



DEMO DAY COHORT 8

LEMONADE

SAMBUDDHA BHATTACHARYA

CEO & Co-Founder, Lemonade



Lemonade

luxury brand at non-luxury prices



Luxury Goods are radically overpriced.



\$2,615

GUCCI



\$870



\$485



Brands retail at 50 to 100X of cost price



Cost: \$28

GUCCI



Cost: \$15



GIORGIO ARMANI



Cost: \$5



Brands retail at 50 to 100X of cost price



93x

GUCCI



58x



GIORGIO ARMANI



97x

Scaled several VC backed brands & marketplaces



Sambuddha Bhattacharya

Founder & CEO

- CEO, John Jacobs Eyewear- Indian \$100m ARR D2C brand
- Head of Growth, Zomato Gold

Kellogg School of Management



Gokul Ramanujam

Co-founder & COO

- Global Head of Content Marketing, Zomato
- Launcher, Online Ordering, Zomato
- GM, Century Paper at the Birla Group.

Asian Institute of Management



100m millennials desire status. 99% lack the means.



3



Luxury factories have excess capacity, raw material & craftsmen.

40% Under-utilized production lines

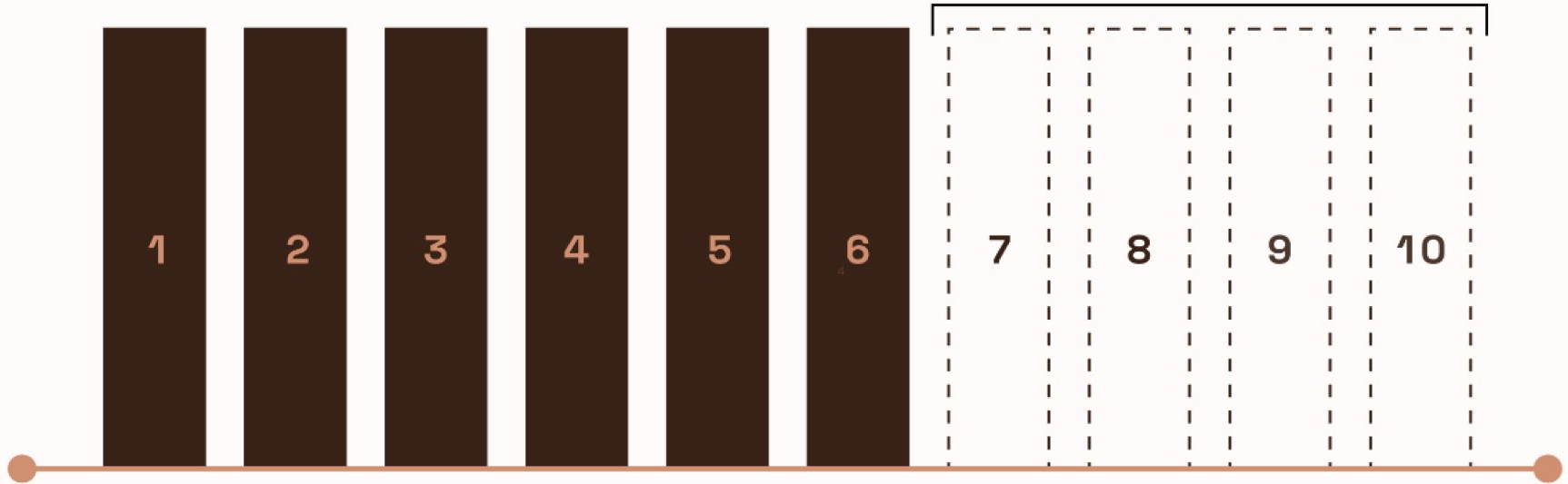
30% Employees are idle

4

20% Excess raw material procured



Factories have capacity & want more business
..but can't unlock B2C

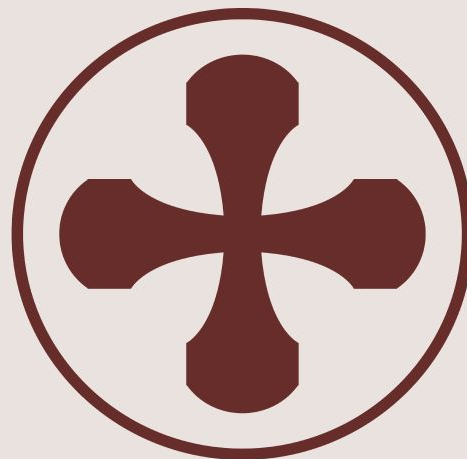




Archaic Industry, grappling with legacy challenges

25%
Return Rate

4-6 month
Dead Stock



6



We're leveraging tech to disrupt luxury

25%
Return Rate

6 Month
Dead Stock

Lemonade's Tech Stack

Proprietary
Sizing Algo



2.5%
Return Rate

Just-in-time
Manufacturing



0%
Dead Stock



Pioneering Manufacturer to Consumer in luxury, in Asia.

