

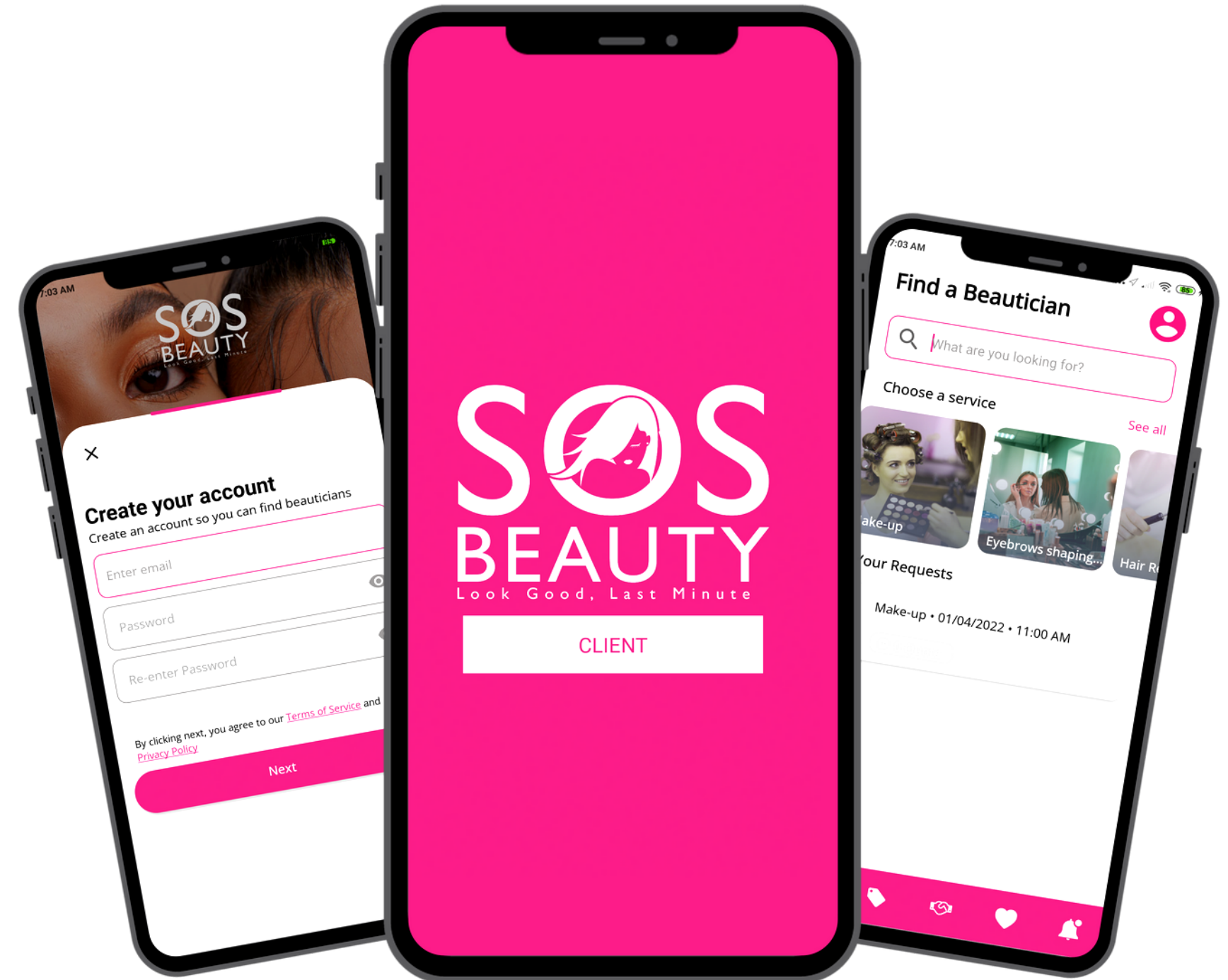
# PITCH DECK

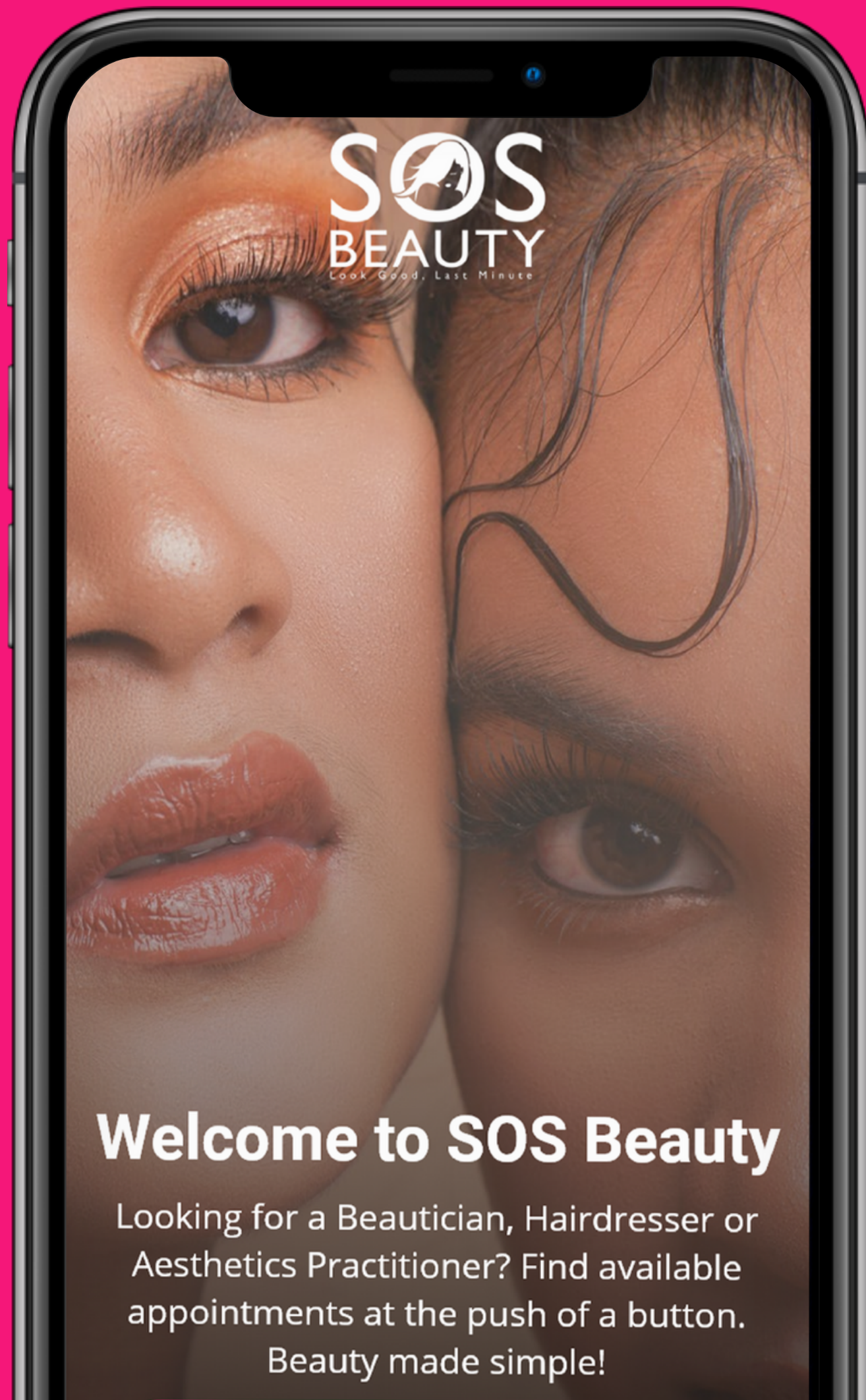
**Faye Finaro**

Founder

SOS APP Solutions LTD  
trading as SOS Beauty

fayefinaro@sosbeauty.co.uk



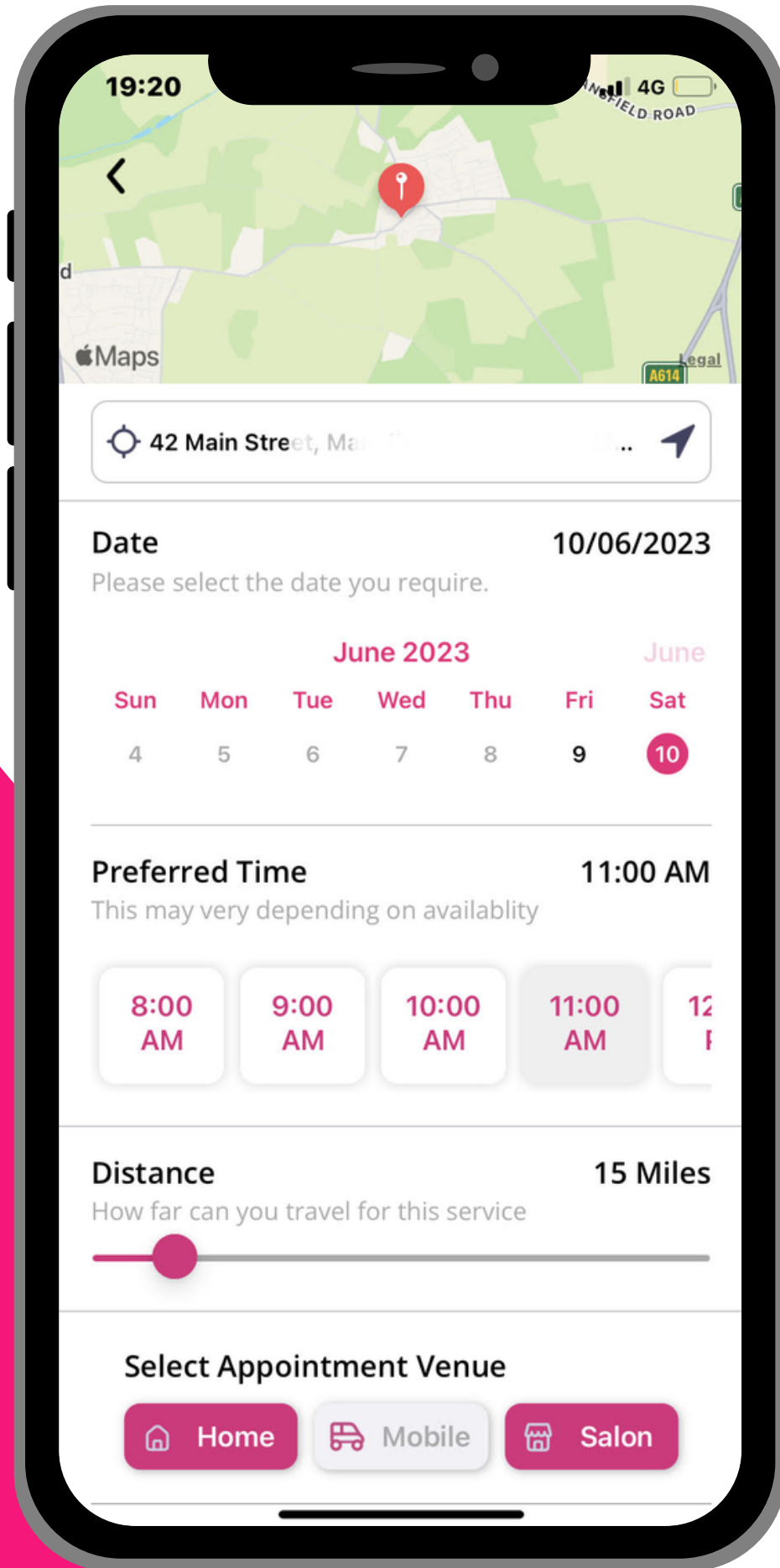


# The SOS Beauty Mobile App

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## Look Good, Last Minute

Appointments when you want, where you want at a price your happy with. Home-based, mobile and salon-based Hair, Beauty and Aesthetics professionals at the push of a button.



