



ÉRA

The first machine-washable, sustainable makeup brush system



*Emma Nicolas
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The Problem

Addressing Dirty Makeup Brushes:



75% of makeup users clean their brushes less than once a month



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No existing solution is sustainable, fast, and hygienic



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Dirty brushes cause acne, irritation, and bacterial buildup



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Addressing Dirty Makeup Brushes:



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No existing solution is sustainable, fast, and hygienic



Dirty brushes cause acne, irritation, and bacterial buildup



Manual cleaning is time-consuming, inconvenient, and wastes water

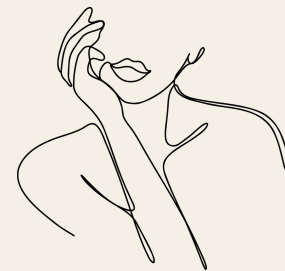


ÉRA, The Urban Beauty Enthusiast

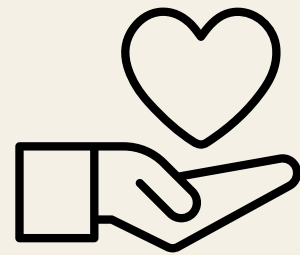
Discovering the values of hygiene, sustainability, and convenience



The first machine-
washable, sustainable
makeup brush system



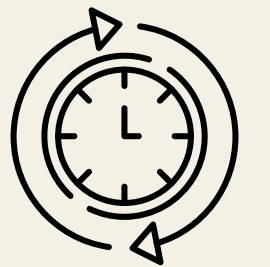
Designed for busy
urban beauty
lovers



Elevates hygiene
without
sacrificing style



Reduces plastic
waste and outdated
brush-cleaning
habits



Creates a new
ritual: fast, clean,
and effortless



How It Works



Detach

Twist off the short,
recycled-plastic brush head



How It Works



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recycled-plastic brush head



Mesh Bag

Place the detachable heads
inside the cream mesh
laundry bag



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Biodegradable Pod

Add one green
biodegradable cleaning pod



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inside the cream mesh
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Wash

Put everything in the
washing machine on a
gentle cycle



How It Works



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Twist off the short, recycled-plastic brush head



Mesh Bag

Place the detachable heads inside the cream mesh laundry bag



Biodegradable Pod

Add one green biodegradable cleaning pod



Wash

Put everything in the washing machine on a gentle cycle



Reuse

Reattach your clean, fresh brush head



Innovative Sustainability and Hygiene

A new standard in clean beauty: better for your skin,
better for the planet.

Machine-washable
detachable heads

Eliminate bacteria
more efficiently than
manual cleaning





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Machine-washable
detachable heads

Recycled plastic +
bamboo handle

Eliminate bacteria
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manual cleaning

Reduces single-use
waste





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Recycled plastic +
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Designed for long-
term use

Eliminate bacteria
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Replace only the
brush head, not the
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Effortless, weekly
hygiene





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Biodegradable
cleaning pods

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waste

Replace only the
brush head, not the
entire brush

Effortless, weekly
hygiene

Zero microplastics



Market Size/Opportunity

Global makeup brush market: \$2.2B (2024)

7% CAGR annual growth

Sustainable beauty tools segment: \$330M

Target audience: eco-conscious beauty consumers (20%+ of market)

Achievable 3-year share: 1% = \$3.3M revenue potential

Sources: Grand View Research 2024, Statista

TAM: \$2.2B
Global Makeup Brush Market

SAM: \$330M
Sustainable Tools Segment

SOM: \$3.3M
Achievable 3-Year Share



ÉRA's Core Values

Sustainable

Eco-friendly materials reduce environmental impact



Hygienic

Machine-washable design ensures clean brushes always



Effortless

Convenient cleaning process saves time and hassle



Reusable

Long-lasting design promotes sustainability over disposables





Persona

Léa: The Urban Beauty Minimalist



Age: 24

Location: Paris / Milan / Barcelona

Occupation: Marketing student / young professional

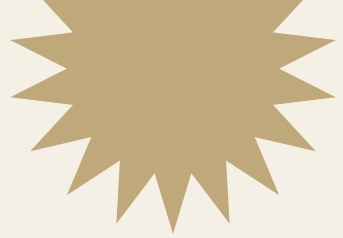
Lifestyle: Busy, urban, always on the go

“I love makeup, but cleaning my brushes... I always forget or hate doing it.”



Persona

Léa: The Urban Beauty Minimalist



Goals & Motivations

- Maintain a hygienic beauty routine with minimal effort
- Choose products that are sustainable and aesthetically pleasing
- Reduce bathroom waste
- Save time in her daily routine

Pain Points

- Makeup brushes stay dirty for too long
- Manual cleaning is tedious, slow, and ineffective
- Skin irritation or breakouts from dirty brushes
- Eco-friendly beauty options are often not practical

Why ÉRA Fits Her ?

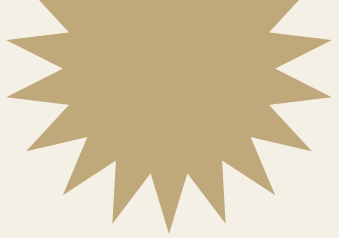
Two-minute cleaning routine

Detachable, machine-washable
brush heads

Clean, minimalist design

Biodegradable cleaning pods +
sustainable materials

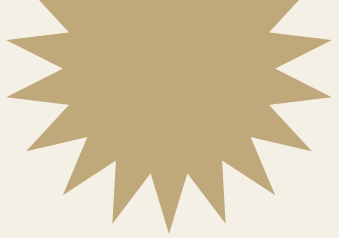
Matches her values: clean skin,
clean planet



