 holiday season, we were selected again by Vogue as their one-and-only beauty subscription for cruelty-free beauty shoppers. Other worthy mentions came from Real Simple, VegOut, VegNews and an array of smaller publications.

I also want to extend my heartfelt gratitude for your ongoing support and

patience throughout our journey. Our work over the past few years has often felt like surviving more than thriving, and your encouragement has felt like a jolt of life support to keep us going and fighting. Thank you for staying behind us. I'll report back once we have results from our new ad campaigns. Until then, I wish you all the best.

Ryan

We need your help!

Our most immediate need is to re-establish our advertising. Previously, our online campaigns were plagued by click farm fraud, which drained our budgets and skyrocketed our CPA to \$1k+. Anti-fraud software (ClickCease) led to a significant improvement, but detectable fraud was still 20% and our CPA was still 5x previous levels. With the recent shuttering of a primary competitor, we plan to launch new campaigns this year. Any expertise in anti-fraud software or other fraud preventative measures for online advertising would be appreciated.

Sincerely,

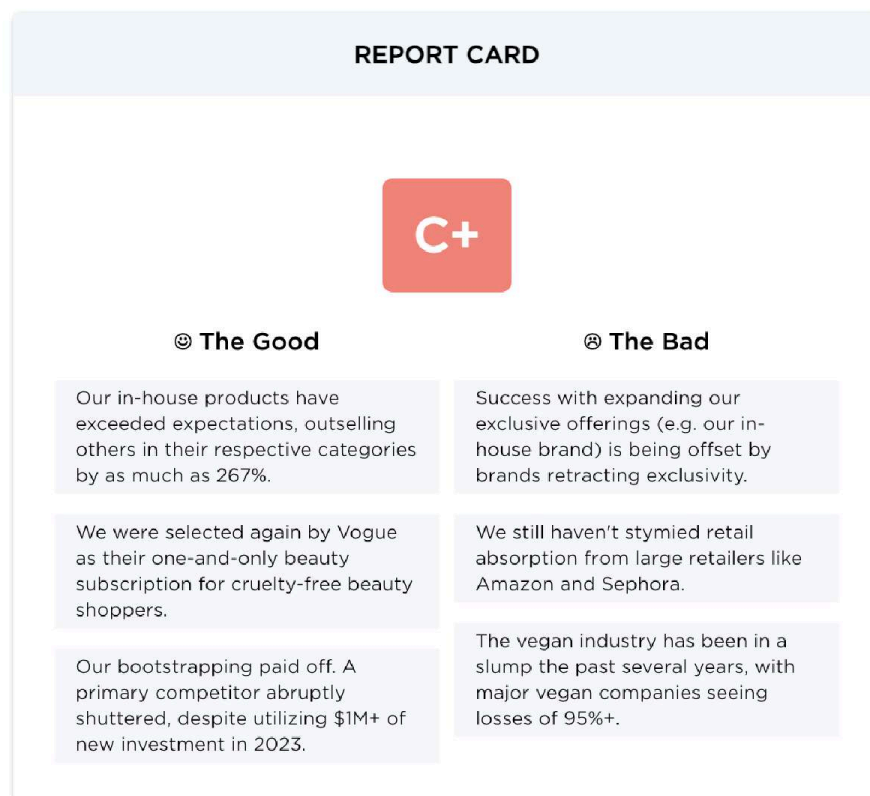
Ryan Miner

Co-CEO

Madeline Alcott

Managing Partner

How did we do this year?



