

FINANCE INTERN CHALLENGE

The Challenge - Anima Iris Pitch Deck

In 2024, our primary focus is to secure funds and propel the growth of Anima Iris. A crucial initial step toward this goal is the development of an impactful Investor Pitch Deck. Your task is to craft a pitch deck, not exceeding 10 pages, utilizing the provided information below and supplementing it with your independent research.

Additionally, access some editorial and brand assets available https://drive.google.com/drive/folders/1vixt2M2VRiWgw5-si6c_waZT551QkRQP?usp=sharing here to enhance the overall presentation.

Submission Guideline

Please submit as a pdf document only.

Anima Iris Executive Summary

Anima Iris is an elevated, modern, and sustainable ready-to-wear company based in Dakar, Senegal. The product suite consists of five luxury handbags: Baby Bags, Zaza, Zaza Grande, Zaya, Zaria, Zuri, Tote Bag, Zuri Gold, Bucket Bag, Medium ZAZA Grande, Grande ZAZA Grande. The monthly recurring revenue ranges from \$30-\$100K. Lifetime revenue milestones - over \$2Million and in November 2023, hit \$250K monthly revenue due to promotional offers for Black Friday Cyber Monday. Current product margins are within 60-65% for the product suite.

Problem: Luxury handbag market fails to highlight Black women and African craftsmanship

Anima Iris is building a unique community of empowered women who are fashionable, cultured, activists, and leaders leveraging their agency to create meaningful change. As we do this, we are centering Black Women and Allies in ways that other fashion brands fail. We represent the burgeoning generation and future of a globalized Africa, whereby the continent is a major player in luxury fashion, without the exploitation that has muddled the continent's history. Today, "luxury" items are made in Paris and Italy; tomorrow it will be in Dakar and other African cities where creativity and craftsmanship have historically been abundant.

Solution: Luxury leather handbags curated for Black working professionals and entrepreneurs

The Anima Iris woman is any woman worldwide who wants to identify with our community of empowered women. The principal segment is HENRY (High Earners not rich yet), working professionals and entrepreneurs between ages 25 and 45, who reside primarily in the U.S., U.K., and Canada. The secondary segment is anyone worldwide, who identifies with Anima Iris's vision and can influence how others perceive the brand equity: fashion influencers, Creatives, Spouses, and students. In 2023, the online storefront website logged 200K store sessions and 21% returning customer rate. The social media presence has materialized into 90K Instagram followers, 1K Twitter and Facebook followers, 5K on TikTok and the email list is over 15,000 subscribers. Additionally, Anima Iris has been featured in the following media outlets: Essence, Elle, Cosmopolitan, Vogue, BuzzFeed, The Zoe Report, and In-Style Magazine.