

brilliantly

#bebrilliantbeyou

Founder's Story



2005

My mother, Lisa, dies from metastatic breast cancer at age 49



2013

I undergo a preventative double mastectomy and implant reconstruction



Today

After seven years of suffering silently with the side effects, I am working to meet the unmet needs of women like my mom and me

An Underserved Market of Survivors and Previvors

We are helping millions of women who've survived breast cancer or undergone preventative mastectomies face the physical and emotional they face every day.

3.5 Million

U.S. breast cancer
survivors

1,000 a Day

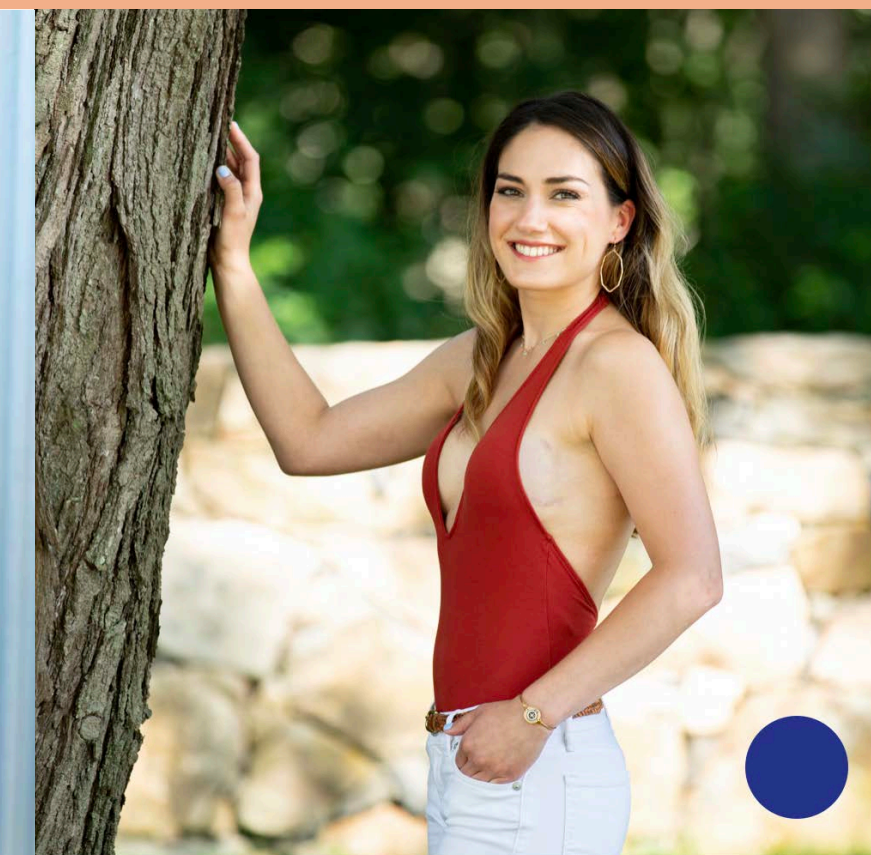
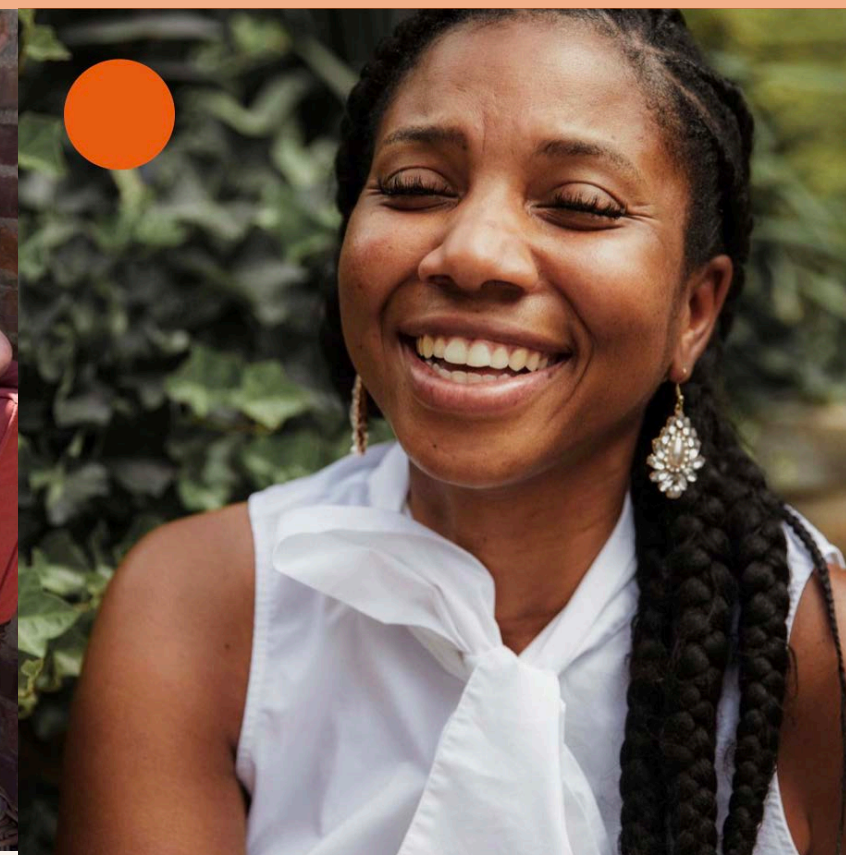
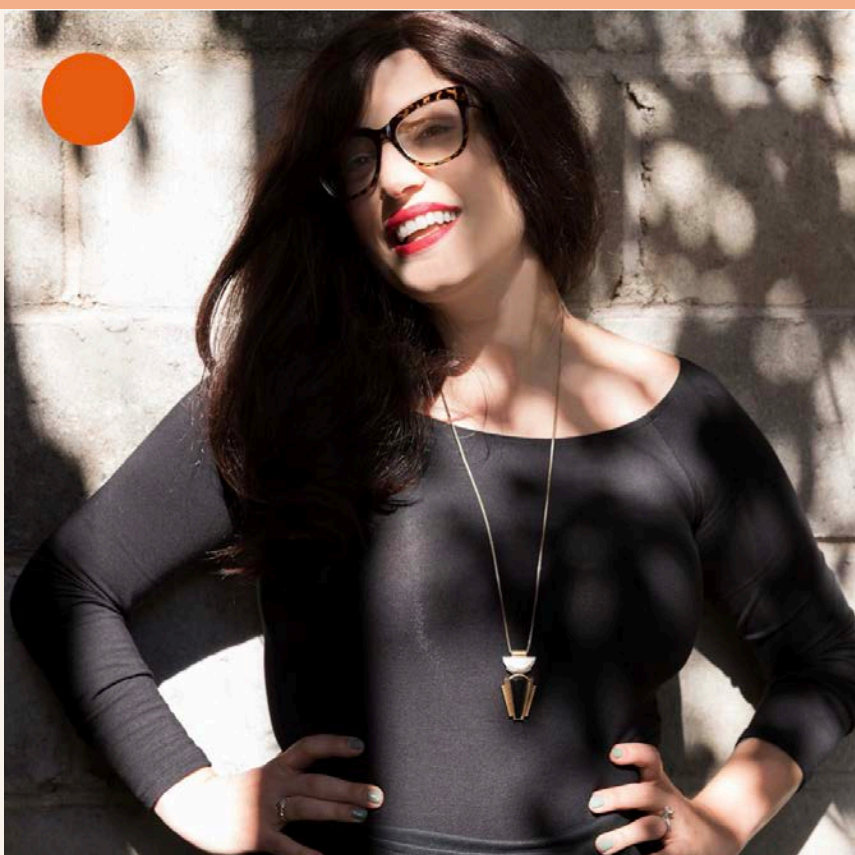
U.S. women newly
diagnosed

