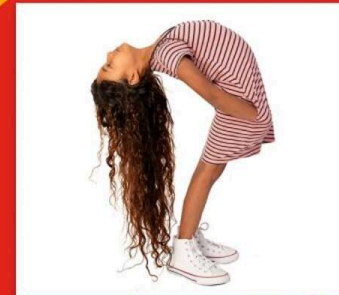


⚡ BE YOUR OWN KIND OF MIGHTLY®

Organic + Fair Trade Certified Kids' Wear



WOMEN
OWNED

Contact: tierra@mightly.com

Clothes for the World We Want

62% of Millennials prefer to buy from sustainable brands.

44% will only shop at brands that reflect their values.





The challenge for parents

Today, most sustainable children's wear brands are:

EXPENSIVE



On average 60% more.

HARD TO FIND



Must be “discovered”.

GREENWASHED



Vague sustainability claims
that are impossible to verify.

Mighty is different

Our brand is:

AFFORDABLE

Prices are comparable
to mid-market brands.



ACCESSIBLE

Available where
parents already shop.



AUTHENTIC

Certified to Organic and
Fair Trade standards.



WOMEN
OWNED

The opportunity

30 million U.S. moms want sustainable products.

\$1,500 average annual spend on children's clothing

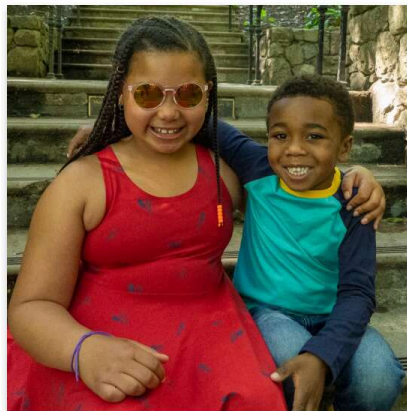
\$40 billion market opportunity.

8.76% projected CAGR (2021-2026)



Mightly today

✓	Product Market Fit	35K+ customers 37% retention rate 4.7 star average review
✓	Distribution	Mightly.com Amazon Target+
✓	Generating Revenue	\$1.5M



What parents want

						
GOTS Certified Organic					sleepwear only	
Fair Trade Certified™						
Transparent Supply Chain						
Big Kid + Tween Sizes						
Price: Basic Tees	\$12	\$9 (babies/toddler only)	\$17	Not offered	\$12 (not organic)	\$22
Price: Pajamas	\$31	\$17 (babies/toddler only)	\$27	Not offered	\$36	\$46

The numbers

\$1.5M

Revenue to date

73%

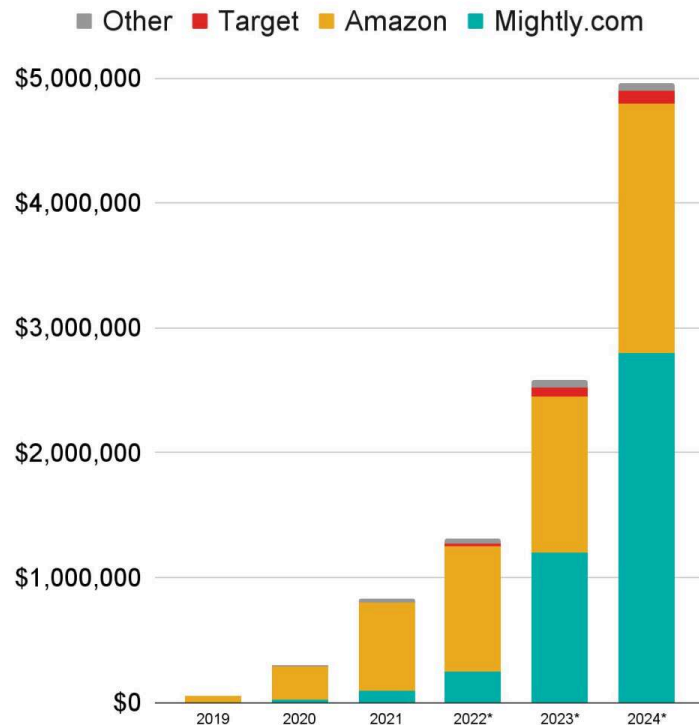
Gross margin (27% COGS)

260%

YOY growth

Revenue

*FORWARD LOOKING PROJECTIONS. NOT GUARANTEED.