2023 At a Glance

January 1 to December 31



\$758,795 +67%
Revenue



-\$5,387
Net Loss



\$2,301 [62%]
Short Term Debt

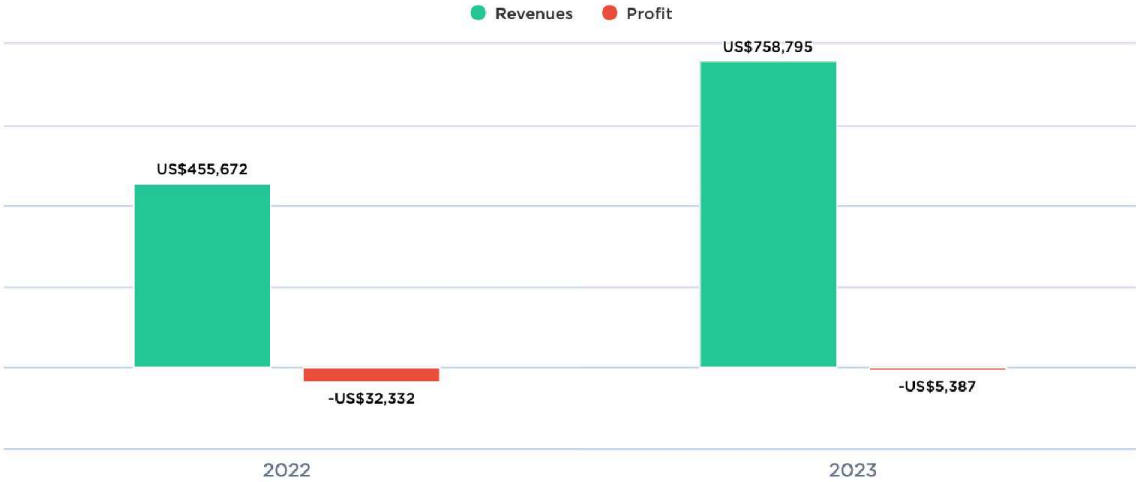


\$0
Raised in 2023



\$63,129
Cash on Hand
As of 03/15/23

INCOME BALANCE NARRATIVE



Net Margin: -1% Gross Margin: 33% Return on Assets: -1% Earnings per Share: \$0.00 Revenue per Employee: \$252,932
Cash to Assets: 27% Revenue to Receivables: ~ Debt Ratio: 14%

[Balance_Sheet__2022-23_.pdf](#)

[Cash_Flow_Statement__2022-23_.pdf](#)

[Member_Distribution__2022-23_.pdf](#)

[Income_Statement__2022-23_.pdf](#)

