



MAVE & CHEZ

**Step into luxury ergonomic slippers
designed for women by women**

@maveandchez | www.maveandchez.com



There is no more
profitable investment than
investing in yourself.



MAVE & CHEZ

Who We Are

Supporting Women With Every Step

It's our mission to help women invest in slippers that have **unparalleled support** without ever having to compromise on **style**.



About Us

12 Years of Success



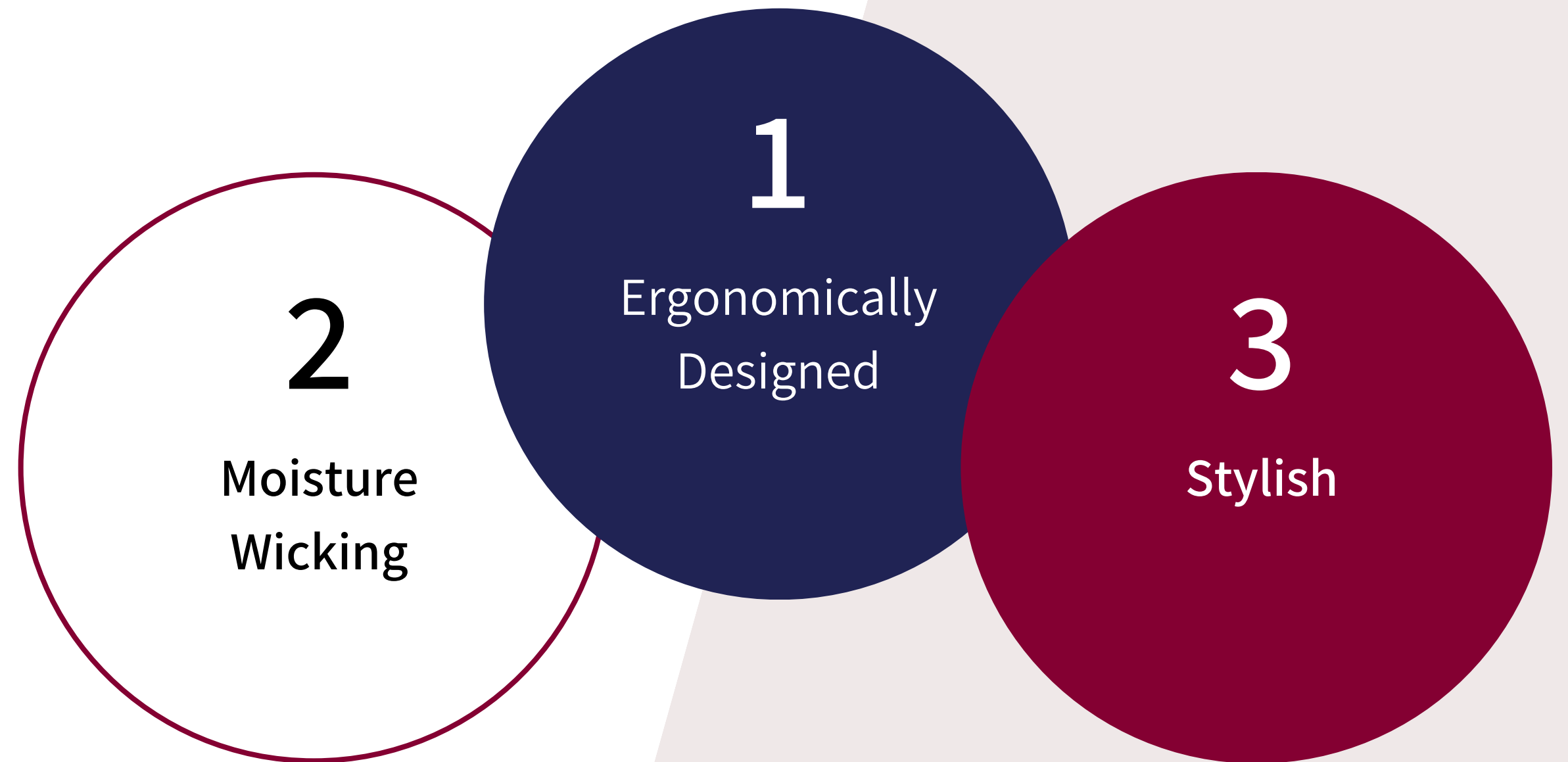
Problems

Flat, Shapeless Slippers



Solutions