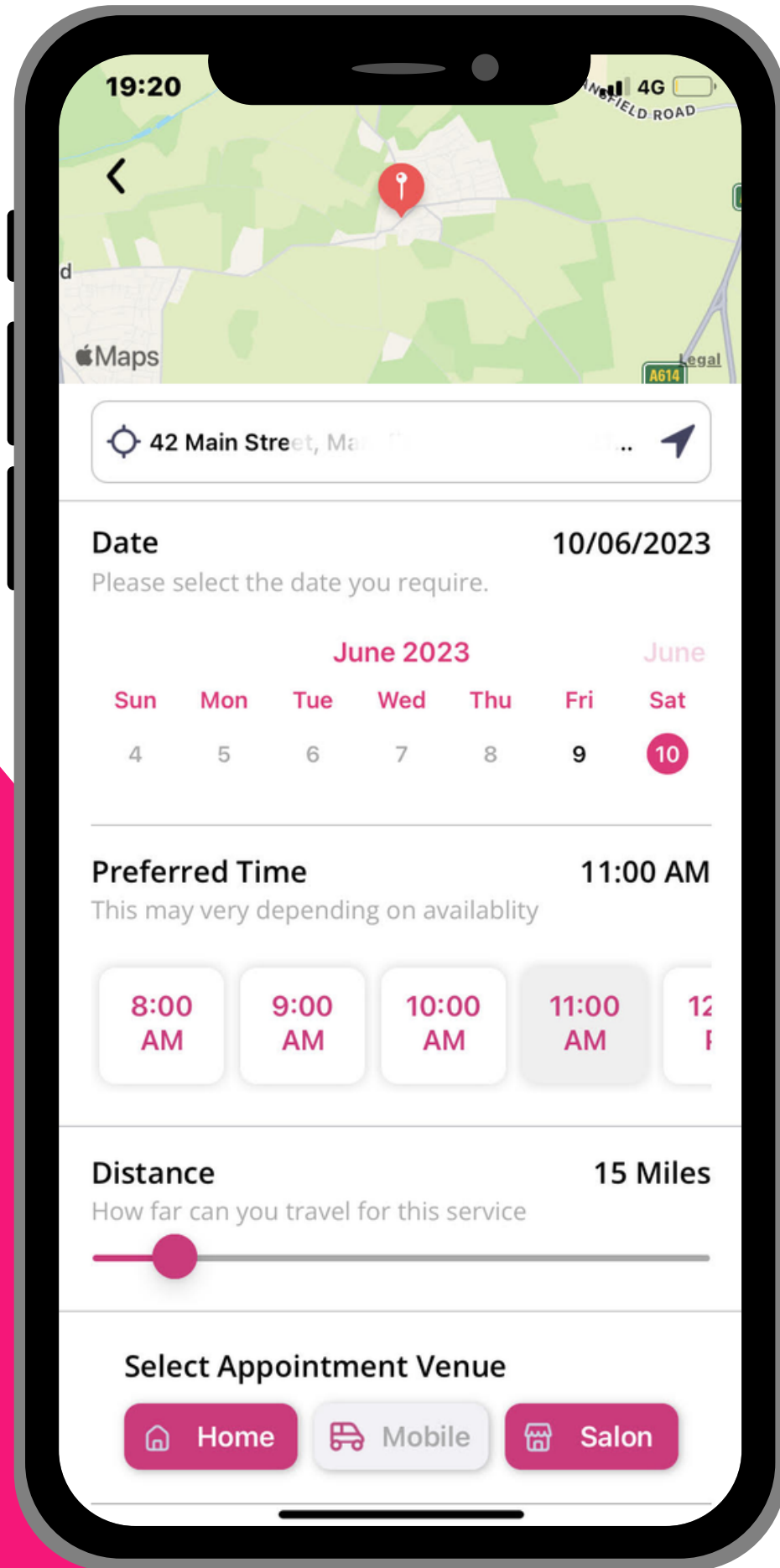
## Problem 1

Tourists and business travellers have limited time and knowledge to identify suitable, local hair and beauty services

## Solution

Customers can access a diverse range of price-friendly professionals at the touch of a button (1700 registered businesses across the UK)