We ♥ Our 933 Investors

Thank You For Believing In Us

Robert W Neill Jr	Tara Daylami	Aaron Ciaglo	Marina Fontani Parrish	Jack Cooper	David Wright
John Contarino	Alan Tabor	Daniel Ely Rankin	Anna Grygl	Katie Roque	Doray Hill
Shalin Shah	Kim Cappelen Barnard	David Colin Neal	Osama Ishtaiwi	Gary Wyland	John Butterfield
Frank Palazzolo	Alexander Clarence McIntosh	Trenton Moore	Dean Baker	Kim Thomas	Matt Riordan
Stephen Darryl Bowe	David Presson	Gregg Carlson	Tammie D Wade	Ronald Quinton	Bastiaan Pleijzier
Ho Boon Thong	Allan USARAGA	Susan Raab-DeNicola	Gensheng Tan	Terrence Kissell	Jeremy Foxx
Jack Hamilton	Alex Harvey Kaufman	Jennifer Bisignano	Francois Bouchet	Scott Saunders	Dean Bartosh
Andrew Coppola	Ernst Jean	Scott E Kaplan	Paul Forst	Kermit W Kuehn	Per Olof Valdemar Persson
Michel R Schein	Veera Kumar Thallapalli	Tim Fielding	Richard Krebs	Fabrizio Zampieri	Kevin Daniels
Dennis Surucu	Devin Curry	Gerry Cardinal III	Kevin Dunn	Charles Shiber	Curtis Graham
Gary Smith	Donald S Ginder	Paul Dash	Soon H. Kim	Carita Huckaby	Adip Narang
Stan Murrah	Ronald E Chandler	Anuj Patel	Mark Helfman	Alan Green	Karl Ruddock
Mark Samuels	Gregory Johnson	Clifford Mosson	Marc Sanders	Eric N Ford	Craig Ellsworth
Vijaya Kumar POTTI	John Harris	Jean Oosthuizen	Emmanuel Thomas	Arnaud HAVET	Dionysius Jacobs
FRANCISCO ROA	Bryan Tan	Evan J SEGAL	LaFoy Thomas	James Johnson	Kevin Kwok
Daniel Swain	David Carrillo	Christine Johnson	Johnny Evans	Doug Price	Vincent Cobb
Michael Gilbert	William McGuire	Brooke Ashley Errett	Shelley Parker	Serene Masarweh	Russell Bogan
Srinivas Artham	Lindsey Burns	Addie Broussard	Brendon Hancock	Hum Garcan	Cristina McI
Clayt McSwain	Larissa Bemis	Jaime Lyn McKenzie	Rosemary Calderon	Cristina Delonge	Chris Kibbe
Loren Roseth	Lynn Hummer	Stefano Vettorazzi	Chiqui Lina	Jacque McCulloch-Hernandez	Tracy Thomson
Ray Phillips	Samantha Plateroti	Samuel P Urban	Stephanie Johnson	Suresh Goel	Douglas Kramer
Molly Taves	Christianne C Sims	Mela Lopez	Piper Hoffman	Nicole Pittman	Jm Maxwell
Dennis McMasters	Courtney Bochmann	Dawn Hall	Justin Naber	Brandon Rose	Douglas M Moeckel
Thomas Elliott	Bob Breese	William Hudson	Allen Weiss	Wenhong Pang	Donald L MORTON
Rebecca Casuga	Ashish Parmar	Richard Krejcarek	Laura Ann	Clyde Martin	Jeff Jessell
David Mireles	Sam Divandra	John Rippinger	Steven Rosenstein	Vanessa Figueroa	Thomas Hyde
Owen Williams	A B	David Fantom	Otu Oluwafemi	Joe Hanley	Lelia Warshaw
Cris Ariz	Ana M. Hernandez DO	Jim Bonello	Mebane Faber	Stephen Forcey	Joel Gabriel
Charlene Roberts	Darlyne Nguyen	Dion Lancia	Craig MacNaughton	Ben Soreff	Andrea Couzens
Russell Karp	Thomas Edward Jenks	Kerry M Remlinger	Evan Shapiro	Adrian Van Luven	Darrin Lons
Kevin McIntosh	Chinta Mani Bajgai	Anjaria Hiteshkumar	Bill Robinson	Eric Humphreys	Dayna J Picetti
Andre Hines	Paul D. Ellis	Kimberly Velasquez	Gary Lardy	Scott Larson	Kyle Bowie
J Lappi	Juan Rivas Leal	Malcolm Favor	Jillian Ivey Sidoti	Aaron Atticus	Rebecca Greentree
Beverly Isip	Nick Cordova	Billy Womack	Lance m	Alison Jacobs	Julie Baretela
Bill Peters	Bethany Stepanek	Howard Warren	Cameron J. Figgins	Cassandra Santa Maria	Ravin Mehra
Morris Gelman	Karen Hernandez	Brian Donovan	Crown Block Capital LLC	Philip Elrod	Loryn Higgins
Kim Kuncil	Garish Amin	April Newman	Nicholas Hinkson	Steven Burns	Aaron Lineback
Daniel Corbett	Stephen Coleman	Craig Steyn	Diana Dorothy Yanoti	Timothy J Reiterman	John Boll
Diane Navis	Kurt Byer	Adam Vertichio	Scott McIntyre	Wayne Burkholder	Gerald Bauer
Casey Elswick	John Reid	Rita and Gene McColgin	Ronald Hopwood	Damian Powell	Chas Pinckard
Hans Peter Stadelmann	John H. Harris	John Rowland Davis	Phillip Seim	Paul J Schnobrick	Jeffrey K Bandy
John Frederick Adderholdt	Joshua Miner	Majed AlGhannam	Richard Skalsky	William Jerry Rhodes	Michael Fisher
Thomas C Breznau	Clinton Goldsberry	Antonio Puerto	Kathy Reynolds	Dino Balliviero	Laird Holliday
The Abigonia Enterprises LLC	Steven M. Mondschein	Jon Buratti	Douglas Harrison	Robert L. McConnell	Roberta T Rodgers
Denman Moody	Jackson Wong	Ram Dronadula	Richard Chapman	Ashok Batra	Dean Perry
Maria and Jerry Weaver	Robert E. Lewis	Robert E Cottrell	Marvin Winick	Vincent A Costanzo	Denis Nolan
Gordon Stender	Jeff Puck	Chaitanya Narayan	Gregg Johnson	Russell R Oliver	William H. Ireland
Patrick Noble	Oliver Huennies	Sanjeev Kumar GOSWAMI	Douglas L DeVries	Darwin Bullinger	Kaiwa Sheldon
William J Hennes	William Stankus	Ashsr Surendran	Alex Dalal, Ph.D.	Frank Plewa	Kevin Pacheco
Charlotte Haefner	Bob Fleming	David Bleich	Scott F. Paradis	Gary Bell	Larry Scarinzi
Daniel S Wherry	Jim Burns	Muhamad Faizul Ramli	William Geller	Gloria S	Donald Sturiale
Swetha Sree VEMPALLI	Christoph Lymbersky	Michael Toussaint	J M	Jari Ruiz	Amanda Del Rio
