

The image features a central text composition on a light beige background. The text is framed by several branches of eucalyptus with green, rounded leaves and small buds, extending from the top, bottom, and sides. The text itself consists of three lines: the first line is 'Mi' in a white, cursive script; the second line is 'NATURAL' in a white, tall, thin, uppercase sans-serif font; and the third line is 'Inspiring Confidence' in a white, lowercase cursive script. A red graphic element, resembling a heart with a spiral tail, is positioned between 'Mi' and 'NATURAL'.

Mi  
NATURAL

*Inspiring Confidence*

Please take some time to read our Disclaimers and FAQs. Thank you.



- Our Story
- Our Ingredients
- Hair Care
- Skin Care
- Shop
- Blog
- Disclaimers
- FAQs
- Contact Us

Beauty .  
Confidence .  
Elegance.

Welcome to Our World of Self Care.

Adorn your body with premium quality body care products.

## Shop



Hair Growth Oil  
\$6.99 ~~\$11.99~~  
SALE



Turmeric Skin Care Set  
\$40.11 ~~\$63.99~~  
SOLD OUT



Beauty Bar  
\$6.99 ~~\$14.99~~  
SALE



Beauty Bundle (ONE YEAR SUPPLY- 12 BARS)  
\$139.99



Self Care Kit  
\$40.00



Moisturising Aloe Gel  
\$14.99



Socks  
\$14.99



Gloves  
\$14.99

# Who am I?



# Meet Our Team



**Malia Shen Morgan**

Founder and Ceo

Civil Engineer and Organic

Hair Care formulator



**Shaquile Morgan**

Co founder

Finance Manager

Business Administration

student





# Traction



# The Problem

Help men and women facing hair loss.  
Black People have the highest prevalence of hair loss among other races. (National Alopecia Areata Registry, 2018)



# Our Solution

## HAIR GROWTH SYSTEM

All Natural  
Chemical free  
Biodegradable containers  
Scalp Brush and Derma roller  
Included

