

Living in a golden
state with _____

B R I G H T L A N D

C A

Team



Aishwarya Iyer

FOUNDER AND CEO

Previously, Aishwarya spent a decade in New York City building and implementing brand marketing and communications strategy at L’Oreal within the Luxury Products Division, and for tech companies and organizations like SecondMarket, Whisper and JP Morgan’s Center for Financial Innovation.

Aishwarya has always been drawn to organizations that create dialogue & spur needed conversations, and she is a brand storyteller at heart. She is a graduate of the Gallatin School of Individualized Study at NYU.



Sophia Ozburn

COMMUNITY & CUSTOMER HAPPINESS



Hannah Milligan

OPERATIONS & SUPPLY CHAIN



Select Investors and Advisors



Nicolas Jammet
CO-FOUNDER OF SWEETGREEN
sweetgreen®



Nik Sharma
CPG DTC EXPERT
Cha Cha
MATCHA
hint



Samantha Wasser
CO-FOUNDER OF BYCHLOE
by CHLOE.



Ashley Merrill
committed
FOUNDER AND CEO OF LUNYA
LUNYA



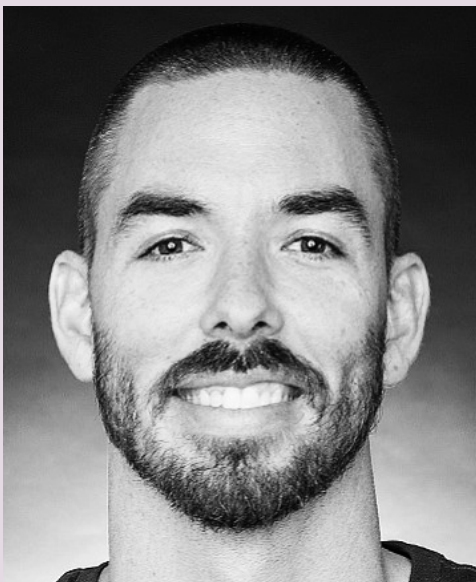
Matt Taylor
CEO & FOUNDER OF TRACKSMITH
Tracksmith
NEW ENGLAND



Magdalena Kala
BAIN CAPITAL PARTNERS
BainCapital



Neil Parikh
committed
CO-FOUNDER OF CASPER
Casper



Mark Merrill
committed
FOUNDER AND CEO OF RIOT GAMES
RIOT GAMES

A Global Wellness Movement

93% of millennials spend four nights a week dining at home.
- BETTER HOMES & GARDENS

STAYING IN 

72% of millennials are ready to pay more for products which are produced with traceability + story.
- NIELSEN

TRACEABILITY & ELEVATED BASICS 

86% of US consumers agree that what they eat impacts their physical well-being.
- MINTEL

PHYSICAL WELL-BEING 

73% of US consumers agree that what they eat impacts their emotional well-being.
- MINTEL

EMOTIONAL WELL-BEING 

Category Reinvention

CLEAN, MODERN
BEAUTY

L'ORÉAL LANCÔME PARIS



OLIVE & JUNE Glossier.



DRUNK ELEPHANT™

CLEAN, MODERN
LIFESTYLE



BLUELAND



CLEAN, MODERN
PACKAGED FOOD



MAGIC SPOON

Banza®

Clean, Modern Pantry Essentials



???



ZERO TRACEABILITY



WEAK DIGITAL/
E-COMM STRATEGY



NO BRAND AFFINITY



COMPROMISED QUALITY

Our Vision



Brightland is building the clean, modern Williams-Sonoma for a new generation

Starting with everyday pantry essentials, championing:



ELEVATED DESIGN



EMOTIONAL CONNECTION



FUNCTIONAL BENEFITS



TRACEABLE SUPPLY CHAIN



AUTHENTIC WELL-BEING

Brightland Olive Oil is our first product, launched summer 2018.

