



PEPPERLANE

Helping moms grow micro-businesses
Investor presentation
Sharon Kan, CEO

PROBLEM



The employment options available today to moms do not leverage the skills and talents moms want to monetize

SOLUTION



Pepperlane is a commerce-and-community platform designed specifically for moms to help them easily launch and grow flexible micro-businesses



THE BIG VISION



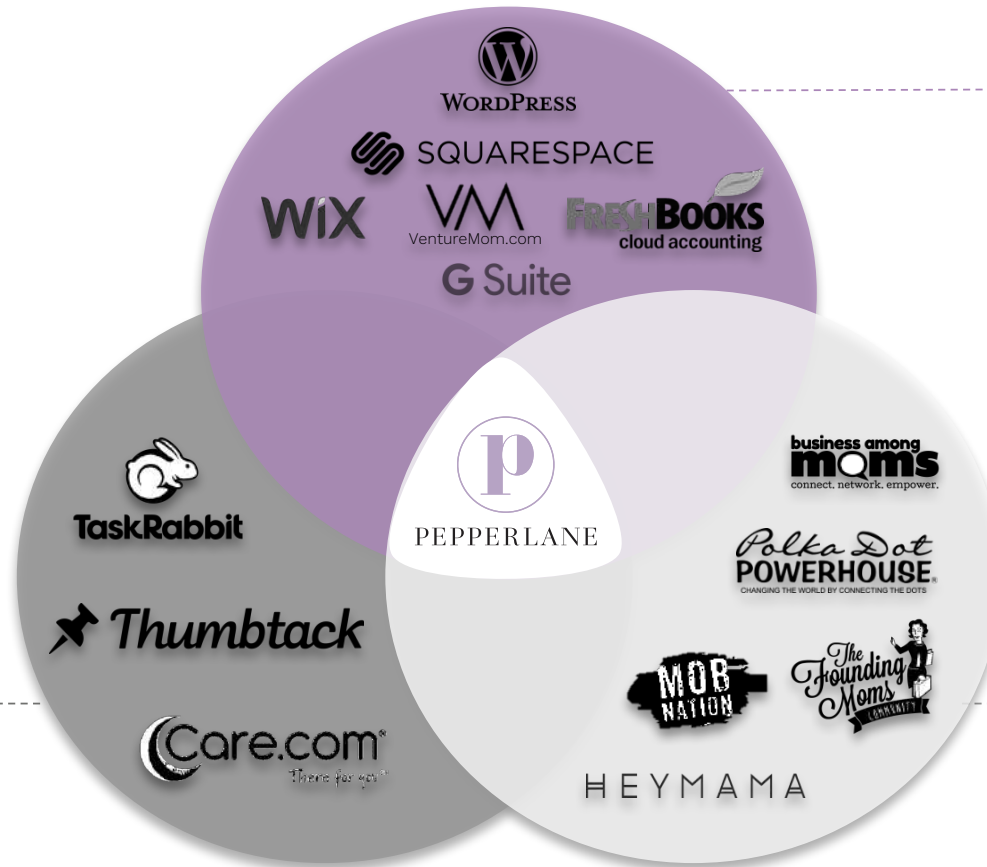
PEPPERLANE will transform local economies nationally with ecosystems of thriving mom micro-businesses, completely expanding the contribution of micro-businesses to the national economy.

Offer moms only a sliver of what they need

OTHER SOLUTIONS

Tools: Website, Invoicing, Payments, Communications

Still hard for non-techies; end up paying for customization they don't need (or don't use to their advantage)