## Problem 2

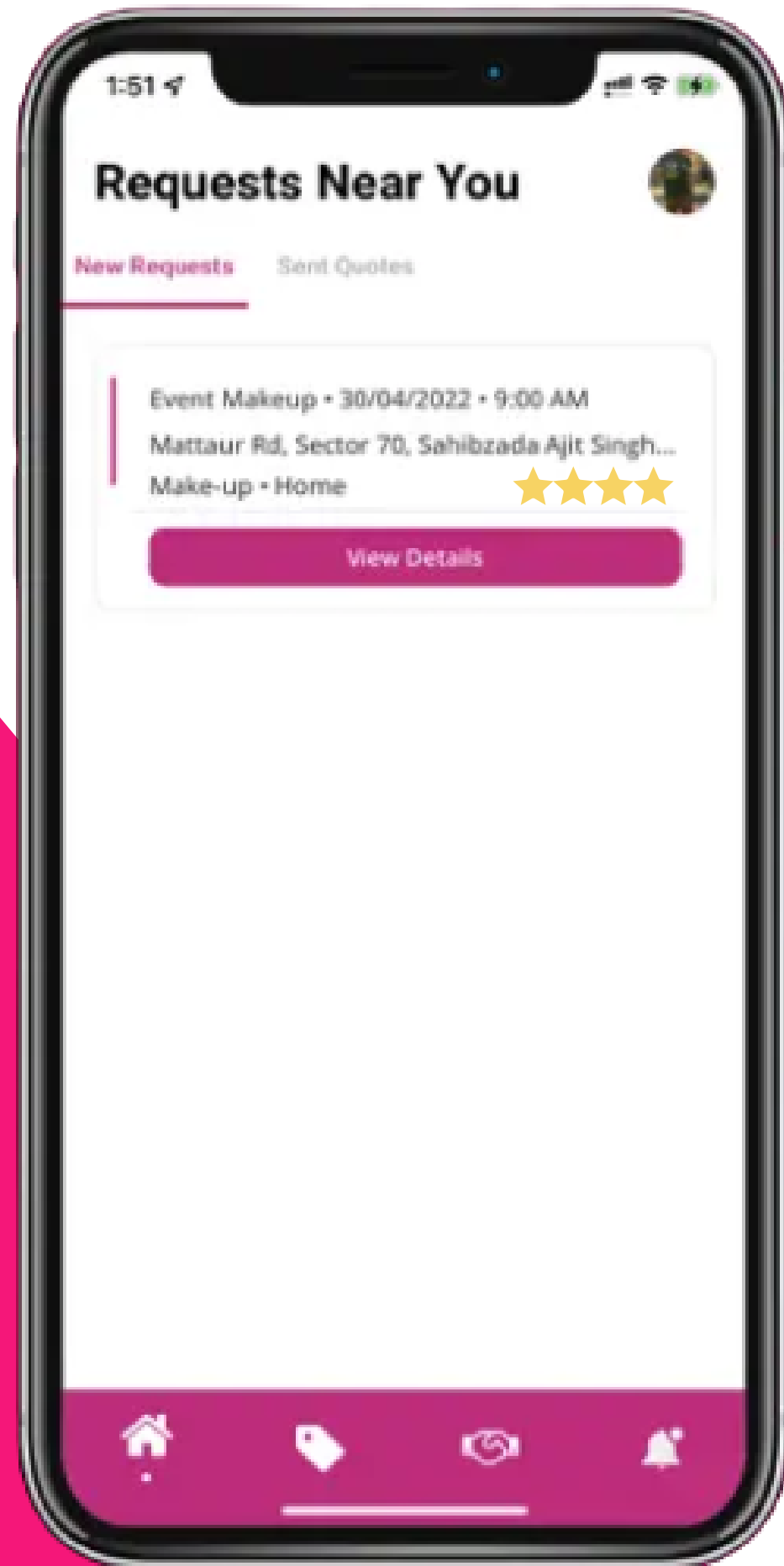
Cancelled hair appointments equate to £1.2 billion of lost revenue in the UK alone

## Solution

Customers pay at the time of confirmation, payments are held in escrow.

The app has an automated process with 50-100% charges applied for cancelled appointments depending on timeframe