Brianna Connelly	Sarah Flores	Ashlee Sherman	Renee Terry	Martha Ryan	Vicky Guevedo
Mary Voghel	Eileen Griffin	Dana Schmale	Mark Wilson	Laura Taylor	Jaimee Loyer
Elizabeth McCombs	Ryan Yee	Kristin Dolan	Hannah Noll-Wilensky	Deanna Joy Snyder	Silvia Gonzalez
Erin Leigh Sciame	Emil Dezia	Thomas Griffith	Vera Ziegler	Megan Christopher	Sarah Gentile
James Misenti	David Stockwell	Keith Binam	Phuong Diep	Anna Caro	Carey Alcott
Bethany Morgan	Sarah Law	Julie Sprehn	Morgan Pallett	Keri Davis	Stephanie Gerson
Tom Colgan	Naomi Fishman	Suthep Srijureja	Eric Santucci	Megan Jorenby	Tamara Dhillon
Quinci Quartararo	Alanna Kathleen Dragomanovich	Brenda M Izzi Trust	Madeline Hoff	Amy Kohlmann	Arnold Weltzman
Brian Arita	Danielle Lewis-Martinez	Jacqueline Dargan	Caitlin Umberger	Hanne Aamot	Jade Rhoads
Franklin E. Powers, Jr.	Jody DesChenes	Samar Behbehani	Jackson Stone	Eli Arieli	Pamela Anne Schneider
Amit Shukla	Edward Kuhr	Mary Ann Starn	Wing Shan Kam	Tisha Douthwaite	James Carriaveau
Arthur Malkani	Nandini Bhattacharya	Claire Hackman	Chrissy Kaufman	Laura Lewis	David Christensen
Richard H	Sergey Antipenko	Gianluca Gera	Mira Kracke	Alexander Bouffard	Kyle Fallozi
Brent Palman	Miriam Cash	Wendy Nuttelman	Robin Miner	Kathryn Barron	Maya WISNIEVITZ
Yonasan Schwartz	Robin Snowdon	Meghan Cuffetelli	Jerry Yvens Valcourt	Cathryn Bon	Mary Keeley
Michael Amoroso	Nael Itayem	Deborah Oakes	Lakshminarayana NindraKrishna	Michael J Fernandes	Kamila Jaroniec
Suci Madjidji	Alexandrea Obbanya	Mala Madrone	Lori Mercer	Elizabeth Schilb	Claudia Eck
David Gordo	Hunter Jorns	Emily Loyd	Hazel Galtens	Hazel Walker	Kastina Morrison
Katherine Hansen	Nicole A Brodeur	Sharon Chaffee	Natalia Collins	Amber Dean	Angelle McNabb
Christiane Cespedes	Kelly Freeman	Robert D Nock	Monique Kahn	Erika Corey Turner	Karen Salas
Sarah Bredbenner	Adie Henshaw	Alma Medina	Rose M Galvez	Jennifer Anne Kingston	Dana Beasley
Alissa Kircher	Laura Mani	Scott Ufford	Adeline Jarvis	Dora Lacey	Liza Walsh
Allison Porter	Stephanie Monson	Lindsay Fallert	Rachel Ackerman	Sagar Raste	Rochelle Cornell
Cherilyn Cowell	Lisa Boscov-Ellen	Pona Tran	Ankit Disa	Robert Noack	Bryan Rice
Rana Ali	Michael Litzgus	Christine Litzgus	William R Dodgen	David Annun	James Thesing
Hanman Gajarla	Thomas J Hedrick	Hall Fisketjon	Jason Chalecki	Dustin Starbuck	Gary Darr
Benjamin Rosenthal	Robert A. Joseph	William Lassley	Chris Sack	Hans Ulrich Engel	Keith Nation
Mark Ledyard	Keith Andrew	Rahul Vemulapally	Mark Portukalian	Carla Bates-Rosenberg	Terry Muskoff
Karen Giordano	Ray Riechert	William Knott	Richard Bjelland	Midhat Qidwai	Hashim Bharoocha
Carl W Herzberg Jr	Mark Dennis Van Cleave	Richard Campbell	Russell Mcune	Lynn Morse	MURRAY HOLLINGS
Jiadai Liu	William Alonzo	Jimmy Duong	Robert Spence	David Smith	Takashi Tokudomi
Scott Tracy Olin	Gloria Perniclaro	Michael S Hampton	Kyle Jones	Mario J. Kobylt	Mark Widdicombe
Edwin Braik	Kurt Wickham	Todd Kelly	Timothy Kuo	Robert Hodson	Brad Stonestreet
Andrew G. Roots	Daniel Johnsen	Brian Lowhim	Gary Rowe	Donald Stanley Rascento	Ephraim Simon
Bob Flick	Scott Gerich	Alimana JAMET	Anilkumar N Pai	John RITCHIE	Jeffrey Casamento
Yinka Afolabi	Rob Miller	Michael Gerlach	John Baskey	Shawn Hyland	Paul C. Radack Jr
Timothy Jones	Martin Rex Empacher	Alan Scott	Peter Griffiths	Richard Hagopian	Hani Gobran
James Fruge	Brenda Ann Hill	Dennis Scott	Rob Woods	Richard Molen	Steve Berry
Abinet Boku	Theodore F Vonck Jr	Hunter Motto	Denis Imaev	Mary Chang	Trent Cooksley
Kenneth Klein	Randy Richter	Timothy Mills	Larklo Der Sarkisian	Kiran Patel	Michael Wood
John Turner	John Solini	Scott Hafer	Sara Galvin	Jocelyn Morgan Arroyo	Douglas Davis
Kellie Cook	Dale Conzelmann	Anthony Smith	Keith Ryle	Joseph Perez	Candice Choy
Paresh G Vallabh	Richard Joinsan	Jack Poissant	Jeff FARRINGTON	Rahul Goswami	Mary TOMORI
Stephen H Gunderson	Rajeshnani Dasari	Raymond Eugene Schachterle	Carol A. Smoke	N J	Karen Lee Schachterle
Olusegun Ogunbile	Tracy Majka	George McGinley	Blake Simmons	Murad Nensey	Akshar Patel
Chad Curtin	George M CUESTA	Jason Ingber	Randolph J Lieberman	Richard TOMASOVIC	Christina Kelson
Cody Hays	Prashanth Srikanthan	Bruce Bernzweig	Scott Pfozt	Michael A. Plemel	Leif Brogren
Michael Huisman	Cooper Louie	Michael DeLaMater	P Shah	Kathleen Halm	John MacLauchlan
Larry Diediker	Hanna Do	Richard Roman	Randall F. Kinoshita	Michael Krysiak	Jerry Lee Culliton
George Bingley	Scott Busse	David Lance	Kathleen Stephens	Timothy Owston	Chris Flowers
Michael Isenhour	Gary Caplan	Ashish Anand	Nancy Showalter	William L. Hoggatt	Daniel Smith
Denis Goudreau	Brook Brown	Huy Nguyen	Kevin Matthies	Laurie Warren	James Gray III
Joseph Semborski	Mahlon D. Horton	David L Bowie	Gordian Boteilho	Carlos J. Amezcua	Ryszard Krol