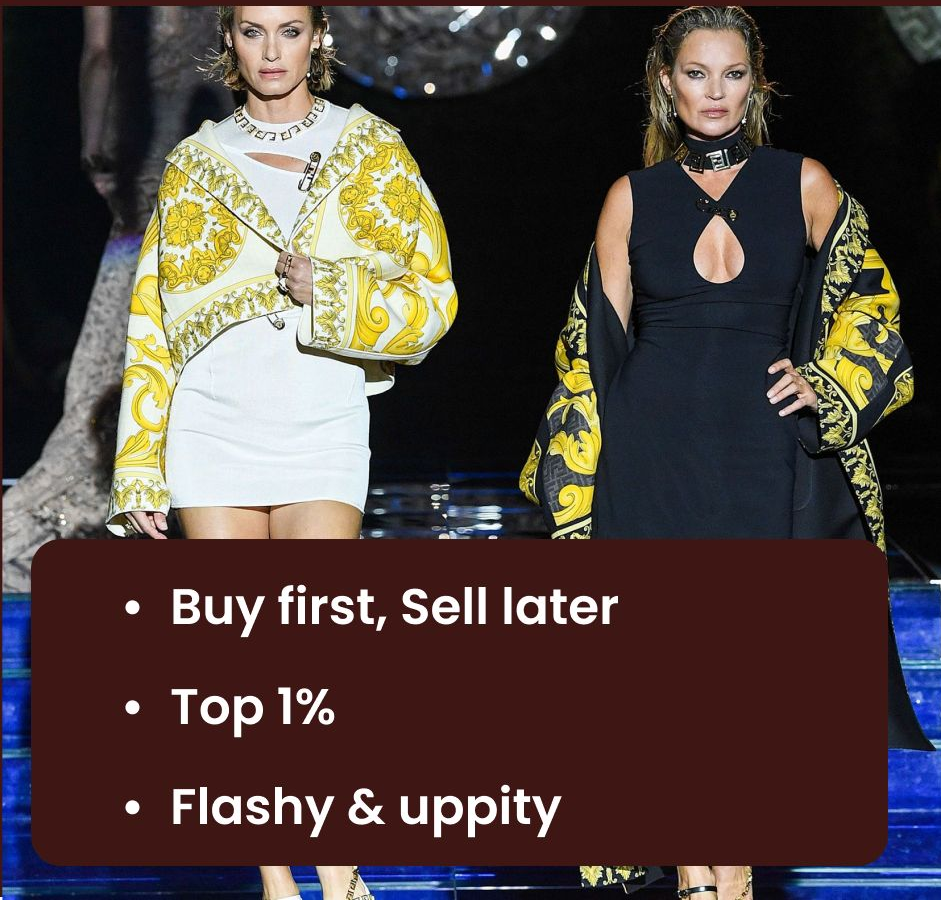
LUXURY BRANDS



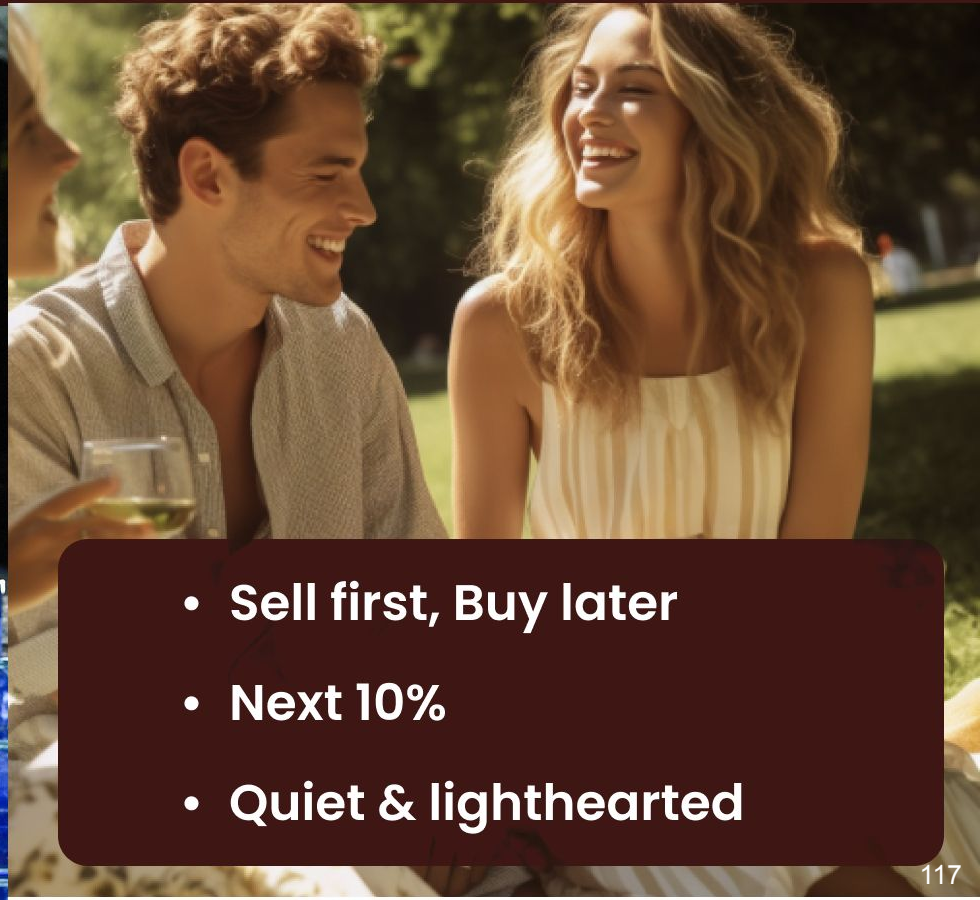
LEMONADE



Traditional Luxury vs Lemonade Luxury



- Buy first, Sell later