91%

Five-year survival rate

Tens of thousands

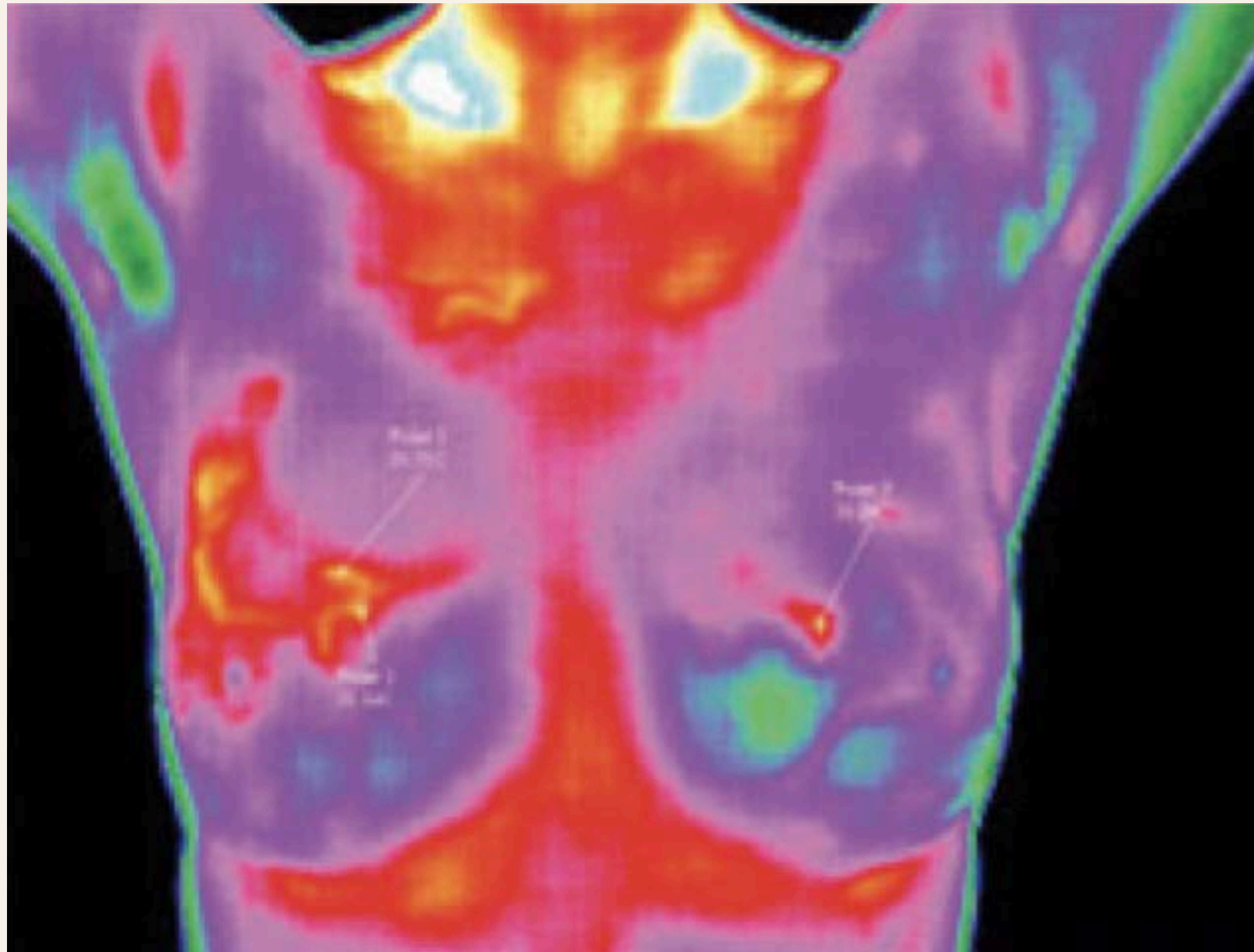
Women with hereditary
cancer risk take preventative
action every year



