



The Urban Utility
Furniture Brand

Seeking £100K SEIS
Investment



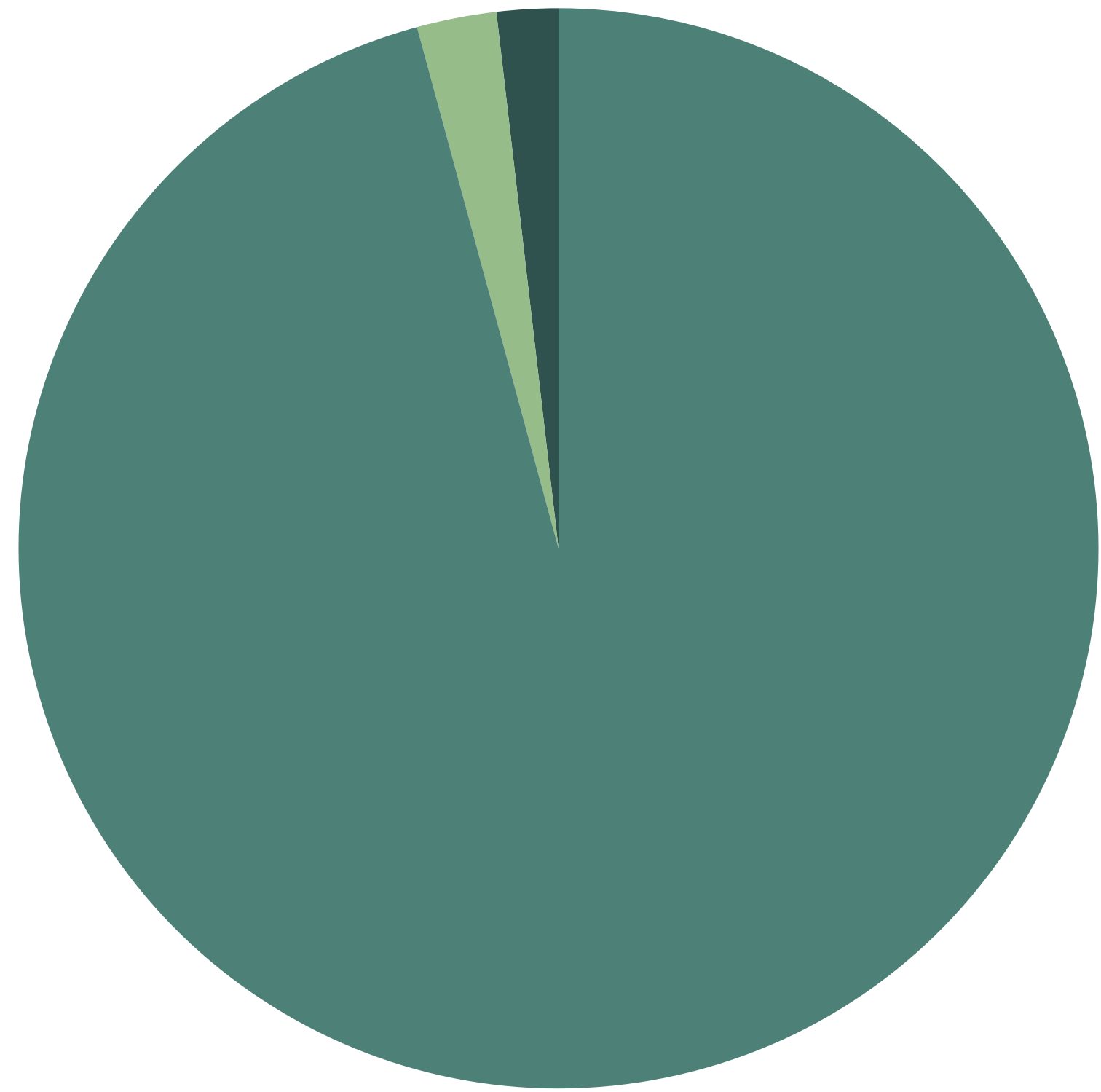


Exec Summary

fuzl

- The **global furniture market** is massive.
- Urban Utility Furniture for **city dwelling Millennials**.
- The tool-free and patented clipping system **revolutionises flat-pack**.
- Factory and product line ready for production.
- **Online direct** to customer sales through viral marketing campaigns.
- The **fuzl Design Community** will deliver following and designs.
- £4.8m turnover by year 5.
- fuzl is **seeking £100k SEIS** investment.

