



ÉRA

The first machine-washable, sustainable makeup brush system



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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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Dirty brushes cause acne, irritation, and bacterial buildup

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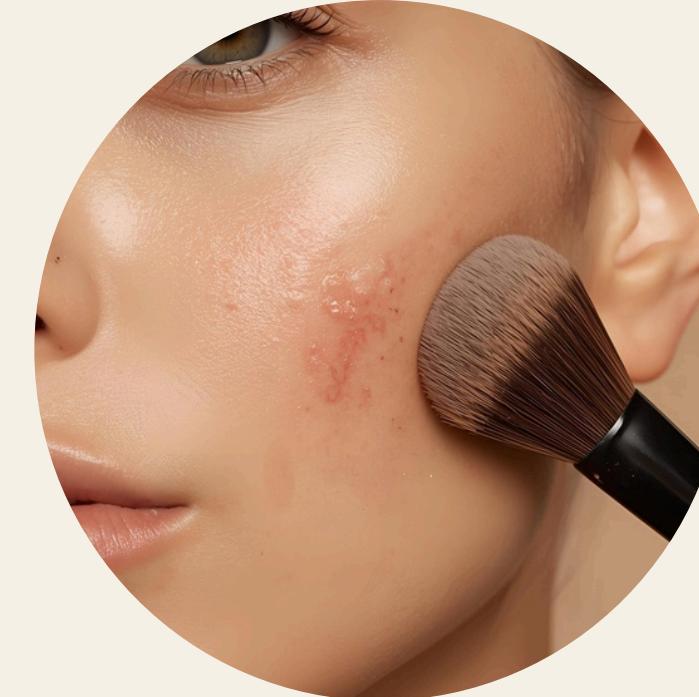
Addressing Dirty Makeup Brushes:



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



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



ERA, The Urban Beauty Enthusiast

Discovering the values of hygiene, sustainability, and convenience



The first machine-washable, sustainable makeup brush system



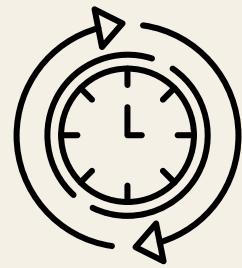
Designed for busy urban beauty lovers



Elevates hygiene without sacrificing style



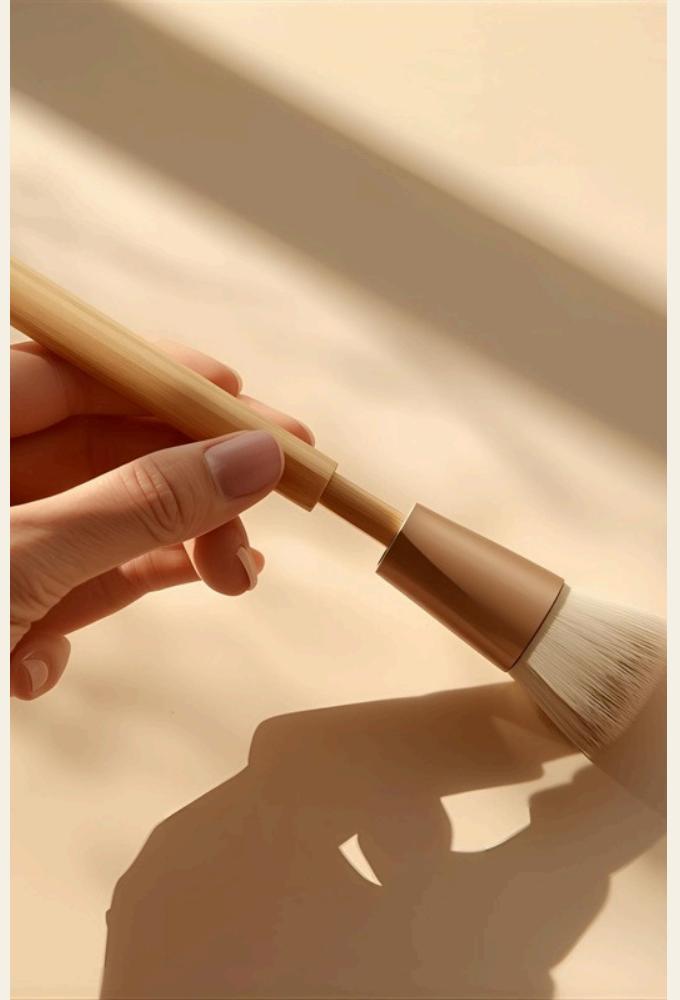
Reduces plastic waste and outdated brush-cleaning habits



