cleancult

Clean home. Clean planet. Clean conscience.

Series A Pitch Deck

October 2019

THE PROBLEM

- Lack of regulation and ingredient oversight in conventional and petroleum based household cleaners has led to unhealthy cleaning products
- Green alternatives and “better for the world brands” are packaged in heavy, landfill destined, and petroleum based packaging
- These green alternatives often have non-green, hard to pronounce, and complex ingredient lists
- Most of these formulas lack efficacy, the perception of efficacy, and brand efficacy to convince customers for trial

MEET THE COMPANY THAT'S REDEFINING CLEANING.

OUR SOLUTION

cleancult is fixing all of the problems in household cleaning with plastic free packaging, easy-to-pronounce natural ingredients, and formulas that actually clean.

THE LAST BOTTLES OF SOAP YOU'LL EVER NEED

- Customize your starter kit with our full suite of refillable & modern glass bottles including hand soap, all purpose cleaner, dish soap, laundry detergent, dishwasher detergent and more
- Sponsored by the National Science Foundation for our groundbreaking efficacy work
- Approved by Sterling Research Laboratories for efficacy in household cleaning
- Formulas powered by coconut oil with simple and easy to pronounce ingredient lists

SOAP, IN MILK CARTONS

- Receive your refills in milk cartons rather than plastic bottles on a reccuring basis
- Only company in the world that can put soap in milk cartons
- Custom carton filling machinery protected by trade secrets and owned internally
- Carton and refill model helps eliminate close to 90% of plastic used in household cleaning

THE TEAM

Zachary Bedrosian

CTO

Co-founder

Ryan Lupberger

CEO

Co-founder

Brian Ma

Previous Bark Box

Growth Marketing Lead

Rob Gordon

Previous Supply Chain

Manager at Vertex

Gerardo Mellado

40 Under 40 Retail

Designer

Sonia Duenes

Previous Bark Box Affiliate

Marketing Lead

Carlos Pinzon

PhD in Chemical

Engineering

THE EXTENDED TEAM

Branding

Creators of Ollie, Boll & Branch

Customer Experience

CX Lead, Slice, Made For & Bonobos

Product Development

Industrial Designers of Everlane, Lalo & Myro

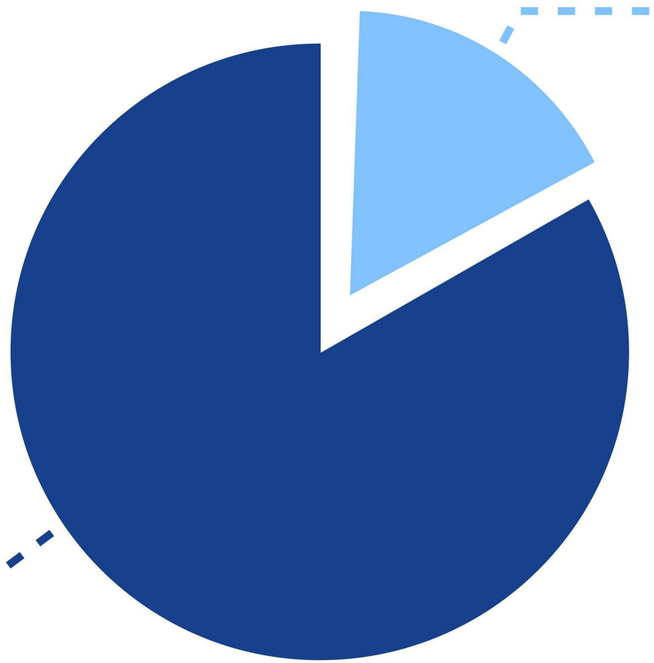
BOARD OF ADVISORS

- **MARK ZURCHER**
  Former CEO of Boom Chicka Pop
- **DAVE HEATH**
  CEO of Bombas Socks
- **BILL SIEGEL**
  Lead Investor in The Seaweed Bath Co.