### Benefits

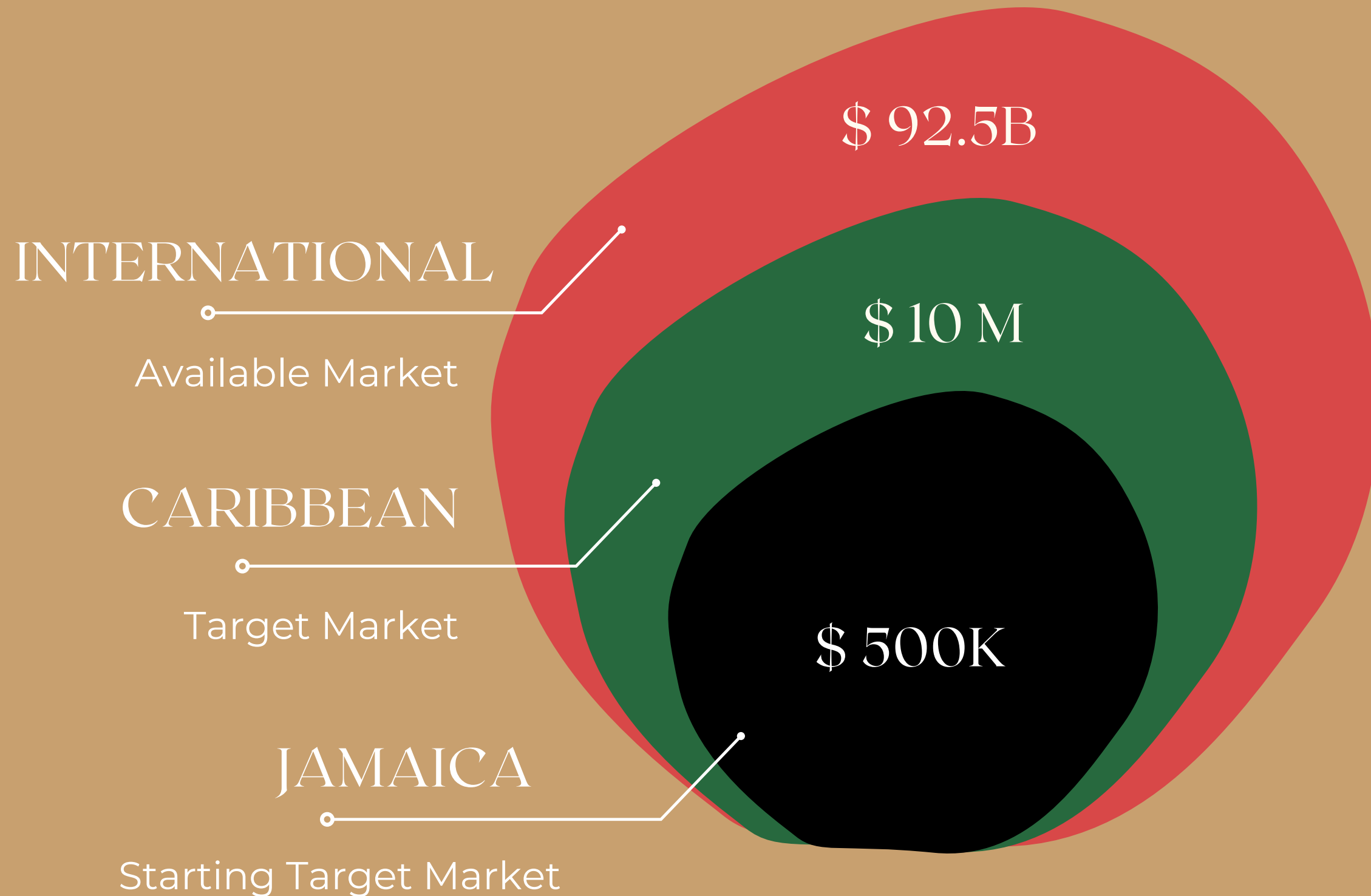
Regrows hair  
Strengthens hair  
Reduce Breakage