Starter kits

2 reusables handles
4 detachables heads
6 pods
1 mesh bag





Launch of new products

Year 2

Beauty blender
Makeup bags
Two more brushes



Year 3

Seven reusable cotton pads
Two more brushes
Reusable towels
Head band





BMC: ÉRA VS COMPETITION

BUSINESS MODEL CANVAS TABLE

KEY PATNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none">Local EU suppliers (brushes, pods, mesh bags)Manufacturing partners (brush molding, pod formulation)Logistics & fulfillment providersDermatologists (credibility + product validation)Influencers & UGC creatorsEco-beauty brands & beauty schools (cross-promotions + field testing)	<ul style="list-style-type: none">Product development & prototypingManufacturing & quality controlMarketing (TikTok + influencers)E-commerce operationsSubscription managementSupply chain & inventory managementContinuous R&D (new pod formulas, new brush head shapes)	<ul style="list-style-type: none">Fast, hygienic, low-effort makeup brush cleaningDetachable, machine-washable brush headsBiodegradable cleaning pods (deep clean)Clean, minimalist design for modern bathroomsReduces breakouts + reduces plastic wasteSaves time: clean brushes with your normal laundryOptional subscription for pods & replacement headsDermatology-backed hygiene benefit (bacteria reduction)	<ul style="list-style-type: none">Tutorials + hygiene educationStrong social media communitySubscription systemAutomated reminders tied to hygiene cyclesGamified retention (streaks, points for clean brush habits)Limited-edition scents + seasonal colorsLoyalty rewards for referrals & sustainable behavior	<p>Primary Target: Urban Beauty Minimalists (Women 18–35)</p> <ul style="list-style-type: none">Busy students & young professionalsDaily makeup users want hygiene without effortAcne-prone & sensitive-skin consumersAesthetic-driven, sustainable product loversSocial-media beauty consumers (TikTok-first discovery)Users who dislike cleaning brushes (time-consuming, messy)Market size estimate: ~20–25% of EU/US beauty buyers (approx. 45–60M consumers)
COST STRUCTURE <ul style="list-style-type: none">Variable: production, pods, packaging, shippingFixed: marketing, website, R&D, team, storageCOGS: brushes, molds, pod formulation, logisticsWarehousing & last-mile deliveryReturns & defect management costsInfluencer seeding + giftingSubscription fulfillment costsTarget margin: 60–65% on starter kit		REVENUE STREAMS <ul style="list-style-type: none">Starter Kit (20euros)Replacement headsBiodegradable podsSubscription (€18/ 3 months)Limited editions & bundlesHigh margins: pods + replacement headsSubscription = predictable recurring revenue (higher LTV)		



Competitors



Automatic electric brush cleaner

Promises quick cleaning + drying thanks to a motorized device.

Works brush by brush → ultimately time-consuming if you have several tools.

Requires ongoing purchase of cleaning solutions (often chemical).

Not environmentally friendly, relies on an electronic gadget + consumables.



Cleaning System

Pads + liquids for manual cleaning

Well known in the professional/beauty community.

Requires time, water, and careful handling.

Recurring consumption of plastic cleaning liquids.

No automatic solution → depends on user motivation.



Competitive mapping





Financial Plan



MVP & 3-Year Product Portfolio Plan

From MVP to Sustainable Beauty Ecosystem

Year 1 – MVP Launch



- Starter Kit – €40 | 2,250 units

Year 2 – Portfolio Expansion



- Beauty Blender (€10) | 1,800 units
- Makeup Bag (€20) | 1,200 units
- 2 More Brushes (€7.5) | 1,500 units

Year 3 – Full Ecosystem



- 7 Reusable Cotton Pads (€15) | 2,200 units
- 2 More Brushes (€5) | 2,600 units
- Head Band (€4) | 1,800 units



CAC Calculation and CLTV – CAC Ratio

Strong unit economics from day one

Year	AOV (€)	Gross Margin	CLTV (€)
1	50	58%	87
2	65	65%	127
3	75	68%	153

DTC assumptions:

- AOV: €50
- Purchase frequency: 1 order per year
- Customer lifetime: 3 years
- Gross margin: 58%

CLTV: grows over 3 years

- Year 1: €87 → mainly Starter Kit purchases
- Year 2: €127 → wider product range = more repeat orders
- Year 3: €153 → full ecosystem = higher AOV & frequency

Why does CLTV increase?

Because we move from a single hero product to a complete routine, which naturally boosts repeat purchasing.