Revolutionizing Slippers with Ergonomics

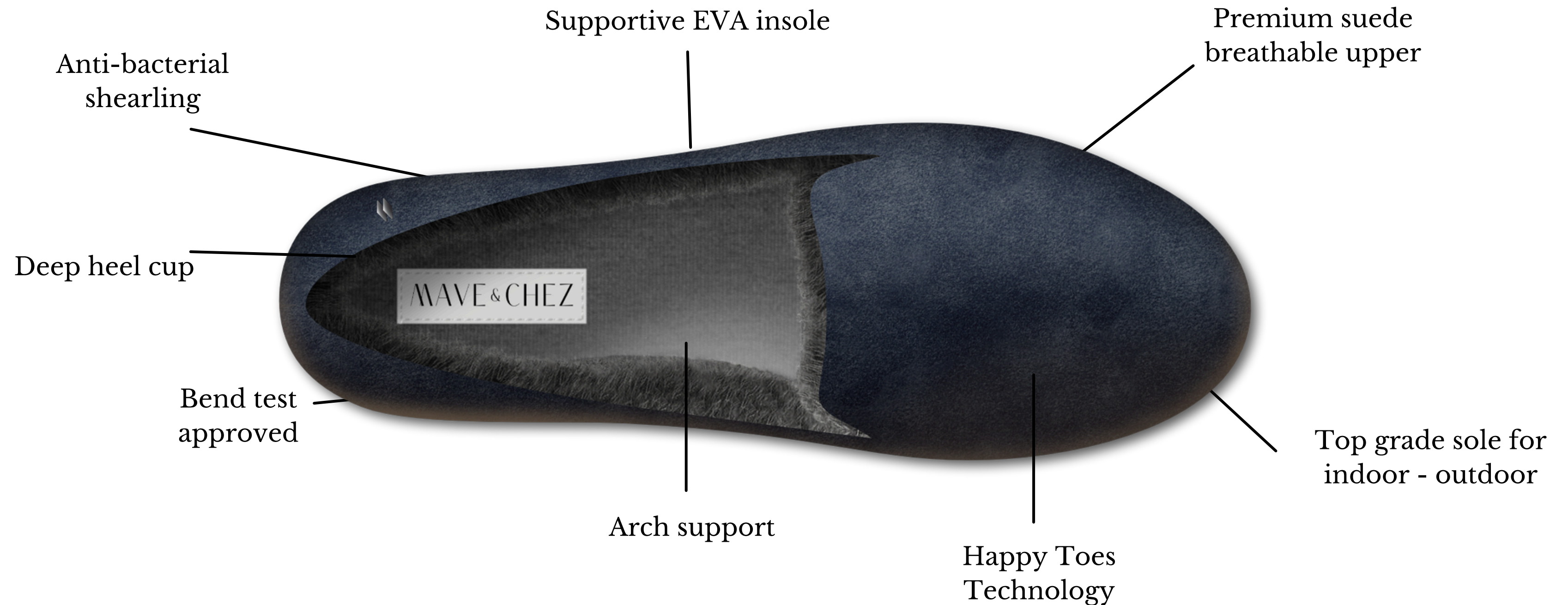




MAVE & CHEZ

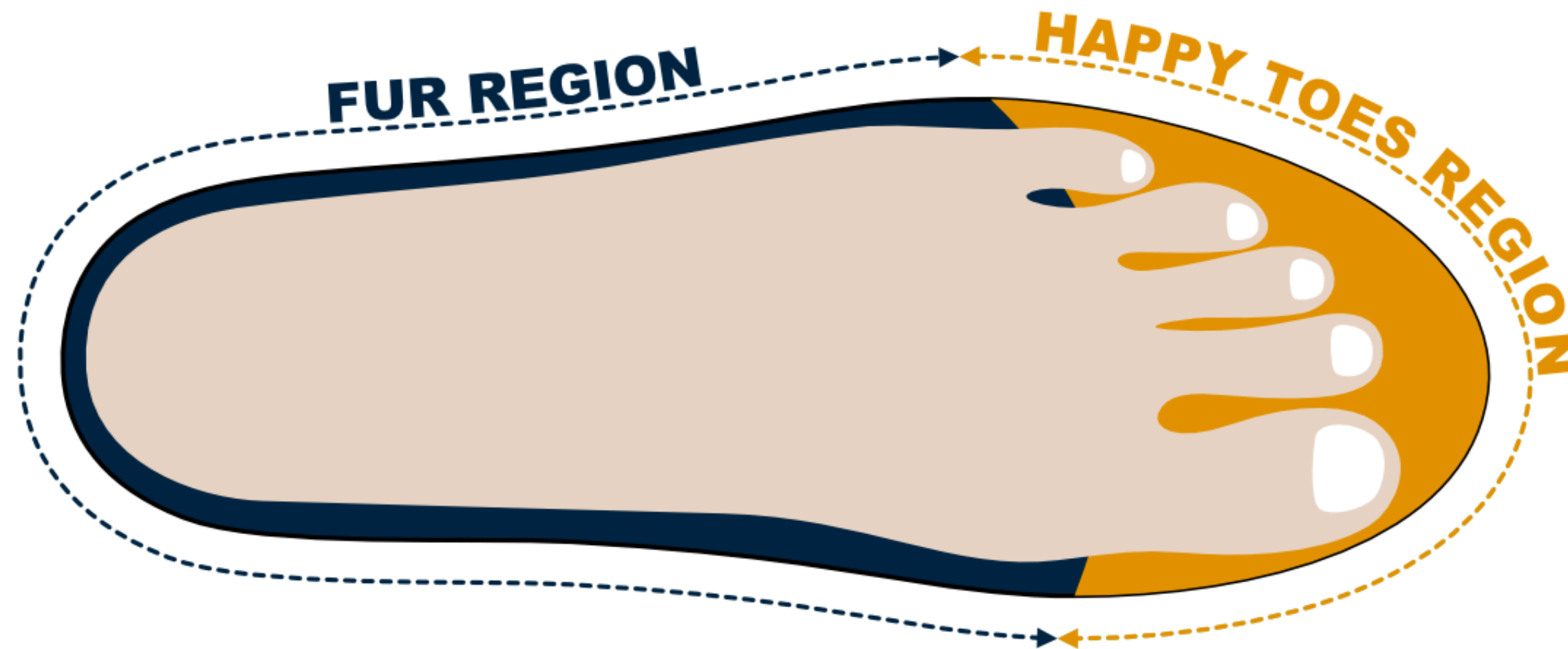
Function First

Comfort, health, luxury



Competitive Advantage

Happy Toes Technology



Happy Spacious Toes + Ventilation

*Currently patenting

Market Size

Large & Growing Addressable Market



11.92B

4.68B

14.1M

TAM

61.11 Million
Women across North America
Ages 35 - 65 years

SAM

24 Million
Women across North America
Combined household income of \$200k+

SOM