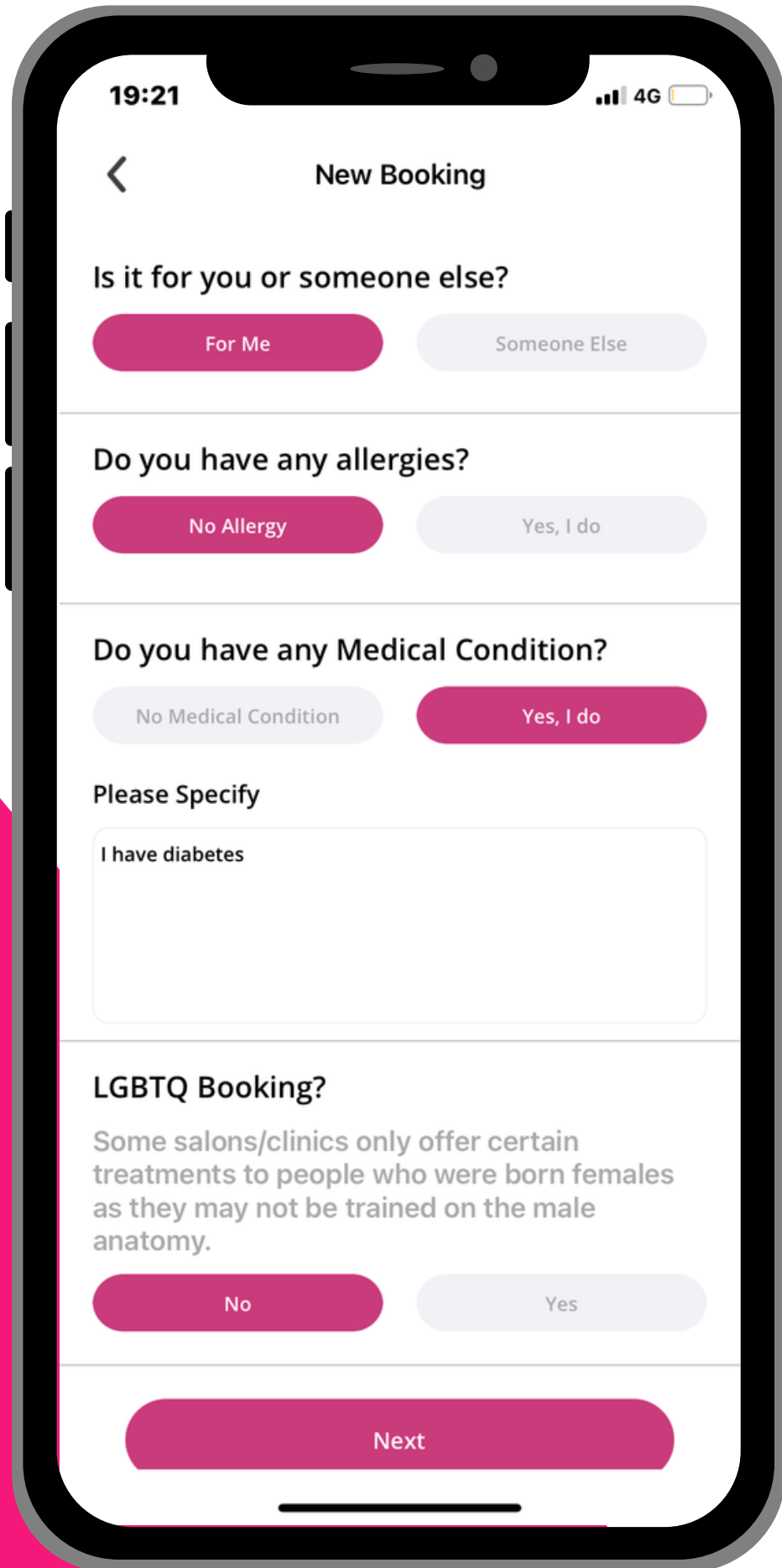


## Problem 3

Clients are becoming less loyal to their stylist/beautician and now value price/location/availability as more significant factors

## Solution

The app shows star rating, distance, reviews, price and customers only receive enquiries for those matching time/date preferences



## Problem 4

Some customers may not be suitable candidates for treatments due to medical factors, age, skin type etc

## Solution

Upfront consultation as part of the booking request process identifies expectations and limitations allowing business to provide a bespoke quote

# SOS Beauty Roadmap





# Target Market



## B2C Market

- Females over the age of 18
- Those looking for beauty treatments within the £20-£200 price range
- UK data shows 38% of spa and salon bookings are for same-day/next day appointments
- Initially customers in London, Nottingham, Manchester and Birmingham, this is where we have the most businesses based

## B2B Market

- 83% of workers in the beauty industry are female
- Around 60% of people working in beauty are 18-34
- 50,000 registered salons in the UK, and an estimated 70,000 mobile/home beauty business

# Size the Market

46% of users stated they would expect to be able to book appointments online\*

By capturing 1% of the UK beauty appointment market we would see significant revenue.



## 11 Billion

Total Available Market (TAM) for Hair, Beauty and Aesthetics Treatments

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## 4.4 Billion

Serviceable Available Market (SAM)

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## 440 Million

Serviceable Obtainable Market (SOM)

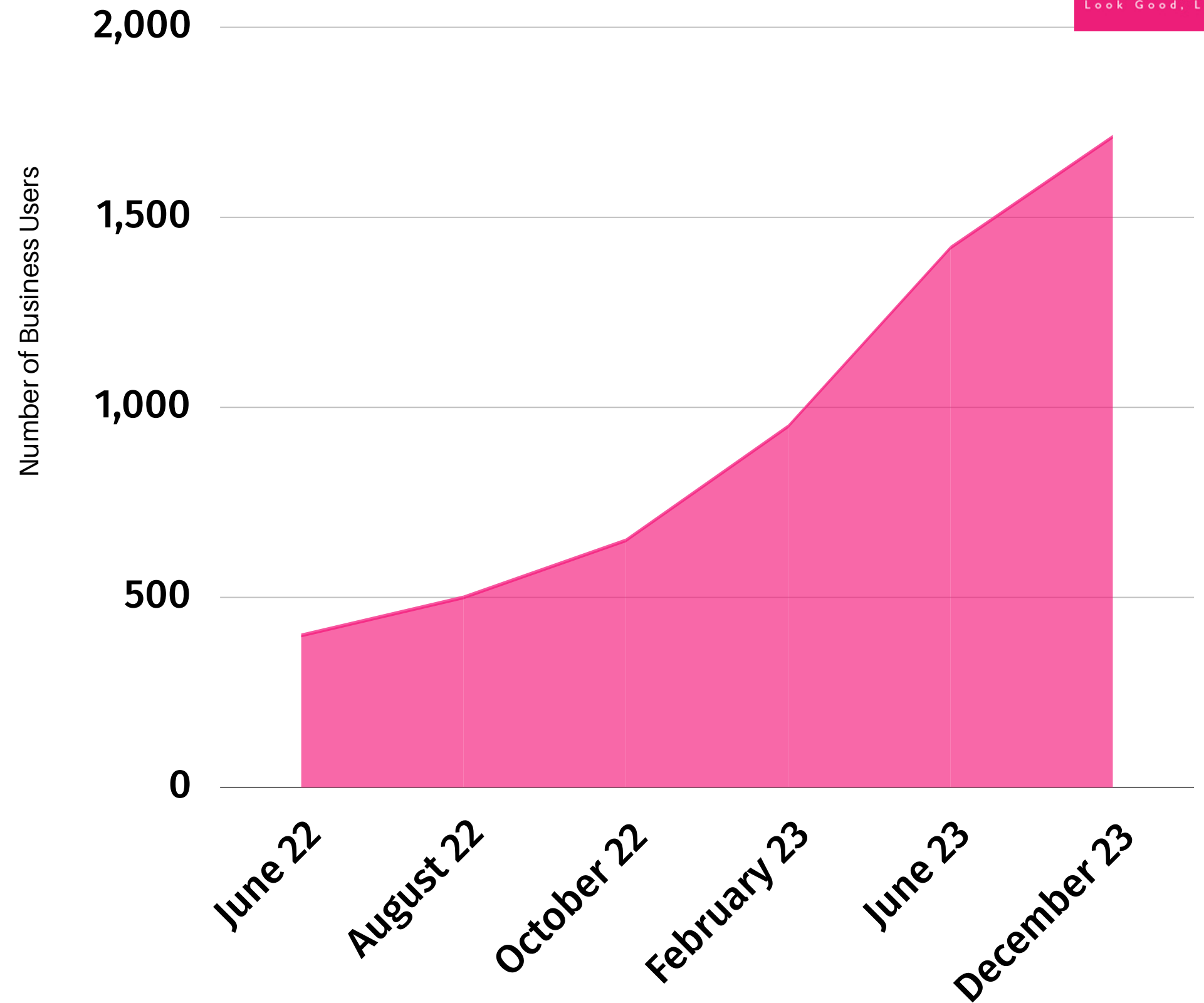
- Data Confirms Demand for Online Booking - Technology - Salon Today



# Market Traction

We have steady growth in the numbers of businesses registering on the platform

The app is free until the point of a booking being made therefore there is no risk for businesses to remain on our platform.





