

Feel - authentic and free
Look - natural
Dress - more choices/solution based

Next steps

Continue to build Sales/e-commerce

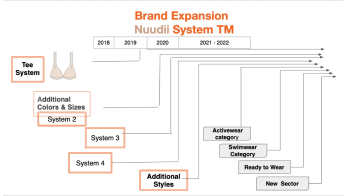
- The majority of our sales will be kept to e-commerce. Naudii System is a packaged good, not something to be tried on in a store. In addition, the sizing system is extremely simple (S, M, L), so it is perfectly primed for internet sales.

Alternative e-commerce Sales opportunities

- Due to its versatility, there are incredible opportunities for cross-promotion. For example, a travel website that sells clothing might cross-promote Naudii System for its compact nature. Also for retailers selling high fashion which styles often don't work with bras, will now have the chance to offer a new solution. Naudii System is a win-win for retailers and a big boost in sales for us.

Product Development

- Currently working to expand sizes and colors for the Tee System
- Complete development on other systems (styles) to prepare to launch 2020/21
- We have more products in the pipeline to expand the Naudii System brand, with development already begun. Future plans include extensions beyond the lingerie industry into activewear, swimwear, and even a new untapped sector outside of the fashion industry.



Investor Q&A

What does your company do? -

Our brand is focused on innovation. Using engineering, design, and technology, we create products that provide new choices and solutions for women. Naudii System is not a bra – our unique product is engineered to hug your natural shape while offering a subtle lift. With our patented design and flexible fabric, boobs are cradled, not compressed, for supreme comfort and well-being. In addition, Naudii can be worn 12+ ways for maximum flexibility.

Where will your company be in 5 years? -

We want to own this new category, "between bra and braless," expanding our brand to include many new offerings that will draw off our patented innovation. Our goal is to extend our size offerings to bring the Naudii experience to women everywhere. We aim to be the leader of boob freedom in the entire world!

Why did you choose this idea? -

The idea was conceptualized from one founder's need for a product that did not yet exist: something that would show a natural breast shape and still be invisible under sheer clothes. Over 500 women echoed that need and stood alongside our team for more than three years to help us test and develop Naudii System. We're sure there's more out there.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? -

The market is wide open, as brands like Victoria's Secret are in rapid decline. The needs of women have changed. Looking natural, being comfortable, and using products that add simplicity to daily life are in demand.

The shift to body acceptance is huge, and natural/wellness brands and utilitarian products are growing. Also, women are busier than ever and desire comfort, ease and simplicity. They are done with conforming to body ideals and just want to be themselves.

Our product addresses all of these needs; its low key and versatile design allows women to own their own shapes with supreme comfort. It's designed to adapt to a wide variety of lifestyles and clothing demands.

What is your proudest accomplishment? -

Naudii has never been done before. Using technology, engineering, design, vision, patience and tenacity, we created a product that is changing the lives of women. This took years of testing and listening to feedback from the women involved in testing our product, as we engineered this innovation. We aim to constantly evolve and expand our technology to include additional sizes so more women can have the Naudii Experience. We are honored and excited to be here on Wefunder, where we can connect directly with you as we forge a new pathway for women to live with ease, comfort and joy.

How far along are you? What's your biggest obstacle? -

We just launched on Kickstarter and are now shipping to 40+ countries 17,000+ products to over 13,500 women. There are more designs in the pipeline that will be introduced, as they are production ready. The biggest obstacle is getting the word out about this brand. We've seen from Kickstarter the eagerness for our product is there. We need more investment to keep that momentum going.

Who are your competitors? -

Ecommerce bra sellers including Third Love, True & Co, Me Undies, and Lively. However, none of these companies are addressing an entirely new, non-bra category like we are.

Naudii is different – it's the only product that offers a natural look and feel – the engineering and unique design is solution based and patented for the new engineering and design that we are bringing to the field.

What do you understand that your competitors don't? -

We saw the white space expand, as well as a growing eagerness for something new.

The demand for bras with molded cups, lifted up breasts, and uncomfortable construction has decreased. More women are going braless than ever before. Lingerie brands are still stressing off traditional bra designs and trying to meet consumer fit needs by making more sizes (some of them up to 70+). That's an expensive and painful trial-and-error process that we're circumventing, because the Naudii fits you and your unique boob situation, exactly the way you are.

As did Spanx, Naudii addresses a much needed solution to getting dressed, as our design allows women a chance to wear a multitude of styles!

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? -

1. We must educate our customers so they understand what Naudii System is (and isn't), manage expectations of women who are conditioned to "the bra". This not a bra, it's different. Observing and analyzing what is working or not, adjusting accordingly is key.
2. We will need additional capacity as our brand grows substantially: Need to source & duplicate the engineering of this highly technical product.
3. Additional sizes are key to cover a wider market. With your help, we will fund this highly technical process.
4. Messaging and Marketing: Differentiation is key. We must create a clear brand message as to what this new market category addresses. We need & have a savvy marketing company to help us establish the brand.

What do you need the most help with? -

Boobs are wonderful and complicated (all those different sizes and shapes!), and bra production is a highly complex industry.

This campaign will provide the much needed capital to fund marketing efforts, build out more production lines, and continue developing our new products and grow this new market, enabling us to share Naudii with women around the world.

What would you do with the money you raise? -

1. Marketing! There is a huge untapped market as proven by the success of our Kickstarter and Indiegogo campaigns, and we have a great brand with solid production in place to fill that market.
2. Expand our size range so more women can enjoy the Naudii Experience.
3. Complete development on the exciting new designs in our pipeline.
4. PR to establish our brand - every point above will help us continue establishing our brand as the new market leader for women worldwide.