- Top 1%
- Flashy & uppity

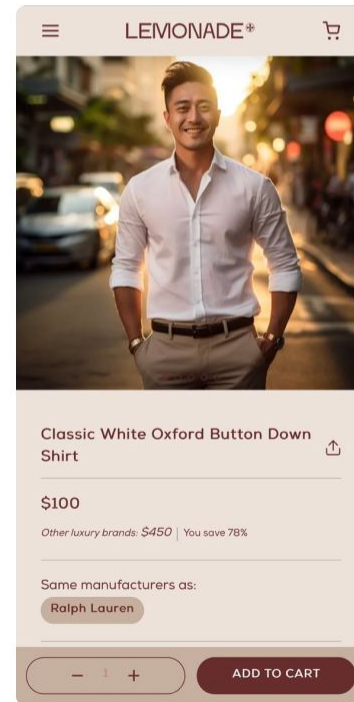
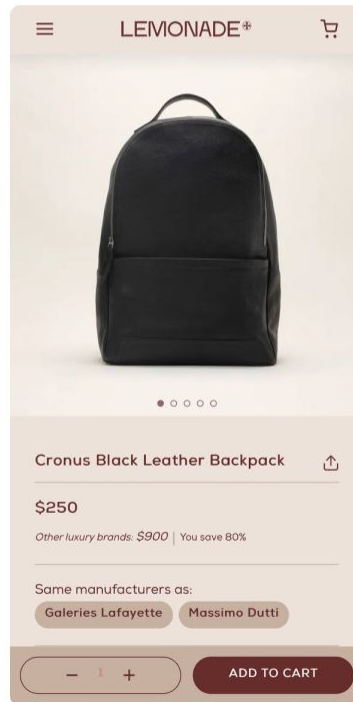
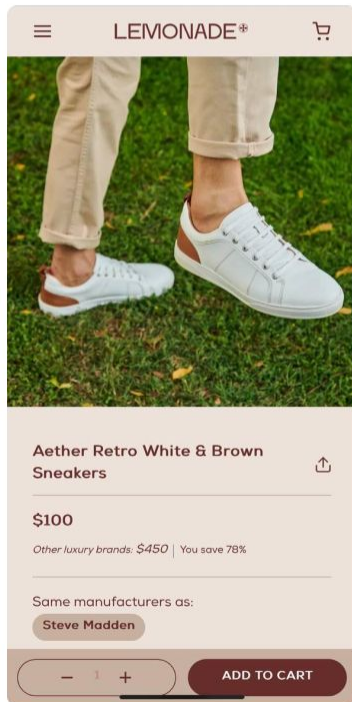


