

# Slø - Functional Clothes that last



REPORT CARD



## Dear investors,

This year was the definition of a rollercoaster. We had the highest highs and the lowest lows. Kristian traveled over 300 days in 2023, tracking down lost pallets, new opportunities, and moving to Istanbul to build Groovy Labs from the ground up. On our hands and knees we scrubbed down our new home, built our manufacturing system from the ground up, and launched the facility we never thought we would be building. This project has evolved and morphed day by day, presenting new challenges, and new victories along the way. It was the furthest thing from perfect, and we have a substantial amount of work to do in order to continue to improve our product, our manufacturing system, and most importantly - our customer experience. We're a team of 4 people, we've delivered over 13,000 pairs of jeans to over 80 different countries in 472 different sizes, (now that's a sentence I never thought I'd say). Our team is more committed than ever, and with every new challenge, we bring forward new solutions. In 2024 we will be introducing a new manufacturing system, a second facility, new major retail opportunities, and finally (yes for real) get our turnaround time below 21 days (our target is actually 14). And while it is improving: Launch 1 turnaround was ~148 days, launch 2 ~103 days, launch 3 ~91 days, Launch 4 ~44 days, and Launch 5 ~40 days. We truly believe we've cracked the code this time. Beyond jeans.



financials, investments, and lead times, from one human to another, I thank you for the opportunity to get up every day and work on this project. It has been the hardest thing I've ever done mentally, physically, emotionally, financially, (and more) but I wouldn't trade it for the world. Because we're going to win, we're going to change the way that people experience fashion, and bring inclusivity, sustainability, and an experience that was once reserved for the rich and famous - to the masses. This is the slow fashion revolution, and I appreciate you sticking with us as we've lost some battles, because we're going to win the war and it will be thanks to all of you.

### **We need your help!**

We're about to go live with our second Wefunder Campaign which will act as a bridge round to our official seed round later this year. We would appreciate your consideration and support immensely. In addition please never hesitate to reach out to Kristian or Abhi directly with Questions, comments, or concerns, especially product-related. The product has evolved so much from our V1 back in September of 2022, and we're still finding our stride as we develop out Groovy Labs V2.

Sincerely,

*Kristian Hansen*

---

CEO & Founder

*Abhimukth Chaudhuri*

---

Co-founder & CTO

*Erik Ehrenreich-Hansen*

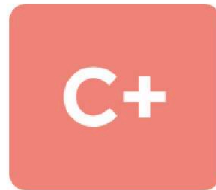
---

Board



# How did we do this year?

## REPORT CARD



### 😊 The Good

Revenue Growth - Up from 350k to over 700k

We opened our own manufacturing facility in Istanbul, integrated our own home grown software into the facility, and went live in OCT

We drastically altered the product, the quality, consistency, and sustainability of the product have improved substantially

### 😞 The Bad

Timelines - We struggled to hit the advertised timeline (goal was 30 days) While it improved launch to launch, it still must improve

Logistics - We had two very poor distribution 3PL partnerships that caused issues delivering packages, and hurt our experience.

Our customer experience still needs improvement, from the ease of returns/exchange to the buying experience.



