

StartupWear

Official VC Pitch

contact@startupwear.com

Vision of StartupWear.com

- Put shirts on the backs of toiling entrepreneurs
- Capture not 1% but 2% of market share (yes our Moms are valid test markets!)
- Create a viable pyramid scheme
- Somehow become self-aware

Problem:

- Entrepreneurs need funny shirts just like the VCs but don't have a lot of money (the whole bank rolling the startup deal)

Solution:

- Produce shirts that Entrepreneurs can buy at working mass prices and that are funnier than those worn by VCs and reflect startup humor

Market Size

- More Entrepreneurs than VCs
- Therefore more Entrepreneur torsos than VC torsos
- We have a larger untapped market!

Monetization

- Things we want to bank roll from this operation Gulfstream, Fuel, Pilot, Hangar etc
- Gulfstream G550 - \$65 M
- Fuel etc - \$35 M (we intend to never stop flying)
- At \$5.40 profit / shirt we need 18,518,519 shirts in 5 years

Product

- Look at all the pretty shirts on www.startupwear.com at \$20/shirt

Team

Adit Shukla - (ideabahn.com, konceptart.com)

- Creator of everything you see in front of you - actually all the designs are the hours of painstaking work put in by him

Daniel Hammond - (ideabahn.com)

- "Whoa dude we should create vcwear for entrepreneurs" -
The reason why this site is reaching you in the comfort of wherever you are (a flush would be nice)

Rachit Shukla - (ideabahn.com)

- Only one with Grey hair on the team even that's not saying much - Master of quip-iness

Funding

- Bankrolled with Rachit's credit card and lots of sweat equity
- Talk to us, we might sell you the whole operation if we can get couple gulfstreams out of the whole deal