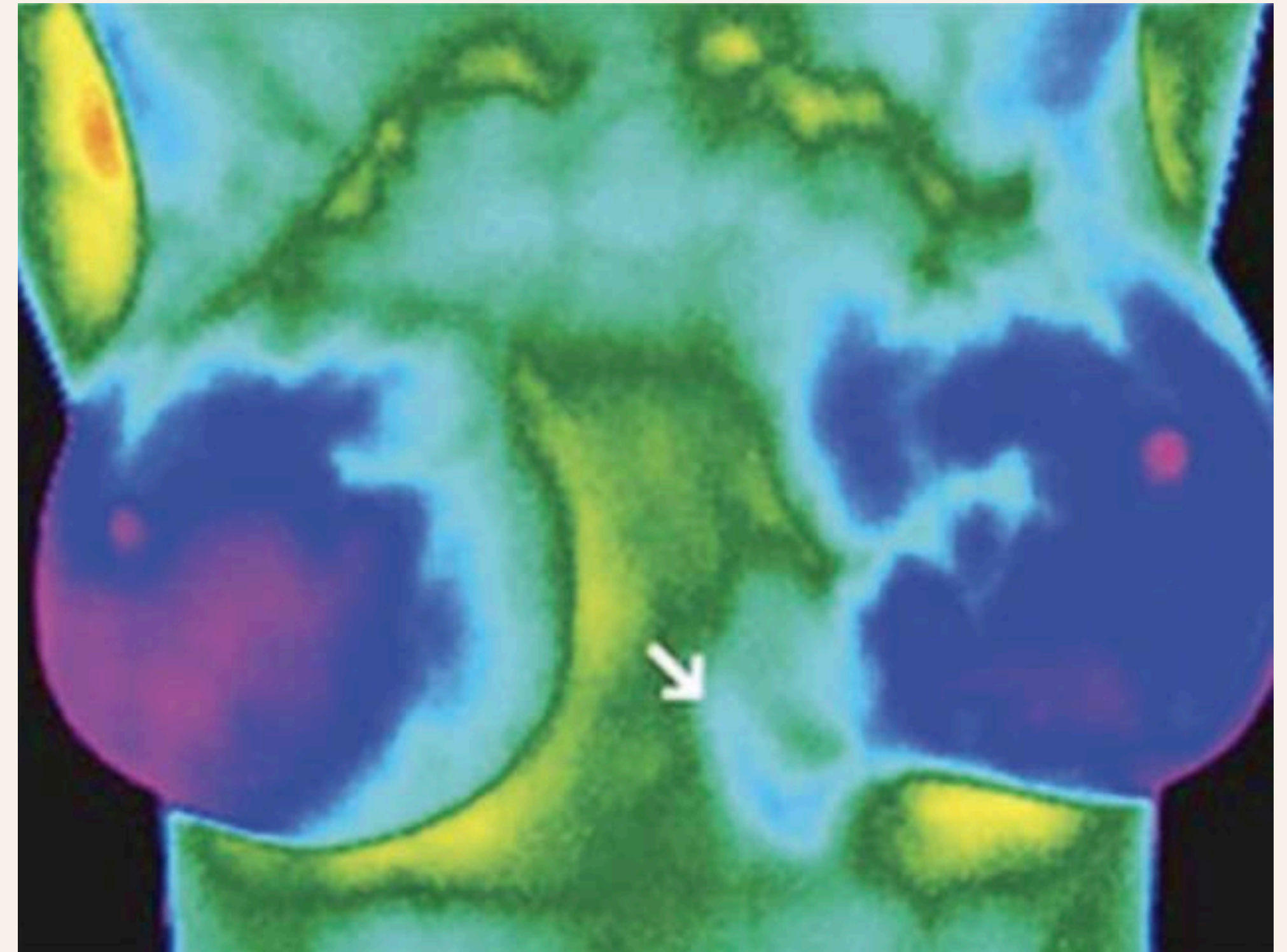
**Brilliantly is helping women
make the transition
from confronting cancer
to embracing life**