# 2023 At a Glance

January 1 to December 31



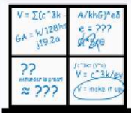
**\$528,969 +52%**  
Revenue



**-\$226,886**  
Net Loss



**\$57,000 +333%**  
Short Term Debt



**\$0**  
Raised in 2023



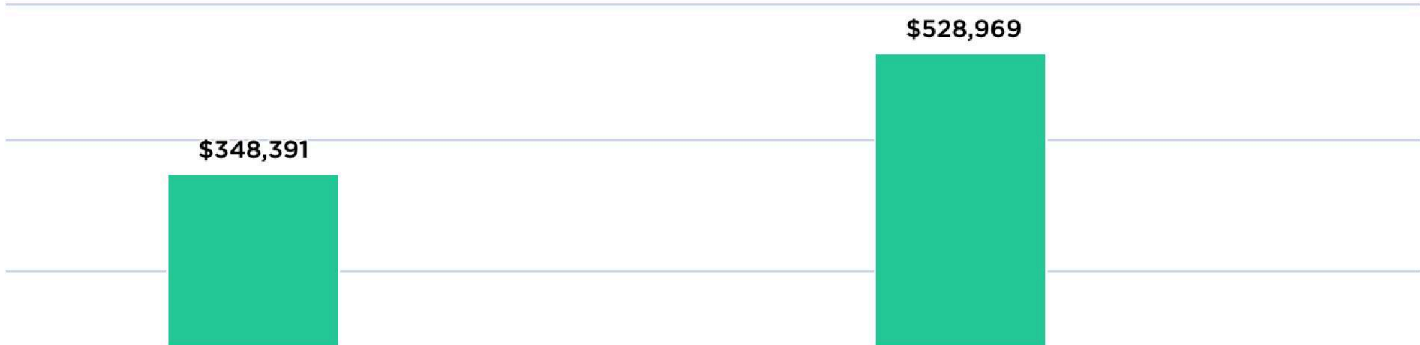
**\$41,000**  
Cash on Hand  
As of 06/ 4/24

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit







Net Margin: -43%    Gross Margin: 23%    Return on Assets: -401%    Earnings per Share: -\$0.03

Revenue per Employee: \$132,242    Cash to Assets: 85%    Revenue to Receivables: 6,177

Debt Ratio: 277%

 [Slo\\_GAAP\\_Financial\\_Report.docx.pdf](#)

# We ❤️ Our 906 Investors

## Thank You For Believing In Us

Ashley Cruz	Jaz Ibarra	Olivia Flood	Kayla Gatlin	Sebastian Harguess	Kim Roman
Ty Donaldson	Margaret Ronolder	Abigail Higgins	Emma Rosencrans	Armando Rodriguez	Tia Ackerman
Renay Daigle-...	Jennifer Schaller	Chesna Anderson	Sierra Lieder	Megan Keller	Tanya M Henderson
Melissa Zehr	Meagan Alonso	Brianna Weaver	Nikki Fortney	Christine Ebner	Katherine Giguere
Kelly Costello	S. Vervates	Michaela Mecham	Jennifer Forthman	Brant J. Datus	Brandy Hipp
Hatem Rowaihy	Ryan Philbrick	Harley Rose O'Sullivan	Dillo Chan	Crystal Martinez	Robin Croskery
Martin Brenner	Kyra Gerdes	Andrew Harwood	Briana Hopson	Jonathan Marion	Maria Conley
Harrison Mortimer	Samantha Newton	Sarah O'Connor	Debra Farber	Kyle Tabor	Kalina Wisniewski
Patrick Spaulding...	Trisha Koeltzow	Roop Singh S/O...	Mark Buell	Lilly Beyer	Víctor Pérez-Cotapos
Julie Daly	Caitlynn Adams	Rachael Weaver	Brenda Scharlau	Morven Shaw	Mona Gollan
Kimberly Jordan	Randi Storey	Toluwani Amosu	Victoria Strawbridge	Em Lew	Misty Rowan
Alex Shaw	Muthu SANKARAN	Charles Patton	Jonathan M Kaye	Kathryn Sutherland	Sheilah Kean
Kyla Hewson	Virpi Riihimäki	Melissa Benson	Jennifer Lippman	Shawn Stevens	Theresa Pueringer
Karen L Dougherty	Lorena Calzada	Isabelle Gelay	Michael K	Anastasia Button	Alexis Bingham
Maria Trombetta	Josephine Mione	Rachel Mione	Karim Oteify	Julia Gutierrez	Margot Clyne
Amy Davis	Maya Heintzman	Rosalie Demers	Susan Revelt	Brenda Kollbaum	Bradford Doyle
Madison Hansen	Chrissy Pearce	Ada Cohen	Amelia Daniel	Kari Plagmann	Michele Hooper
Mary Ann Pruter	Amy Fuhr	Pascal Friedmann	Annie Nicole Hall	Marion Waters	Taylor Smith
Stephannie Tong-Woo	Pamela Epting-Rea	Victoria Voigt	Alicia Velasquez	Alyson Reynolds Del...	Theresa Warrington
Victoria Nolten	Star Picucci	Salma Servin	Kaitlin Blaker	Iris Hutchings	Melissa Ferry
Danae Hurst	Dominic Lutz	Charisa Elizabeth...	Amanda Nelson	Margaret Staunton	Samantha Orem
Leah Shamblen	Lauraine McAlaster	Delaney Dooley	Molly Stanton	Othelia Botnermyr	Jessica Rachelle