# Direct Competitors

- ◆ **Treatwell - £78 Million Raised**  
50,000 Business Users across Europe
- ◆ **Ruuby - £7 Million Raised**  
600 Business Users - London Only
- ◆ **LeSalon - £275k Raised**  
75 Business Users - London Only

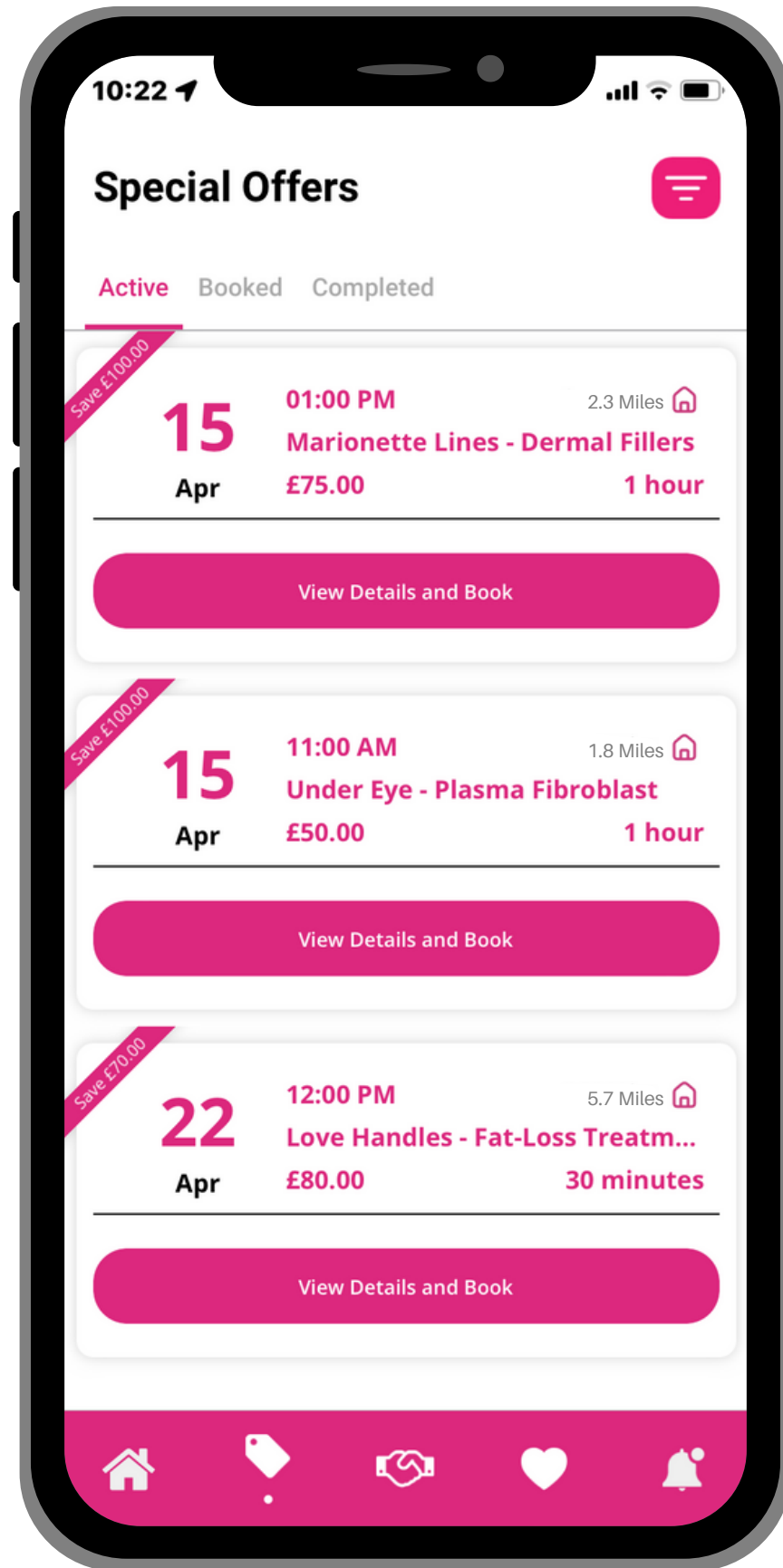
# Indirect Competitors

- ◆ **Fresha - £640 Million Raised**  
150,000 Business Users,  
50,000 Customers -Global
- ◆ **Booksy - £70 Million Raised**  
35,000 Business users - Global
- ◆ **Faces**  
Mobile app launching a booking section  
in June 23 - Aesthetics only

# Competitive Advantages

What we do different





## ◆ USP 1

Better definition of customers need, limitations upfront and not during the appointment

## ◆ USP 2

Cuts down time wasted communicating with customers/businesses that aren't suitable

## ◆ USP 3

Businesses can send notifications for last minute cancellations to customers in their area offering reduced price treatments

## ◆ USP 4

The app can easily be scaled and has global potential. Ideal for customers when travelling overseas for vacations and work.