Creates a new ritual: fast, clean, and effortless



How It Works

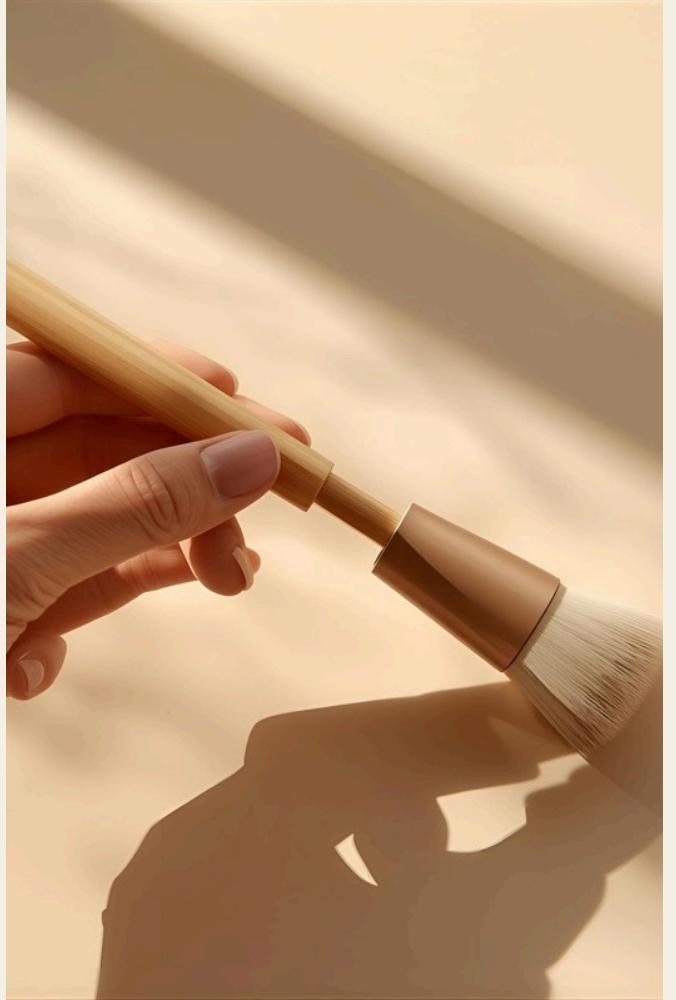


Detach

Twist off the short,
recycled-plastic brush head

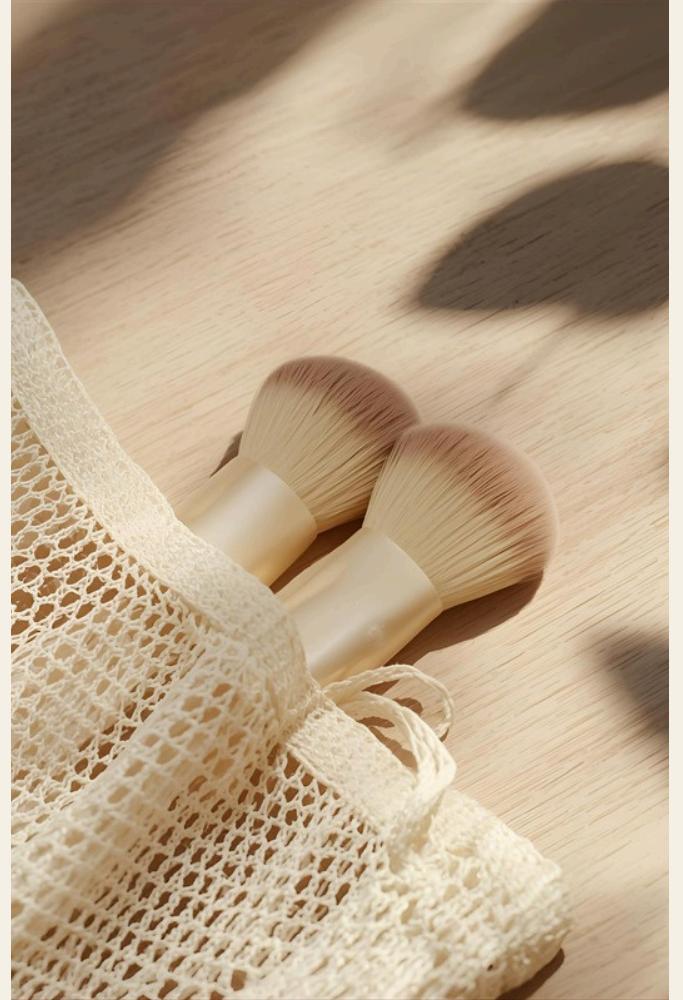


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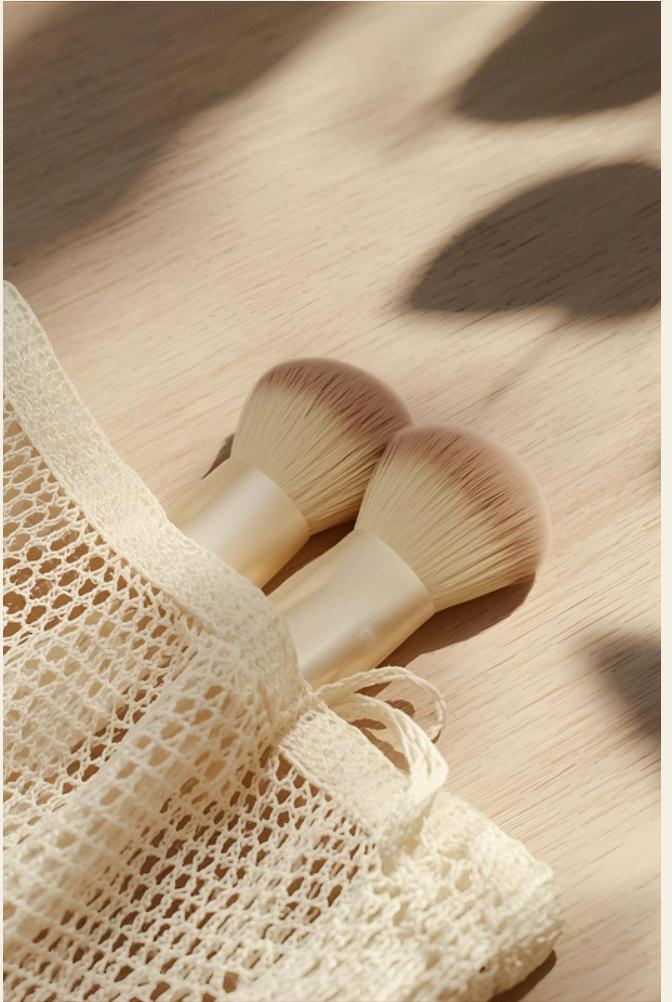
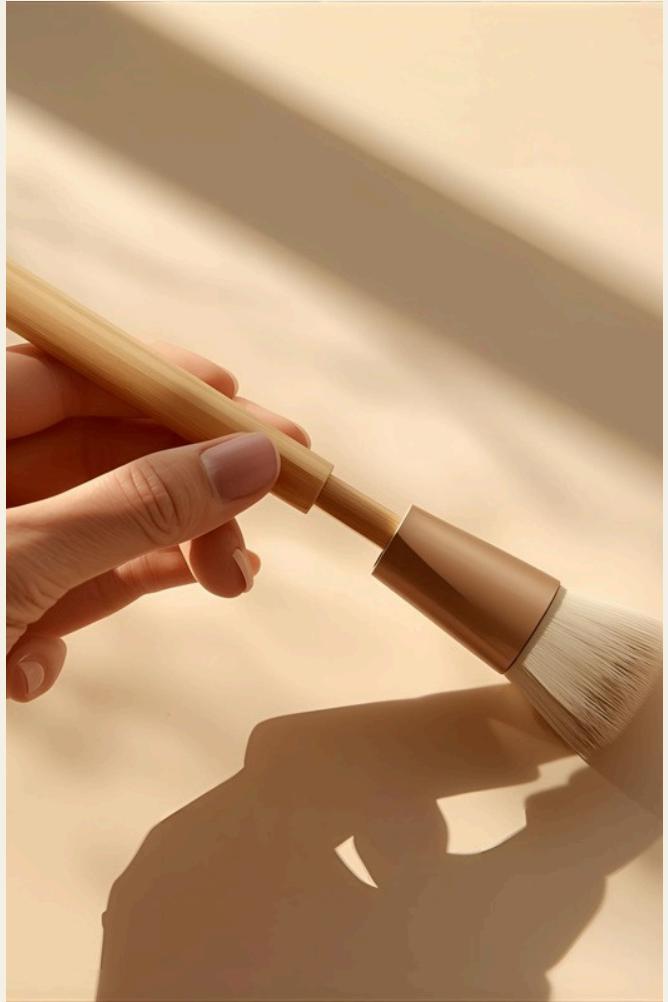