Support, Learning & Networking Communities

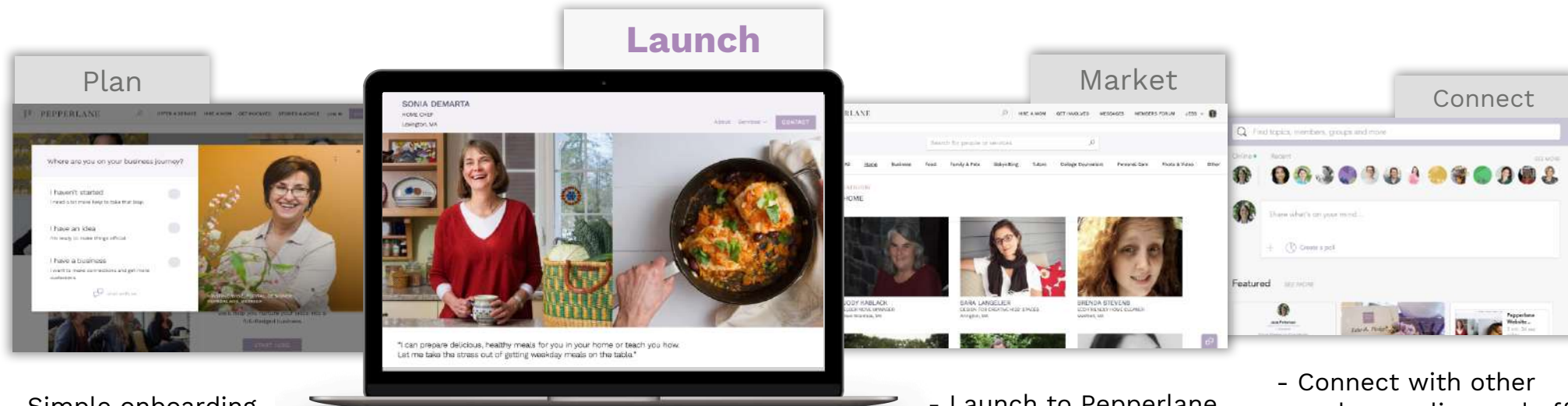
Steep joining fees are cost-prohibitive

Support, Learning & Networking Communities

Steep joining fees are cost-prohibitive

A Simple, Easy One-Stop Platform Designed for Moms' Micro-Business Needs

PEPPERLANE GUIDES MOMS FROM IDEA TO GROWTH



- Simple onboarding, business blueprint tailored to her starting point
- Build a starter website with no tech or design skills in < 1 hour

- Get feedback & publish website
- Share to internal and external social networks => drives WOM and awareness of PL

- Launch to Pepperlane Marketplace
- Pepperlane promotes members to built-in audience
- First customer program encourages paying it forward

- Connect with other members online and offline
- Buy and sell services, partner, refer business, to each other, etc.
- Platform incentivizes desired behavior; 33% of current users engage in seller-seller conversations.

We Not Only Are the Easiest Solution, We **Save Moms About 75%** in Costs

PRICE COMPARISON

COMPETITOR SERVICES

at least
\$839
in the first year

\$12 / year domain name

\$60 / year custom email

minimum
\$144 / year custom website

minimum
\$162 / year invoic. & paymen.

per transaction
\$228 + 19% marketplace fees

\$395 / year prof. networ. fees

PEPPERLANE

\$212
in the first year

\$29 one time joining fee

\$18 / month or \$183 / year

75%
LESS

Many end up spending even more \$ on a custom logo, custom website development, and marketing dollars



WE'RE FACING A \$11.8B OPPORTUNITY

\$2.86B

Convert existing mom micro-businesses

\$8.98B

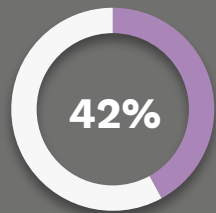
Expand the category by bringing new ready-to-work moms into micro-business space

DOMINATE

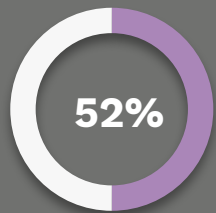
start-up & management outlay from mom micro-businesses

25.5M

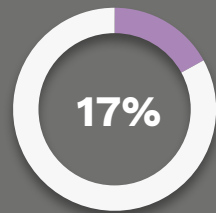
micro-businesses in US



owned by women



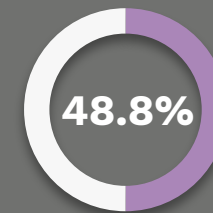
of women are moms



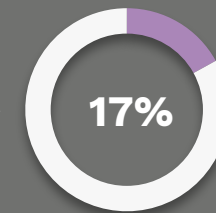
market penetration

average start-up costs for micro-business

\$3,000



stay at home, work part-time, or are unemployed*



market penetration

36.1M

million mothers

We Have a Seasoned, Mom-Compassionate Team



Jess Petersen
VP of Product & Develop.,
Co-Founder

Hands-on Product, UX and Engineering leader with experience building products and scaling teams to support their first million users
6th employee at Carbonite (NASDAQ: CARB), first VP Product at Hopper (top-rated Travel app)
Weary mother of cute toddlers: Natalie and Ben