Mightly.com key metrics

Customer
Value

\$90
AOV

1.3
Orders per year

\$400
Projected LTV*

LTV:CAC
Ratio

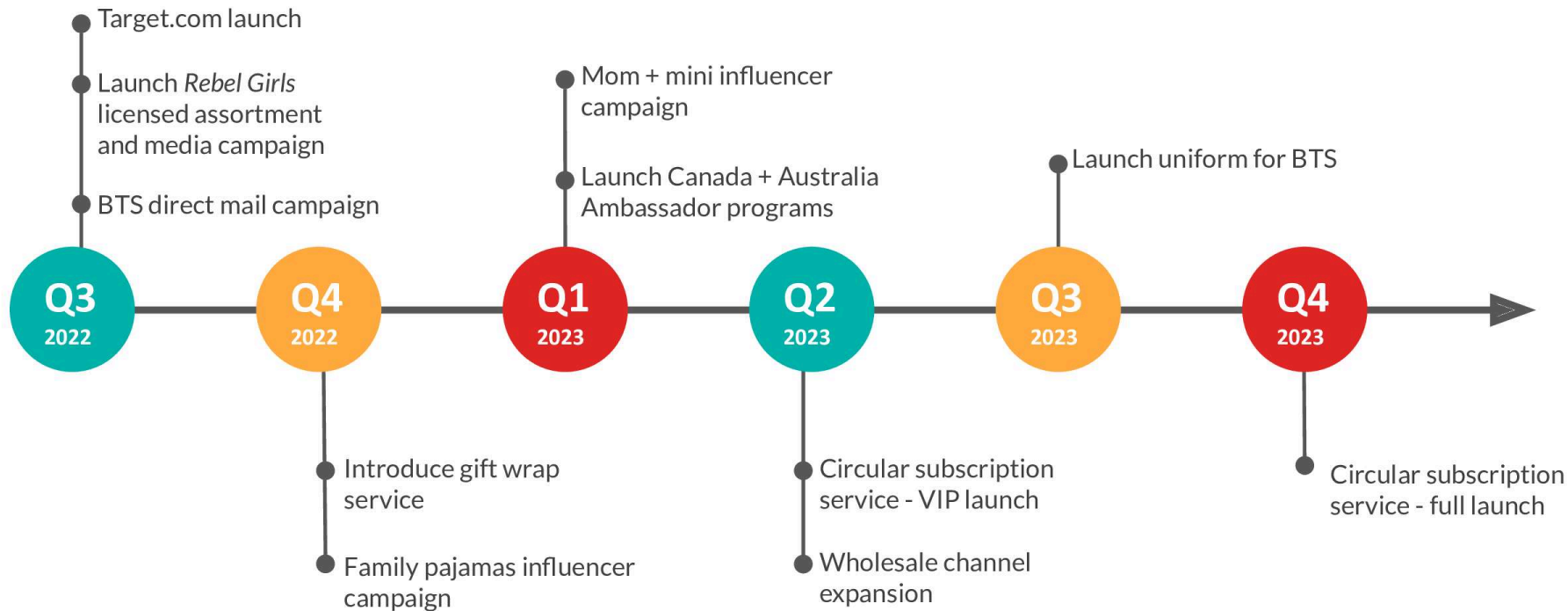
\$77
Blended
CAC

\$45
Influencer
CAC

6:1
Projected
LTV:CAC*

*FORWARD LOOKING PROJECTIONS.
NOT GUARANTEED.