\$11B

MASSIVE CATEGORY

Olive Oil global market*

70%

ROTTEN INDUSTRY

of the olive oil Americans consume is rotten, rancied or has been adulterated**

95%

EVERYDAY STAPLE

of consumers re-purchase olive oil every 50 days



The Word Is Out

“A ray of sunshine compared to traditional olive oil brands” **FASTCOMPANY**

“This new California-made olive oil belongs on your kitchen counter” **TASTINGTABLE**

“This olive oil is my new favorite luxury at every meal” **VOGUE**



The New York Times **EATER**

domino **CHERRYBOMBE** **GEAR PATROL**

goop **TASTINGTABLE** **VOGUE**

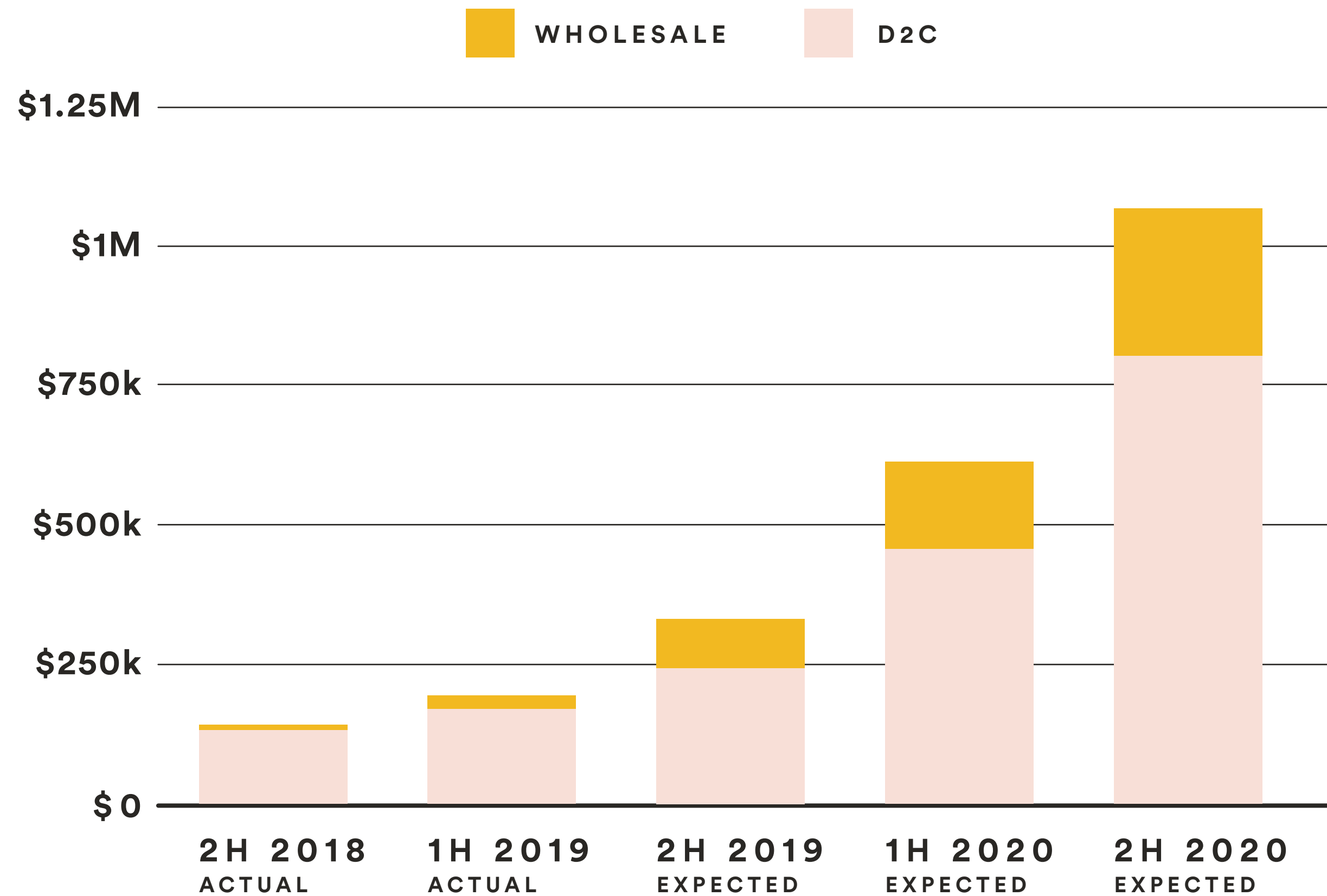
ATELIER DORÉ **@the kitchn**

FASTCOMPANY

P Product Hunt

Brightland Growth

ACTUAL AND EXPECTED REVENUE



\$1M RUN RATE**

\$70 DTC AOV

63% DTC GROSS MARGIN

50% WHOLESALE MARGIN

Multi-Channel Distribution Strategy



Strategic Retail Partners

Since launch, we have selectively partnered with retailers who embody the Brightland brand.

terrain
by
ANTHROPOLOGIE

NORDSTROM

↑Huckberry

Neiman Marcus

goop

Need Supply Co.

AP
CAP BEAUTY



Brand Partnerships

As part of our larger brand strategy, Brightland collaborates with strategic partners on co-branded bottles and custom collaborative labels.

2019

swætgreen®

THE CARTORIALIST

hedley & bennett

FOR

Bristol Farms

2020

(in conversation)

Guance Doré

GEAR PATROL

the hoxton

—
by CHLOE.



Content + Community, for the Modern Customer



Editorial Content

BRIGHTLAND FIELD NOTES

Lifestyle, wellness and educational content platform.

BRIGHT RX

A series of recipes from tastemakers and the community.

FIELD REPORT

Recurring e-mail campaign with 40% open rate.



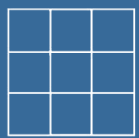
Analog

Host regular tastings, events and pop-ins to foster community.

PAST



THE WING



SOHO HOUSE

LUNYA

goop

POP UP
grocer

The Sill

IN CONVERSATION

EVERLANE

↑Huckberry

HATCH



NeueHouse



VINCE.

HEYMAMA



MAISONETTE