Anne Davis Wesson	Alyssa Bonenfant	Elizabeth Israel	Ariqua Furse	Janel Harlan	Erin K White
Lisa Harmon Wolff	Crystal Wazny	Lene Gaardmand	Elissa Olivas	Katherine Solomon	Kvetta Quagrainie
Raine Kitzig	Emily Christine...	Felicia Michelle	Amber Zarevich	Bryan M Bravo	Alyson Zarick
Cora Pratt	Lucas Pierre Bonavita	Jeremy Bull	Mustafa Jawad	Diego Pérez-Cotapos	Caitlin Brown
Carli R. Rose	Katie Brown	Karl Meinema	Rhian Myring	Jackie Schoeneweis	Joshua Van Duzen
Michelle Duckworth	Brynne Green	Christine Lee	Chase Rowe	Anna Cameron	Anna Bruemmer
Tegan Hamilton	Pimvenus Clark	Andžej Geniuš	Miranda Wheeler	Hayden Rose	Nancy Daley
Lisa Drake	Esmeralda Marin	Heather Gramajo	Quinn Bautista	Emily Duey	Sierra R
Katie Gifford	Hannah Croswell	Julianna Manfredo...	Lily Gold	Tabitha Westbrook	Lisa Marie Foster
Avery Pauls	Nina Kresky	Gina Bell	Stephanie Wagner	Lisa Peterson	Alice Monkman
Verna Jean Tunbridge	Claire Billinger	Nicole Flynn	Pam Nikolai	Amelia Bailey	Jordan Arias
Anne Floor Brouwer	Tina Gallegos	Christina Mackey	Charmaze Trinidad	Bethany Jozwiak	Hannah Jozwiak
Rachel Lee	Clara O'Shaughnessy	Anyah Wright	Morgan Schreiber	Amber Holko	Tom Weir
Araceli Regalado	Brittany H.	Kim Kawaguchi	Cynthia Salguero...	Charrise Pierson	Kevin King
Michael Forsyth	Casy Bouwmeester	Christina Nocito	Nicole Justice	Victoria Murphy...	Rachel Marie
Caitlyn Johnson	Craig Call	Thomas & Bridget...	Nadia Sampson	Jess Gisler	Michaela Bigham
Louise Willcott	Chandler Morris	Juliara Baeten	Meg Massie Craig	Lucy Greloch	Genevieve Gonzalez
Fiona M	Smriti Gupta	Michelle Choe	Alexis Young	Amber Gayle	Joan Tutino
Claire Pernet	Michael Hall	Lucca Donatelli	Tanya Hughes	Dimple Sarnaaik	Melissa McBroom
Amy Lynn Rivas-...	Blair Edwards	Jessica Bird	Jessie Petersen	Tineia Dewes	Laura Rucci
Liz Torres	Betsy Willett	Lina Kyle	Katrina Macaluso	Hunter Jordan	Heather Campbell
Julia Kranenburg	Angela Bartkus	Rachel Karpen-King	Paige Krzysko	Leonani Travis	Jessica Flores
Caitlin Walker	Cayla Gates	Chelsie Mills	Shawna Stetz	Juliana Soares	Jessica Wronski
Adamary Reyes-...	Heather Gebhardt	Keesha Poyer	Samantha Simmons	April Swenson	Tatyana Monarez