Mesh Bag

Place the detachable heads
inside the cream mesh
laundry bag



How It Works



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Mesh Bag

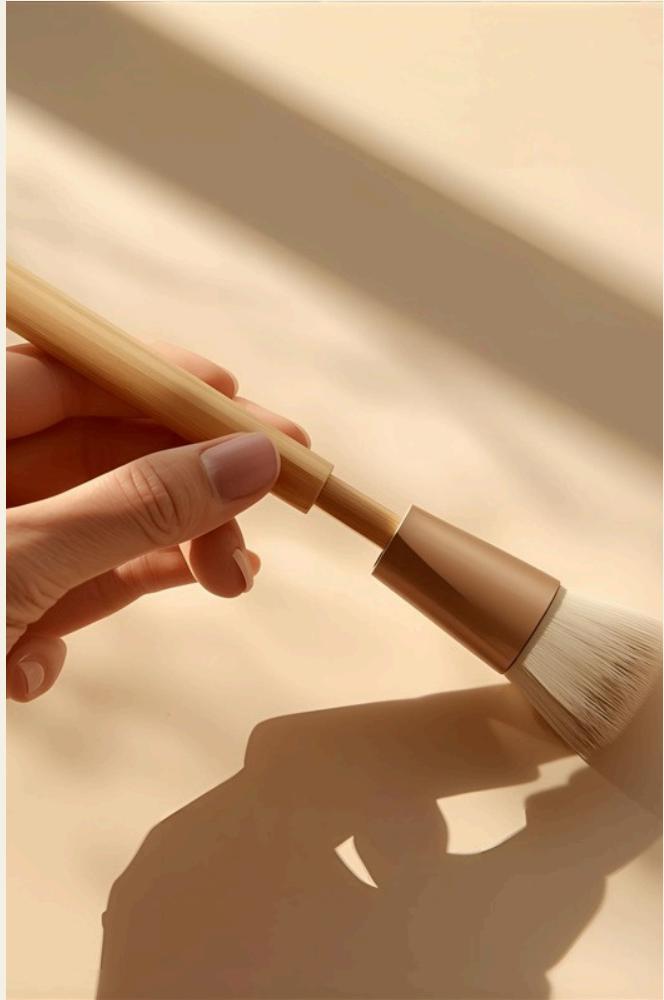
Place the detachable heads
inside the cream mesh
laundry bag

Biodegradable Pod

Add one green
biodegradable cleaning pod



How It Works



Detach

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Mesh Bag

Place the detachable heads inside the cream mesh laundry bag

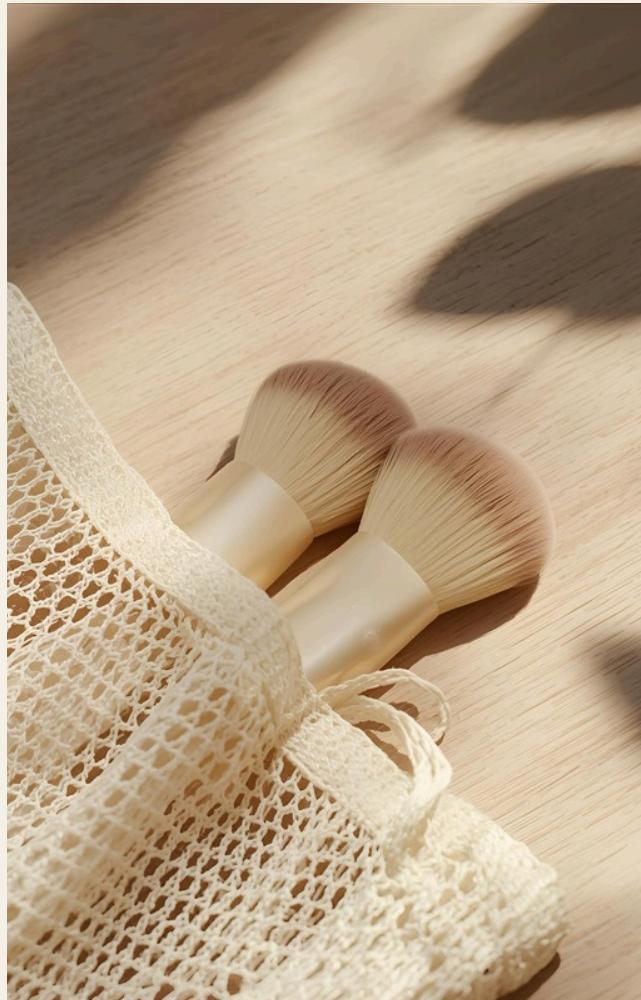
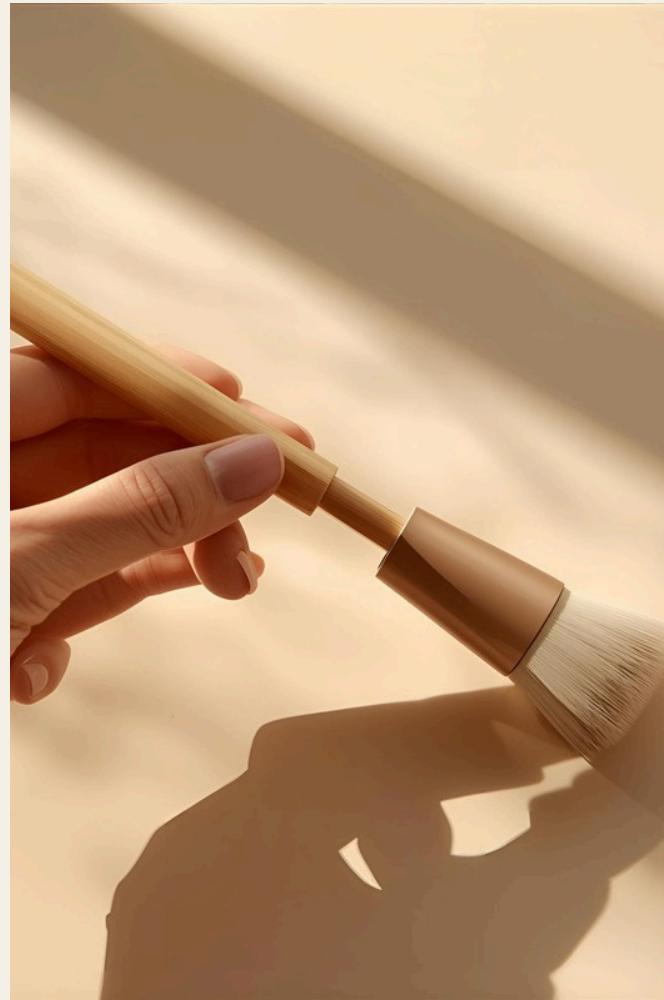
Biodegradable Pod