%

CAC: €15

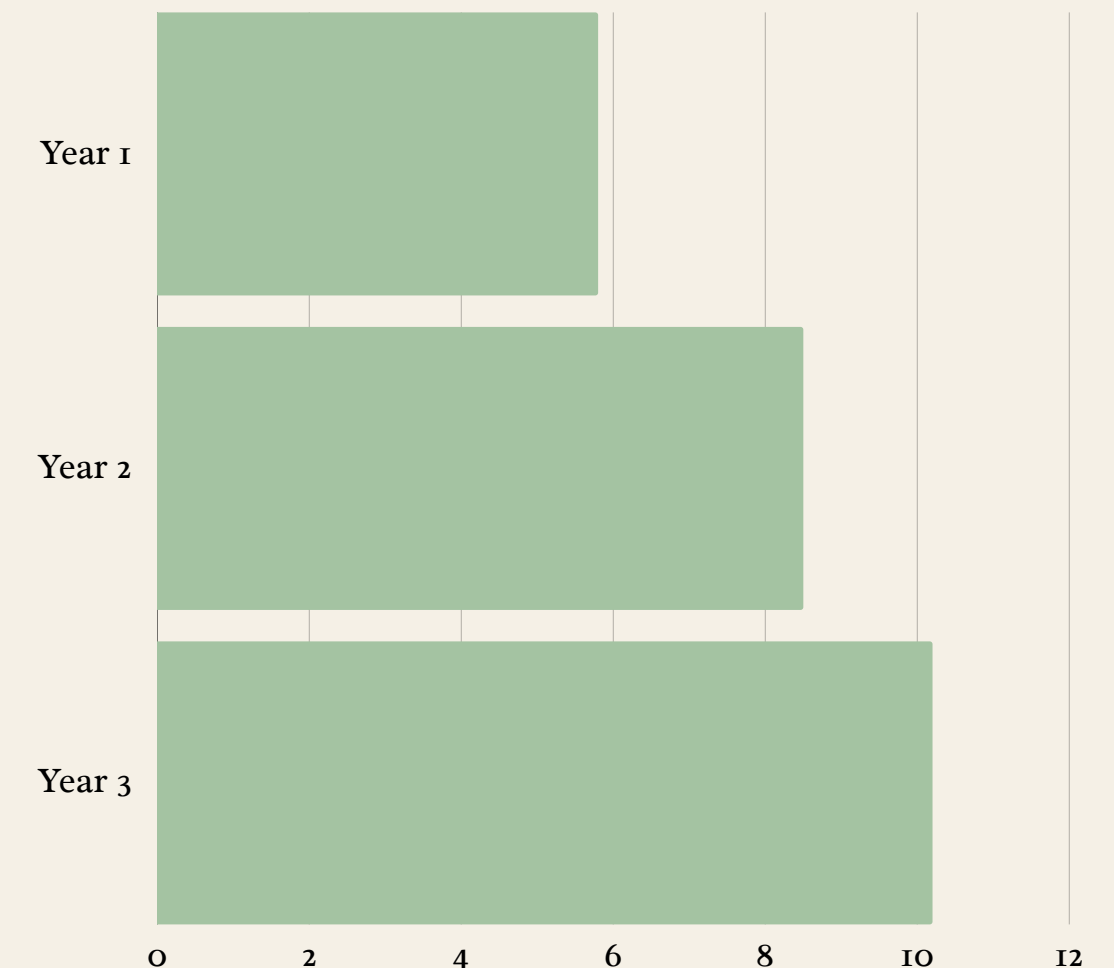
CAC / CLTV ratio

Y1: 5.8

Y2: 8.5

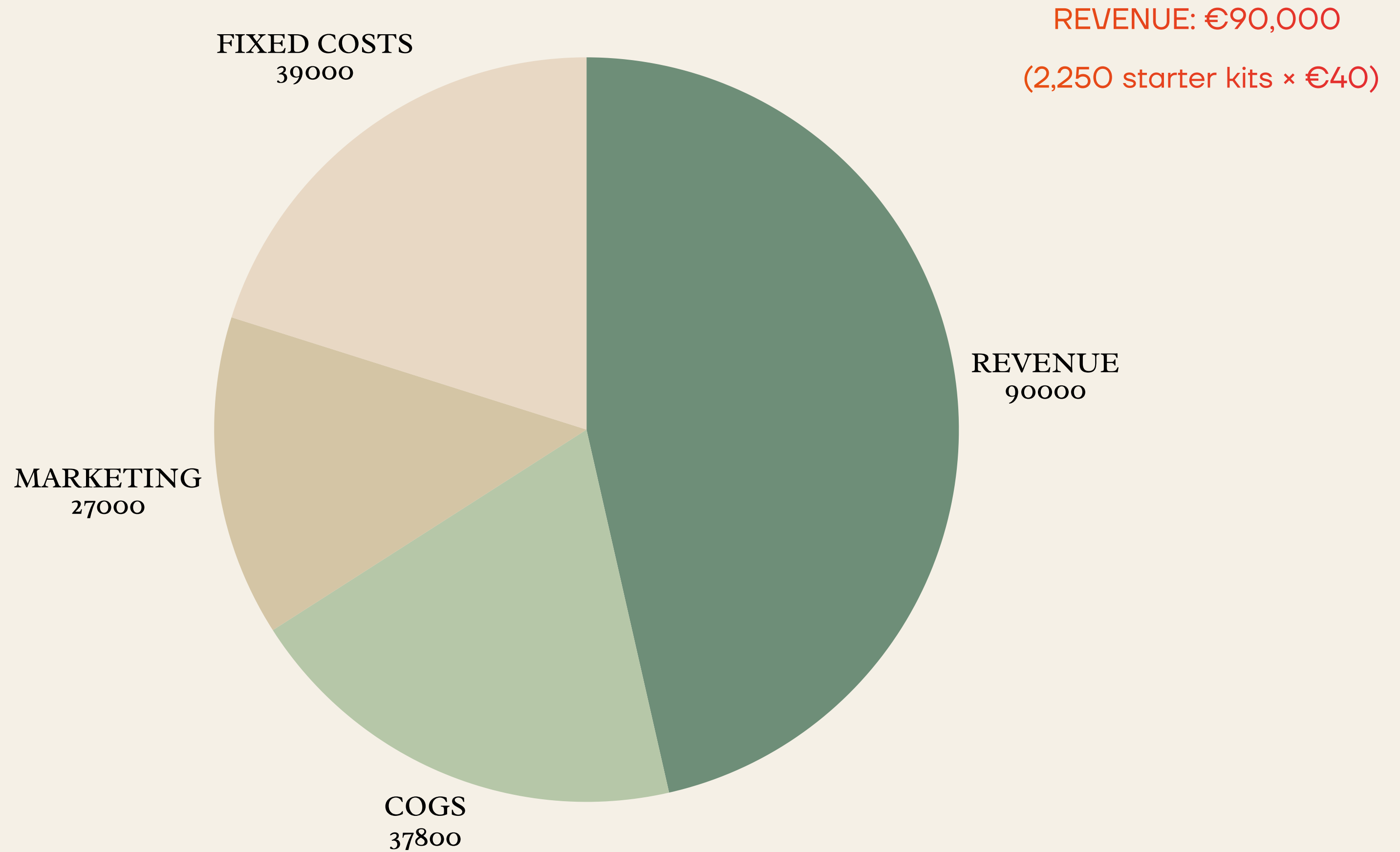
Y3: 10.2

> 3 very healthy.