### Ingredients

Aloe Vera  
Bissy (Cola nut)  
Hibiscus



# Market Size



## TARGET CUSTOMER

Men and Women

Ages 35- 65

Middle to High income

Goes to Barber/ Salon

Hair Loss

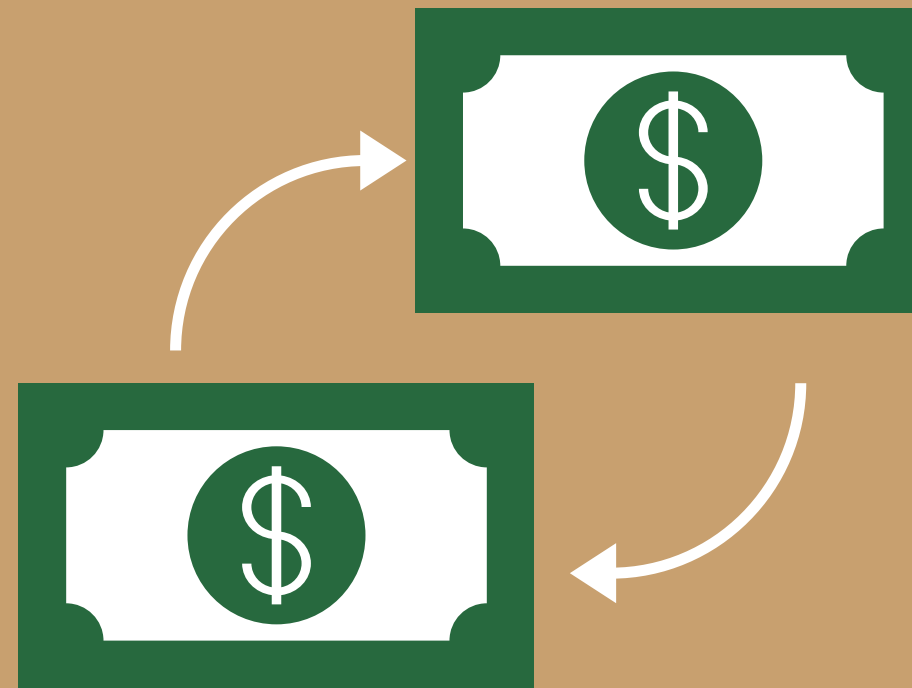
Healthy Eating

Exercise

All prices are quoted in USD\*



# Business Model



## Pricing

\$6000

Use daily for best effects

## Recurring Revenue

3 mths= \$ 6000

online subscription\*

## Projected Revenue

1000 clients x Pricing

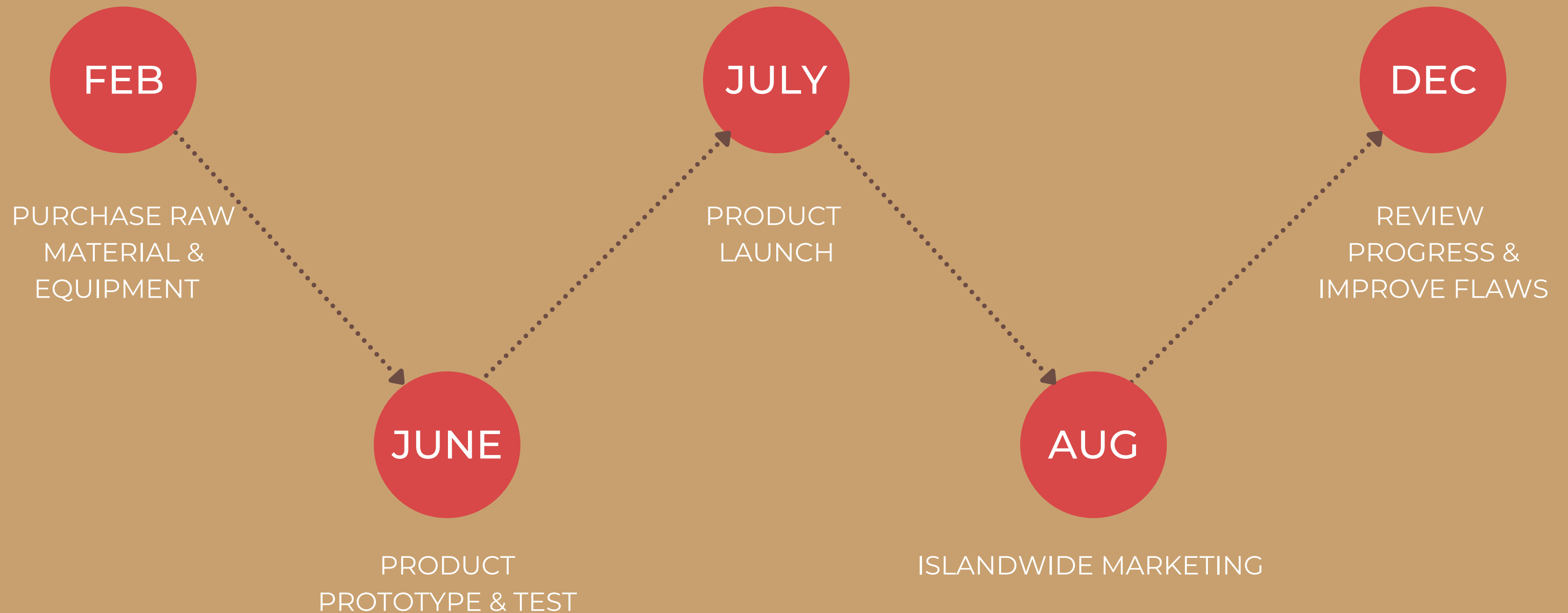
$1000 \times 4 (6000) = \$$

24 000 000

All prices are quoted in

JMD\*