Renee Phillips	Megan White	Sophie Hernando...	Róisín Tanzey	McKenzie Zima	Robyn Mihandoost
Ember Ivory Ricot	Kayla Scully	Kiersten Nieuwejaar	Kayla Norgate	Kathryn Simpson	Maggi Billingsley
Rebecca Camp	Gina Colalillo	Sam Grant	Samantha Levy	Isabelle Molina	Aj Thompson
Jessica Hammond	Stacey Wiser	Stacy Gretchen	Kalene McDonnell	Stephanie Monk	Bonnie Ruddock
Amanda Rosario	Aileen Hernandez	Tiffany Stevens	Grace Howard	Mary A NORDSTROM	Mary Augustine
Anna Pelch-Pacheco	Sean Zaidman	Sarah Christensen	Gwen Frankian	Victoria Hill	Ruby Avila Barajas
Tala Nabhani	Regina McKinney	Louise Pedersen	Kristin Kriegbaum	Nicole Cortez	Ashley M Squiers
Erica Pope	Michael C Kline	Natalia Padron	Megan Brenzil	Priscilla Calamaco	Tracy Mendola
Susan Her	Teresa Kostick	Brenda Lira	Carissa Wells	Elizabeth Nicodemus	James Wells
Maryam Zardbani	Cassandra Whaley	Rachel De Graaf	Jacob Kostick	Emily Steinwart	Danielle E Johnson
Katherine Foster	Denise Buckland	Danielle Davis	Abigail Bonnington	Tatiana Aramayo	Lindsey Green
Tracy Tenzer	Kristina Brown	Lois Bell	Morgan Evans	Tegan McComb	Brea Hansen
Darci Gallimore	Mandy Roush	Olivia Mitton	Ariella Tamariz	Veronica Colin	Annaruth McBride
Taylor O'mahony	Victoria Salerno	Ray Opatowsky	Robin Abbott	Jared Nicholas	Sara Carlos
Sara Hulford	Miranda K Kelly	Adriana Clark	Randi Laing	Nicole Wallenhorst	Keeley Wagner
Noa Gill-More	Brandi Sylveste	Otso Kivivuori	Tiara Ave	Finch Ireland	Sharon Dale
Sierra Feaver	Emily Flynn	Alexis Wilson	Shaked Yaffe	Rachel Fowler	Laura Beljaars
Jillian P Tortora	Audrey Bearden	Lauren Keller	Anna Morgan	Aj Mickelson	Sandra Cole
Michelle Messer	Tiffany King	Porter Fay	Kristen Barlow	Beth Hendren	Lesly Morales
Maureen Michelson	Marta Krapanić	Samantha Harlow	Kayla Green	Shiloh Beene	Stephanie Carrillo
Kajsa Hallberg	Seher Iqbal	Kyle Kucker	Elizabeth Krontz	Elyse Piacentini	Alexandria...
Alicia Layne	Melissa Ochoa	R'gracious Stevenson	Cheryl Wilbur	Lynne Odenwald	Lauren Harrow
Chickadee McClintick	Charles Bassaler-...	Jennifer Bigler	Lauraine McAlaster	Lindsey Henderson	Rendle Williams