*fuzl exhibition with Makerversity at V&A museum



- IKEA UK Revenues (£1.72bn)
- Made.com UK Revenues (£42.8m)
- Loaf.com UK Revenues (£33m)

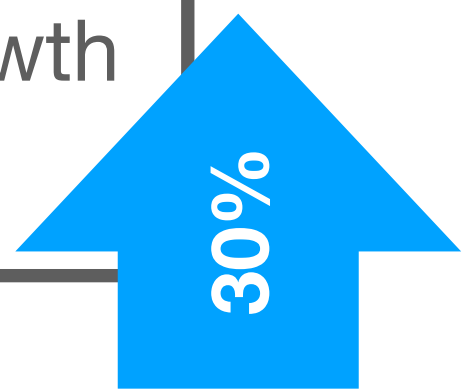
fuzl Target Households:
165k

3.3m Households in
London

Est. London Furniture
Spend: **£2.6bn**

UK Furniture Spend
£16.4bn

UK Online Share Growth
2014-2019



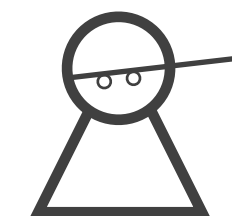
- The Global Furniture Market is massive at **\$137.5bn** in **2016**.
- In the UK alone it is a **£16.4bn** industry.
- **IKEA** have firmly established flat-pack as a large portion of that market.
- In 2010 **pure plays like Made.com** and **Loaf.com** revolutionised the online furniture market.
- **Just 7 years on** Made.com is now turning over **£43m** annually.



