





The handbag  
industry went  
without innovation  
for centuries.


Meanwhile, women have been  
meme-level **annoyed with them.**



# Until the Sash Bag exploded onto the scene!

## Over 150,000 Units Sold

garcelle



Liked by vanessaellewilde and 12,565 others


garcelle Casual Tuesday

View all 197 comments

essence\_says

vanessaellewilde Great bag!! Looks so good on you

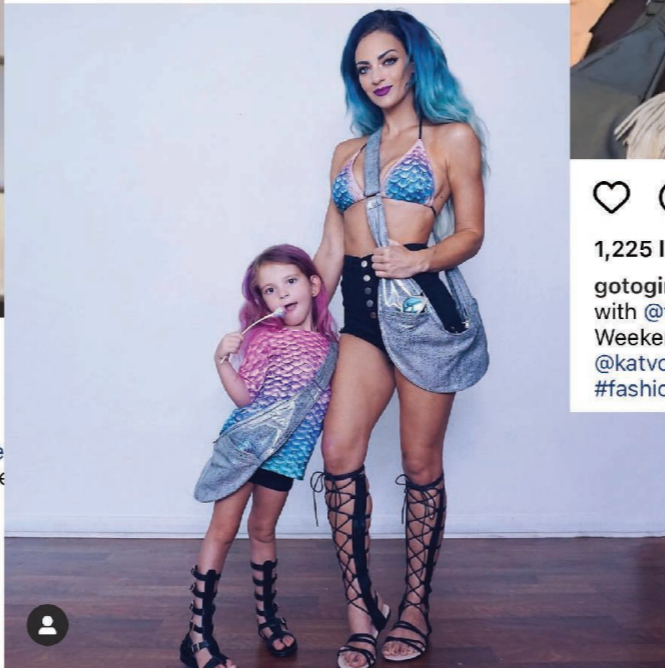
evamarcille



Liked by sashbag and 29,698 others

evamarcille Today's meeting went well with #Evine some fabulous stuff on the way with the home colle #EvaMarcille #EvaMarcilleHomeCollection #Home #HomeDecor #RHOA #Fashion


charity.grace



24,408 likes

charity.grace I think everyone may assume that I dress city like myself but the truth is I'm just lucky they make adult sizes in all her favorites


gotogirlfriend



1,225 likes

gotogirlfriend It's #GIVEAWAY time tonight on @extra with @tanikaray! Tune in for your chance to win these Weekend Getaway Must-Haves: @sashbag @katvondbeauty @impressmanicure! #extratv #beaut #fashion #extraextra

veenacrownholm



Liked by sashbag and 2,654 others

veenacrownholm Lazy Saturdaze

#wellnesswithveena... more

# Introducing Sash...

The handbag  
deconstructed.



A patented, ergonomic, 10-pocket design.



# The history of Sash



**2013**

- Set up manufacturing
- Small production runs
- Attended industry tradeshow

Revenue: **\$129K**



**2014**

- Launched market and festival strategy (direct to consumer)

Revenue: **\$352K**

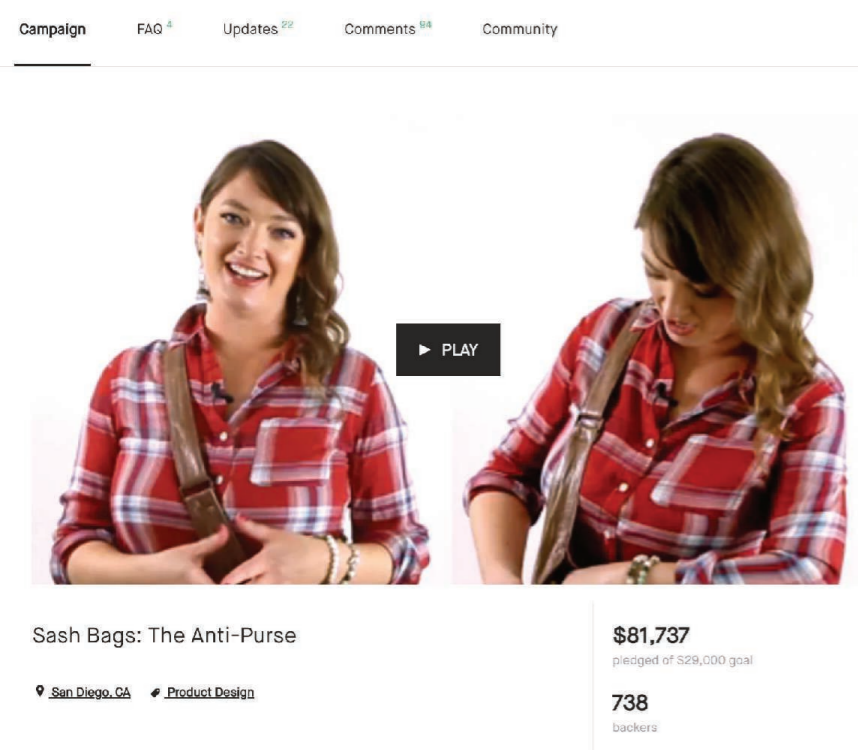


**2015**

- Continued market and festival strategy (direct to consumer)