John Platt
Richard N Hagelberg
Jayfarh Pour
Chris Kirby
Joyce L. Attaway
Cristina Hasigan
Stephen Obeldobel
David Ross
Walter T Moore
Jeffrey Cooper
Allen Marcum
Anthony Giordano
Jay Patel
Mitesh S KAPADIA
John Mayer
Jay R. Urquhart
Robert Shepard
Mark GORDON
Eric L Rousseau
Joseph Williams
Wen Wei
Brian Johnson
Steve Kwak
Sam Hanley
Natalie Johl
Lynford Schrock
Thaddeus Onwuka
Barb & Greg Martens
Kenneth Brian Hoffpaur
Hugh Nguyen
Ivenes Braam
Michael Teske
Chris C Christman
Joan W Faris
Patrick Wilson
Samantha Guillen
Pamela San Buenaventura
Sarah Curtis
Robby Junior Smith

Jan Scheffler
Ralph P Sikkema Dvm
Janine Esdanel
David Meyer
Luciano Antonio Machado Ramos
Steven Frazier Child
Michael Malloy
Bruce D Armstrong, DVM
Fouad ASUNRAMU
Bob Pitts
Henrik Topp
Donna Sapp
Nitinkumar Patel
Brian Reid
William Keltt
Richard King
Vito J. Federici
Michael Turner
Robert Winfield
Mubarak Shah
Mickey Fordham
Nathalie Smith
William Berard
Flavien Freedman
Andreas Stracke
Robert S O'Brien
Leslie R Smith
Robert Weech-Maldonado
Jaren Pilling
Rajni Bhojani
Bryon Iveson
Michael Spohnholz
George Holmes
Nanci Pham
Dang Nguyen
Rachel Miller
Jesse Palao
Joel Garcia
Joshua Borg