0.3% of market share
Year 4

Ideal Customer Profile

Style & Health Conscious Woman

60%

Gen X

40%

Millennial



GEN X

Ages 41 - 55 years

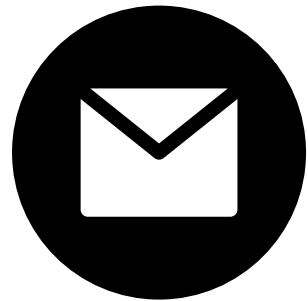


**MILLENNIAL
PROFESSIONAL**

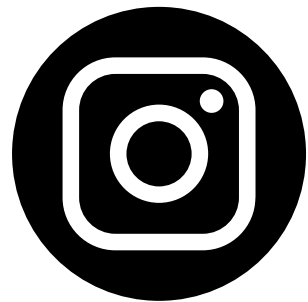
Ages 30 - 40 years

Go To Market Strategy

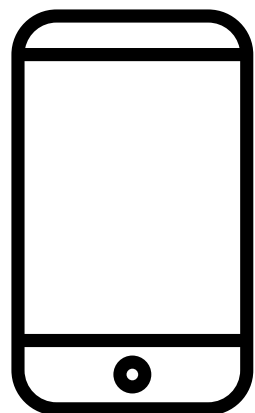
Multi-Channel Distribution



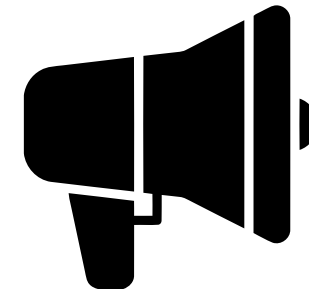
Email Marketing



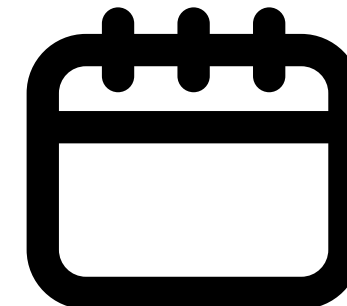
Micro Influencers +
Social Media Marketing