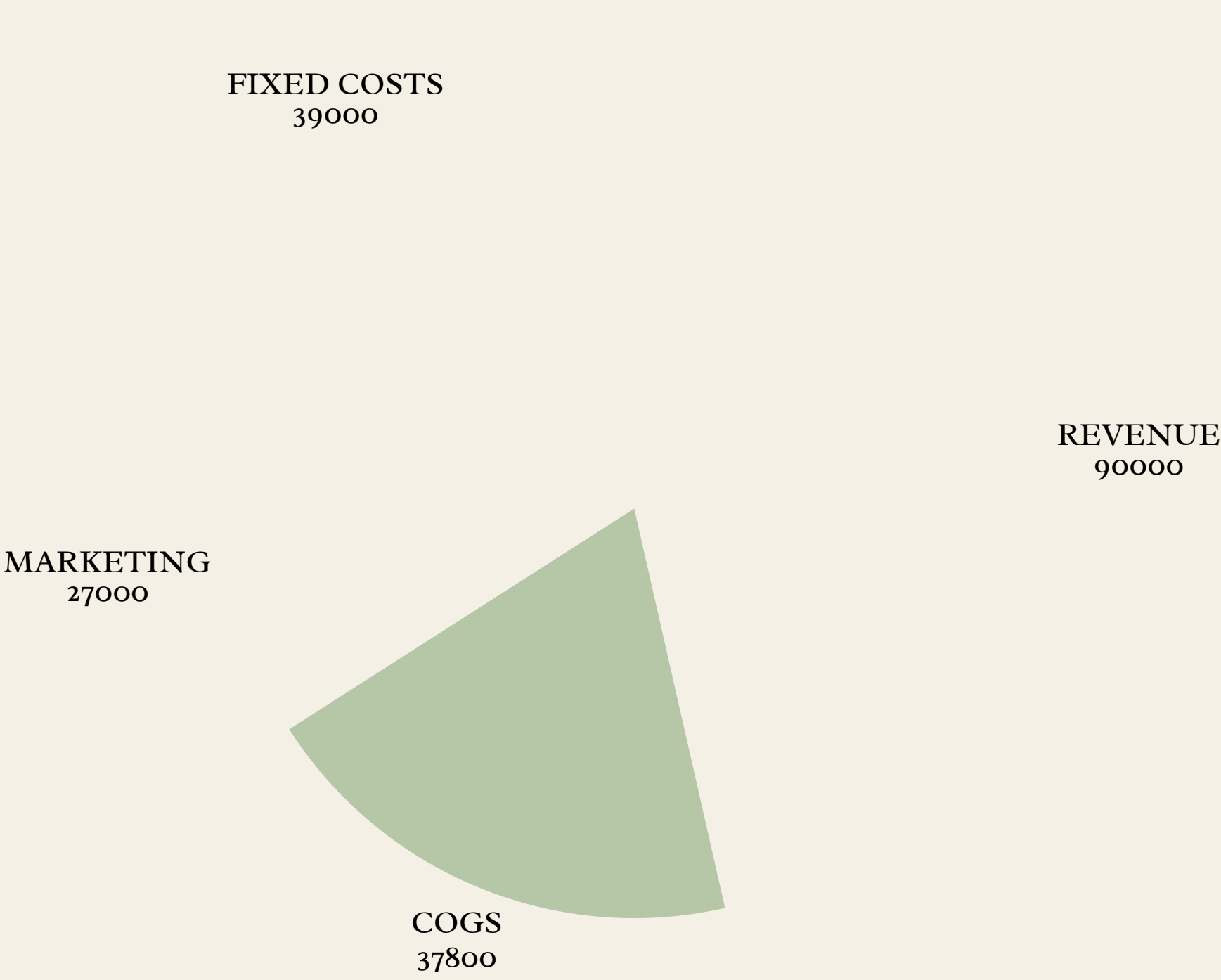


Year 1 P&L – Cost Breakdown





Year 1 P&L – Cost Breakdown

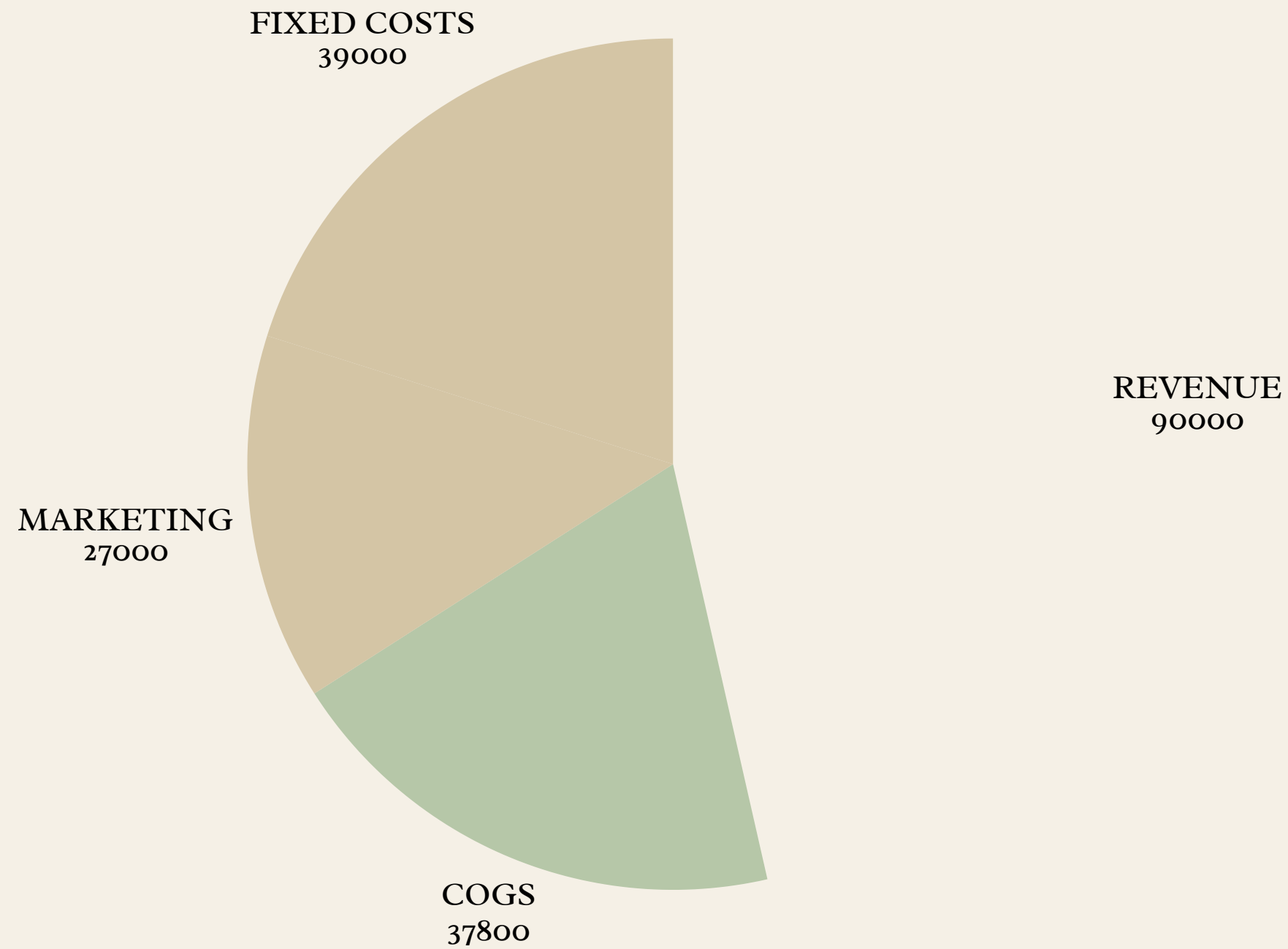


2 reusable handles	7
4 detachable heads (foundation, concealer, blush, eyes)	6
6 pods	1.8
1 mesh bag	1.25
Packaging	0.5
Assembly	0.25
TOTAL COGS	16.8