An Unaddressed Problem

Women with implant reconstruction feel cold all the time

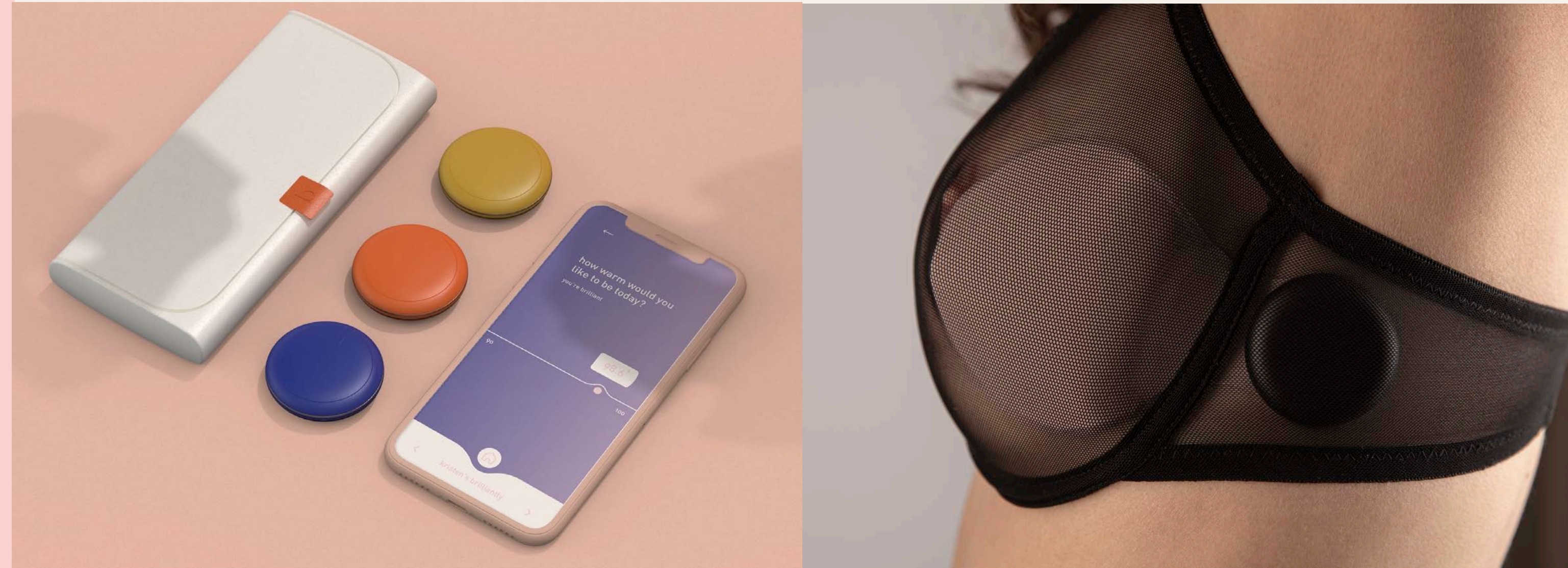
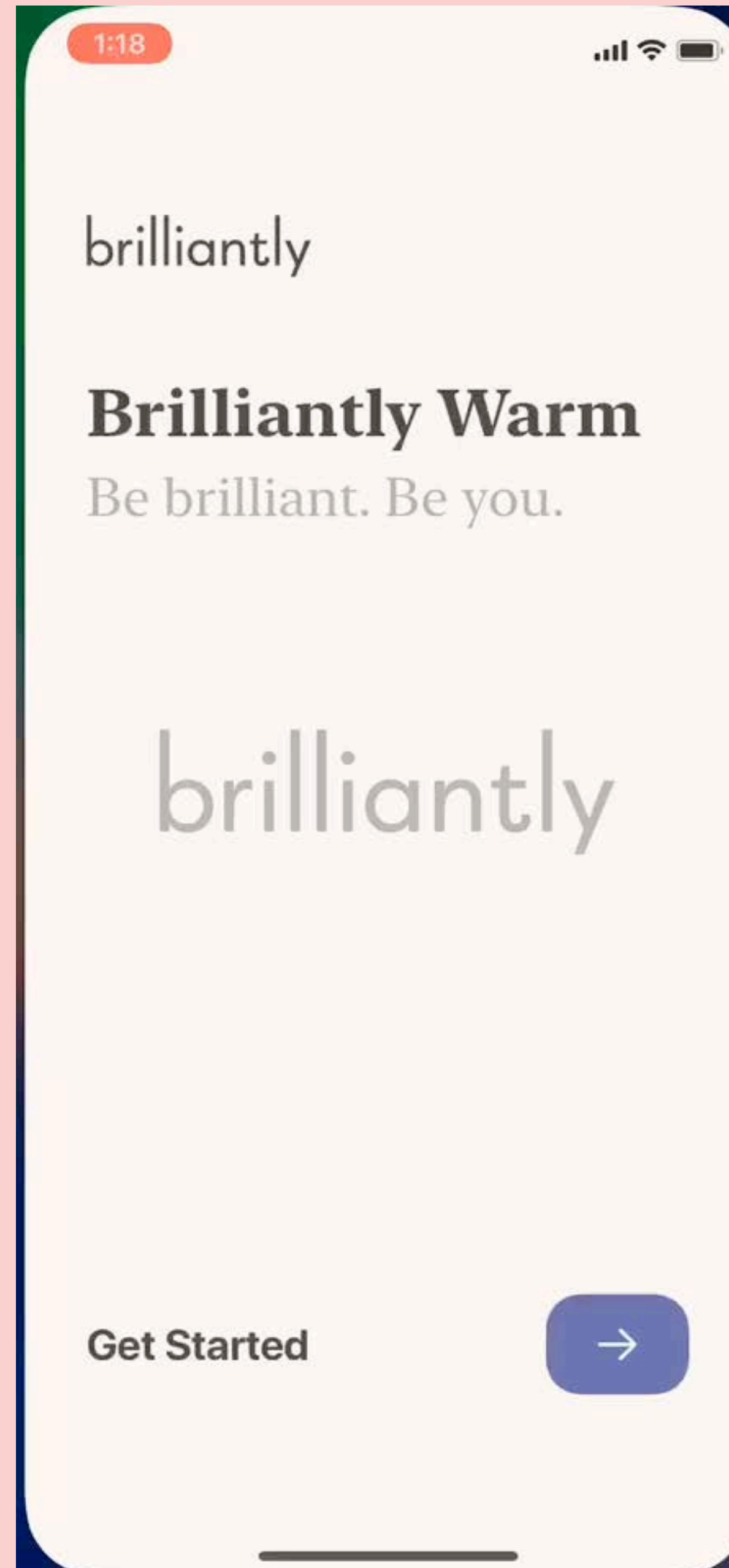