Erin Glabets
Head of Marketing

Oversaw marketing at Runkeeper as it grew from 12M to 50M users, built brand that led to successful acquisition by ASICS
Former journalist (Xconomy, Reuters, USA Today)
New mother to 8-month-old girl, joined Pepperlane out of maternity leave



Pamela Thomas
Community

Managed an international team at Stella & Dot that won Top Productivity Award. Coached and mentored over 100 women on beginning and building their own independent multi level marketing businesses. Busy mom to very active 20 & 18 year old sons and a 13 year old daughter.



Sharon Kan
CEO, Co-Founder

3-time CEO, former EIR @ Accomplice, 4-time co-founder, 2 time Exec chairwoman 1 GM, 3 exits Co-founder of the WIN (Women Innovating Now) Lab at Babson College.
Mentored over 150 CEO's and business owners
Proud mother of Leia and Siena



Kate Keough
COO

Three 4-digit growth companies, all 2 sided marketplace models, including the last almost 4 years as Paint Nite's COO which claimed Inc's #2 spot with 36k% growth. Pays it forward to multiple early stage startups in an advisory capacity. Oldest of 6 children who has always looked up to her mom

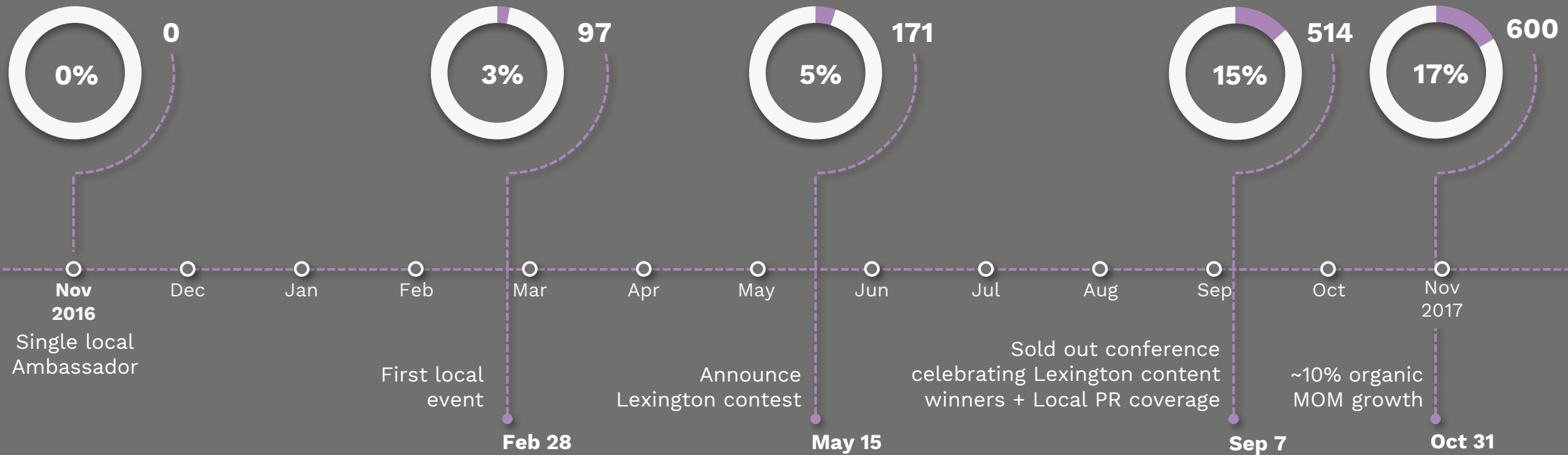


In under a year, we achieved 17% market penetration in Lexington

PROVEN MARKET PENETRATION IN PILOT

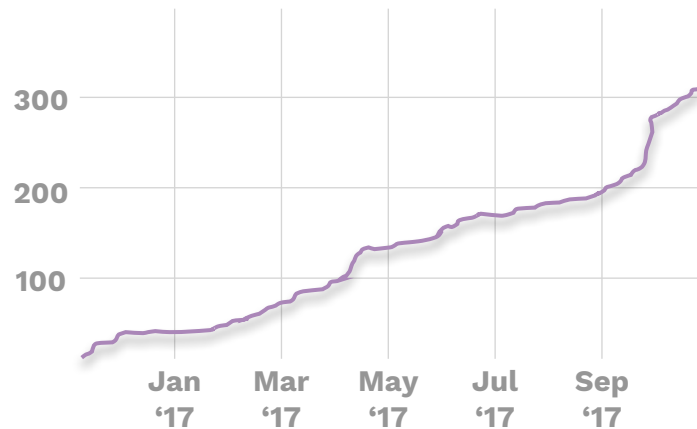
ADDRESSABLE MARKET

Pepperlane Membership in Lexington, MA

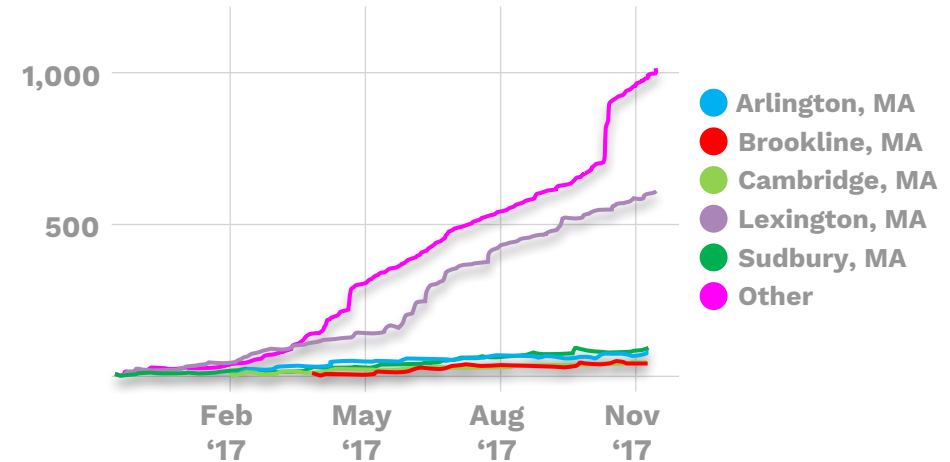


WOM of members led us to grow reach from 1 to 300 communities in 1 year