Robert J Vadas
Thomas Giugliano
Michael Johansen
Shaoping Tang
Keyang Pao
Tom N Davidson
Patrick IVIE
Charles Benson
Jim Dally
Henry Baker
Mercedita Oducado
Nicolas Ha
John S Gostel
Jeffrey Van De Poel
Stephen Ryemon
Steven Anderson
Kimberly Martin
Larry Chenault
Carroll Melby
Joseph Doescher, Jr
Scott Gall
Lawrence Lankford
Italo Carlos Gonzales Foglia
Peter Bleicher
Salvatore Passanisi
Lacey Lewis
Wiebke Zuch
Alex Sutter
Kim Vaughn
Anaelle Rouche
Merlyn HYERS
Scott T.Smith
Evgenii Dokumentov
Ryan Miner
Melissa Moore
William Paul BURGHARDT
Justin Leiter
Mollie Ouma
Diane Kestner

Robert Salberg
Sarah BARRICK
Frederick Murphy III
Danilo R Barile
Luis Ramos
Robert R Binoniemi
Michael Golden
Cheryl Reynolds
Linda L. Yen
Lisa Cassell
Lisa Russell
Steve Brinkmeyer
Lon HOSKINS
Joseph Brooking
Craig C. Kinsey
Vera Demchenko
Darlington Etummi
Pat Sager
Marybeth Hahn
Rachel Smith
Carlos Salas Porras Soule
Brittara Blaine
Shawn Grandia
Sudhir Saragadam
Gertrude Denk
Walter PISARY
Charmaine Nalty
Manojkumar S. Patel
Francisco Saucedo Jr
Brett D Carey
Colin Kenning
Ku Kyi
Isadora Romero
Morris Wright
Natalie Osmack
Andrea Crook
Obot Umoh
Randal Castillo

Daniel Erlanger
Earle Irvine Jr
Gregory Squire
Andrew Stoecker
Mick Hall
Warren Benedetto
William Golden
Zude Weng
Joseph Muscolino
Holly Rice
Scott Henley
Charles Wesley MacLagan
Eric Ogden
Varun Madhukara
Steven Van Zesland
Steven Souris
Philip H. Hoff
Frantz PetitFrere
Marty Cole
John Sawyer
Jannes Van De Ven
Vikki Liss
Gilbert Vigil, Jovita Martinez
Leslie Funderburg
Rachael Medina
David Witt
Prabu Devanesan
Julio Castellan
Jude Kiddier
Scott Curtis
George M Ouchi
Yuliang Liu
Meura Post
Eric Barnette
Yoseph Rinaldi Sugiarto
Dulce Vannote
Michael Hunter
Vincent Mach

Kenneth Salvagno
Frank Pearce
Rosemary Seidler
Irvilene Gardner
James Penuel
Thomas Swierski
John Cass
Roger Jay Steffes
Greg Jagiello
Chee Peng TAN
Dennis Haas
Valerie Grant
Luke Brewton
Jeff Smith
David Berndt
Alex PHAN
Kirk Sato
Lauren Woodcock
Steve Bloomfield
Irene Fogbel
Chen Ye
Jeremiah Wiser
Darrick Ginther
Kristen Blauvelt
Stephen Ennis
Josh Colenda
Jeff Park
Mark Bramley
Randall A Hamerly
Sarita Coren
Sharon Oulmet
Joseph Keller
Edward MCCALLUM
Rosanna McGuire
Sarah Swift-Farrow
Brandon MANN
Joseph Hanecak
Idika Ubi

Thank You!

From the Petit Vour Team



Madeline Alcott 

Co-CEO, Co-Founder

Directs brand identity and partnerships. Networked throughout the industry. University of Texas.



Ryan Miner

Co-CEO

Directs Finance and Operations. Oversees production, quality, and efficiency. Univ. of Texas, JHU.



Jan Makowski

Creative Producer

Directs and produces creative. Took Kendra Scott to \$1B valuation. University of Delaware.



Nabila Juma

Designer + Developer

Creates and manages all visual collateral. Maryland Institute College of Art, Cornell University.

Details

The Board of Directors

Director	Occupation	Joined
Ryan Miner	CEO @ Petit Vour	2012
Madeline Alcott	CEO @ Petit Vour	2012

Officers

Officer	Title	Joined
Ryan Miner	CEO	2012
Madeline Alcott	CEO	2012

Voting Power

Holder	Securities Held	Voting Power
Madeline Alcott	50% Membership Interests	50.0%
Ryan Miner	50% Membership Interests	50.0%

Past Equity Fundraises

Date	Amount	Security	Exemption
07/2018	\$350,000		Section 4(a)(2)
04/2019	\$615,606		4(a)(6)

The use of proceeds is to fund general operations.