Maia Labrie	Adrianna Suggate	Melissa Elwell	Amanda Kizman	Richele Young	Sky Rohrer
Meredith Hebden	Kayla Felty	Gemma Fitzsimmons	Hannah Steinman	Katie Bennett	Amara Terry
Alana Macalos	Melissa Drescher	Stephanie Fung	Kenna Watkins	Megan M. Wilson	Joanna Metz
Vanessa Rojas	Sarah Garcia	Michelle Asselin	Shana Deo	Judy McAuley	Samantha Puzzo
Daniella Kovacs	Kathryn Wurst	Sarah Florini	Skyler Bennett	Allison Langwinski	Alexa Gatesman
Sarah Scroop	Debbie Frankfort	Rebecca Hulse	Dustyn Greenwell-...	Hailey Francis	Cathryn Campbell
Megan Torkelson	Mariah Westhoff	Miranda Mordue	Ali Durling	Marcy Cross	Deborah Christianson
Ashleigh JONES	Lexie Seidel	Mara Fox	Jennifer Bagley	Marisa Turck	Jamie Hood
Lorena Fino	Lisa Hollister	Kalila Schumacher	Hillary Gould	Luc Nadeau	Stephanie Cartwright
Topaz San Felipe	Edward A Sieverding	Morgan Fletcher	Daniel R Jones	Catherine Becker	Kaylee Jackson
Mariel Campos	Michelle Callahan	Mckenzie Valdez	Cathleen Holgate	Marc Gonzalez	Hannah Averill
Jemma Skewes	Audrey Rita Estock-...	Alison Bramer	Andrew R Numa	La Toya Mitchell	Paige Norman
Kimberly Newton	Sarah Bethell	Autumn Nethery	Lillia Thompson	Mallory Hebert	Marlo Engels
Sarah Gray Holland	Vanessa Davis	Cindy Racine	Jamie Vo	Christina Bagby	Alice Smith-Goeke
Lacey Mansfield	Shira Sliffman	Brynn Heglund	Hayley Vanek	Hannah Maggs	Brittney Gibson
Christine Evangelisti	Lindsay Schultz	Hannah Kirsten Duda	Alise Benner	Jennifer Hof	Alyssa Poliakon
Adam Deveaney	Cynthia Gill-Wall	Jeffrey Warren	Lu Ann Messer	Geogy Philip	Martin Nwosu
Lucinda Heling	Vanessa Wells	Joshua Smith	Jenna McPherson	Su Jean Lacy	Esther Valimont
Wenona Kimber	Drue Clark	Jeannelix Maldonado...	Andrea Do	Agostina Marozzi	Elisabeth Walker
Annet Maurer	Samantha Allen-Webb	Taylor Hand	Amanda Stolz	Shay Corless	Allison Pearson
Megan Petty	Ghina Alameddine	Kayla Flemetis	Bethany Watts	Mindy Obert	Ivy Nielson
Mary Andersen	Elizabeth Lopez	Salena Lundquist	Laura Ewa...	Ani Saucedo	Elizabeth Perez
Rebecca Cason	Maria Hutmacher	Jessica Garcia	Rebecca Hines	Audrie Martinez	Maddy Snidal