PROVEN VIRALITY OF BUSINESS MODEL

of communities represented over time



top communities over time



“ I heard about Pepperlane from no joke 10 different people before I finally checked it out. I saw it on BBW a few times, I went to two networking groups in town and it came up at both groups, a woman who I am doing cooking for said I had to be up on PL. By the umpteenth mention from all different people I realized I had to see what this company is all about. ”

- Andi, Brighton, MA



APPENDIX

FORUM



Sold out 4 weeks in advance, went to waitlist
Paid exhibitor **slots sold out in 2 hours**
Featured **speaker Tatte founder Tzurit Or** (single mother who grew business from her kitchen to strategic partnership with Panera)

PEPPERLANE COFFEE CHATS

are in-person events hosted by local members with guidance from HQ

\$0 spent on marketing

\$5 spent on host's coffee

15 more planned in the next 2 months

COFFEE CHATS HOSTED IN 10 COMMUNITIES SO FAR

15 more planned in the next 2 months

31% of authorized sellers have attended at least one coffee chat

81% of attendees are or have become sellers on PL

X have attended multiple coffee chats

LOCAL COFFEE CHATS FUEL ACQUISITION, ENGAGEMENT & LEADS FOR SELLERS



OUR MOMS

SONIA DEMARTA
Home Chef



OUR MOMS

STEFANIE JOHNSON

Personal Stylist



OUR MOMS



JANA BLANCHETTE
Custom Memory/ T-Shirt Quilts

OUR MOMS



CHERYL KIRKMAN
Affordable Technology Consulting



PEPPERLANE

