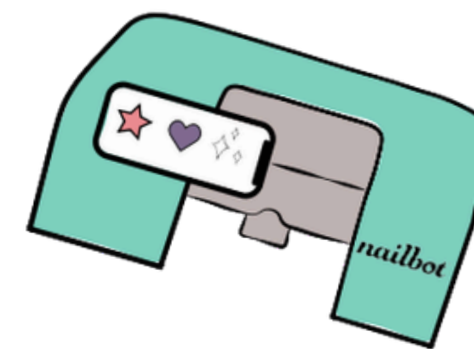


# Investment Teaser



## General Information

- 📍 Company Name: **Preemadonna**
- 📍 Headquarters: **Carlsbad, California**
- 🌐 Website: **[www.preemadonna.com](http://www.preemadonna.com)**
- 🚀 Business: **Physical AI and creative expression infrastructure for nails, bodies, and beyond. Integrated hardware, consumables, and creator software.**
- 🏢 Structure: **Delaware C Corp | Capital raised in tranches aligned to hardware development milestones**
- 📅 Stage: **Post Seed · Pre-Series A**

## Team & Leadership

- 👤 **Pree Walia (Founder & CEO)** — Creator of Nailbot and architect of Preemadonna's Physical AI platform. Lead inventor on 10+ granted utility patents spanning robotics, printing, computer vision, and product design. Former operator at venture-backed hardware and building automation startups. EIR at JumpStart. Co-founder of Soorma Ventures. MBA, University of Chicago. BA, Northwestern.
- 👤 **Marcy Alstott (Manufacturing & Operations)** — Former VP Operations at HP LaserJet and Sun Microsystems. Stanford MS, Purdue Distinguished Engineering Alumna.
- 👤 **Marie Millan (Director of Product Engineering)** — Mechanical engineer who led Nailbot 1.0 from MVP through PVT, translating complex hardware requirements into manufacturable, scalable product lines. Now leading Nailbot 2.0 development including firmware, tooling, and manufacturing readiness.

## Business Model

- Hardware (Nailbot, Inkbot) establishes the installed base
- High-margin consumables (inks, polish, press-ons, body art kits, refills) drive repeat purchase and ARPU expansion
- Creator Studio subscriptions & digital content layer recurring revenue over the installed base
- Brand & fandom activations accelerate adoption and engagement

**Installed base → usage frequency → recurring mix shift**

## Proof & Traction (Why this is real)

- 1,000+ Nailbot 1.0 units shipped · \$208K pilot revenue · #1 Amazon New Release
- 10+ granted utility patents protecting the core technology stack
- Confidential co-branded partnership with a tier-1 global media conglomerate across three iconic franchises (kids, mass-market, cultural-tentpole).
- 60% of users print their own content. Super users print 100x/month.
- 20+ brand activations executed (SXSW, Taste of NFL, University programs).
- Recurring high-margin revenue: 55% gross margins on consumables, ~89% on digital and subscriptions.

## The Market

- \$108B category universe — no dominant platform exists today
- \$25B core nail care market with high repeat, consumable-driven spend
- Gen Z & Gen Alpha: fastest-growing beauty spenders, DIY-first
- \$50–75M U.S. beachhead in devices, consumables, kits, and digital

## The Problem ❌

- Nail & body art are culturally massive, but personalization is slow, manual, and inconsistent
- Existing solutions are salon-dependent, static kits, or unprotected gadgets
- No scalable platform unifies digital creation, physical output, and repeat monetization

## The Solution ✅

- AI-powered, connected ecosystem combining hardware, software, and consumables
- Smartphone-leveraged robotics print designs in seconds
- AI + AR turn any idea or fandom into wearable art instantly
- One Creator Platform across entry kits → premium hardware
- Monetized via devices, consumables, subscriptions, and activations

## Competitive Advantage

- ✓ Defensible IP across hardware, coatings, and creator workflows
- ✓ Multi-product ecosystem vs. single-SKU competitors
- ✓ Recurring revenue engine, not one-time device sales
- ✓ Proven ability to ship complex consumer hardware
- ✓ Creator- and fandom-first platform (not salon automation)

### ACCOLADES

Yale Innovation Summit Winner · CES Innovation Honoree · TechCrunch Disrupt Finalist

## Early Backers

Version One Ventures, Amazon, Two Small Fish & Prominent Angels including Helen Greiner (founder, iRobot), Charles Huang (founder, Guitar Hero), the Spanx by Sara Blakely Fund & more

## Strategic Round

- Raise: \$5.0M
- \$15.9M pre-money OR 20% discount of the first \$1M tranche,
- \$20M pre-money cap for remaining \$4M
- Forecasted run-rate at Volume Phase: \$3M to \$9M. Range reflects timing of volume manufacturing ramp and waitlist conversion velocity. Forecast based on current information; not a guarantee.

## Use of Funds

Manufacturing scale-up and supply chain (primary). Product and consumables development. Creator platform infrastructure. Sales, marketing, and brand partnerships. Working capital. Additional non-dilutive capital sourced in parallel for hardware capex.

## Exit Strategies

- Long-term platform scale → IPO
- Beauty & CPG platforms (L'Oréal, P&G, Coty, Unilever)
- Creative hardware & software platforms (Cricut, Canva, Adobe)
- Category leader & roll up