Add one green biodegradable cleaning pod

Wash

Put everything in the washing machine on a gentle cycle

How It Works



Detach

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
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Recycled plastic +
bamboo handle

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Reduces single-use
waste





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term use

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Replace only the
brush head, not the
entire brush





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Replace only the
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Effortless, weekly
hygiene





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3× quicker cleaning
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Effortless, weekly
hygiene

Biodegradable
cleaning pods

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

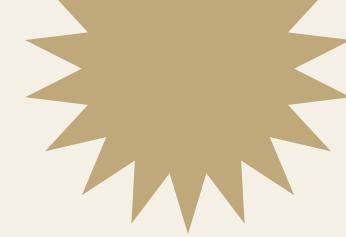
Lifestyle: Busy, urban, always on the go

“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



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 PARTNERS	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 providers Dermatologists (credibility + product validation) Influencers & UGC creators Eco-beauty brands & beauty schools (cross-promotions + field testing) 	<ul style="list-style-type: none"> Product development & prototyping Manufacturing & quality control Marketing (TikTok + influencers) E-commerce operations Subscription management Supply chain & inventory management Continuous R&D (new pod formulas, new brush head shapes) 	<ul style="list-style-type: none"> Fast, hygienic, low-effort makeup brush cleaning Detachable, machine-washable brush heads Biodegradable cleaning pods (deep clean) Clean, minimalist design for modern bathrooms Reduces breakouts + reduces plastic waste Saves time: clean brushes with your normal laundry Optional subscription for pods & replacement heads Dermatology-backed hygiene benefit (bacteria reduction) 	<ul style="list-style-type: none"> Tutorials + hygiene education Strong social media community Subscription system Automated reminders tied to hygiene cycles Gamified retention (streaks, points for clean brush habits) Limited-edition scents + seasonal colors Loyalty rewards for referrals & sustainable behavior 	<p>Primary Target: Urban Beauty Minimalists (Women 18-35)</p> <ul style="list-style-type: none"> Busy students & young professionals Daily makeup users want hygiene without effort Acne-prone & sensitive-skin consumers Aesthetic-driven, sustainable product lovers Social-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)
	KEY RESOURCES		CHANNEL	
	<ul style="list-style-type: none"> Detachable brush system + IP protection Cosmetic-grade pod formulas Branding & visual identity Prototypes, molds & tooling Regulatory compliance (EU cosmetic standards) Community management & social content Packaging design (sustainable materials) 		<ul style="list-style-type: none"> Direct website (DTC) TikTok + Instagram Influencers & UGC creators Email & SMS Pop-up activations (campus & coworking) Future retail: Sephora, Ulta, niche eco-beauty stores 	
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> Variable: production, pods, packaging, shipping Fixed: marketing, website, R&D, team, storage COGS: brushes, molds, pod formulation, logistics Warehousing & last-mile delivery Returns & defect management costs Influencer seeding + gifting Subscription fulfillment costs Target margin: 60-65% on starter kit 		<ul style="list-style-type: none"> Starter Kit (20euros) Replacement heads Biodegradable pods Subscription (€18/ 3 months) Limited editions & bundles High margins: pods + replacement heads Subscription = 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



Year 2 – Portfolio Expansion



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

- Starter Kit – €40 | 2,250 units
- Beauty Blender (€10) | 1,800 units
- Makeup Bag (€20) | 1,200 units
- 2 More Brushes (€7.5) | 1,500 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