# Go To Market Approach



## ◆ Approach 1

The SOS Beauty Awards are funded by sponsors and ticket sales. The content created from the run-up, during and after the event has generated tens of thousands of shares and social interactions from beauty businesses

## ◆ Approach 2

Multi-channel approach for marketing to b2c customers including, festivals flyering/mainscreens, toilets in shopping centres/bars, bus adverts, radio and tv advertising, influencer campaigns, social media PPC campaigns, brand partnerships, magazine advertising

## ◆ Approach 3

Affiliate and referral schemes allowing users to generate SOS Beauty credits which can be used to purchase treatments, by recommending the app to friends

## ◆ Approach 4

Creating a social stream within the app showing videos of beauty tips, tutorials etc with the ability to share across other socials

# Revenue Model

**FREE**

## **RECEIVE ENQUIRIES**

No charges for business to receive booking notifications

**20%**

## **BOOKING FEE**

Only pay fees for confirmed bookings (Typical fee £12)

**FREE**

## **SENDING QUOTES**

Businesses can send as many quotes as they like with no charge

**£3**

## **SPECIAL OFFER**

Pay a one off fee to send a deal out to all local customers

**FREE**

## **DISPUTE MANAGEMENT**

Support dealing with refund requests and other disputes

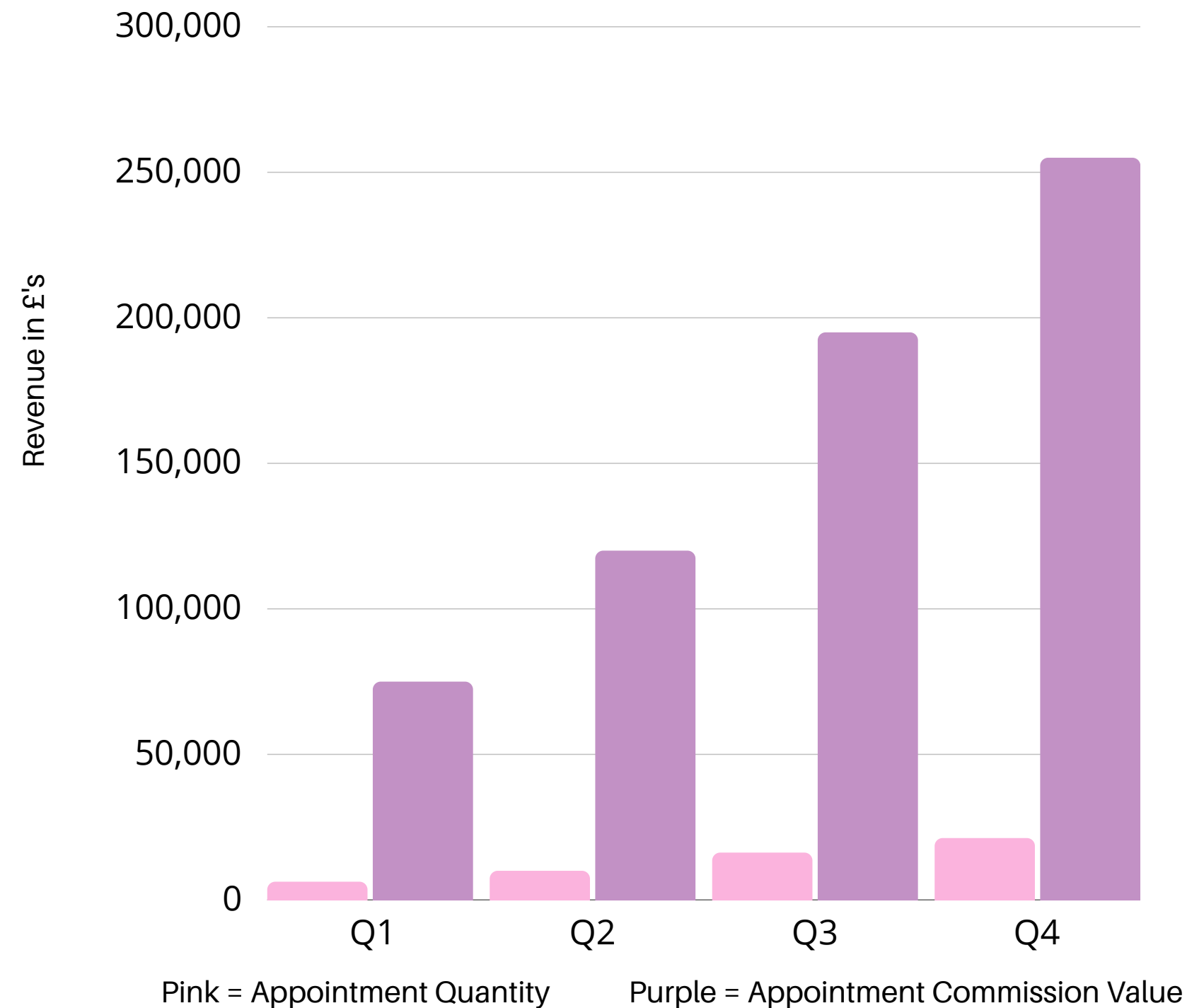


# Anticipated Sales

Year 1 was focused on Beta testing and building our b2b database. Year 2 will be focused on monetising the app, using the investment to grow our team and to adopt an aggressive marketing campaign.

