

## The Problem

There is currently no nationally branded mobile hairdressing firm vs market demographics, which present a large, well-defined, and growing market, with an appetite for more flexible service access. The UK's National Apprenticeship Service reports that Hairdressing Apprenticeship schemes run by salons, generate more complaints than any other industry sector. Poor pay, long hours, sweeping floors and making the tea, persuades many trainees migrate to casual, mobile working in search of opportunities to express their creative talents. Few can afford to invest in the business skills training, resulting in a back-street image for an industry which operates largely under the radar of safety and quality regulation.

## The Solution

HairportUK proposes an industry refresh through establishing a quality national brand, with a well-being service portal and 0800 free-phone number. The brand offers a powerful combination of quality hair services and products, provided at customer convenience, by agile & tech savvy hairdressing professionals. Moreover, it creates employment opportunities with fun, vocational learning experiences for apprentices, by generating local community support for the brands commitment to social and economic development.

## The Opportunity

Nationwide mobile service appointments, generated from a single 0800 free-phone number operation, which will co-ordinate brand engagement, transaction processing, logistics, supply chain, professional services, vocational training, business mentoring and community outreach. Service availability will be extended to social hubs like Events, festivals, gyms etc.

### a) Local Hairdressing Services:

- On Location sales are forecasted to account for 31% of sales in year 1, 26% in year 2 and 21% in year 3.
- Hair styling for the entire family; this includes hair cuts for men and women, permanents and hair colouring for women, as well as hair cuts for children.
- Shampoos will be offered for all adult services; Hairport stylists carry lightweight mobile sinks in their vehicles.
- Service is offered on a by appointment basis that allows the entire family to have their hair needs satisfied in one convenient visit; service is also offered on spec, if the schedule allows this service is facilitated by I-phone location finder, which allows customers to look on-line to check if a Hairport stylist is working nearby.
- All services are delivered by Hairport-qualified, experienced stylists.

### b) Blow Dry Bar Service:

- Blow Dry Bar sales are forecasted to account for 31% of sales in a 1, 43% in year 2 and 54% in year 3.
- Convenient, low-cost, fast styling for women, from a fixed menu, tailored to suit diverse hair types
- Service availability is in social hubs e.g. gyms, hotels, shopping centres
- Walk-in service availability
- Service is delivered by supervised, 2nd year Hairdressing Apprentices from Local Hair Academies.
- Average unit sale value of £3,900 per month.

c) Glamour On Location Service:

- On Location sales are forecasted to account for 36% of sales in year 1, 28% in year 2 and 22% in year 3.
- VIP Styling for women from a fixed menu, tailored to suit the need of the occasion
- Service availability is at Catwalks, Festivals, Events, Weddings, Parties etc
- Walk-in service availability
- Service is delivered by supervised, 2nd year Hairdressing Apprentices from Local Hair Academies.
- Average unit sale value of £1620 per day in year 1 (4 stylists), £2025 per day in year 2 (5 stylists) and £2430 per day in year 3 (6 stylists).

d) Hair Product Retail:

- Hair care product sales are forecasted to account for at least 2% of sales in year 1, 3% in year 2 and 2% in year 3.
- Professional-quality supplies will include shampoos, conditioners, re-constructors.
- Average monthly sales of £100 per stylist.

e) Branded Merchandising:

- The HairportUK logo is a high quality, popular image, which transfers well to a range of merchandising goods, including T-shirts, Bag 4 Life, brushes, combs, and other styling aids.
- The merchandise will promote the brand and profit from sales will benefit community development activities.

f) Hair-App Downloads:

- Smart-phone access to appointment booking, product's and merchandise.
- Typical download cost is free, and generates sales of services and products.