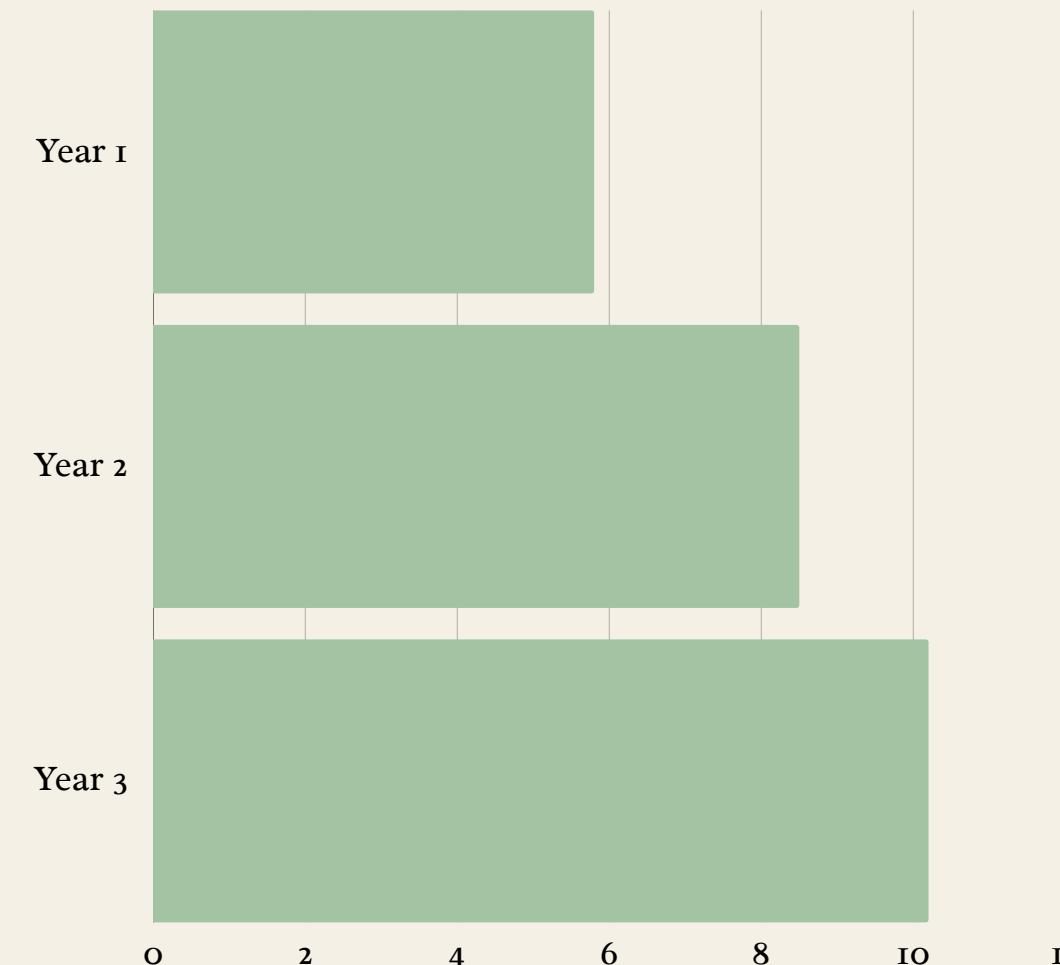
CAC / CLTV ratio

Y1: 5.8

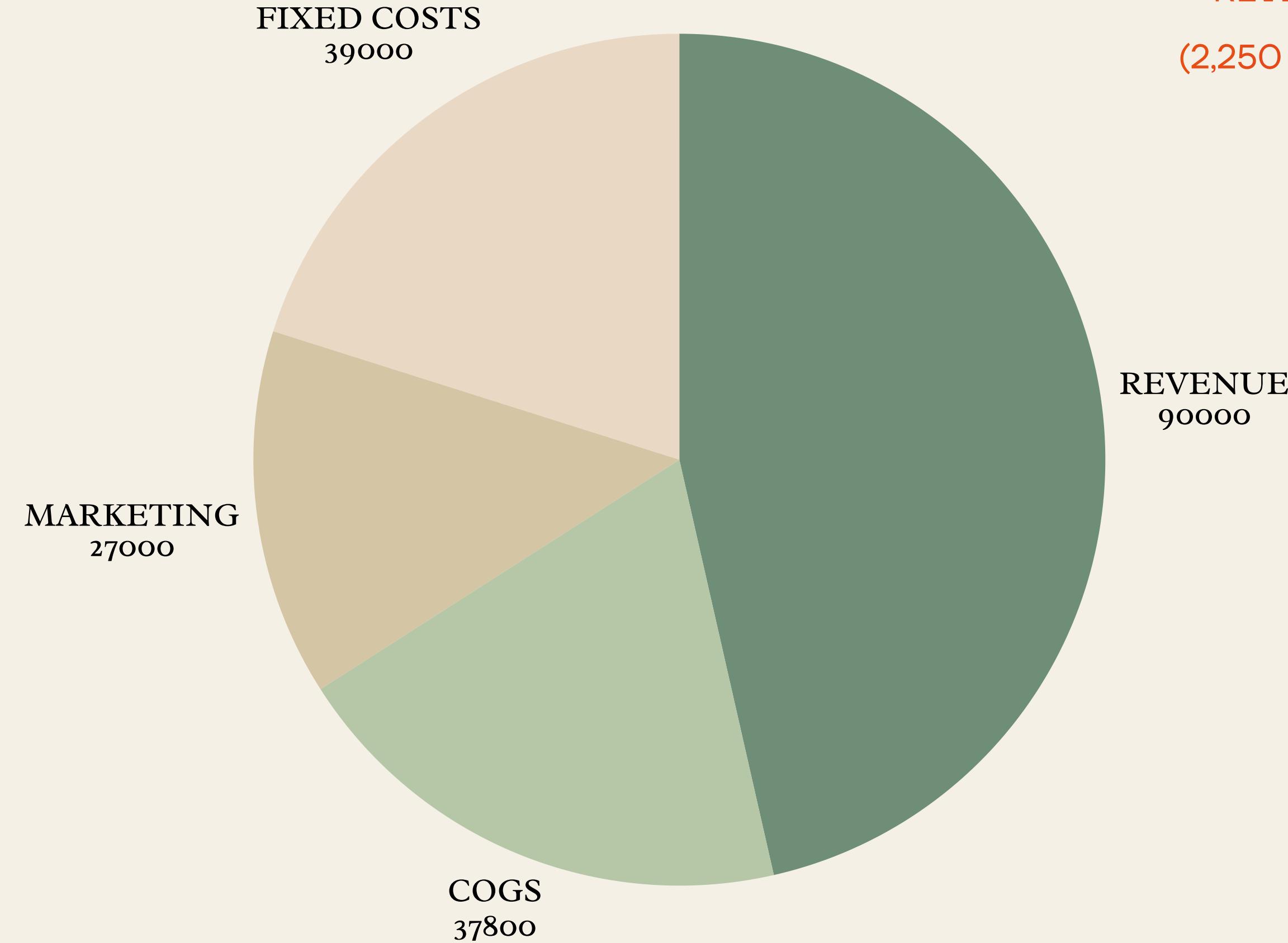
Y2: 8.5

Y3: 10.2

› 3 very healthy.