Outstanding Debts

Lender	Issued	Amount	Outstanding	Interest	Maturity	Current?
SeaCoast Bank (SBA Loan) 	07/01/2018	\$350,000	\$350,000 	7.75%	07/31/2028	Yes

Related Party Transactions

Name	Ryan Miner & Madeline Alcott
Amount Invested	-\$35,415
Transaction type	Other
Issued	01/01/2021
Relationship	Petit Vour members

\$35,415 was the yearly rent for office and storage spaces. To provide safer and more secure working conditions for employees during the pandemic, we separated our warehouse and office spaces. This decision also helped us achieve our cost-cutting goals by reducing the Company's total office-warehouse rent by over 70% and saving more than \$120k/year compared to the Company's previous office-warehouse location.

Capital Structure

Class of Security	Securities (or Amount) Authorized	Securities (or Amount) Outstanding	Voting Rights
Warrants:	0		
Options:	0		

Form C Risks:

Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

The Company may never receive a future equity financing or elect to convert the Securities upon such future financing. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an IPO. If neither the conversion of the Securities nor a liquidity event occurs, the Purchasers could be left holding the Securities in perpetuity. The Securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The Securities are not equity interests, have no ownership rights, have no rights to the Company's assets or profits and have no voting rights or ability to direct the Company or its actions.

As an LLC we have not authorized any Units yet. Investors investing in this SAFE agreement, are investing with an understanding that Preferred Units have not yet been authorized.

We rely on third parties to supply the products in our subscription boxes. If any of these partnerships end, this may be a concern to investors.

Our growth depends on our ability to retain and attract new customers. If we do not continue to do this, our business may not succeed.

The demand and sales potential for cruelty-free, vegan beauty products may be lower than we expect. As the market begins to recognize the demand and desire for cruelty-free beauty products, a well financed competitor could come in and dominate the market with expensive marketing and retail stores. We can provide no assurance that our current or potential competitors will not provide products or services comparable or superior to those provided by us or adapt more quickly than we do to evolving industry or market trends. Increased competition may result in price reductions, reduced gross margins and loss of market share, any of which would materially and adversely affect our business, prospects, financial condition or results of operations. We cannot assure investors that we will be able to compete effectively against current and future competitors.

Description of Securities for Prior Reg CF Raise

Additional issuances of securities. Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured. The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Issuer repurchases of securities. The Company may have authority to repurchase its securities from unitholders, which may serve to decrease any liquidity in the market for such securities, decrease the percentage interests held by other similarly situated investors to the Investor, and create pressure on the Investor to sell its securities to the Company concurrently.

A sale of the issuer or of assets of the issuer. As a minority owner of the Company, the Investor will have limited or no ability to influence a potential sale of the Company or a substantial portion of its assets. Thus, the Investor will rely upon the executive management of the Company to manage the Company so as to maximize value for unitholders. Accordingly, the success of the Investor's investment in the Company will depend in large part upon the skill and expertise of the executive management of the Company. If the Management of the Company authorizes a sale of all or a part of the Company, or a disposition of a substantial portion of the Company's assets, there can be no guarantee that the value received by the Investor, together with the fair market estimate of the value remaining in the Company, will be equal to or exceed the value of the Investor's initial investment in the Company.

Transactions with related parties. The Investor should be aware that there will be occasions when the Company may encounter potential conflicts of interest in its operations. On any issue involving conflicts of interest, the executive management of the Company will be guided by their good faith judgement as to the Company's best interests. The Company may engage in transactions with affiliates, subsidiaries or other related parties, which may be on terms which are not arm's-length, but will be in all cases consistent with the duties of the management of the Company to its unitholders. By acquiring an interest in the Company, the Investor will be deemed to have acknowledged the existence of any such actual or potential conflicts of interest and to have waived any claim with respect to any liability arising from the existence of any such conflict of interest.

Minority Ownership

An Investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the Investor's interest in the Company will depend upon many factors outside the control of the Investor. The Company will be managed by its officers and be governed in accordance with the strategic direction and decision-making of its Management, and the Investor will have no independent right to name or remove an officer or member of the Management of the Company.

Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured.

The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Exercise of Rights Held by Principal Shareholders



As holders of a majority-in-interest of voting rights in the Company, the unitholders may make decisions with which the Investor disagrees, or that negatively affect the value of the Investor's securities in the Company, and the Investor will have no recourse to change these decisions. The Investor's interests may conflict with those of other investors, and there is no guarantee that the Company will develop in a way that is optimal for or advantageous to the Investor.