## Projections for Year 2

- Q1, 6,250 appointment - £12 average = £75k
- Q2, 10,000 appointments - £12 average = £120k
- Q3, 16,250 appointments - £12 average = £195k
- Q4, 21,250 appointments - £12 average = £255k



# We Are Seeking

**£150,000** seed funding representing  
**7.5%** at a post money-valuation of **£2 Million**

**£50K**

**Technology  
Infrastructure**

**£50K**

**Operational  
Costs**

**£50K**

**Marketing &  
Advertising**



# Future Opportunities

## ◆ Global Implimentation

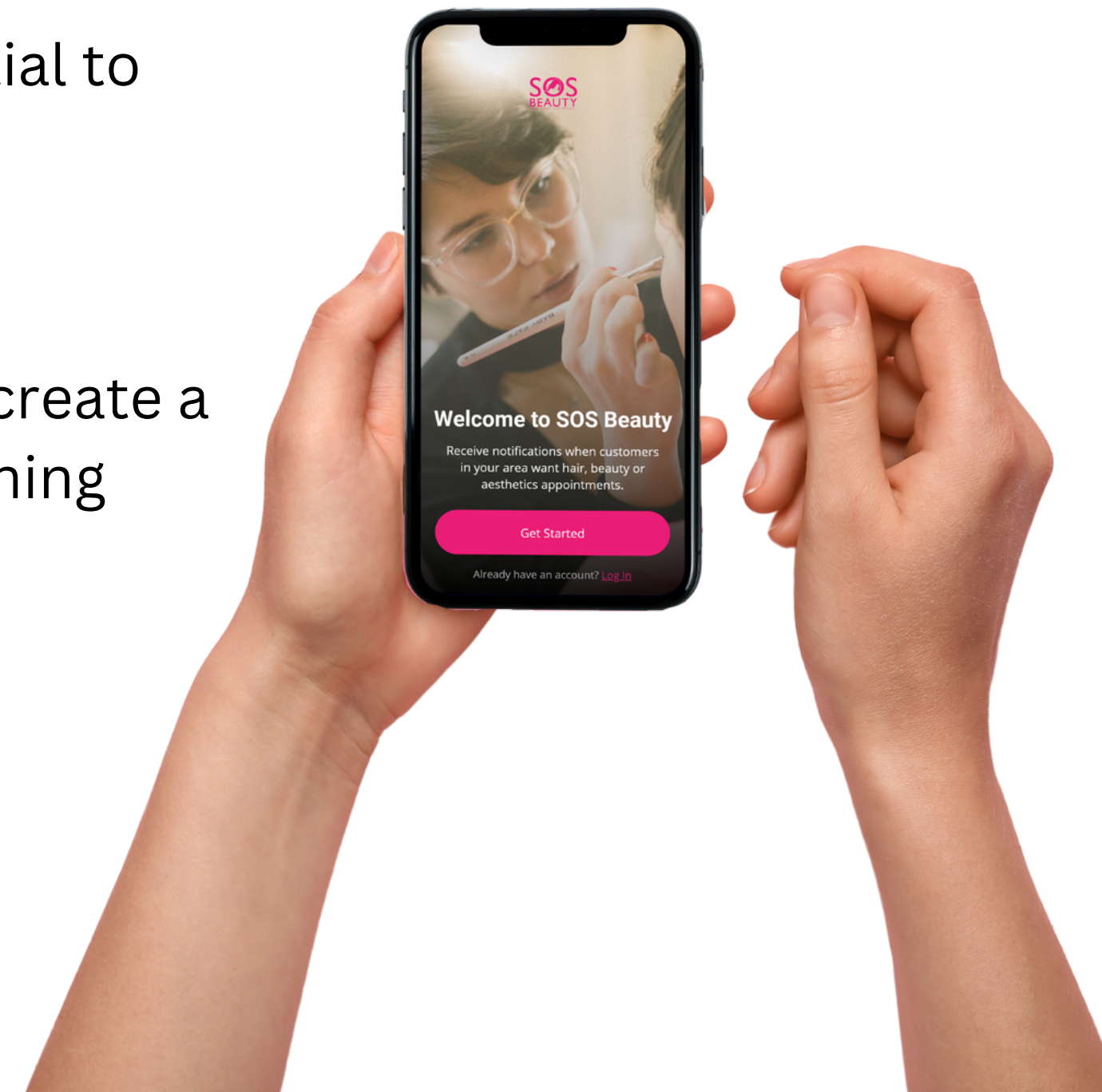
Launch the app across Europe during 2024/2025 and potential to expand worldwide 2025/2026

## ◆ Include Additional Features

Ability to wholesale/retail hair, beauty aesthetics products, create a specialist beauty social channel in the app, offer beauty training courses and earn referral revenue

## ◆ White Label Software

Ability to utilise the software for other freelance industries





# Meet The Team



**Faye Finaro**  
**Founder/CEO**

In 2016, after working in senior leadership within the FE sector for 10 years, Faye launched her consultancy business which supported colleges and private training providers across the U.K. with their sales and marketing strategies to engage employers and new learners. Faye has qualifications in Leadership and Management, Project Management and Digital Marketing. Faye's passion for the beauty industry and beauty training inspired SOS Beauty mobile app. As founder her role will be to will oversea all aspects of the business but will also take the lead on Sales and Marketing.



**Mark Molnar**  
**CFO**

Mark has a background in both Financial and General Management, as well as Consulting. Mark was the FD of a high growth Scientific Software business for 10 years, then MD of a Vending and Catering business for 10 years. For the last 12 years Mark has worked as a Procurement and Business Fundraising Consultant. Mark will manage the financial and funding aspects of the business, as well as having input into commercial agreements



**Lewis Mutton**  
**CTO**

Lewis has a wealth of knowledge in Complex Software Development, including both hands-on coding and project management. Lewis started his first company in late 2016, producing a logistics platform for a premium automotive manufacturer and has since managed his own multi-national development agency. Lewis will manage and be responsible for the development and technical aspects of our business



**Want To Know More?**

## **BOOK A CALL**

Use our Calendly link to book in a call with CEO Faye Finaro for an initial discussion

**<https://calendly.com/sosbeauty/30min>**

Alternatively email **[fayefinaro@sosbeauty.co.uk](mailto:fayefinaro@sosbeauty.co.uk)** to arrange a face to face meeting