18 month roadmap



Team



Tierra Forte

CO-FOUNDER AND CEO

- 20 years of apparel industry experience with a focus on sustainable supply chains.
- Previously VP of Product at PACT Apparel.
- Part of team that developed and launched the Fair Trade Certified Factory Program.
- Founded Del Forte Denim, an organic denim brand that grew to \$1m in retail sales within 18 months, was carried in over 200 specialty stores in the US, Canada and Europe, and featured in publications such as Vogue, People, Glamour, Marie Clare and The New York Times.
- Led supply chain mapping project as a consultant for Patagonia.



Barrie Brouse

CO-FOUNDER AND CHIEF CREATIVE OFFICER

- 20 years of children's wear design, development and global production experience.
- Has won multiple awards for her designs (including the National Parenting Products Award for Mighty's No Nasties PJ).
- Started career at Gap, designed for iconic print house Marimekko, was the Lead Designer at Sweet Potatoes, designed licensed product for Dr. Seuss, Reebok, Disney and more.



Anya Marie Emerson

CO-FOUNDER AND COO

- Involved in retail consumer and ecommerce businesses for over twenty years as an investor and advisor, including in both children's apparel and venture-backed start-ups.
- Stanford, Columbia, and Oxford educated attorney.

Mightly Community Round

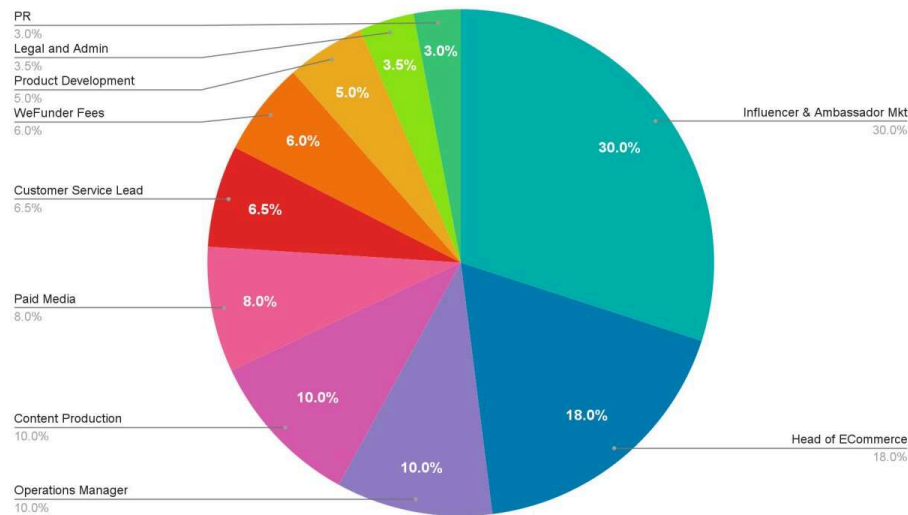
Terms

- \$6.02M Pre-money valuation
- 15% Early bird discount
- Preferred equity/1x liquidation preference
- Non-voting shares

Previous Investment

- \$600k Convertible Promissory Note

Use of Funds, Assuming \$600k WeFunder Raise



Exit Strategy

CONTAINS FORWARD LOOKING PROJECTIONS. NOT GUARANTEED.

- ➡ Grow ARR to \$30M and net profit margin to 20% within 5 - 7 years.
- ➡ Our valuable customer base and authentically sustainable supply chain will make Mighty an attractive acquisition target for large apparel companies.

Comparable Exits					
Year	Target	Acquirer	Purchase Price	Revenue (year of acquisition)	Revenue Multiple
2008	Athleta	Gap	\$150m	\$37m	4x
2012	Bonobos	Walmart	\$310m	\$150m	2x
2014	prAna	Columbia	\$190m	\$100m	2x
2018	Eloquii	Walmart	\$100m	\$33m	3x
2020	Supreme	VF Corp	\$2.1b	\$500m	4x