Gross Margin: 58%



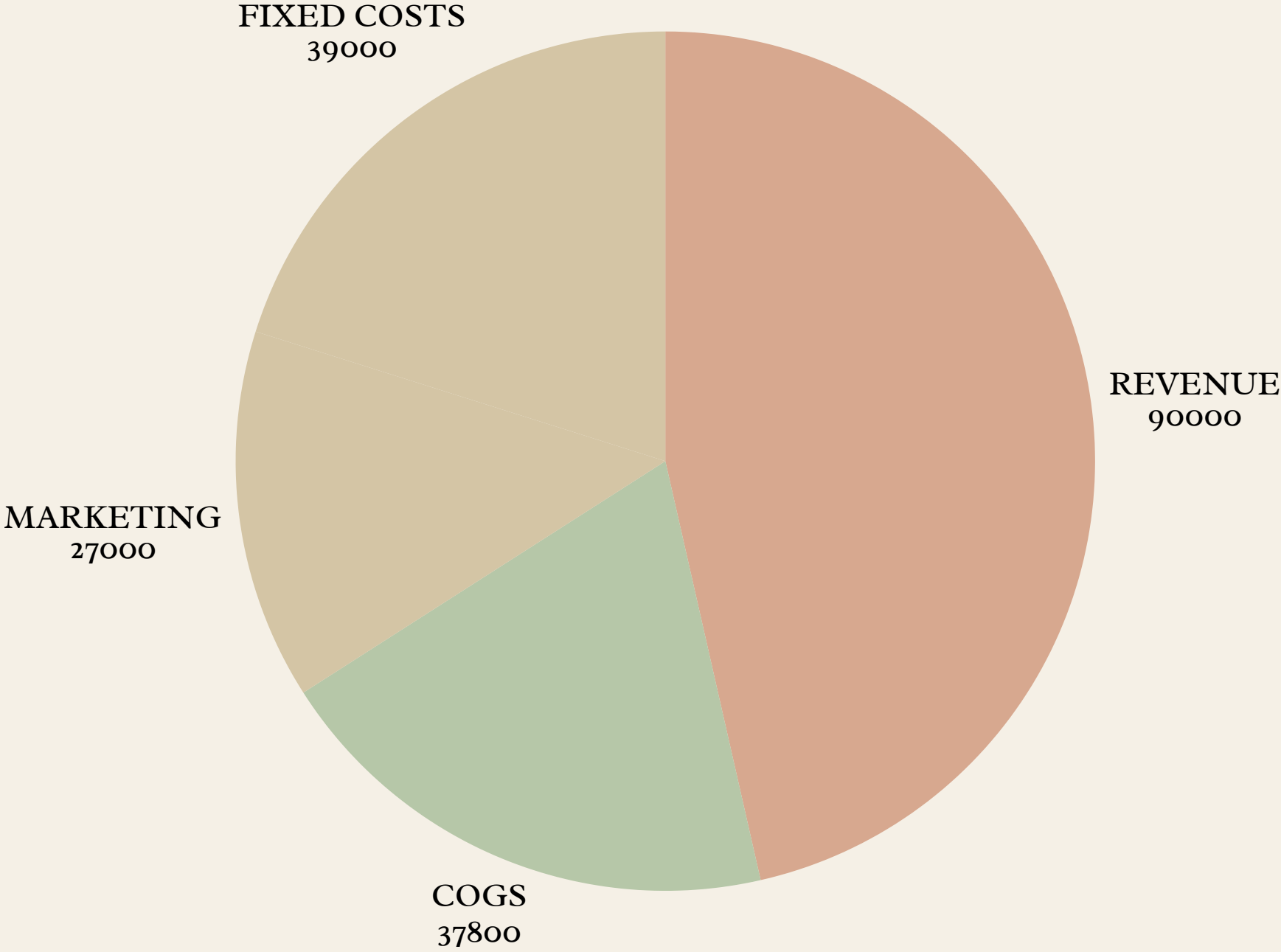
Year 1 P&L – Cost Breakdown



MARKETING	27000
R&D + prototypes + molds	10000
Website + e-commerce + maintenance	5000
Packaging design	6000
Logistic	12000
General & admin	6000
TOTAL FIXED COSTS	39000



Summary & Net Result



COST CATEGORY	AMOUNT	%
REVENUE	90000	100%
COGS	(37 800)	42%
GROSS PROFIT	52,200	58%
MARKETING	(27 000)	30%
FIXED COSTS	(39 000)	43%
NET LOSS (Year 1)	-13,800	-15%

YEAR 1				COMMENTS
REVENUE				
Item	Units	Price	Revenue	
Starter kits		2250 40	90000	Initial sales projection based on market research and CAC target.
Total revenue			90000	
COGS - Starter kit				
Component	Cost per kit			
2 reusable handles		7		
4 detachable heads (foundation, concealer, blush, eyes)		6		
6 pods		1.8		
1 mesh bag		1.25		
Packaging		0.5		
Assembly		0.25		
Total COGS per kit			16.8	
Total COGS			37800	
OPERATING EXPENSES				
Variable costs	Marketing (30% of revenue)		27000	
	Other variable costs		0	
Fixed costs				
	R&D + prototypes + molds		10000	
	Website + e-commerce + maintenance		5000	
	Packaging design		6000	
	Logistic		12000	
	General & admin		6000	
	Total fixed costs		39000	
	Total variable costs		27000	
Total operating expenses			66000	First-year COGS based on prototype costs. Future reductions expected with volume scaling.
KEY METRICS				
	Gross margin		52200	
	Gross margin %		0.58	
	Contribution margin		25200	
Net profit			-13800	

CLTV assumptions					
	Units per customer (UPC)		1.25		
	Number of customers		1800		
	Average order value (AOV)		50		
	Purchase frequency per year		1		
	Customer lifetime (years)		3		
	Gross margin %		0.58		
	CLTV (profit-based)		87	CLTV calculated using the AOV-based method presented in class (AOV × Purchase frequency × Customer lifetime × Gross margin %).	
CAC & Unit Economics					
	CAC per customer		15		
	CLTV/CAC ratio		5.8		
Runway & Break-even					
	Starting cash		50000		
	Monthly burn		1150		
	Runway (months)		43.47826		
	Contribution margin per unit (starter kit)		11.2	Break-even units = Total fixed costs / Contribution margin per unit. Assumes 30% variable marketing cost per unit.	
	Break-even units (starter kit)		3482.143		

YEAR 2				COMMENTS
REVENUE				
Item	Units	Price	Revenue	Volume growth driven by new product launches, increased marketing spend, and cross-selling strategy.
Starter kits		2588	40103520	15% volume growth driven by returning customers and new client acquisition.
Beauty Blender		1800	1018000	New complementary product launch to increase AOV and customer retention.
Makeup bag		1200	2024000	Accessory launch to enhance starter kit value and cross-selling.
2 more brushes		1500	7.511250	Expansion of brush collection to address customer demand for variety.
Total revenue		7088	77.5156770	
COGS per unit				
Item	COGS/unit	Total COGS		
Starter kits	15.12	39130.56		10% reduction due to bulk material purchasing and improved assembly efficiency.
Beauty Blender	3	5400		
Makeup bag	6	7200		
2 more brushes	2.25	3375		COGS estimated at 30% of retail price, includes packaging, materials, and assembly. Economies of scale expected in Year3.
Total COGS		55105.56		
OPERATING EXPENSES				
Variable costs	Marketing (30% of revenue)		47031	
	Other variable costs		0	
Fixed costs				
	R&D + prototypes + molds		10000	
	Website + e-commerce + maintenance		5000	
	Packaging design		6000	
	Logistic		12000	
	General & admin		6000	
	Total fixed costs		39000	
	Total variable costs		47031	
	Total operating expenses		86031	COGS reductions reflect economies of scale. New product COGS estimated conservatively at 30% of retail price.
KEY METRICS				
	Gross margin		101664.4	
	Gross margin %		0.6	
	Contribution margin		54633.4	
	Net profit		15633.4	