Thermographic photo of a woman's torso with natural breasts



Thermographic photo of a woman's torso after mastectomy and implant reconstruction

A User-Tested Innovative Solution



Brilliantly Warm Makes Women Feel Instantly Better

- makes ANY bra a warming bra
- redundant safety features
- temperature regulated and controllable
- app-controlled
- discreet
- wireless
- provides instant warmth
- patent-pending

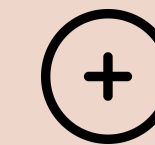
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Our Patent Pending Technology

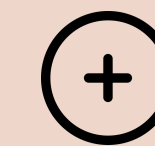
The Brilliantly Warm technology has potential applications for any heating and data collecting wearable

We are designing a licensing strategy

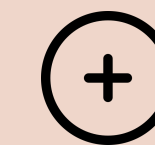
**Positive Temperature
Coefficient (PCT) heater**



bra cup insert



hardware module



Brilliantly mobile App

User Testing Feedback

“Brilliantly Warm
can give me back
a part of my life
that I lost.”

Angie

“I instantly felt
warm all over.”

Amanda

“Call me as
soon as I can
buy one!”

Sarah

“It feels like
something cool in
the tech world and
not at all medical.”

Christina

“It’s dummy proof
and easy to use.”

Bethany

“My reaction
was immediate,
I felt a radiant
warmth.”