- Sell first, Buy later
- Next 10%
- Quiet & lighthearted



Multi-category brands: higher growth & stronger capital efficiency

Cross-category business >> higher LTV:CAC





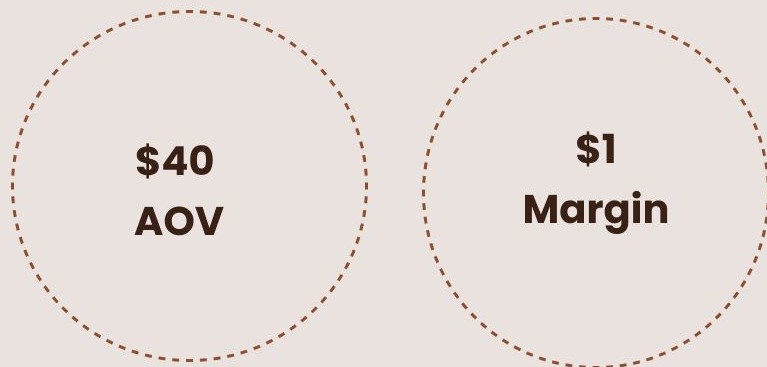
Globally Relevant Catalogue



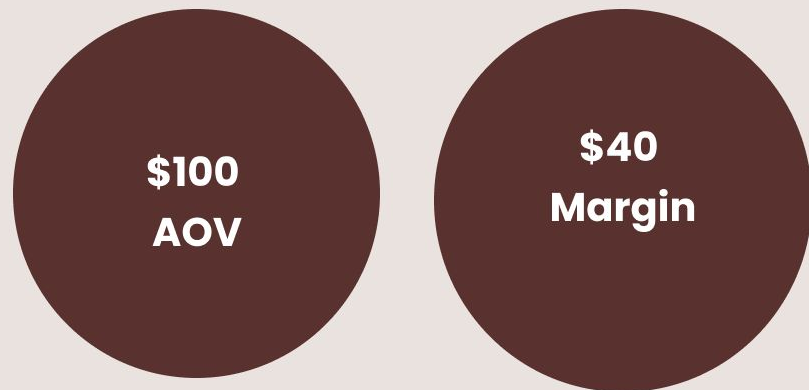


Emerging markets drive growth, Mature markets drive profit

India



Singapore



10

\$40B TAM in Asia: Lemonade will unlock \$200m revenue by 2030



India