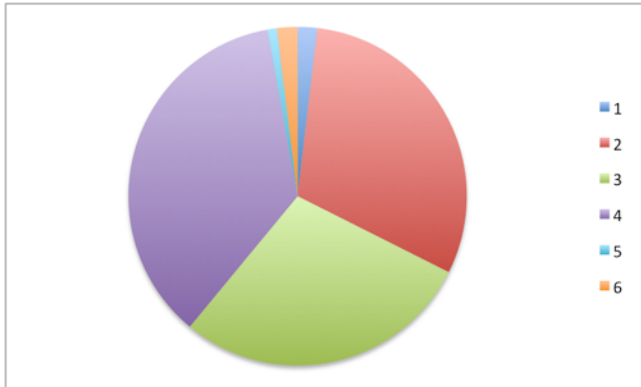
## The Market Size

- The market value of British Hairdressing is worth an estimated £4bn; with Mobile Stylists making up 3% of the total employees. Analysts predict 2.2% market growth in 2012.
- Increasing numbers of service bookings and products are purchased on-line
- Clients are migrating to new expectations of VIP service availability.

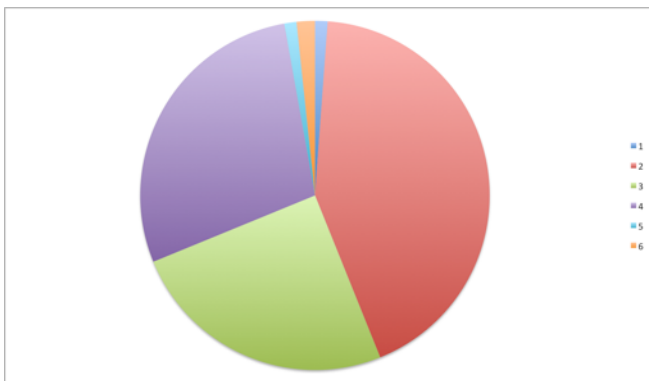
## The Business Model

- 1 = Wedding Packages (Mobile)
- 2 = Blowdry Bars
- 3 = Mobile Hairdressing
- 4 = Events & Festivals
- 5 = Hair App Products
- 6 = Products & Merchandise

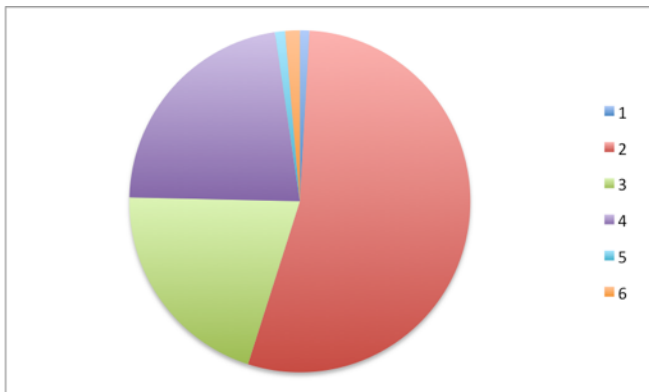
Year 1:



Year 2:



Year 3:



### The Business Value

- Superior customer service
- Less likelihood of changing service provider
- Commitment to quality & safety
- Sustainable engagement of future industry talent
- Better people & business skills
- Positive community attitudes

## Competitive Edge

HairportUK's technology based infrastructure standardizes quality, mobile service at low cost, with enhanced service availability and flexibility. Service access is available both through smart-phone technology and supported by excellent Call Centre customer service. Business mentoring and experiential learning ensures that the HairportUK employment value proposition is unrivaled in the industry. Moreover, individual stylists are personally credited through marketing campaigns for their artistic achievements. Wherever possible, HairportUK showcases the work of other emerging artists in their local communities and proactively supports social development and charities in the communities where it operates.

## Marketing and Sales Strategy

HairportUK's strategy is to build a relationship-oriented business through social hubs and portals, with quality content, good value and excellent support for both customers and employees. This will lead to long-term relationships with both, making Hairport a lifestyle choice for luxury well-being at affordable prices. A key marketing objective will be to help everyone understand the value of social networking.