Kate

Market Strategy



DIRECT TO CONSUMER



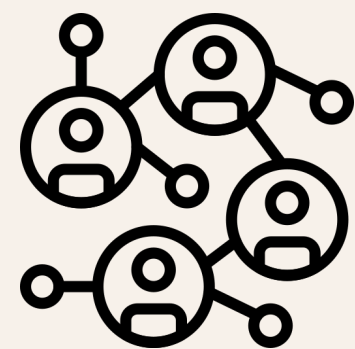
CLINICIANS



CELEBRITY
PARTNERSHIPS



INDUSTRY
EVENTS



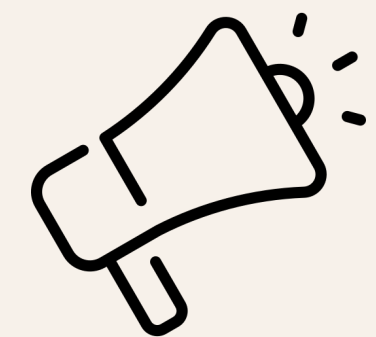
SOCIAL MEDIA
INFLUENCERS



COLLABORATIONS



DIGITAL
MARKETING



PUBLIC
RELATIONS

Market Traction

Community Growth

Website – 10,000 views
Instagram – doubled accounts reached last quarter
Facebook – tripled followers in 12 months

User Testing

100 opt-ins in 72 hours
91% of testers said they'd likely recommend to a friend
96% of testers said they'd purchase

Market Research

In a competitor's study, **100 percent of the participants suffered from the side effect of cold breasts** with 77% reporting frequent or continuous discomfort



Conferences

Meet Ups

Lectures

Panel Discussions

Interviews

Events

Podcasts

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What Sets Us Apart

Creating an ecosystem of products, services and content survivors need to feel more like themselves



Financials

TAM

| | Brilliantly Warm | Community | Adjacent Markets |
|------------------|------------------|-----------|------------------|
| Audience | 3 million | 5 million | 100 million |
| Avg Annual Spend | \$200 | \$60 | \$200 |
| TAM | \$600mm | \$300mm | \$20b |

Forecast

| | FY20 | FY21 | FY22 | FY23 | FY24 |
|--|---------|--------|--------|-------|-------|
| Revenue <small>Device/Product Extension</small> | \$0 | \$4.1M | \$10M | \$19M | \$32M |
| Expenses | \$560K | \$3.5M | \$8.2M | \$15M | \$25M |
| Profit (loss) | -\$560K | \$600K | \$1.8M | \$4M | \$7M |

Assumptions

- 250,000 total customers to achieve 65 million in total sales by year 5 – 5% of the market
- Estimated CAC \$45
- Target price/cost per unit delivered – \$250/\$78
- 60% overall blended Gross Margin
- Aggressive licensing strategy and plan to monetizing community and user driven data
- Adjacent Markets refers to the licensing and future product opportunities.

Regulation and IP

No FDA Approval Required

Pursuing 501(K) Designation for Insurance Reimbursement

Patents

PCT Application filed in fall 2020

Trademark

Multi-category Trademarks filed
in June 2018

One approved and three under
review

Licensing

Team of legal experts creating an
aggressive licensing strategy
for late 2020

Industry Collaborations & Partnerships



Brilliantly Team



Kristen Carbone
Founder

A writer, networker, natural community builder, and former contemporary art curator, Kristen is a breast cancer previvor who is dedicated to making people's lives better and more joyful.



Brian Murphy
Operations

With over twenty years building high-growth private and investor funded companies with a focus on early-stage businesses, Brian specializes in E-commerce Operations and Strategy, Product Development and Sourcing, and Digital Marketing.

What We've Achieved

2017

Over 200 Founder-led interviews confirming need and product market fit

Created proof of concept design and benchmark testing

Founder funded \$40k

2018

Incorporated as Delaware C

Established Advisory Board

Filed multi-class Trademark application

Filed provisional patent

Raised \$120k in pre-seed funding

2019

Hosted inaugural event

First Trademark granted

Brilliantly Warm User Testing

Raised \$140k in pre-seed funding

2020

Filed PCT Application

Courting future team

Began outlining licensing strategy

Solidifying brand partnerships

Funding Needed

Our plan calls for an additional \$1Million to support the final design phase, manufacturing, marketing, and staffing for an early 2021 product launch

General Overhead \$250,000

Travel (fundraising)
Office Expenses
Legal/Accounting
One Full-time
Two Part-time
Contract labor

Product Development \$200,000

App Refinements
Safety Testing
DFM

Marketing \$200,000

Marketing
Website
Launch and events
Travel
PR

Manufacturing \$350,000

Tooling
Distribution Setup
Inventory (5,000 units)