\$40M

Singapore +
Hong Kong

SIZE

\$60M

Saudi Arabia +
UAE

\$100M



11 MONTHS SINCE LAUNCH



25%
MoM growth



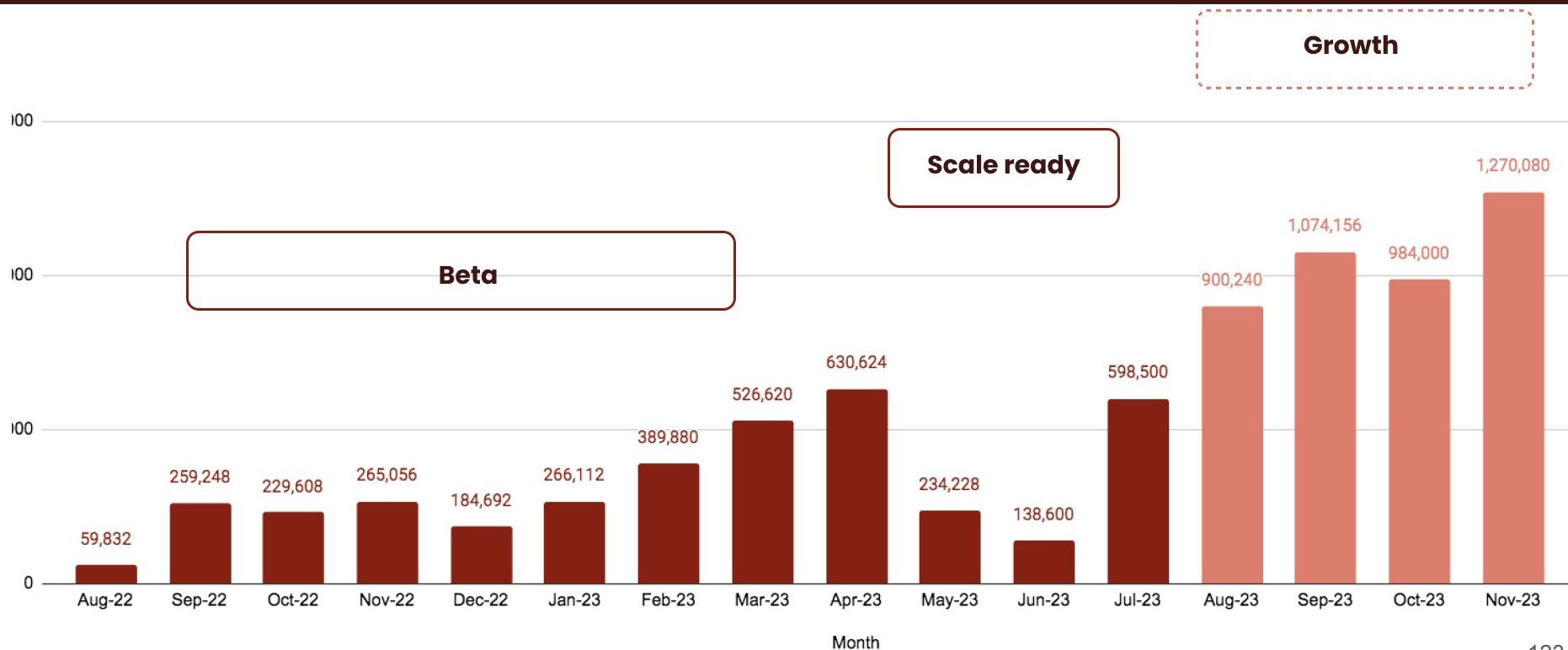
~\$1m
ARR



+ve
CM 2



















YEAR 1: \$500K REVENUE, 40% DONE





Backed by global early stage investors at concept stage

	SE Asia	Middle East	USA	India
Fund/Anchor	 ACCELERATING ASIA			
PE/VC Angels	 TEMASEK		 Rising Point Capital	
	 SIG SUSQUEHANNA			
				
Marquee Founders	