INVESTORS

- **BOX GROUP**
  Investors in Warby Parker, Harry's & Glossier
- **MOSCOE GROUP**
  Largest Retail Brokers to Target
- **VANTERRA**
  Lead Investors Naadam, Misen & Felix Grey
- **DGNL VENTURES**
  Lead Investors, Just Water, Banza & Icelandic Provisions

TOTAL ADDRESSABLE MARKET



20%

NATURAL, GREEN, HYPOALLERGENIC HOUSEHOLD CLEANERS MARKET SHARE

6BN

HOUSEHOLD CLEANING MARKET SIZE

20%

COMPOUND ANNUAL GROWTH RATE FOR NATURAL CLEANERS

90%

OF MILLENNIALS ARE WILLING TO GO "GREEN"

96%

OF MILLENNIALS CHOSE PLASTIC AS THE FIRST OR SECOND LARGEST ENVIRONMENTAL PROBLEMS TODAY

WHY NOW?

Henkel

4 out of 5 consumer giants including Nestle, Unilever, P&G, & Henkel have committed to be fully biodegradable, recyclable, or plastic free by 2025.

60 MINUTES

"Discarded plastic is piling up around the world and pooling in the ocean."

?

No DTC/Online Leader in household cleaning.

FAST COMPANY

"Trying to quit plastic? cleancult sells soap in milk cartons."

iab.

cleancult was named one of the 2019 Top 250 Consumer Brands To Watch.

COMPETITION

Due to our DTC unit economics and strong retail brand blocks with the first ever paper based carton refills, we're positioned to be the go to plastic free cleaning brand.

UNIT ECONOMICS

$12.95

Average Glass Pricing

$5.95

Average Refill Pricing

★★★★★

OVER 2000+ 5 STAR REVIEWS

66%

Gross Margin

$55

Blended CPA

$45

AOV On Glass Starter Kit Order

$32

AOV On Recurring Refill Orders

$235

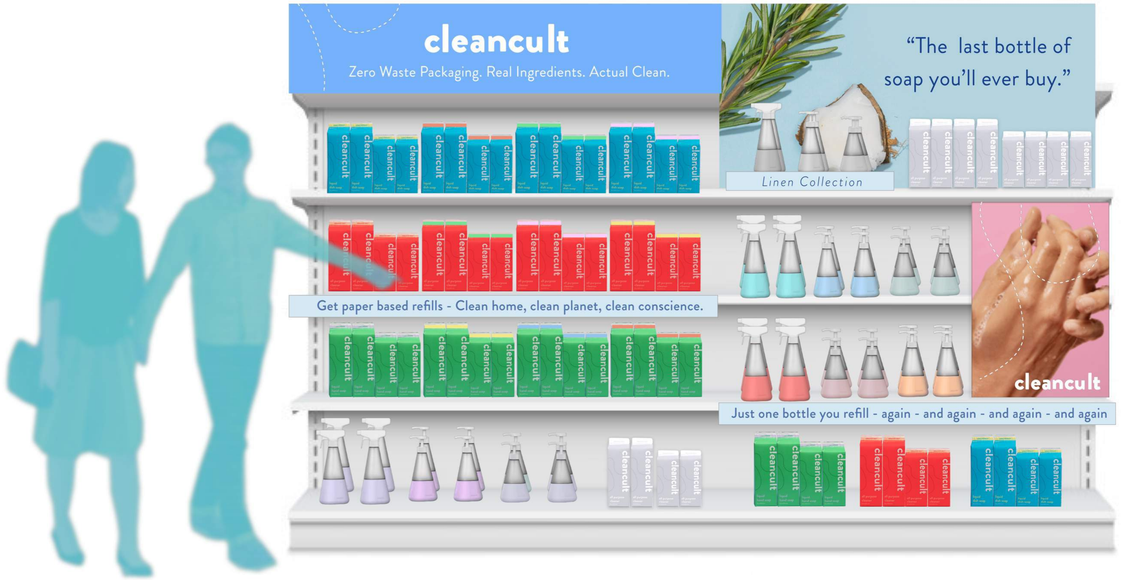
LTV (Projected)