Name:
Den

Job:
Coder

Passion:
Feminism

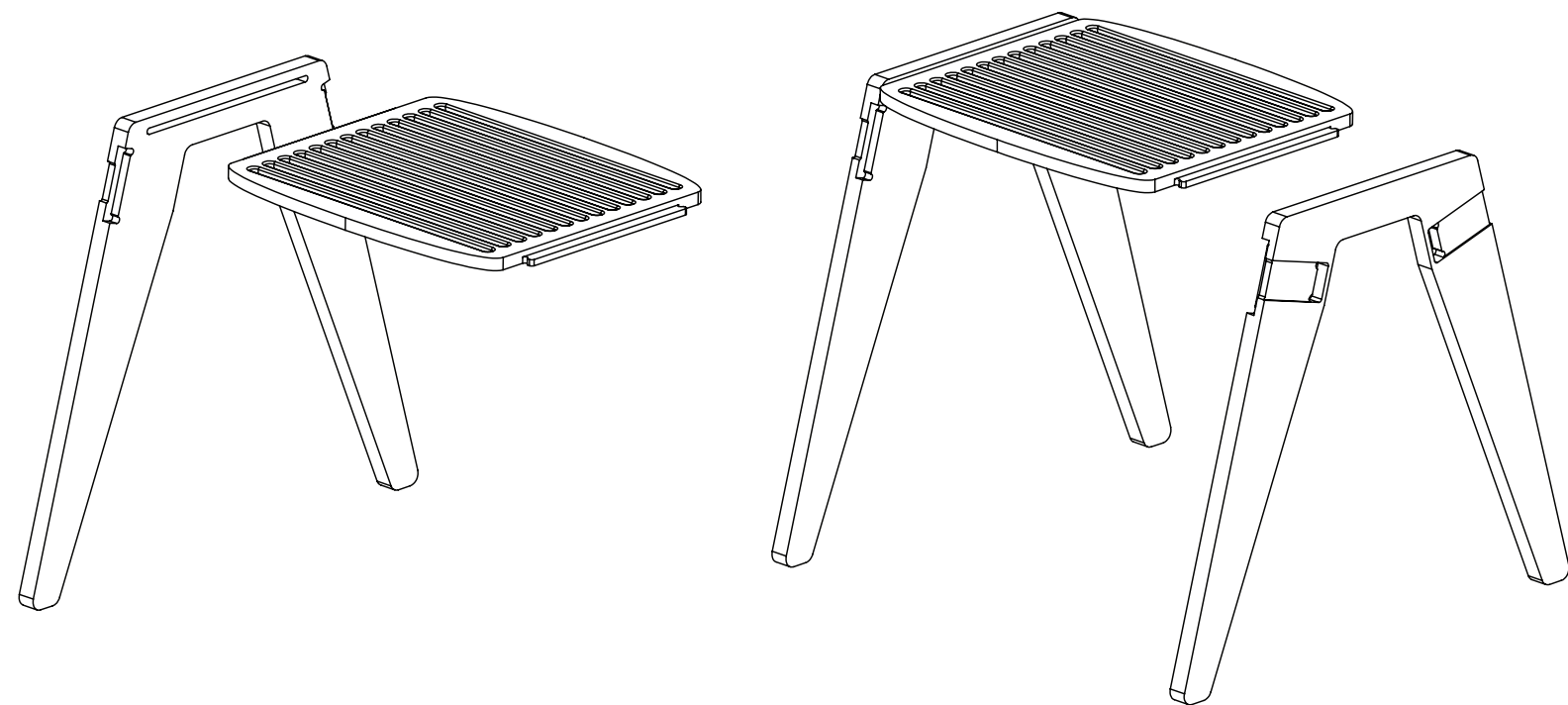


The People

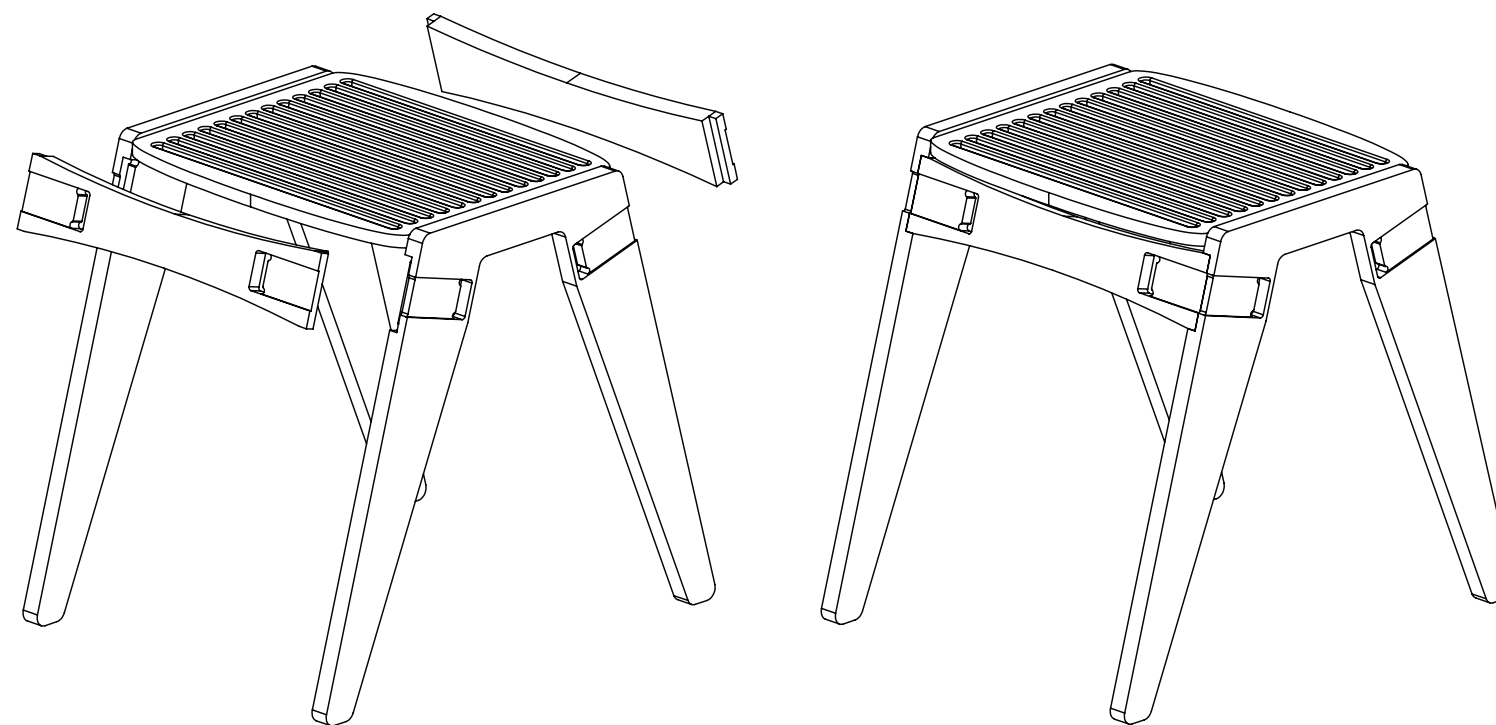


- fuzl's target market are **25-35 year old Millennial professionals** who live in the world's major cities.
- They want **smart, space-saving furniture that looks great** and gives them freedom to reconfigure their homes easily.