Year 1 P&L – Cost Breakdown



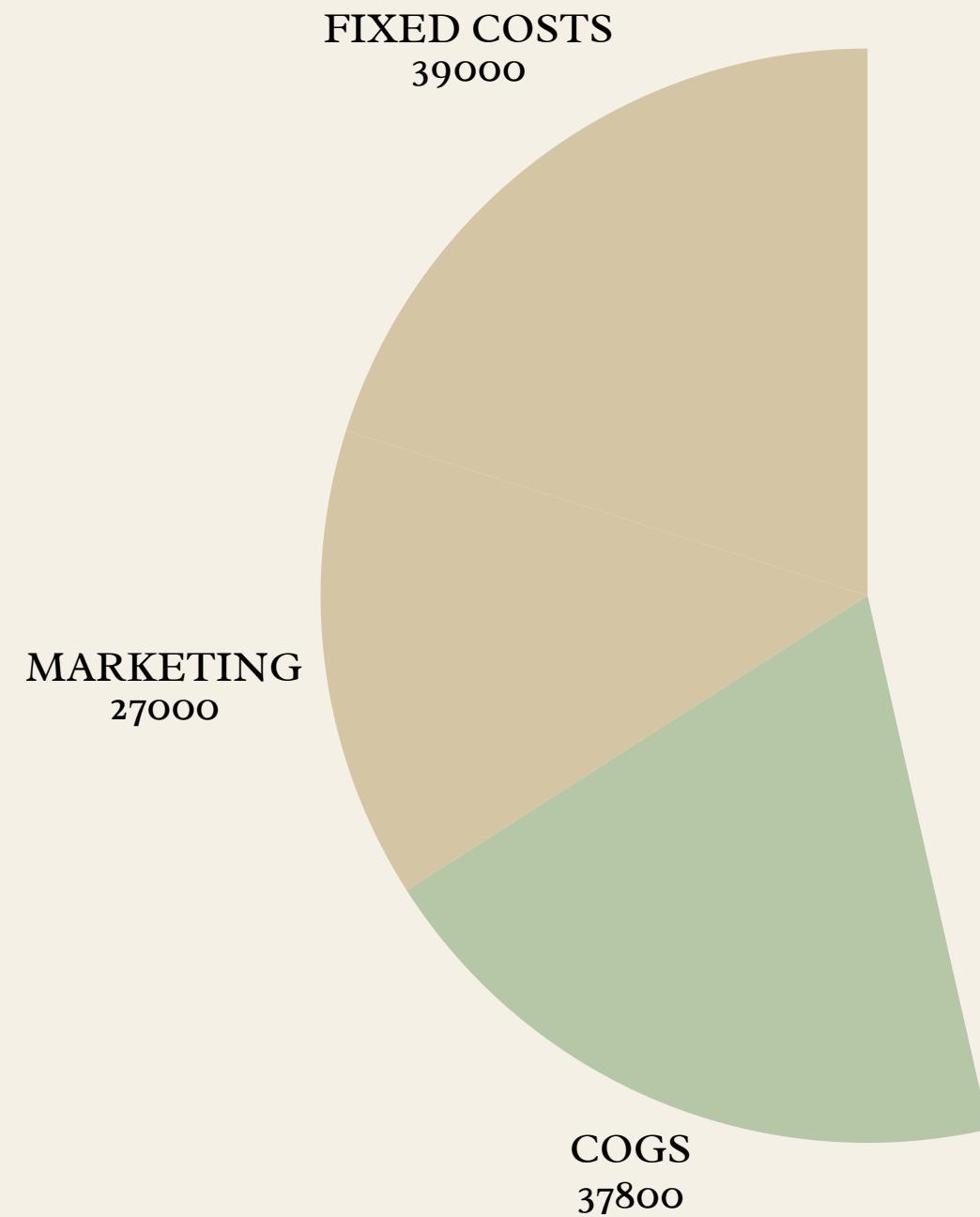
Year 1 P&L – Cost Breakdown



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%

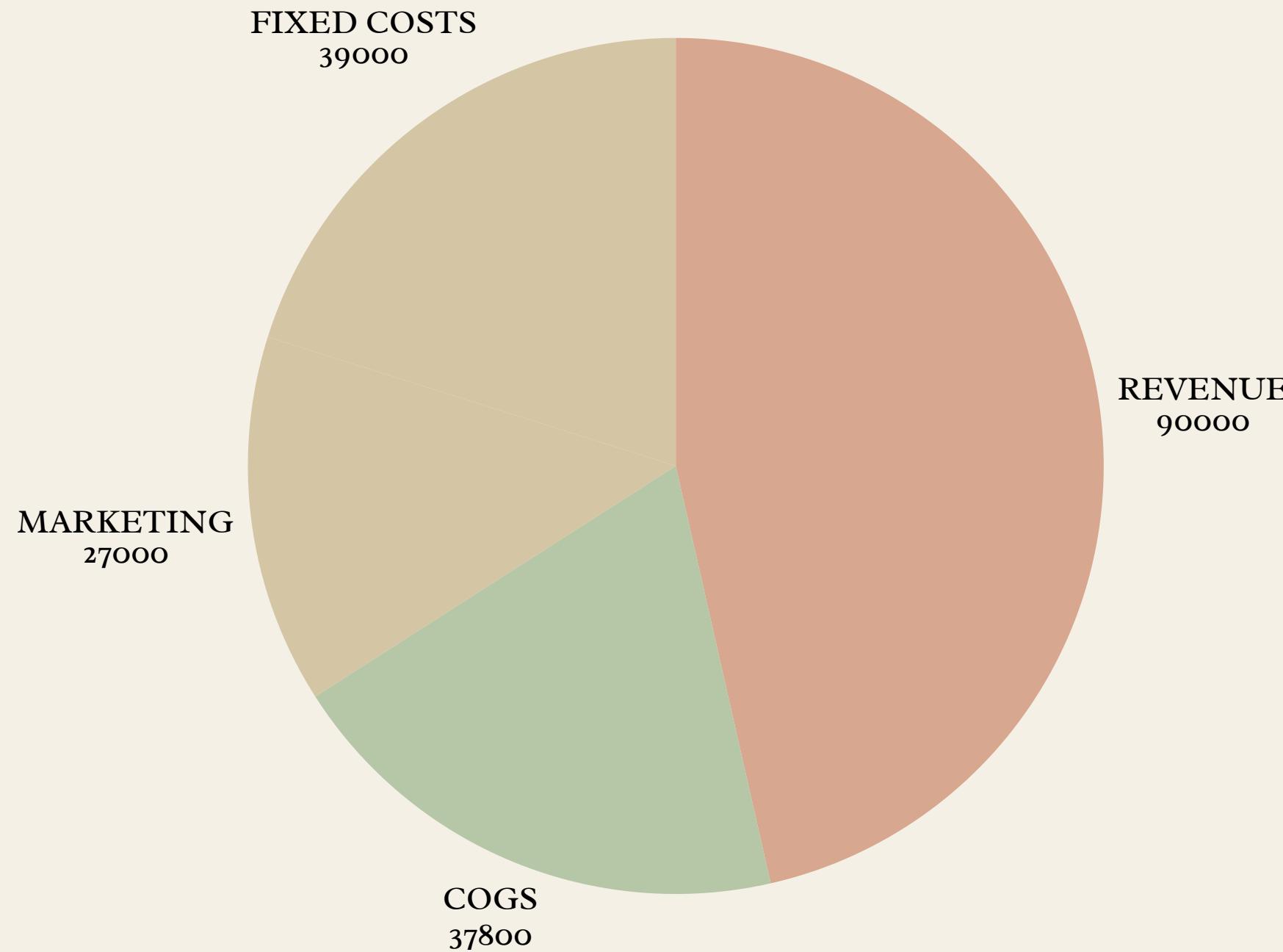
Year 1 P&L – Cost Breakdown



REVENUE
90000

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%

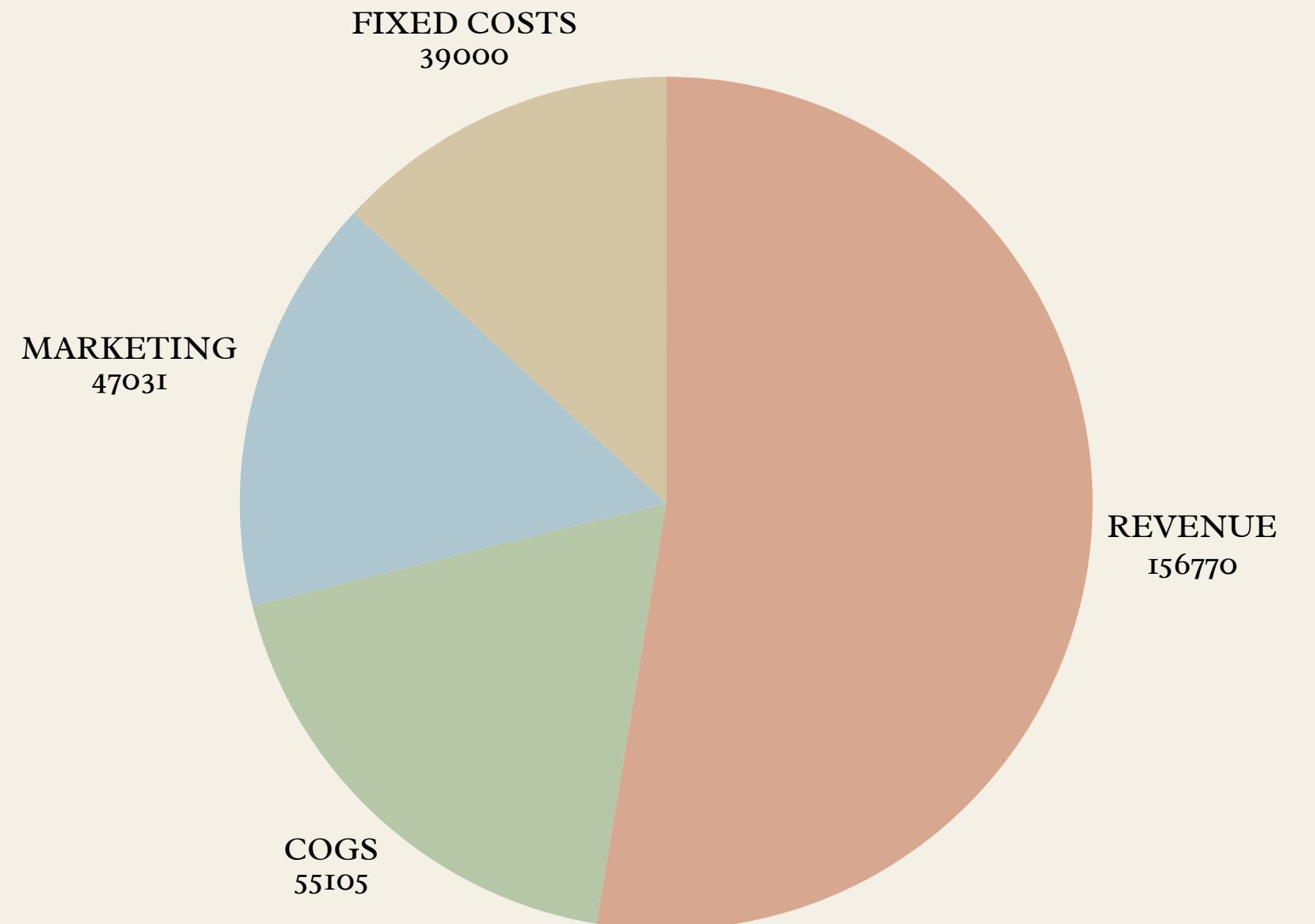
YEAR 1				COMMENTS
REVENUE				
Item	Units	Price	Revenue	
Starter kits		2250	40	90000 <i>Initial sales projection based on market research and CAC target.</i>
Total revenue				90000
COGS - Starter kit				
Component	Cost per kit			
2 reusable handles		7		
4 detachable heads (foundation, concealer, blush, 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	<i>First-year COGS based on prototype costs. Future reductions expected with volume scaling.</i>
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	<i>CLTV calculated using the AOV-based method presented in class (AOV x Purchase frequency x Customer lifetime x Gross margin %).</i>
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	<i>Break-even units = Total fixed costs / Contribution margin per unit. Assumes 30% variable marketing cost per unit.</i>
	Break-even units (starter kit)		3482.143	

Annual Financial Performance Report - Year 2				
Revenue		Comments		
Item	Units	Price	Revenue	Volume growth driven by new product launches, increased marketing spend, and cross-selling strategy.
Starter kits	2588	40	103520	15% volume growth driven by returning customers and new client acquisition.
Beauty Blender	1800	10	18000	New complementary product launch to increase AOV and customer retention.