(4:1 CAC to LTV Ratio)

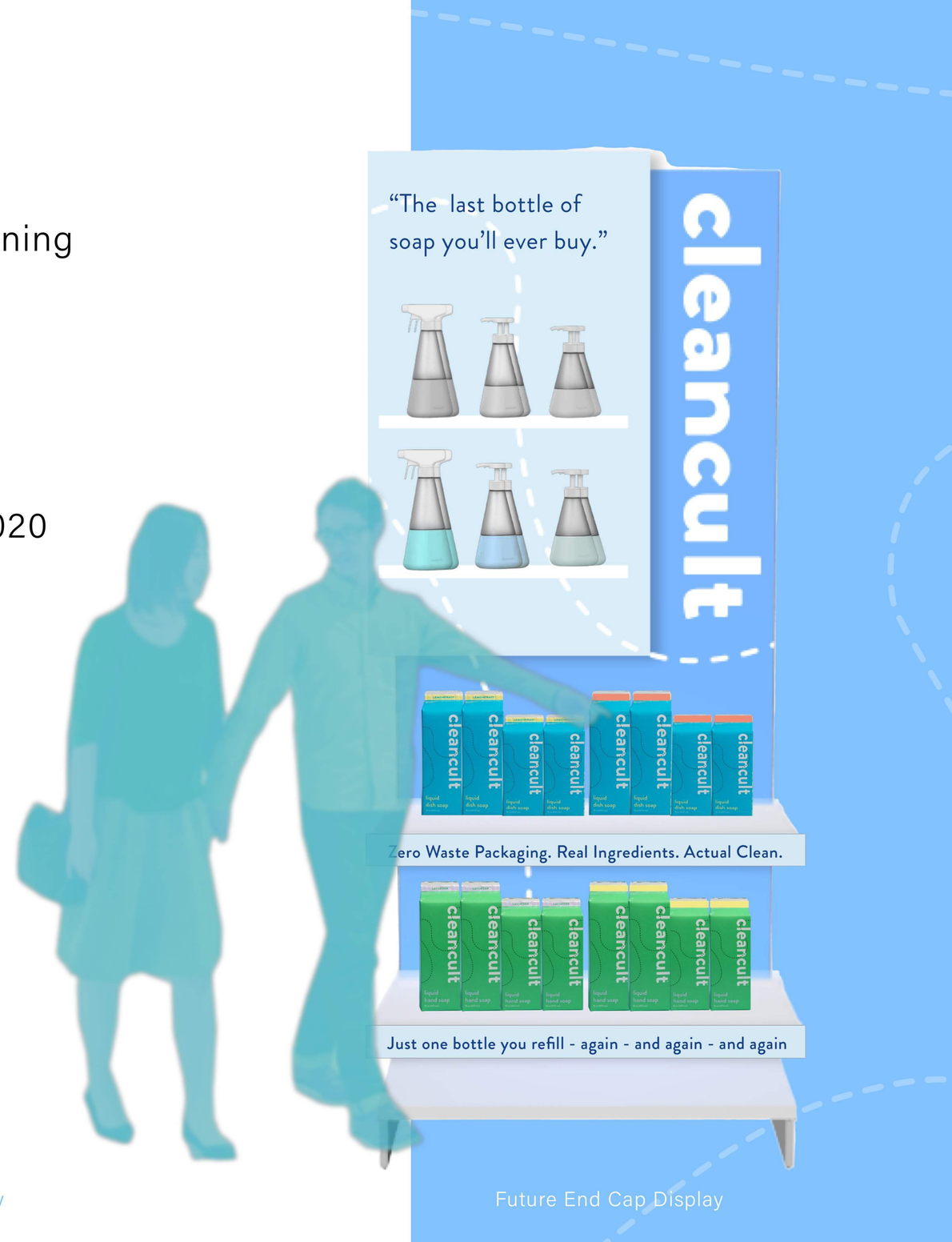
RETAIL STRATEGY

Our strategy is to be the go-to paper based/plastic free cleaning brand with an omni-channel focus and selling strategy.