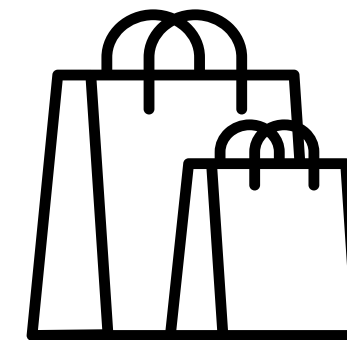
SMS Marketing



Paid Ads - Meta



Events & Tradeshows



Wholesale

Traction To Date

\$83k
gross revenue

\$450k
raised

\$51k
kickstarter

485
customers

4k
email database

33.5%
open rate

\$42
CAC

\$32
Projected CAC
2024



Giving Back & Sustainability

Our Commitment



- Upcycle Program: **Soles4Souls**
- Ethically made in Brazil
- Fair wages, excellent working conditions
- Locally sourced materials
- Recycled packaging

Competitor Analysis

	Washable insole	Premium materials	Bend Test Approved	Stylish, Elevated	Temperature Control	Wearable outdoors	Community to support women
Mave & Chez (\$195)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
UGGS (\$100 - \$220)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Birkenstocks (\$150 - \$220)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Vionic (\$60 - \$120)			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Olukai (\$130 - \$150)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Birdies (\$100 - \$200)				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

BUDGET

Strong top and bottom line growth in the next three years

METRIC	2023	2024	2025
Gross Sales	\$550k	\$1.5M	\$4M
COGS	\$220k	\$450k	\$800k
Gross Profit Margin	60%	70%	80%
All Marketing	\$73,800	\$173,800	\$850,000
Payroll	\$150k	\$275k	\$700k
All Other Expenses	\$150k	\$220k	\$650k
Profit / Loss	-\$44k	\$10k	\$975k
EBITDA	-\$20k	\$405k	\$1M

Growth Path

**D2C + Medium sized
wholesale**



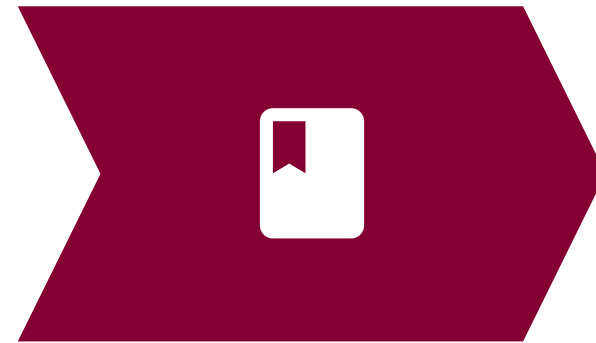
2024 plans for small to
medium sized wholesalers