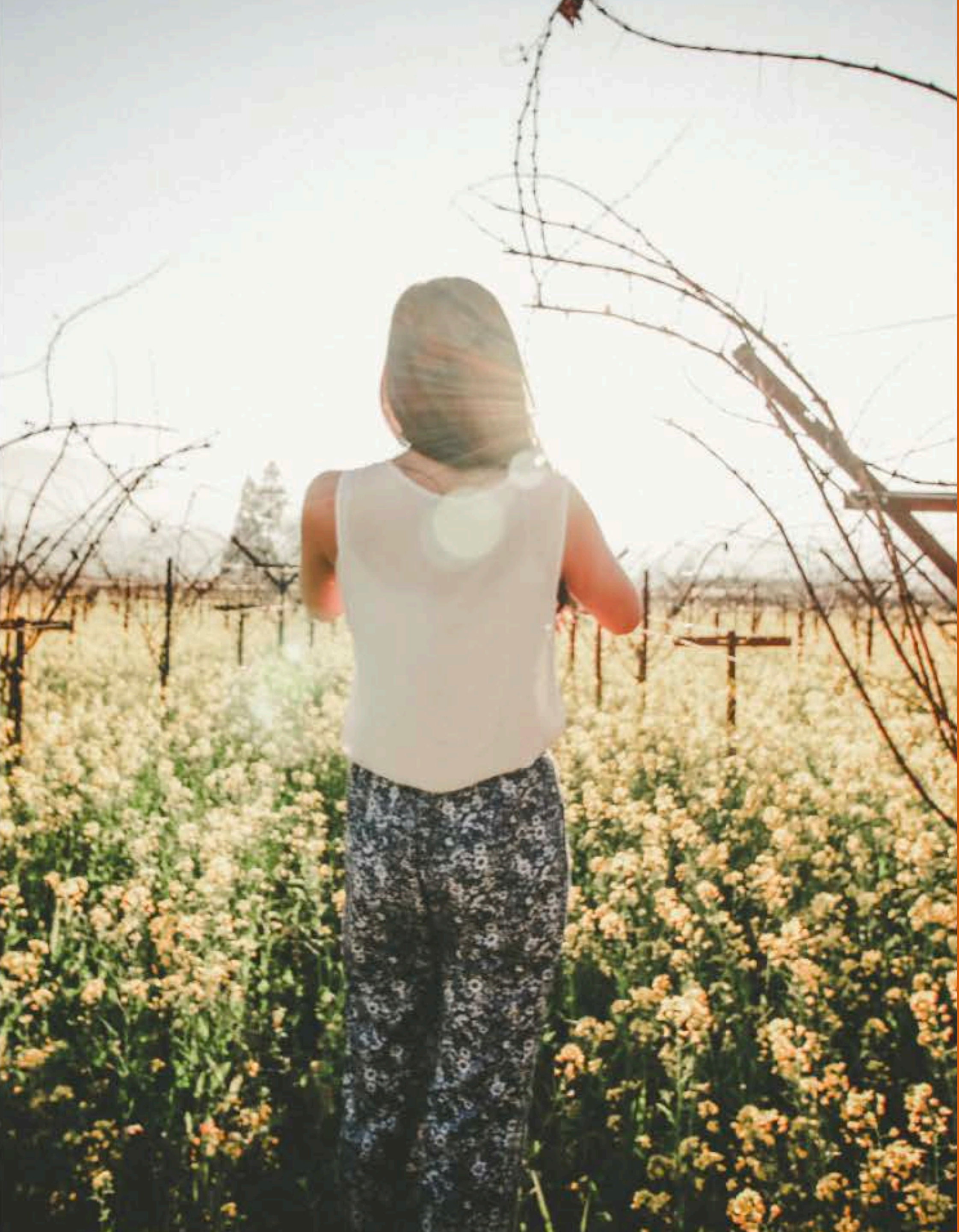
Summary

Key Points

- Portfolio of products and services relevant to millions of women in an growing market
- The final prototype is in the user testing phase
- No direct competition
- Planned product extensions
- Patent licensing opportunities
- Seeking \$1M seed investment
- Anticipated product early 2021
- Brilliantly's TAM is \$20 billion



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Be You.

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