CLTV assumptions				
	Units per customer (UPC)		2.9	
	Number of customers		2430.0	35% customer base growth driven by product diversification and marketing eff
	Average order value (AOV)		64.5	
	Purchase frequency per year		1.0	
	Customer lifetime (years)		3.0	
	Gross margin %		0.6	
	CLTV (profit-based)		125.5	
CAC & Unit Economics				
	CAC per customer		15	
	CLTV/CAC ratio		8.367443621	
Runway & Break-even				
	Starting cash		50000	
	Monthly burn		0	
	Runway (months)			
	Contribution margin per unit (starter kit)		12.88	

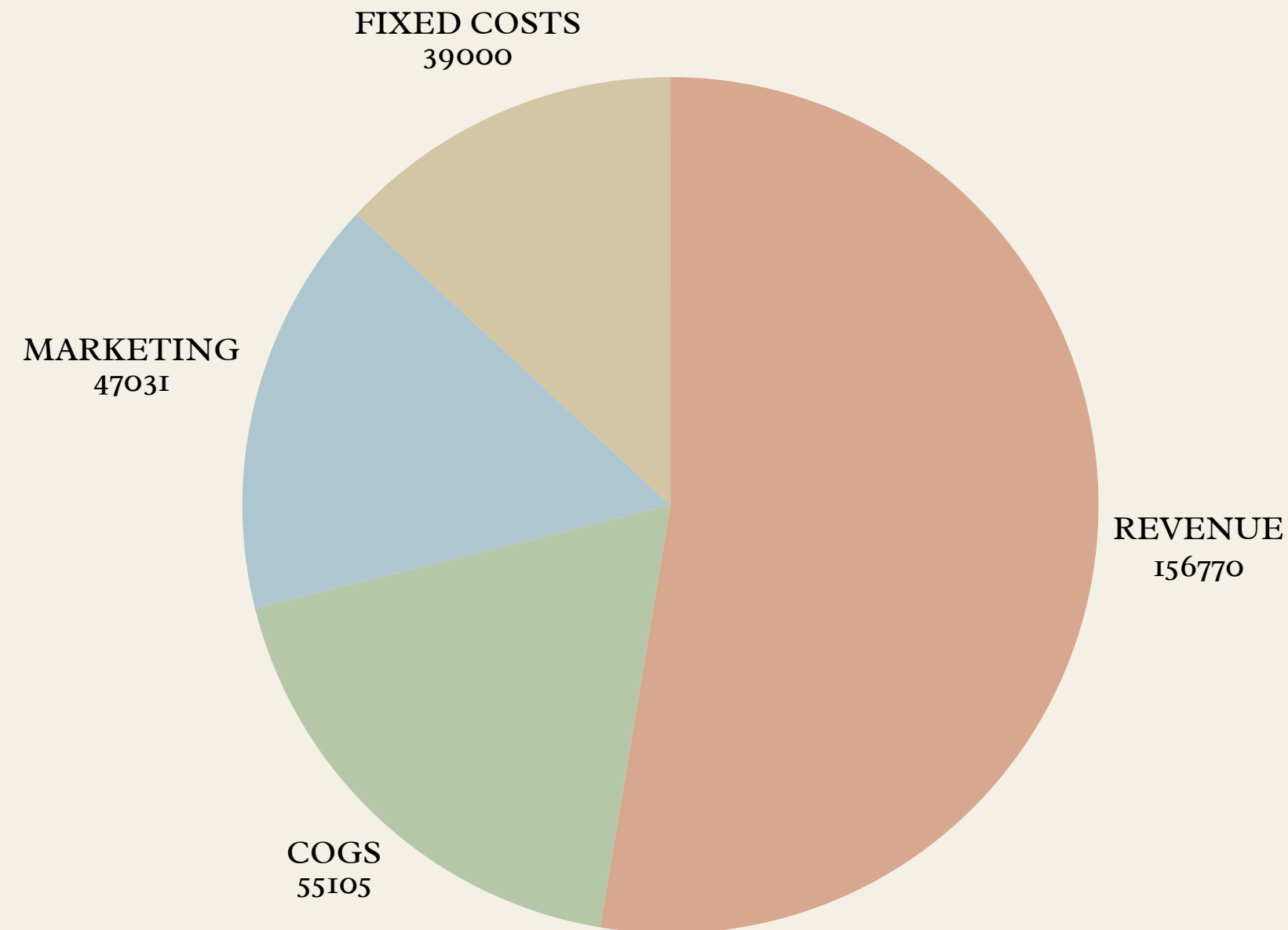
YEAR 3				COMMENTS
REVENUE				
Item	Units	Price	Revenue	
Starter kits	3000	40	120000	Continued growth (+15% vs Year2) thanks to brand loyalty and repeat purchases.
Beauty Blender	1908	10	19080	Beauty Blender volume +6% following customer feedback and bundle offers.
2 more brushes	1590	7.5	11925	Brush volume +6% due to popular demand and gift set inclusion.
Makeup bag	1272	20	25440	Makeup bag volume +6% as part of bundled kits.
7 reusable cotton pads	2200	15	33000	New product: reusable cotton pads, targeting eco-conscious segment.
2 more brushes	2600	5	13000	New product: reusable towels, expanding into sustainable beauty accessories.
Head band	1800	4	7200	New product: head band, addressing practical customer needs during makeup application.
Total revenue	14370		229645	
COGS per unit				
Item	COGS/unit	Total COGS		
Starter kits	14.28	42840		15% total reduction vs Year1 due to scaled production and automated assembly.
Beauty Blender	2.7	5151.6		
Makeup bag	5.4	6868.8		
2 more brushes	2.025	3219.75		10% COGS reduction thanks to higher volumes and supplier negotiations.
7 reusable cotton pads	4.5	9900		
Reusable towels	1.5	3900		
Head band	1.2	2160		COGS estimated at 30% of retail price. Potential for further reduction in future years with scale.
Total COGS		74040.15		
OPERATING EXPENSES				
Variable costs	Marketing (10% of revenue)		68893.5	
	Other variable costs		0	
Fixed costs	R&D + prototypes + molds		10000	
	Website + e-commerce + mainten		5000	
	Packaging design		6000	
	Logistic		12000	
	General & admin		6000	
	Total fixed costs		39000	
	Total variable costs		68893.5	
	Total operating expenses		107893.5	Continued COGS improvements due to bulk purchasing, automated assembly, and supplier partnerships. New products maintain 30% COGS margin with potential for future efficiency gains.
KEY METRICS				
Gross margin			155604.85	Gross margin increases from 58% (Year1) to 65% (Year2) and 68% (Year3) thanks to COGS reductions and product mix shift toward higher margin accessories.
Gross margin %			0.677588669	
Contribution margin			86711	
Net profit			47711.35	