# Next steps in 2022

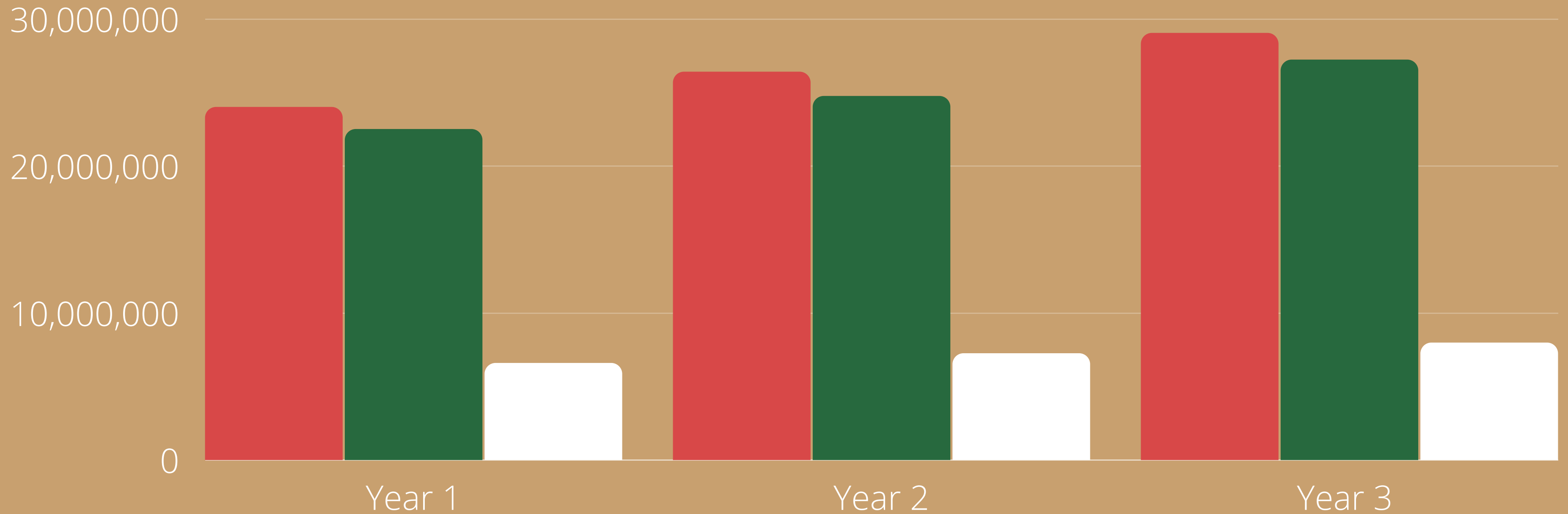


# Competitive Advantage

	MI NATURAL	ETTENIO (LOCAL)	PHYTO (EUROPE)	ROGAINE (AMAZON)
ORGANIC INGREDIENTS	✓	✓	✓	✗
COMPLETE HAIR GROWTH SYSTEM	✓	✗	✗	✗
SCALP MASSAGE BRUSH AND DERMAROLLER	✓	✗	✗	✗
BIODEGRADABLE PACKAGING	✓	✗	✗	✗
PRICE (IN USD)	\$0.07/ML	\$0.28/ML	\$0.79/ML	\$0.28/ML

# Financial Projections

● TOTAL SALES    ● GROSS PROFIT    ● NET PROFIT



# Seeking

3 million JMD



Operation



Production



Marketing



# Use of Funds

BUSINESS DEVELOPMENT  
\$ 3M (IN TIME)

RESEARCH & DEVELOPMENT  
\$ 5M (IN TIME)