Molly Wier	Aimee Young	Cassandra Koudeika	Amanda Glenn	Caitlin Crest	Gitana Grambovskaite
Celeste Neyedli	Henry Auerswald	Katherine Gunnoe	David Park	Alexandra Nafziger	Bruna Boaventura
Emmalee Styles	Chani Lawrence...	Blondie Kat	Morgan E MacLean	Megan Whiteman	Katherine Perez
Amanda Cashatt	Sarah Leavitt	Alyssa Ortiz	Emily Hinkle-DeGraff	Antochi Alina-Mihaela	David A Duron
Kelly Ruch	Zoë Smith	Kyle Gower	Alea Wise	Camilo Patino	Alara Andryshak
Elizabeth Colon	Rachel C Perry	Fatima Musleh	Christina Averhart	Margaret Berger	Melodee Smith
Destiny Wheeler	Kendra Smith	Ace Nightingale	William Tackett	Kirsty Henley	Isabela Calcagno
Ginendel Natik	Tina Fischer	Brian Smolens	Stephanie Thurow	Jeanna Woods	Alexandria Lalli
Becky Phillips	Sabrina Gibney	Louise Holland	Erica Durham	Catalina Lind	Ari Lopez
Anna Winkel	Sacha Pedro	Sarah Musselwhite	Alleyna McKinney	Heather Chase	Whitney Killoran
Kellie Crossroads	Caitlin Fox	Danielle Sturgis	Meagan Trask	Lauren Lester	Kathryn Peterson
Christine Martinez	Kirsten McCarthy	Kirsten Ladd	Megan Victoria Kemp	Kelsi Daniel	Joy Wingert
Kristen Eldridge	Audrey Wilson	Anya Grady	Faith N Loomis	Michaela Rothschild	Draco Recalma
Caitlin Dawkins	Jessica Lynn Wood	Amanda Mayer	Shannon Olson	Melanie Rolf	Valerie English
Shannon Sweet	Elizabeth Zukowski	Trish Bartol	Laura Zavala	Christina Abel	Chelsea Clark
Darcy Lindner	Laura Blair	Hannah Lothamer	Kalisha Bates	Bethany Carrera	Jarrah Coutts
Winter Wells	Chloe Wallser	Markéta Bia	Ilana Johnson	Alexandria Wasgatt	Arianne Rodriguez
Grace Colston	Katie Walker	Krista Antis	Stephanie Stabley	Ava Reed	David M Runyen Jr
Dharma Timmons	Abbey McBride	Ryle Franze	Jasmine Alvarez	Meghann Smith	Erik Urbanovich
Myna Palakurthi	Elizabeth A Carleton	Sally Green	Elizabeth Bradshaw	Jackie Ha	Brian Drummond
Allister Scott	Kyrie Lucas	Alexia Ilias	Liane Caton	Katelyn Patterson	Rachel E Ellison
James Ray	Vanessa BARELA	Lindsay Wakelin	Radha...	Apryll Peck	Sabina Andersson
Faustina Iroha	Andrew Brian Camp	Jared Hughes	Sophie Friesen	Joshua Lorentson	Maura Glynn
Meghan Mello	Trevor Scott	Caitlin Graf	Rachel Miller	Naomi Gunther	Leslie Armbruster
Jean Luc Eggen	Keith Monahan	Moth Hodges	Jill Quaranta	Marien Armstrong	Monika Janesová
Stephanie Lucas	Laura McFarland...	Jennifer Mocaby	Sabrina Thompson	Abigail Hunt	Katherine Duty
Cass Schell	Dominic Bulone	Randi Morris	Hannah Bany	Mallory Montgomery	Alyssa Longo