CLTV assumptions			
	Units per customer (UPC)		4.73
	Number of customers		3038
	Average order value (AOV)		75.603
	Purchase frequency per year		1.000
	Customer lifetime (years)		3.000
	Gross margin %		0.678
	CLTV (profit-based)		153.684
CAC & Unit Economics			
	CAC per customer		15
	CLTV/CAC ratio		10.24558683
Runway & Break-even			
	Starting cash		50000
	Monthly burn		0
	Runway (months)		
	Contribution margin per unit (starter kit)		13.72
	Break-even units (starter kit)		2842.565598



3-Year Financial Projection

Year 2



NET PROFIT: 15,633

+15% of sales growth per year

-10% of COGS costs vs Y1

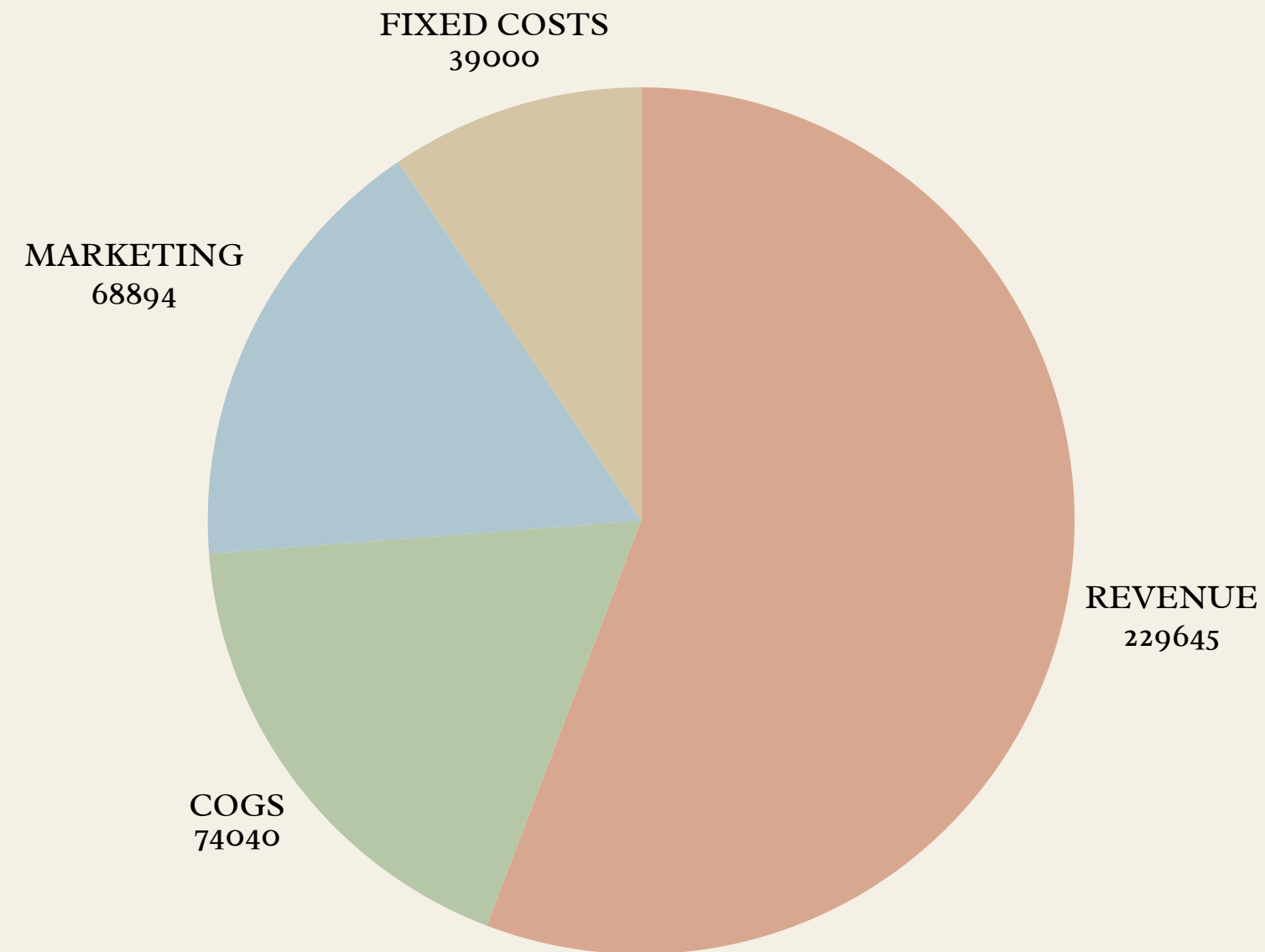
GROSS MARGIN: 60%

New product launches (Beauty Blender, Makeup Bag)



3-Year Financial Projection

Year 3



NET PROFIT: 47,711

+15% of sales growth per year

-15% of COGS costs vs Y1

GROSS MARGIN: 68%

3+ new accessories launched

3-Year Financial Projection

Metric	Year 1	Year 2	Year 3
Revenue	€90,000	€156,770	€229,645
Net Profit	−€13,800	+€15,633	+€47,711
Gross Margin	58%	65%	68%
CLTV / CAC	5.8	8.5	10.2

Burn Rate & Runway

Starting Cash: €50,000
Annual Net Loss (Year 1): €13,800



Monthly Burn Rate
 $€13,800 \div 12 = €1,150$ per month



Runway Calculation
 $€50,000 \div €1,150 = 43.5$ months
 \approx **3.5 years** of operation

Investor-Ready Insight

Low burn → Extended runway (3.5+ years)
Ample time to iterate & reach profitability
Reduced funding urgency → Strong position



Break-Even Analysis

Fixed Costs (Annual)

€39,000

Contribution Margin per Starter Kit

Selling Price: €40

COGS per kit: €16.80

Variable Marketing Cost: €12 (30% of price)

Contribution Margin = €40 – €16.80 – €12 = €11.20

Break-Even Units

Fixed Costs ÷ Contribution Margin per Unit

€39,000 ÷ €11.20 = 3,482 units

Break-Even Revenue

3,482 units × €40 = €139,280

Time to Break-Even

Year 1 Sales: 2,250 units

Additional units needed: 1,232 units

At projected growth (15% annually): Achievable within Year 2

What does this mean?