For example, the unitholders may change the terms of the operating agreement for the company, change the terms of securities issued by the Company, change the management of the Company, and even force out minority holders of securities. The unitholders may make changes that affect the tax treatment of the Company in ways that are unfavorable to you but favorable to them. They may also vote to engage in new offerings and/or to register certain of the Company's securities in a way that negatively affects the value of the securities the Investor owns. Other holders of securities of the Company may also have access to more information than the Investor, leaving the

Investor at a disadvantage with respect to any decisions regarding the securities he or she owns. The unitholders have the right to redeem their securities at any time. Unitholders could decide to force the Company to redeem their securities at a time that is not favorable to the Investor and is damaging to the Company. Investors' exit may affect the value of the Company and/or its viability. In cases where the rights of holders of convertible debt, SAFES, or other outstanding options or warrants are exercised, or if new awards are granted under our equity compensation plans, an Investor's interests in the Company may be diluted. This means that the pro-rata portion of the Company represented by the Investor's securities will decrease, which could also diminish the Investor's voting and/or economic rights. In addition, as discussed above, if a majority-in-interest of holders of securities with voting rights cause the Company to issue additional units, an Investor's interest will typically also be diluted.

Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

to the issuer;
to an accredited investor  ;
as part of an offering registered with the U.S. Securities and Exchange Commission; or
to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, to a trust created for the benefit of a member of the family of the purchaser or the equivalent, or in connection with the death or divorce of the purchaser or other similar circumstance. 

Valuation Methodology for Prior Reg CF Raise

The offering price for the securities offered pursuant to this Form C has been determined arbitrarily by the Company, and does not necessarily bear any relationship to the Company's book value, assets, earnings or other generally accepted valuation criteria. In determining the offering price, the Company did not employ investment banking firms or other outside organizations to make an independent appraisal or evaluation. Accordingly, the offering price should not be considered to be indicative of the actual value of the securities offered hereby.

The initial amount invested in a SAFE is determined by the investor, and we do not guarantee that the SAFE will be converted into any particular number of units. As discussed in Question 13, when we engage in an offering of equity interests involving Units, Investors may receive a number of Units calculated as either (i) the total value of the Investor's investment, divided by the price of the Unit being issued to new Investors, or (ii) if the valuation for the company is more than the Valuation Cap, the amount invested divided by the quotient of (a) the Valuation Cap divided by (b) the total amount of the Company's capitalization at that time. Because there will likely be no public market for our securities prior to an initial public offering or similar liquidity event, the price of the Units that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our management. Among the factors we may consider in determining the price of Units are prevailing market conditions, our financial information, market valuations of other companies that we believe to be comparable to us, estimates of our business potential, the present state of our development and other factors deemed relevant. In the future, we will perform valuations of our units that take into account, as applicable, factors such as the following:

unrelated third party valuations;
the price at which we sell other securities in light of the relative rights, preferences and privileges of those securities;
our results of operations, financial position and capital resources;
current business conditions and projections;
the marketability or lack thereof of the securities;
the hiring of key personnel and the experience of our management;
the introduction of new products;
the risk inherent in the development and expansion of our products;
our stage of development and material risks related to our business;
the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the prevailing market conditions and the nature and history of our business;
industry trends and competitive environment;
trends in consumer spending, including consumer confidence;
overall economic indicators, including gross domestic product, employment, inflation and interest rates; and
the general economic outlook.

We will analyze factors such as those described above using a combination of financial and market-based methodologies to determine our business enterprise value. For example, we may use methodologies that assume that businesses operating in the same industry will share similar characteristics and that the Company's value will correlate to those characteristics, and/or methodologies that compare transactions in similar securities issued by us that were conducted in the market.

Company

Petit Vour, LLC
Texas Limited Liability Company
Organized November 2012
3 employees
3887 E University Ave
#1263
Georgetown TX 78626 <http://www.petitvour.com>

Business Description

Refer to the Petit Vour profile.

EDGAR Filing

The Securities and Exchange Commission hosts the official version of this annual report on their EDGAR web site. It looks like it was built in 1989.

Compliance with Prior Annual Reports

Petit Your has previously not complied with the reporting requirements under Rule 202 of Regulation Crowdfunding.

Once during the pandemic we didn't file due extreme challenges we were facing and once we completed our annual report but I don't think it was posted to the SEC. We filed independently after that.

All prior investor updates

You can refer to the company's updates page to view all updates to date. Updates are for investors only and will require you to log in to the Wefunder account used to make the investment.

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Say Hello!

Questions? Ideas? Love Letters?

Say something nice...

SUBMIT



You're the first one here!

Early people don't usually get a prize, so here's a love letter from us.