Eric Sylvester	Ariel White	Christine Host	Tierra Williams	Stefanie Galen	Jade Bromley
Olivia Mikulla	Eva Stafford	Shabila Nadeem	Daniel Lynch	Tobias Wylega	Jennifer Hill
Vida A Alvarado	Ronan Sheehan	Edward Gregor	Alyssa Thompson	Margaux Chow	Shane Rampertab
Haley Shirley	Linda Lansford	Margaret Herbison	Carol Austerman	Samantha Murakami	Andrew Brookes
Tamara Pomare...	Therese Barr	Tayen Lamb	Cai Gorman	Amar De Winter	Ashley N Levins
Megan Reside	Graham Day	Rolanda Yutzy	Laura Wedding	Anita Asher	Kathryn Hoskisson...
Karen Herrera Teague	Gabrielle Schenk	Laurel Nikol Jackson	Stephanie Burrows	Stewart Eidel	Brannon Nguyen
Kevin Setzer	Amy Laidman	Paul Andrew...	Osman Kamara	Catherine Raimo	Kori Joy
Sam Brideau	Sarah Pennington	Daan Gerse	Stephanie Igo	Ayla Nathan	Jeanette Williams
Emily Brady	Audrey Brotherton	Donna Preisler	Danielle De Boer	Emma van Meurs	Melissa MartinNeubert
Sterling Noelck	Constance Phillips	Kimberly Bentley	Kristina Czoschke	Dana Ward	Nigel Wollaston
Michelle Hoback	Natalie Buehrer	Madalena Nunes...	Katherine Suit	Jeri Perez	Brittany Henderson
Virginia Purdy	Allison Cunningham	Karley Lassley	Heidi Sabacky	Victoria Koro	Traci Titus
Nicole Birrer	Jasmine Moore	Shelby Ambrose	Catharina Due Bøhler	Andrea Hasty	Elpiniki Maria...
Christine Gilbert	Ashley Marie Sharp	Lesley Bouchard	Elana Lewinbuk	Claudia Renata Guerr...	Abigail Cavanaugh
Maria Arduino	Nathan Kjos	Drereccia Merrick	Teniele Gabriel	Nadene Jackman	Robert A Mc Mullen
Kaitlyn Auerbach	Talia Baken	Ida Hammerstad	Amanda Denoyer	Katherine Scheurer	Christina Gergeni
Abby Whiffen	Crystal Barnes	Cristina Cerruti	Michelle Starbuck	Aleena Netzel	Ivana Konjicija
Samantha Possemato	Scott Fish	Benjamin Senior	Sarah Spurlock-Denley	Deidre Childs	Andrea Ibarguengoitia
Alexander Mullison	Helene Brown	Samuel Krausman	Elizabeth Crowley	Lucy Magee	Jennifer Bernshausen
Sarah Dick	Vanessa Smith	Danica Sheridan	Stephanie Carlson	Lydia Snowden	Madelen Kristin Heian
Veronica Schweitzer	Ashlee Marz	Montanna Coad	Rosa Lopez	Francesca Vile	Hailey Miller
Isabella Dillard	Jessica R CHAFFEE	Nicole Fieder	Rebecca Tower	Lauren Leftwich	Josuenny O'Donnell
Lauryn King	Ana Jankovic	Stephanie Montilla...	Benjamin Tracy	Jose Antonio Perez...	Elizabeth Radford
Diana Morgan	Amber Kurz	Melissa Weinstein	Jasmine Rodriguez	Yaisa Batista	Joanna Valimont
Debora Harmsen	Alisa Polovinkina	Hannah Hyer	Makena Kongg		