- Clear path to profitability by Year 2
- Realistic volume targets (~3,500 units)
- Low break-even threshold relative to market size
- Scalable model with healthy unit economics



MARKETING

Marketing Overview

What our marketing plan delivers:

- A clear launch strategy for Éra™
- How we acquire, convert, and retain consumers
- Scalable tactics that appeal to investors & partners
- A sustainability-driven brand story



Go-To-Marketing Strategy

DTC launch

Website + TikTok
(fastest traction)



Influencer /UGC content

Builds trust for
product



Dermatologist & MUA endorsements

Credibility for acne-
prone consumers



Phase 2 retail

Sephora Clean / Ulta
Conscious Beauty
(6–12 months)



Customer Journey Map



We convert curiosity into trial, usage into habit, and habit into loyalty.

Media Tactics

Paid:

- TikTok Spark Ads
 - (best-performing UGC)
- IG Reels ads
- Google Search:
 - “clean makeup brushes,”
 - “bacteria on brushes”

Earned:

- UGC reviews
- PR “eco-beauty startup” stories
- MUA/dermatologist testimonials

Owned:

- Website
- TikTok & IG content
- Email
 - refill reminders, hygiene tips





Creative Strategy

Show hygiene: clean vs. dirty brushes

Showcase detachable + machine-washable heads

Emphasize skin benefits: fewer breakouts

Promote reusable handle + mesh washing bag

Use simple, satisfying visuals



Collaboration Idea

Influencer: Hiram Yarbrow (@skincarebyhyram)

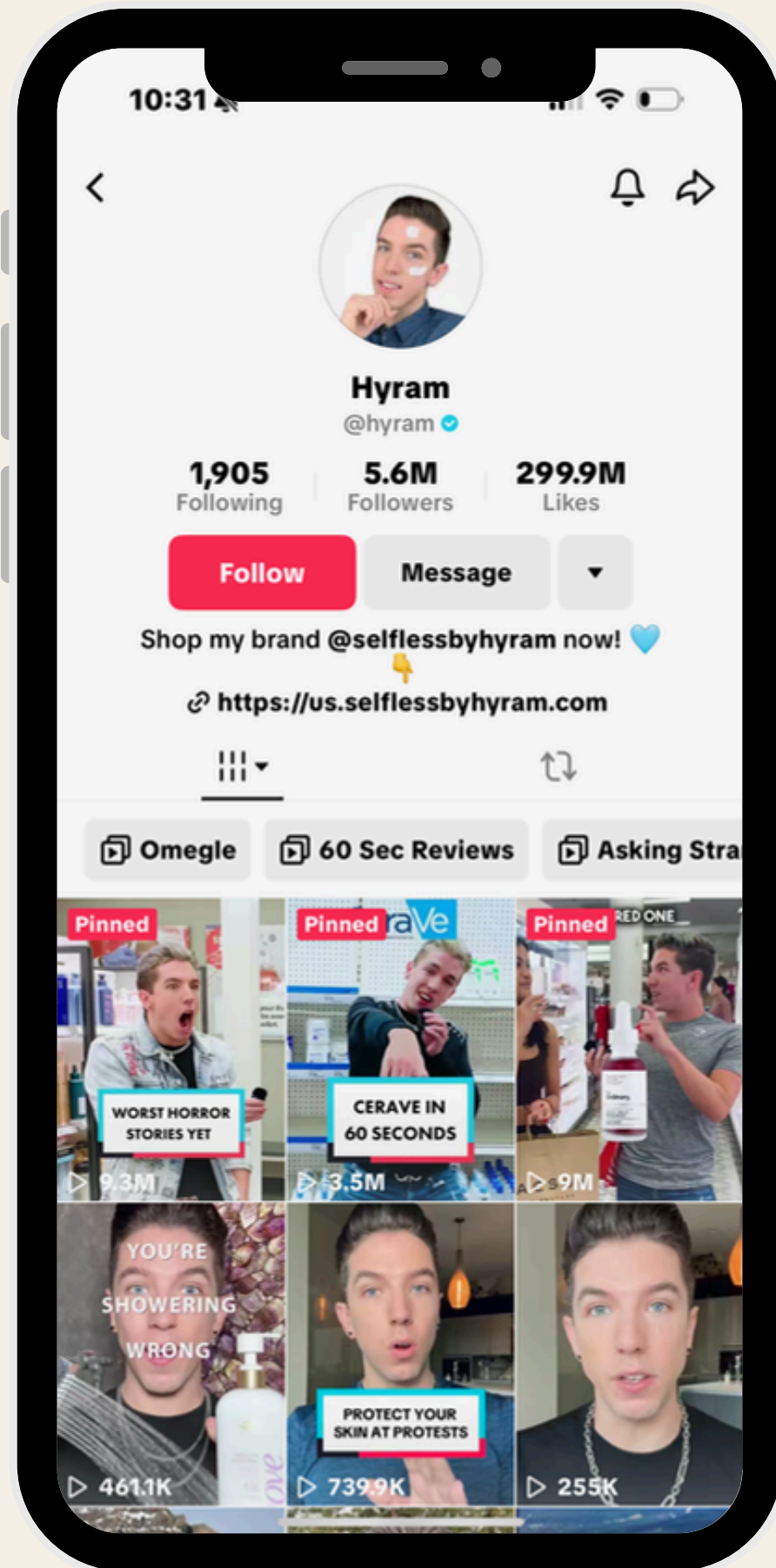
Platform: TikTok & YouTube

Why Hiram?

- Known for educational skincare
- Talks a lot about hygiene, acne triggers, bacteria, and proper tools
- He frequently promotes sustainable and eco-conscious brands
- His audience trusts his recommendations around skin health

Concept:

“Hiram Tests Éra™ — Do Your Dirty Makeup Brushes Cause Breakouts?”



Channel	% Allocation	Budget (year 1)	Budget (year 2)	Budget (year 3)
Digital Ads (TikTok, IG, Google)	45%	€12,150	€18,812	€31,113
Influencers (Micro + Nano)	20%	€5,400	€9,406	€17,779
UGC + Community Building	15%	€4,050	€7,054	€13,334
PR + Press	10%	€2,700	€4,703	€8,889
Content + SEO	10%	€2,700	€4,703	€8,889
Total	100%	€27,000	€47,031	€88,894

Marketing Budget

Growth Plan/Scalability



Year 1 —

Launch Awareness & Validation

Build credibility/educate

Products support marketing by:

- Clear hero product for messaging
- Simple assortment to communicate
- Subscription system



Year 2 —

Expansion & Audience Growth

Reach new segments

Products support marketing by:

- New scents = new campaigns
- New brush shapes = expand use cases
- Collab edition = influencer marketing rocket fuel



Year 3 —

Scale & Retail Readiness

International expansion

Products support marketing by:

- Professional line = B2B segment
- Retail partners = Sephora Clean marketing campaigns
- Campus pop-ups = experiential marketing

THANK YOU

*Emma Nicolas
Philippine Constans
Gabriela Natale*

FOUNDER & CEO