- The Container Store - currently nationwide in all stores
- 2nd Retailer - launching nationwide in store pilot in Jan 2020



Future Retail Display



Future End Cap Display

ONLINE ACQUISITION CHANNELS

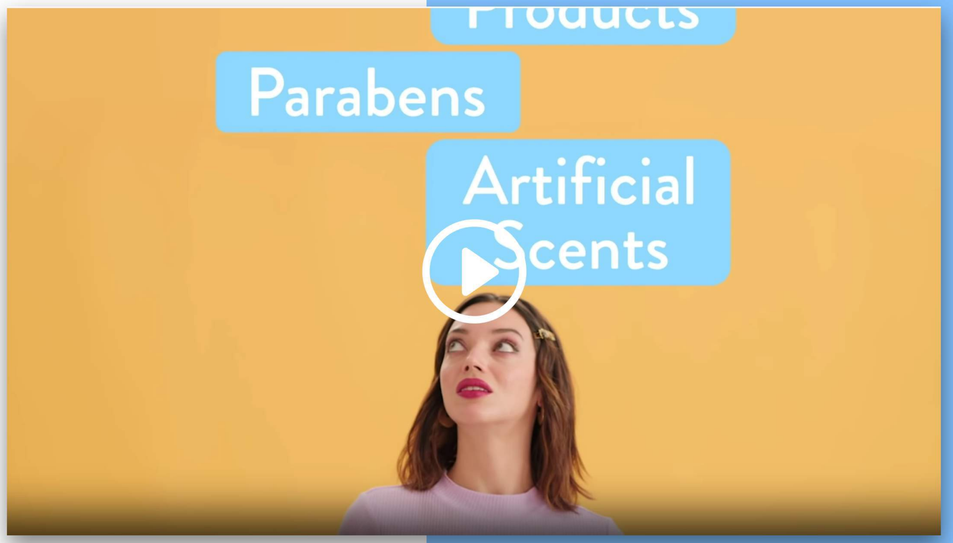
- Our growth team performs against standard conventions by leveraging long-form video content and innovative acquisition strategies
- Expanding into affiliate, podcasts, Pinterest, Reddit, and other platforms to balance CPA fluctuations in 2020

10M

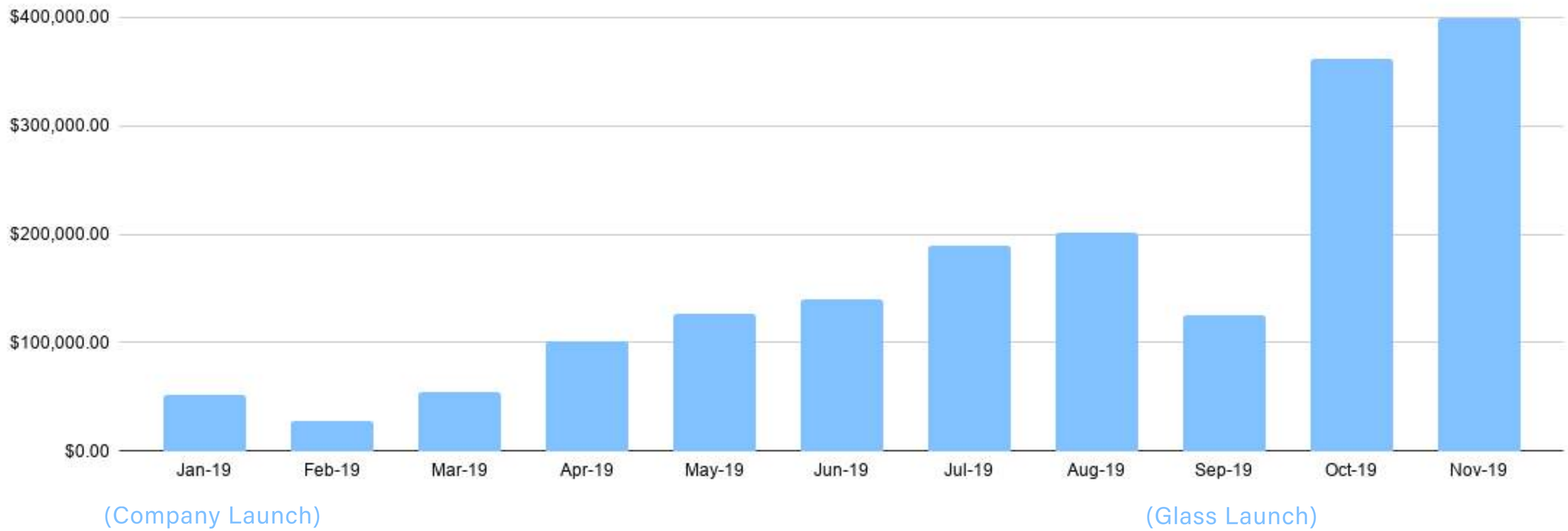
Views Across Platforms on our Long-Form Content