- They are **aspirational about design** and want to furnish their homes with items that magnify their individuality.
- Millennials are increasingly buying their **furniture online**.

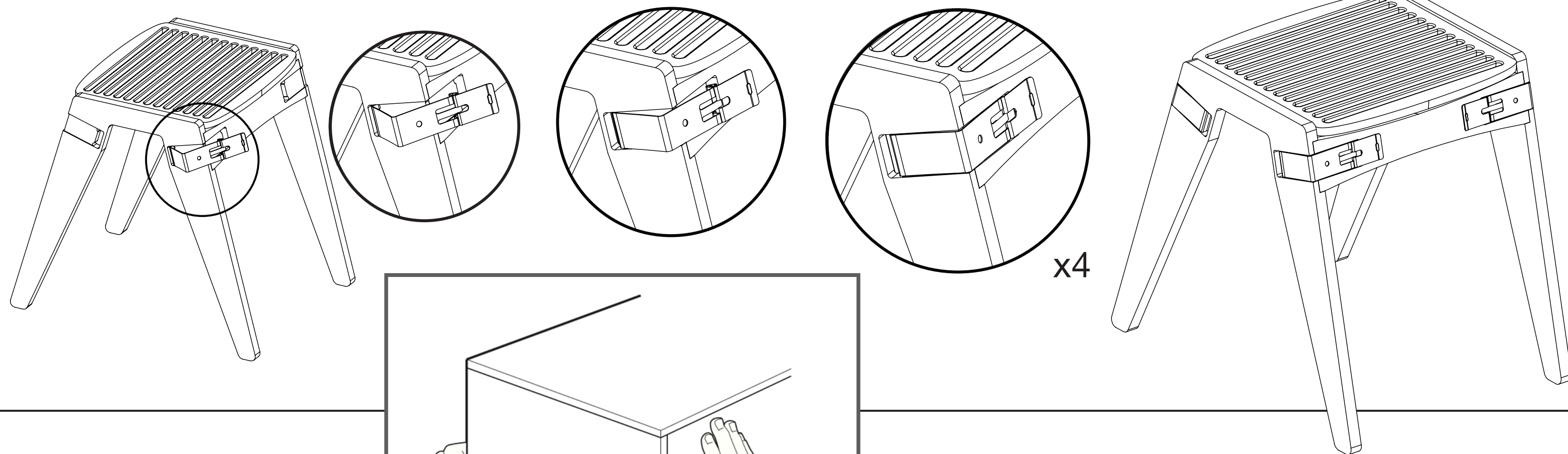
fix the seat into the two leggy bits



push the two cross bits into place (**don't sit on it yet**)