Our go-to-market strategy is comprised of direct sales and selective partnership agreements with the following objectives:

- Community involvement in training of apprentices
- Collaborations with Professional Associations e.g British Safety Council, UKCAE, the Institute of Directors
- Evolution of services to optimized levels to maximize profit and quality.
- Networking via other experts and high value businesses in the community
- Website advertising and search engine optimization
- High profile, high value interactions between our employees and our customers

Through search engine optimization and search engine marketing, HairportUK will be strategically placed near the top of both Google, Twitter, Facebook and LinkedIn search engines.

## Financial Projections

(£ Thousands)	2012	2013	2014
Revenues	297,690	556,530	1,025,150
Expenditures	262,585	477,568	685,074
Net	35,105	78,962	340,076

At this stage, a £45K investment is required to complete the roll-out beyond a single tested metropolitan area, and achieve a break-even in the financials as shown in the chart above. In return for your proportional share of equity and our reward.

## Milestones

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12
	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Blowdry Bars	0	0	0	1	1	2	2	2	3	3	3	3
Mobile Styling	2	3	3	3	4	4	4	5	5	5	6	6
Festivals & Events (Days)	0	0	1	4	7	14	12	2	11	4	0	2
	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13
	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Blowdry Bars	3	4	4	4	5	5	5	6	6	6	7	7
Mobile Styling	6	6	7	7	7	8	8	8	9	9	9	10
Festivals & Events (Days)	0	0	3	6	10	14	14	8	12	6	2	3
	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14
	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Blowdry Bars	7	7	8	8	8	9	9	9	10	10	10	10
Mobile Styling	10	10	11	11	11	12	12	12	13	13	13	14
Festivals & Events (Days)	0	2	4	8	12	14	14	10	14	8	4	4

## Hair App



## Market Segments

- Men, who have shorter hair, requiring haircuts more often. If they are getting a cut every four weeks and work standard business hours, most barbers are closed when the male customers have free time. Stylists will cater to males with evening and weekend hours, through the convenient, community hairdressing service.
- Females who cannot afford an upscale salon. Women tend to favour a female specific upscale salon if they can afford it - upscale salons will tend to pamper you more, only accepts appointments, and the facility is generally a bit plusher. Someone who is fiscally responsible as opposed to someone who likes opulence will favour a family home service. HairportUK will provide the same quality hair styling, as upscale salons, without the expensive price tag, through the convenient, community hairdressing service.

- Young mothers with children. Most young children are notoriously difficult when it comes to getting haircuts. A home visit allows the children to play while they are waiting and then will work with the parents in calming the kids nerves when they are ready for their shearing. Children receive a special rate reflecting the fact that children's hair grows so fast that it can be expensive to keep up with regular cuts, as well as the recognition that it generally takes a lot less time to cut a child's hair so it should be inherently less expensive.
- Females who are looking for glamour and VIP treatment in social hubs and at events - we target these customers by emphasizing the sophisticated glamour and advanced styling.

Success so far...

[Website](#)

[Blog](#)

[Facebook](#)

[Twitter](#)

1. Harnessed the power of social networking to bring a vision to life - new standards for world class hairdressing apprenticeships. Hair app, Hairmail, Facebook, Linked-in, website, Skype/FaceTime consultations, Blogs.
2. Developed an enviable artistic Portfolio, which started as we mean to go on with a feature in Vogue. This accolade was the result of volunteering mobile hairdressing services to the Brighton Fashion Week team in 2010.
3. Engaged and nurtured a virtual team, with a clear mission to transform British mobile hairdressing and show-case a sustainable business to a global audience, during 2012 Olympic year. Meet the Team.
4. Took the well-being factor into our communities and social hubs, by creating fun experiences for our customers and for hairdressing apprentices. Goodwood Revival Album.
5. Established mobile collaborations with other businesses by creating win / win scenarios, which stimulate the economy. e.g London Bus Bar, Clean Learning, Mini, Wedding venues, Bridal services, Prom organisers, Scuderia Vittoria GT & F3 Racing Sponsorship & collaboration 2012, Local business vintage clothing collaboration, Wedding shoot collaborations.
6. Identified the competencies for agile hairdressing & sourced business mentors and experiential learning opportunities. Chi College, TRENTS, PWC, Simon Callow, Local spas.
7. Established world class performance metrics, by transferring good practice from other sectors, into hairdressing.
8. Recognised and promoted the talents of our collaborators, resulting in significant social media presence, with regular visitors to our blogs & pages. Ideally placed for On-line Shopping, database of 1500 customers and Calendar bookings for 2012 to help us Profit, fairly. Vintage party bookings for 2012, Henley Regatta 2012 booked, Styling for The Face Of Brighton 2012, BFW 2012 booked.