Revenue: **\$305K**

# The history of Sash



## 2016

- 1st Kickstarter campaign
- Raised \$81K on KS
- Expanded production
- Launched online marketing

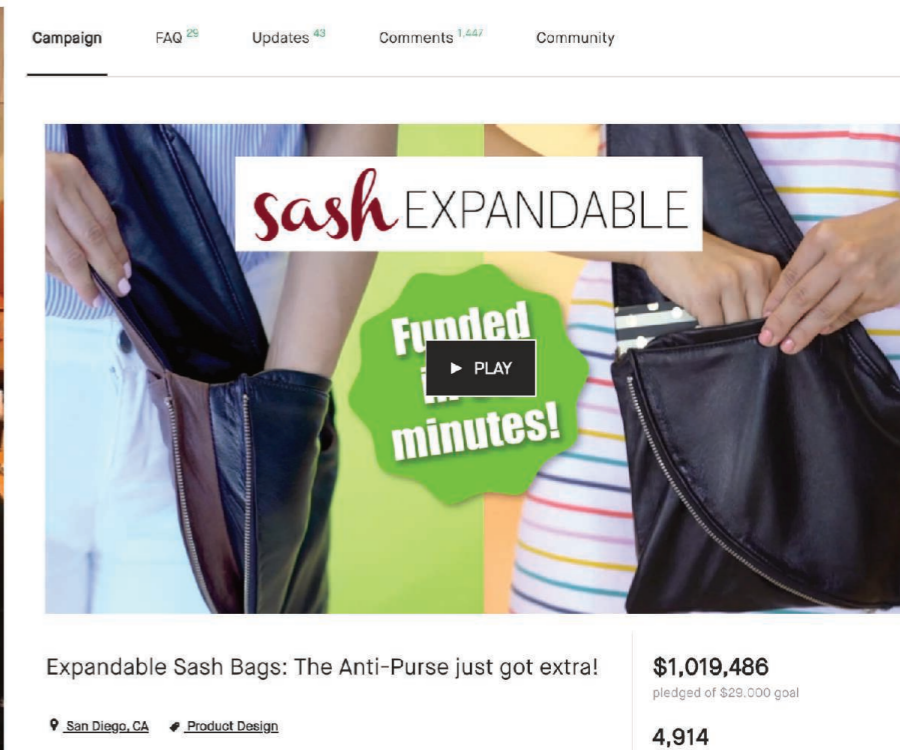
Revenue: **\$1.2M**



## 2017

- Facebook marketing
- Public relations
- Pre-order strategy
- Created Sash VIP group

Revenue: **\$2.8M**



## 2018

- 2nd Kickstarter campaign
- Raised \$1.2M on KS
- Expanded product line
- Started live sales

Revenue: **\$3M**

# The history of Sash



## 2019

- Live sale revenue reaches nearly \$1M
- Launched wholesale program
- Launched affiliate program

Revenue: **\$3.3M**



## 2020

- Factory shutdown due to COVID
- Slow factory ramp-up
- No new inventory in 2020
- Pre-order sales only

Revenue: **\$2M**



## 2021-22

- Factory at 95% capacity
- Raise \$1M in cash
- Set up rolling monthly production
- Live sales + FB marketing
- Re-launch wholesale
- Grow affiliate program



# Our Sash Community



## Database

- 119,424 contacts
- 54,445 subscribers
- 36% email open rate

## Social

- 68,264 FB followers
- 13,892 IG followers
- Daily reach: 19,833

## VIP Group

- 7,628 members
- 75.6% engagement

## Membership

- 88 members
- Cost: \$500-\$1,000 annually

# We surveyed

## 500 customers...

### How many bags do they own?

- 17.2% owned just one bag
- 29.4% owned 2 or 3
- 17.4% owned more than 5
- 3.7% owned **more than 20**

### Do they want more?

- 42.9% said “Yes”
- 47.8% said “If something catches my eye”
- Only 3% said “No”