now if this is your first 'click', just aim to get the clip the right way around then using your palm just push the clip until it goes 'CLACK' (we think it's quite satisfying)



The Clips



- fuzl's products are clipped together with a **smart, tool-free and patent** protected clipping system.
- fuzl furniture is free from glue, screws, inserts and tools. **fuzl is flat-pak no fuss...**
- The hand operated clip makes it easy for customers to **assemble and reconfigure** their furniture to suit their needs.

Patented



Design Registered



EN Certified



The Products

fuzl

- Products are **ready for market.**
- Denmark **production ready.**
- The **range is expanding.**
- Manufacturing **options beyond Denmark.**
- fuzl graduated **Design Council Spark.**

Developed with support from



spark

designcouncil.org.uk/spark



The Brand



- **early-adopters** and **influencers** build message through **word of mouth**.
- **Partnership** projects bolster fuzl's social media traffic through cooperative social media activity.
- Strategic spending on **digital & printed media** campaigns will boost fuzl's profile & reach.
- fuzl's engaging content and genuine tone of voice will be built up through the major **social media** channels.
- The fuzl **website** is constantly iterated for optimisation of SEO scores and conversion of traffic to sale.
- traditional media **advertising** spend to raise awareness in target neighbourhoods.
- The **fuzl design community** will growth hack their social media to fuzl's benefit.

Design Community



- fuzl will build a **vibrant design community** that generates novel and **inventive designs** that fuzl will build on the behalf of the designers.
- These designers will offer designs that **use the fuzl clipping systems** to solve furnishing problems posed in cities around the globe.
- The design community will grow **pre-orders** through their own social channels - pointing at fuzl.
- Designers will earn **commission from sales** of their designs.
- Designers will accrue **increased ranking** through their successes.

#designers

50+

>49

>10

*mature design community projections

London #1

- £100k Equity
- £26k Ad, PR & Mrkt
- 1,190 Unit Sales
- 740 Customers
- 5k Instagram
- DK Production
- Pop-up shop
- 4 staff

London #2

- £250k Equity
- £148k Ad, PR & Mrkt
- 3,170 Unit Sales
- 1,980 Customers
- 8k Instagram
- PL Production
- Studio/showroom
- 7 staff

UK

- £0k Equity Raise
- £165k Ad, PR & Mrkt
- 6,150 Unit Sales
- 3,840 Customers
- 15k Instagram
- PL Production
- Studio & Showroom
- 7 staff

Europe

- £1.5m Equity
- £410k Ad, PR & Mrkt
- 15,375 Unit Sales
- 9,600 Customers
- 20k Instagram
- PL Production
- Studio 2x Showroom
- 12 staff