# Thank You!

From the Slø - Functional Clothes that last Team

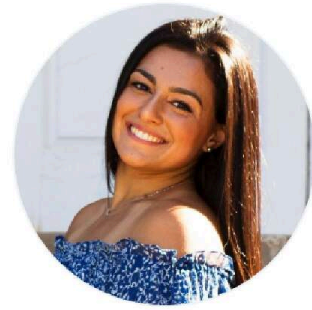




**Kristian Hansen** 

**CEO & Founder**

4x founder - 600k+ Followers on Social Media @kristianfrommntn - Experienced Fashion and D2C Entrepreneur. Data Analytics & Climate Science @ UPenn



**Elise Namnoum**

**Chief Operation Officer & Co-Founder**

Previous COO of MNTN Co - Experience in Social Media Leadership and Development and Overall Operations - Linguistics and Marketing @ Boston College



**Marshall Conley**

**Chief Marketing Officer & Co-Founder**

Innovative Business Development and Marketing Strategist equipped with six years of experience developing and executing market development, business growth, an...



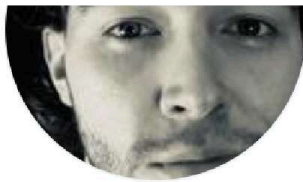
**Abhimukth Chaudhuri** 

**Chief Technology Officer & Co-Founder**

Bachelor of Engineering in Computer Engineering from McGill University







**Kristian Hansen** 



**Cindel Corbett**

**Lead Designer**

Kent State University Fashion  
Design



**Jade Lehrmann**

**Tik-tok & Social Media  
Team**



**Molly McNulty** 

**Head of Brand Partnerships**

Led MNTN Division in acquiring  
over 100 strategic partnerships



**Caitlin Lota**

**Social Media Manager**

**Rachel  
Bouchard**







**Rachel Bouchard**

**Fashion Design Consultant**

Experience working on Denim Projects at Calvin Klein, Diesel, and TopShop



**Taya Lafontaine**

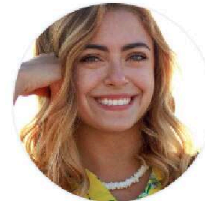
**Public Relations & Tik-tok Team**



**Zeena Mawlawi**

**Fashion & Design Consultant**

McGill University Psychology graduate Fluent in 5 languages Fashion trend research experience and data processing



**Skyla Konesky**

**Social Media Team**



**Anna Tauzon**

**Social Media Team**



## Details

### The Board of Directors

Director	Occupation	Joined
Kristian Ehrenreich-Hansen	CEO @ MNTN Co	2021
Erik Ehrenreich-Hansen	Pilot @ Emirates Airlines	2023

### Officers

Officer	Title	Joined
Abhimukth Chaudhuri	CTO	2022
Kristian Ehrenreich-Hansen	Chairman	2022

### Voting Power

Holder	Securities Held	Voting Power
Kristian Ehrenreich-Hansen	3,875,000 Common Stock	100.0%

### Past Equity Fundraises

Date	Amount	Security	Exemption
09/2022	\$293,841		4(a)(6)
02/2024	\$25,000	Safe	Other
05/2024	\$100,000		Other

*The use of proceeds is to fund general operations.*

### Outstanding Debts

Lender	Issued	Amount	Outstanding	Interest	Maturity	Current?
Erik Ehrenreich-Hansen 	05/10/2024	\$100,000	\$108,111 	7.0%	05/10/2027	Yes

### Related Party Transactions

None.

### Capital Structure

Class of Security	Securities (or Amount) Authorized	Securities (or Amount) Outstanding	Voting Rights
Common Stock	10,000,000	8,000,000	Yes



Common Stock 10,000,000 5,000,000 100

Warrants: 0

Options: 1

## Form C Risks:

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.

The Fashion Industry is ruled by many large conglomerates who possess the majority of the market share

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.

There could potentially be legal action by one of these companies in order to keep us from manufacturing and competing

We are essentially betting that a sizeable amount of the over 500,000+ people who have expressed interest will convert to buyers

Our design is based on durability and creating a product that is built to last, this means that the materials we will be using will be much higher cost than our fast-fashion competitors, our margins will be slimmer as a result

Covid-19 Effects supply chains and manufacturing ability significantly, and should there be another worldwide lockdown event, the timeline would be delayed.

## 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 shareholders, 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 and the Board of Directors of the Company to manage the Company so as to maximize value for shareholders. 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 and the Board of Directors of the Company. If the Board Of Directors 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 and Board of Directors 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 shareholders. 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 Board Of Directors, and the Investor will have no independent right to name or remove an officer or member of the Board Of Directors 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 shareholders 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 shareholders may change the terms of the articles of incorporation 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 shareholders 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 shareholders have the right to redeem their securities at any time. Shareholders 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 stock, 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 shares of Preferred Stock . As discussed in Question 13, when we engage in an offering of equity interests involving Preferred Stock , Investors may receive a number of shares of Preferred Stock calculated as either (i) the total value of the Investor's investment, divided by the price of the Preferred Stock 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 Preferred Stock that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our board of directors . Among the factors we may consider in determining the price of Preferred Stock 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 stock (including both common stock and Preferred Stock) 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

Urban Clothing Company



Human Clothing Company

Delaware Corporation

Organized January 2022

4 employees

8 The Green Ste. B

Dover DE 19901 <http://www.slojeans.co>

## Business Description

Refer to the Slø - Functional Clothes that last 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

Slø - Functional Clothes that last has previously not complied with the reporting requirements under Rule 202 of Regulation Crowdfunding.

Late filing

## 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.

**Show Less** ▾