9. We promote and support charitable causes, which adds meaning to our work and shares well-being with our communities. Chichester Ship Canal Trust, Little Princess Trust.

10. Built personal resilience into our attitudes failure is not an option.

## Funding

£45K Investment in return for 10% equity + A 'reward' based on your investment amount.

## Use of Proceeds

Capital expenditure:

- Capital expenses & Apprenticeship scheme - £13,901
- Deposits for festival & event bookings - £24,000
- Cash-flow - £4,000
- 5% CrowdCube costs - £2,250
- Pitch Cost - £849

= £45,000

## Exit Strategy

The investors that provide the capital that is the subject of this document will have several exit opportunities available to them. Management believes that the most likely exit will come from the sale of the Company or licensing of its intellectual property to one of its strategic partners or to another enterprise. Other alternatives that would create a liquidity event for the investors might include a buy back of the outstanding shares using cash on the Company's balance sheet or through the exchange of the stock with long term capital provided by an institutional lender.

## Options

Pilots for each revenue stream are progressing, generating artifacts which evidence viability for further investment in a quality development program, of world-class standard.

Collaborations presently under discussion:

Goodwood Estate  
Trents (Sussex Pub Company)  
Jack Wills  
Price Waterhouse Coopers  
Pickled Egg Events  
F3 & GT Racing; JWilliams Racing  
Bishop Standen Associates (Action Hero Events)  
London Bus Bar  
Gatwick Departure Lounges  
Southampton Departure Lounges  
Virgin Media Pioneers  
Virgin Active  
GHD

Mini  
Henley Regatta  
Prince's Trust

HairportUK believes that it emerged from the launch at Goodwood Revival as the British brand leader in its new market. A strong social networking presence is pro-actively promoting HairportUK's culture - which emphasizes community-centric values i.e. where customer satisfaction and employee satisfaction have equal priority to shareholders. This culture aligns well to the overall ambitions of the nation in 2012.

Key venues for a brand which has the support of the Government, include:

- Olympic Village
- Gatwick Airport
- Stratford Shopping Centre
- Heathrow Airport
- Birmingham NEC
- Stanstead Airport
- X Factor 2012
- City Airport
- V Active Gyms Nationwide x 130
- International Airports x ?
- Virgin Active Gyms Internationally x ?

Target Events for Brand Engagement campaigns in 2012

Low cost, low-risk glamour hair services, delivered by Hairdressing Apprentices at venues which maximise brand exposure; Facilities to be provided through joint venture relationship with London Bus Bar Company (another British start-up):

- London Pride
- Brighton Pride
- Reading
- Vintage Festival
- Bestival
- Goodwood Revival
- Royal Ascot
- Festival of Speed
- Cardiff
- Glorious Goodwood
- Edinburgh
- V Festival
- Dublin
- I-tunes Festival
- Brighton Fashion Week
- Isle of Wight Festival
- London Fashion Week



Lets make today a good hair day...

Ben Sperry

[www.hairport.uk.com](http://www.hairport.uk.com)

[pilot@hairport.uk.com](mailto:pilot@hairport.uk.com)

[@HairportUK](#)

[@HairportBen](#)

+44 7525 360 622

0800 6990 113