Product Roadmap 2020-2021



2022+

INTRODUCE KITCHEN ESSENTIALS

Become the leading modern kitchen and pantry essentials platform

PRICING STRATEGY
Brightland is developing product lines that move down market for mass accessibility.

2019	2020
US-Made Olive Oil \$37 a bottle	Avocado Oil \$16-\$20 a bottle Global Olive Oil \$20-\$24 a bottle
	US-Made Olive Oil \$32-\$35 a bottle

Use Of Funds

Team & Talent

- Growth Marketing Lead
- Sales Manager
- Content/Editorial Lead

Marketing

- Paid social acquisition
- PR & influencer relations
- E-mail marketing
- In-person experiences
- Retail activations

R&D

- Collaborations
- New product development

Technology

- Improve subscription program
- Improve and optimize website
- Build out content platform
- Build out CX





Appendix

Social Proof



Brightland has been tagged over 1K times since launch on social.

Customer Feedback

“I’m a happy subscriber but wish I could get my Brightland more frequently! I go through Awake and Alive so fast.”

— RUBY C

“I’m on my 6th bottle of this amazing olive oil. Finally found a pure, healthy, delicious olive oil. Love them all!”

— KRISTIE A

“You will never go back to regular grocery store olive oil once you try this!! Brightland turns any basic recipe into a flavorful and interesting dish. I’ve given Brightland as gifts and everyone who receives it becomes obsessed!”

— MARIELA R

“Brightland oils have elevated my nightly meal routine. Subscription makes it effortless. LOVE.”

— SOFIA S

“This olive oil is the best tasting I think we have ever had. We have all the flavors and love each one of them. The bottles are gorgeous and look great on your kitchen counter.”

— SUSAN E

Open Source

We are transforming pantry essentials and food supply chain by leveraging **blockchain technology** to showcase origin, journey and quality of all Brightland products.



**Welcome to a new
gold _____ standard**

**Aishwarya Iyer
ai@brightland.co**