Makeup bag	1200	20	24000	Accessory launch to enhance starter kit value and cross-selling.
2 more brushes	1500	7.5	11250	Expansion of brush collection to address customer demand for variety.
Total revenue	7088	77.5	156770	
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 Year 3.
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	1500	10	15000	Beauty Blender volume +10% following customer feedback and bundle offers.		
2 more brushes	1500	7.5	11250	Brush volume +6% due to popular demand and gift set inclusion.		
Makeup bag	1272	20	25440	Makeup bag volume +8% 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		25% 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)	68891.5				
	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	68891.5				
	Total operating expenses	107891.5		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	151404.85				
	Gross margin %	0.677588669				
	Contribution margin	86711				
	Net profit	47711.85				
4	CLTV assumptions					
5	Units per customer (UPC)	4.73				
6	Number of customers	3038		25% customer growth from Year2, supported by expanded product portfolio and retention programs.		
7	Average order value (AOV)	75.603				
8	Purchase frequency per year	1.000				
9	Customer lifetime (years)	3.000				
0	Gross margin %	0.678				
1	CLTV (profit-based)	153.684				
2						
3	CAC & Unit Economics					
4	CAC per customer	15				
5	CLTV/CAC ratio	10.24558683				
6						
7	Runway & Break-even					
8	Starting cash	50000				
9	Monthly burn	0				
0	Runway (months)					
1	Contribution margin per unit (stu)	13.72				
2	Break-even units (starter kit)	2842.565598				