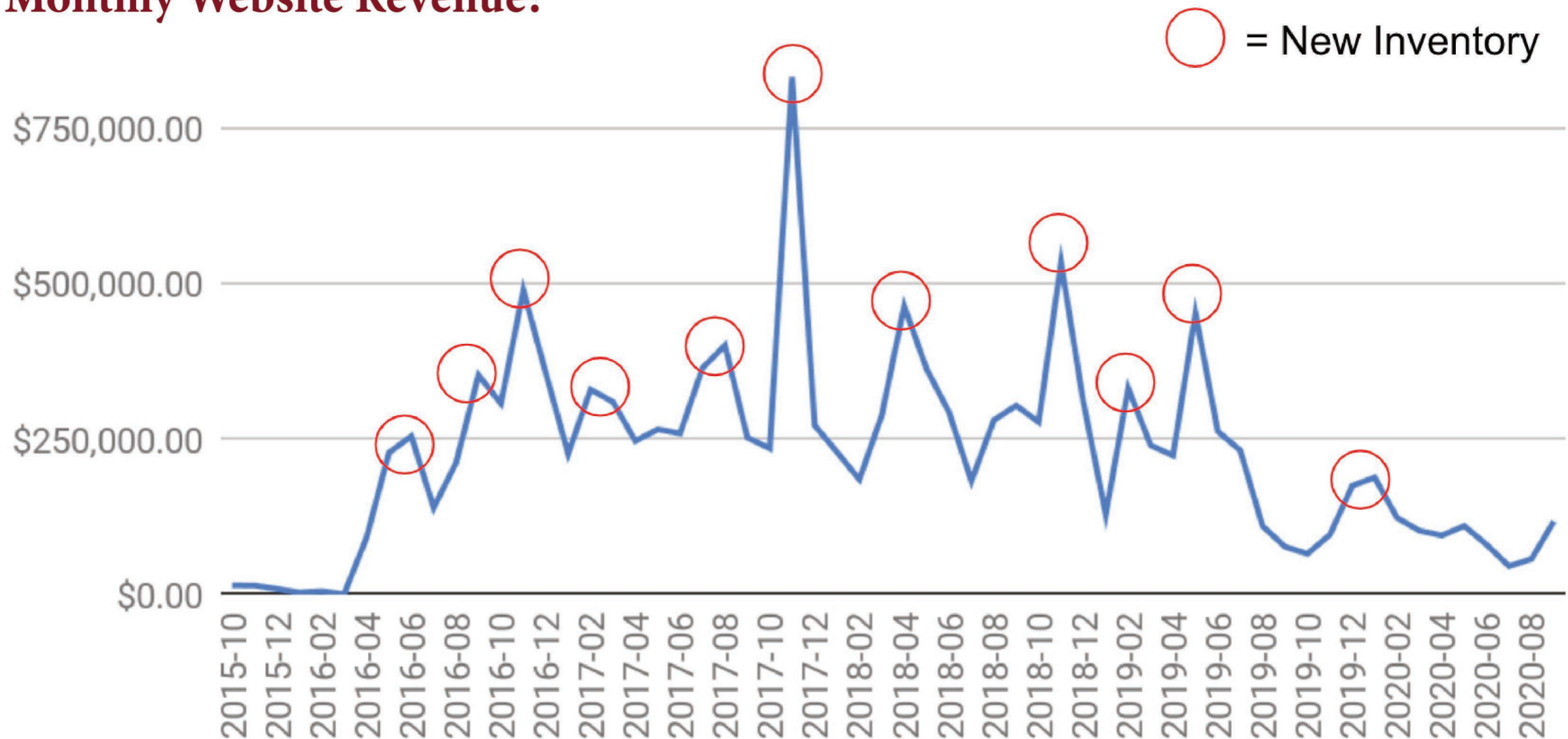


A real customer's collection

# The challenge

- Our revenue is directly tied to our inventory levels
- Our inventory has to be paid for up front
- The cashflow has limited our revenue potential

## Monthly Website Revenue:



# The opportunity

- Raise \$1M to create Letter of Credit
- Even out cash flow
- Begin rolling monthly production to maintain healthy inventory levels
- Meet the demand of our customers and would-be customers who see “pre-order” and “sold out” messages on our website now



# About The Founder

## Nichole MacDonald

- 20 years experience in marketing
- 18 years experience in product development
- Entrepreneur for 13 years
- Trailblazer Award from National Association of Women Business Owners
- Resilience Award from National Association of Women Business Owners
- 2018 Person of the Year: City Beat Magazine
- Proud mom of two