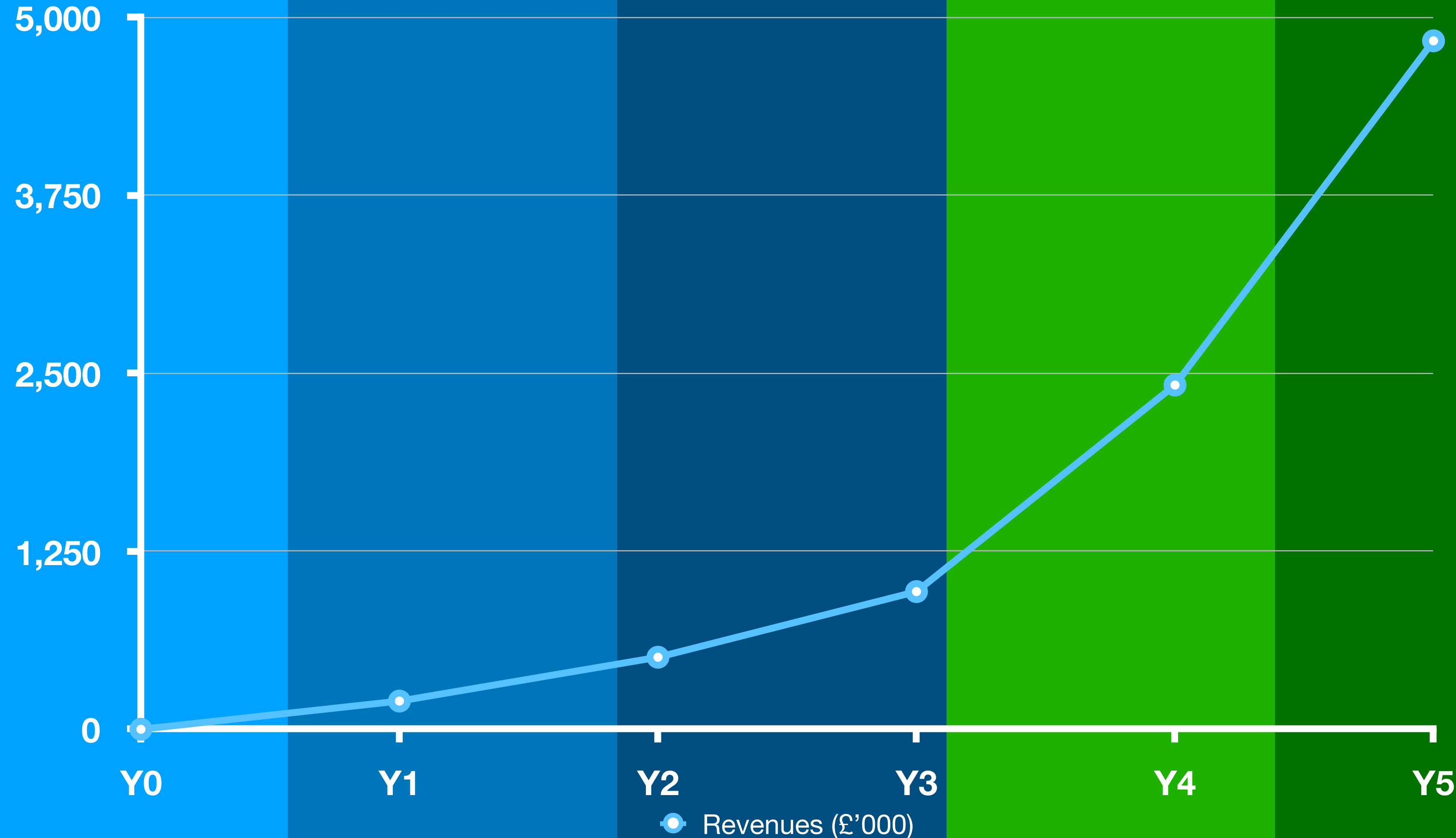
R.O.W.

- £0 Equity
- £825k Ad, PR & Mrkt
- 30,750 Unit Sales
- 19,200 Customers
- 30k Instagram
- Regional Production
- HQ & Regional Bases
- 18 staff

Y1-5 Financials



- fuzl will grow through its initial market in London in years 1&2 creating a strong footing to **expand into the rest of UK**.
- fuzl moves production to **Eastern Europe in Year 2** to maximise profit margins within the EU.
- fuzl raises **£1.5m in year 4**, to expand to the EU and rest of world in year 5.
- fuzl **expands to an EU base** to establish a second city market replicating the London model (e.g. Berlin).
- Expansion into **Rest of World (R.O.W.) in year 5** based on strength of interest within design community.





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Thank you for your time.