3-Year Financial Projection

Year 2



NET PROFIT: 15,633

+15% of sales growth per year

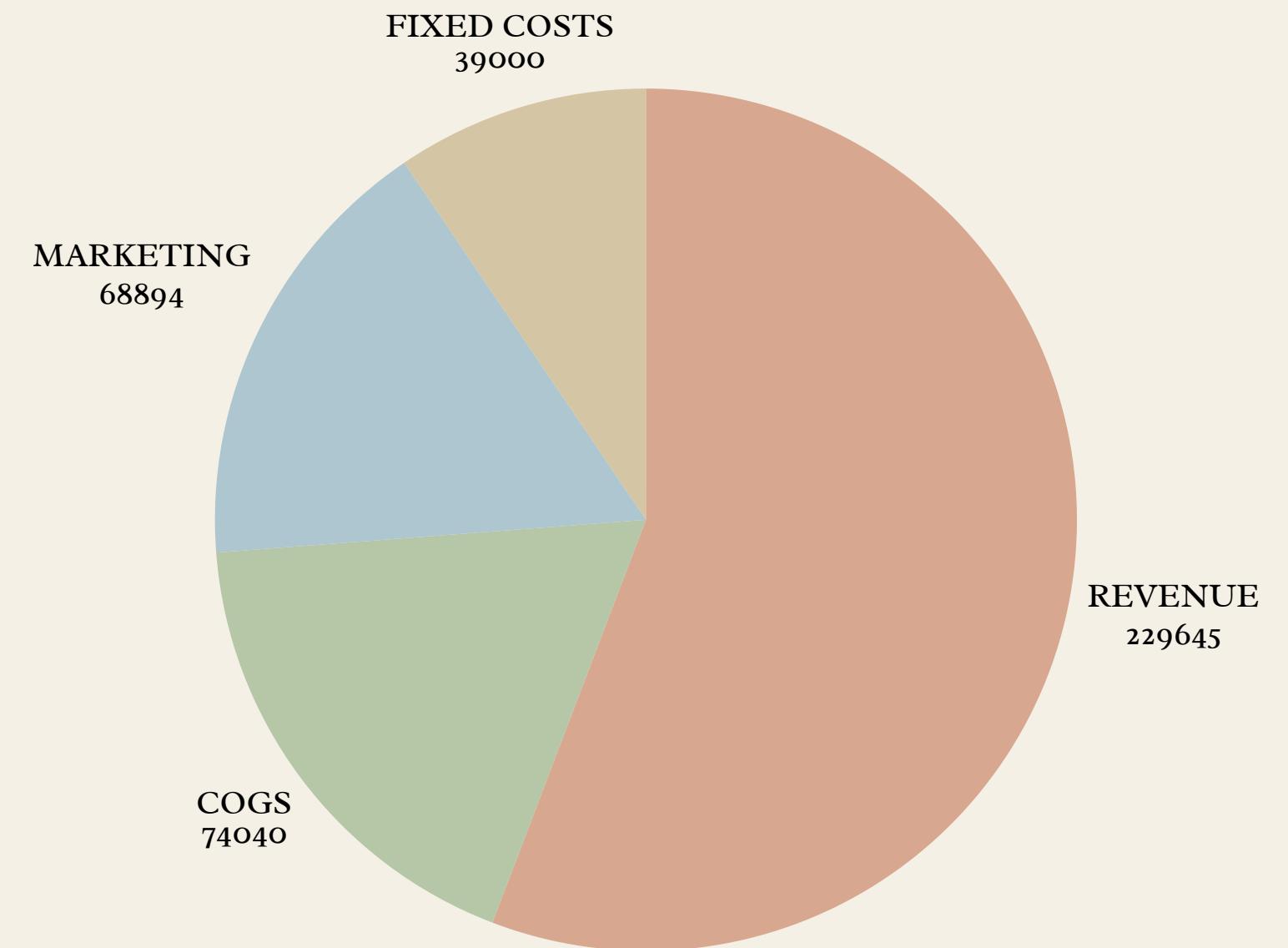
-10% of COGS costs vs Y1

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
 $\text{€13,800} \div 12 = \text{€1,150}$ per month



Runway Calculation
 $\text{€50,000} \div \text{€1,150} = 43.5$ months
≈ **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 ($\approx 3,500$ 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

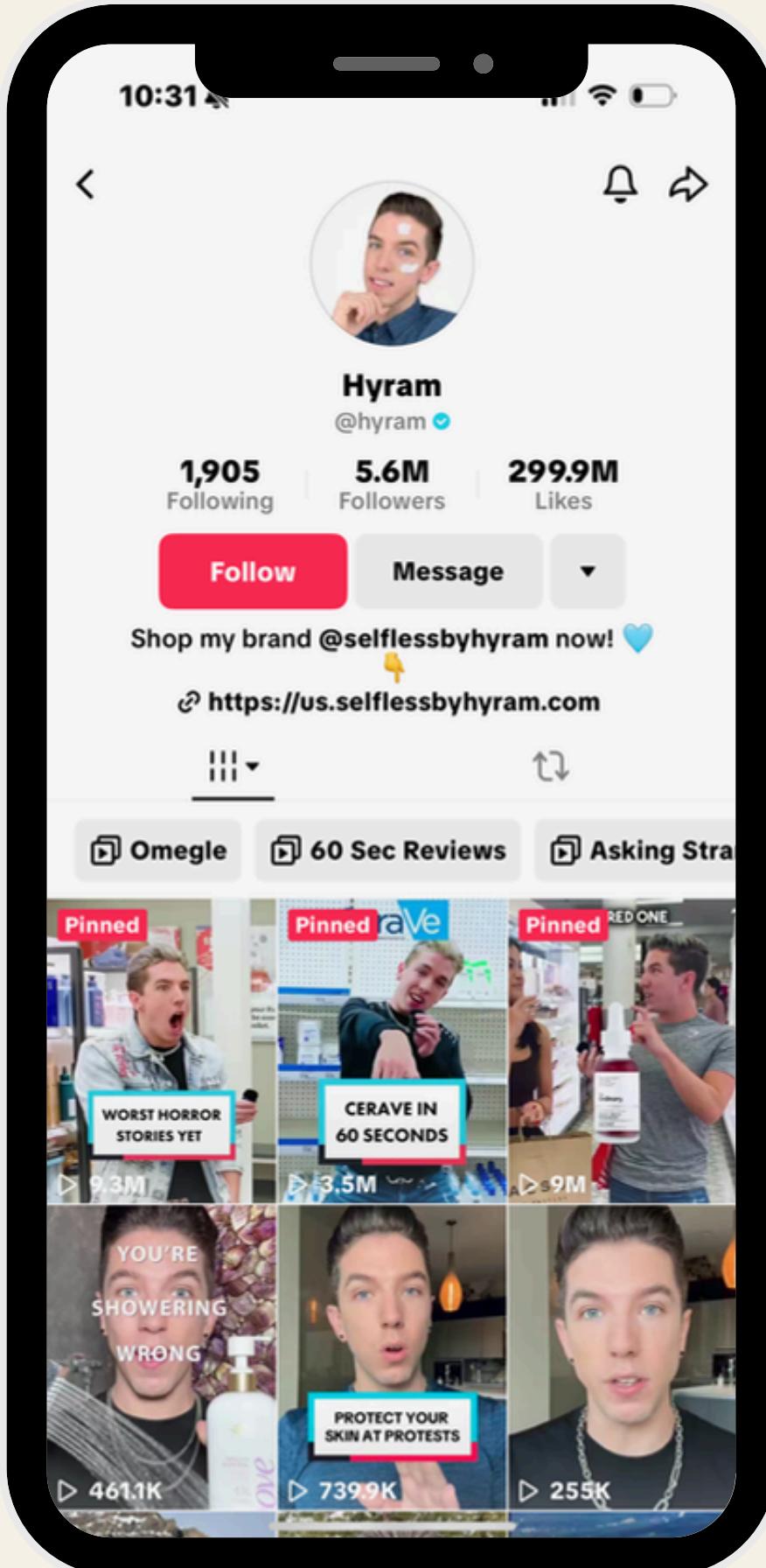
Emphasize skin benefits: fewer breakouts

Promote reusable handle + mesh washing bag

Use simple, satisfying visuals



Collaboration Idea



Influencer: Hyram Yarbro (@skincarebyhyram)

Platform: TikTok & YouTube

Why Hyram?

- 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:

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

Marketing Budget

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

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

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FOUNDER & CEO