**Brand
Collaborations**



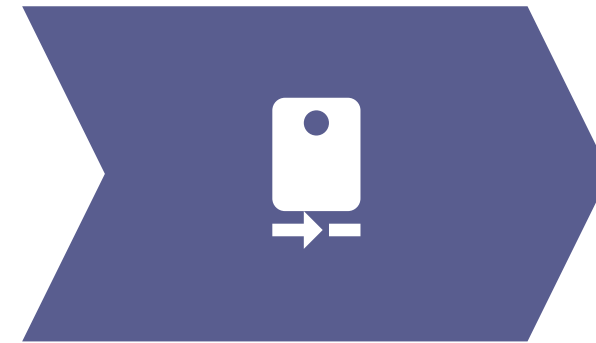
Hotel partners, other
luxury partners

**Expansion to
Europe & Asia**



Going global

**Mens Line
Kids Line**



Rinse and repeat with
mens and kids

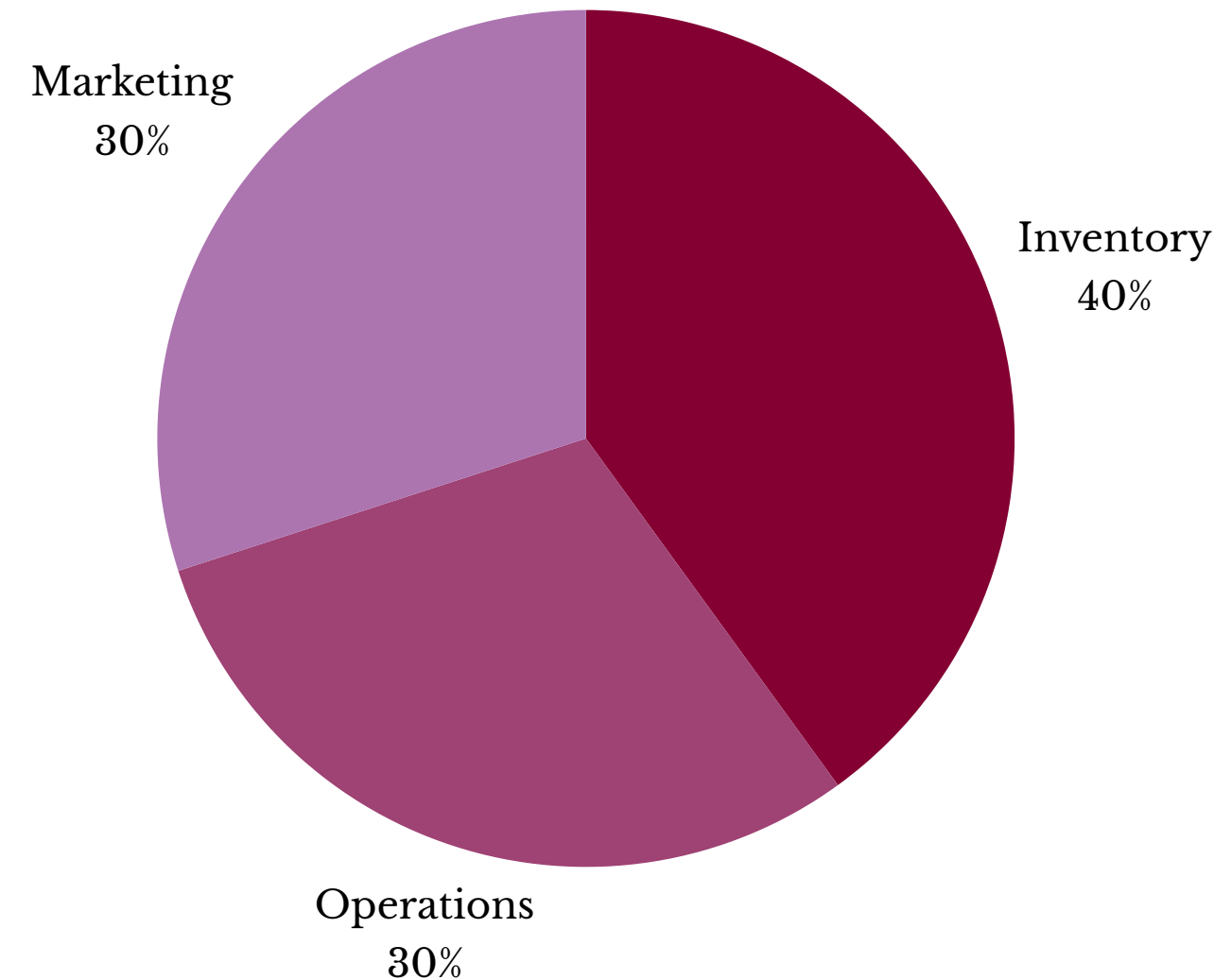
Large wholesale



2025 lock in large US &
Canadian wholesale
partner

SAFE Round Offering & Use of Cash

- Raising \$700k
- Raised to date: \$450k
- \$3M pre-money valuation cap
- 15% discount on shares
- Minimum cheque size \$10k
- Runway: 12 months



As seen on



LIVING LUXE



SWAGGER[®]

Coming up



Empowering women to
invest in themselves, first.



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