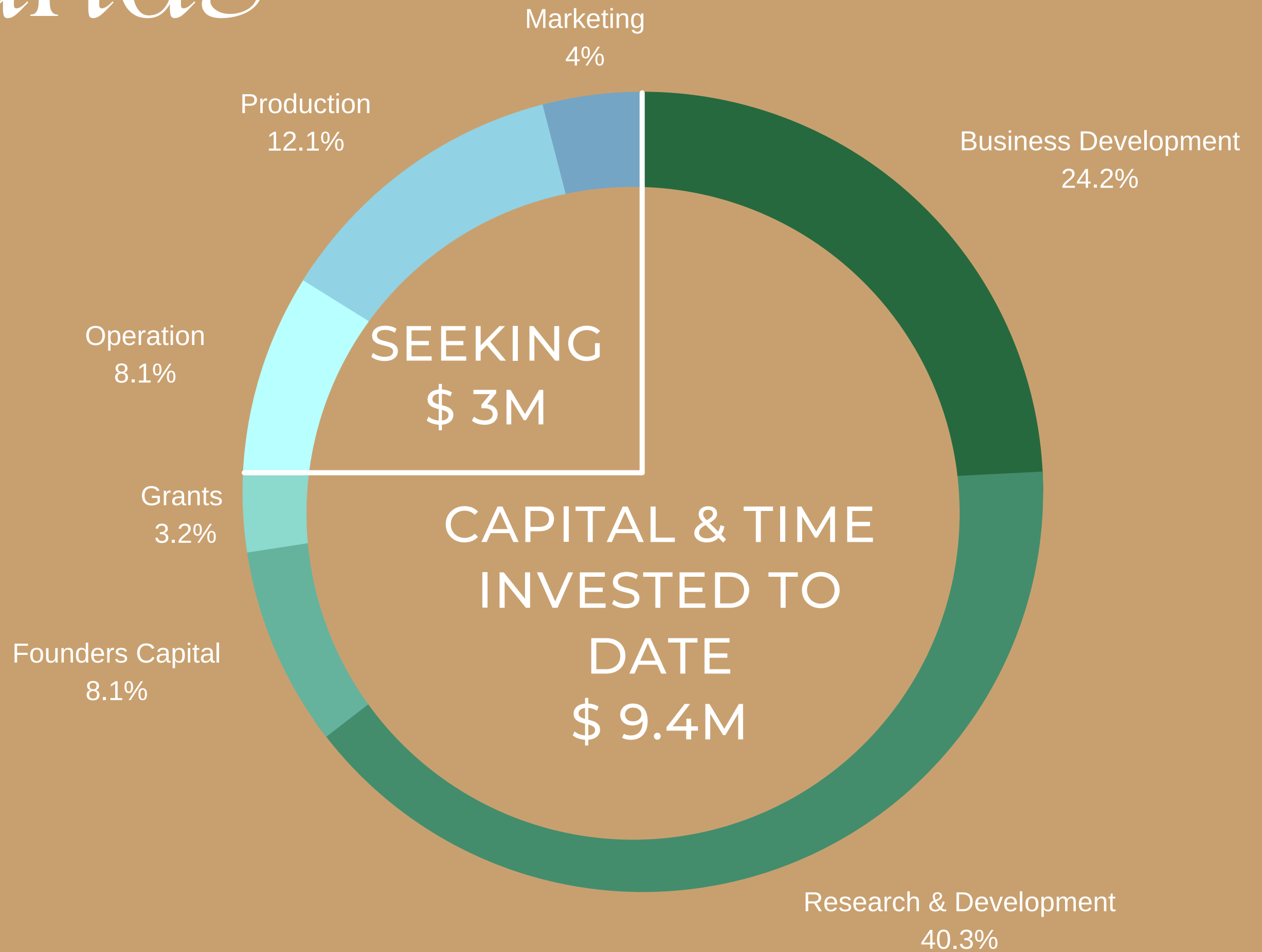
FOUNDERS CAPITAL \$ 1M

GRANTS \$ 400K

OPERATION \$500K

PRODUCTION \$ 1.5M

MARKETING \$ 1.5 M



# Returns



SHARES



RETURNS IN  
1 YEAR



GO PUBLIC  
5 YEARS

# Contact Us



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Mi  
NATURAL