60%

View Through Rate on Videos 3 Minute +



CONSISTENT GROWTH



MRR grew 6.2 × in the past 12 months

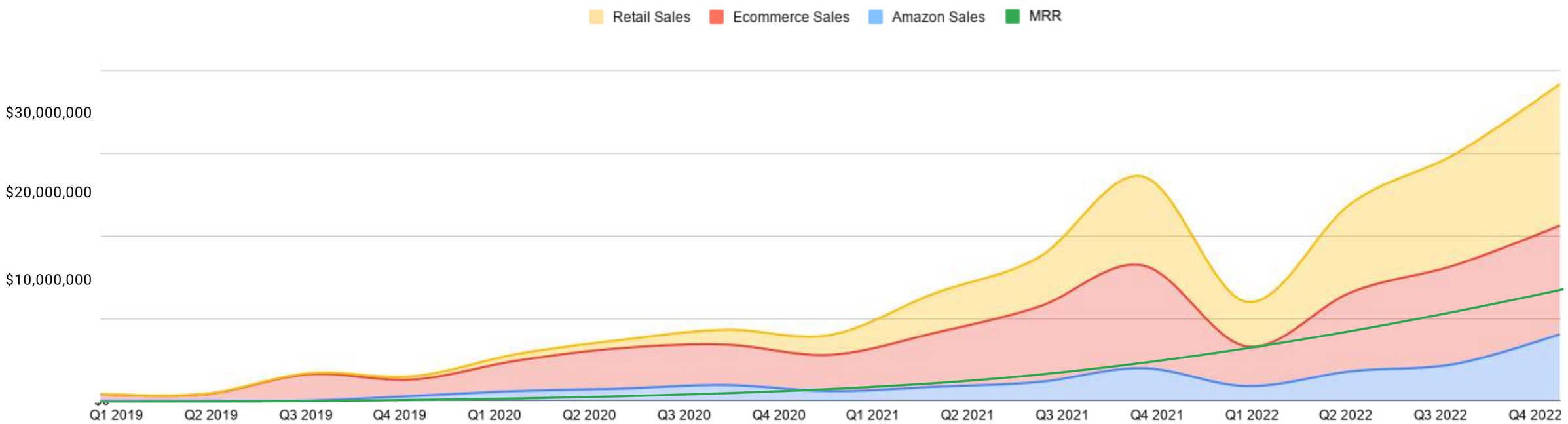
TERM SHEET SIGNED FOR $6M

SERIES A TO ACCELERATE GROWTH

LOOKING FOR 2M

IN CO-INVESTMENT

PROJECTIONS



	2019	2020	2021	2022
ARR	2.3M	12M	28M	50M
HEADCOUNT	8	14	30	50

OUR VISION IS TO BE THE GO-TO PLASTIC FREE CLEANING BRAND RECOGNIZED NATIONWIDE.

cleancult

Clean home. Clean planet. Clean conscience.

www.cleancult.com