

Proactive Pitches: Start-Ups

Hello Alfred – helloalfred.com

- Services include grocery, laundry, flowers, packages, dry cleaning, prescriptions, home cleaning, fitness, tech help, pet care, move in, mounting
- User-friendly app
- Property partnerships that allow better reliability, credibility, seamless integration, and communication, as well as increasing property performance and value
- Distribution of service, brand, and local business partners
- Can apply to be an “Alfred”—an assigned home manager that coordinates your hospitality needs
- Female CEO
- Incohesive Instagram content
- Across US, but based in NY
- #comehomehappy social media campaign

Competitors

1. Handy: estimated annual revenue \$33.4M. A two-sided online platform that enables users to find home service professionals in their locality.
 - cleaning, handyman, outdoor projects, home renovations, installations
 - US, Canada, United Kingdom
 - not female founded
2. TaskRabbit: Estimated annual revenue \$5.7M. A one-sided, on-demand hiring platform for outsourcing tasks
 - mounting, installation, moving/packing, cleaning, furniture assembling, handyman, administrative
 - errands
 - female CEO
 - US only, but based in San Francisco
 - not female founded
 - you can become a tasker, but you can't choose your tasks
3. Thumbtack: A one-sided on-demand hiring platform for outsourcing tasks in your area.
 - available as an app
 - publishes content on a blog
 - chatroom feature
 - community page
 - can't look for a job
 - founded by one woman, and men

PODs

- HelloAlfred compared to all three/general market
- Service and property partnerships
 - Contributes to increasing property value

- Takes away the hassle of finding reliable/experienced/credible taskers to complete tasks and alleviates consumer stress
- Home services only
- Provides a more consistent relationship between brand and user

LOLA – mylola.com

- Feminine care/reproductive care (but not pregnancy)
- Flexible subscription service with free shipping and easy cancellation
- Part of the Female Founder Collective
- "First life-long brand for a woman's body"
- Products are tampons (4 sizes or customizable box made from plastic, cardboard or w/no applicator), pads (day or night or customizable box), liners, pH balance wipes, menstrual relief, "first period kit" and guide, period combination kits, lubricant, condoms, sexual wellness kit + guide, sex combination kits, variety of period intensity kits (simple, classic, all cardboard)
- Partners with gynecologists for free, downloadable, educational guides
- Relatively low-price points (\$30 for 3 boxes of tampons)
- Quiz to individually recommend subscription/products
- Partners with non-profits/organizations and donates millions of period products
- Part of meaningful conversations and actions (*advocating* for an end to discriminatory tampon tax, *providing access* to girls in need with free products, *spreading awareness* with community discussions and informational blog)
- Blog called "The Broadcast" with categories called sex, menstrual health, pregnancy, wellness, and broads (which is articles about LOLA specifically)
- Instagram is a mixture between inspirational photos/quotes, memes, news, information, product pictures, reviews, and personal spotlights (#FirstPeriodFridays)
 - o Ex. Stories where you can ask health professionals questions
- Composition and manufacturing transparency
- #HeyLOLA – hotline/celebrity advice (closest thing they have to ambassadors)
- Overall Instagram - content kind of inconsistent, but relatability and mission is strong
- 2015
- 100% certified organic cotton. No toxins, dyes, or synthetic fibers.

Competitors

1. Natracare

- Female founded in 1989
- Many awards and certifications
- Chlorine-free, plastic-free, plant-based, perfume-free, dye-free
- Made from 100% organic cotton
- Product categories are tampons, pads, liners, wipes, maternity and incontinence
- Donates 1% of yearly profit to environmental causes
- Blog: articles about wellness, but they aren't focused on woman's journey

2. Cora

- Signature kit includes “stylish container” to store monthly supply and cora clutch for daily use
- Subscription service
- Tampons, pads, incontinence, “cora cup”
- Products available only through subscription
- Extensive content website called Blood + Milk about many womens issues (some very controversial)
- Founded in 2016
- Made with organic cotton and free of pesticides, fragrance, rayon, dioxins, chlorine, herbicides, polyester, deodorants and dyes
- Transparent manufacturing
- For every monthly subscription box sent, they send one box of pads to a girl in need in India
- Publishes customer reviews—Customers complain of issues with product comfortability/usability, but they love the products’ style/containers
- Has one necklace (used to hide tampons) and one tshirt
- Diverse Instagram/website photography
- Emphasizes global and domestic problem with access to period products

3. Rael

- subscription service
- blog with articles about how to manage and improve women’s menstrual health, sexual health, and overall wellness
- Products include period care, feminine care, kits, and period beauty
- Emphasize wholistic feminine care
- Relatively new company launched in 2017
- Uses hashtag campaign that matches posts with products donated to engage audience members and give period products to those in need
- Partners with happy period

PODs

1. Natracare

- Lola does not use 100% plant-based materials
- Lola uses plastic
- Lola has a larger Instagram following
- Lola does not include pregnancy/maternity products
- Lola emphasizes women’s
- Lola has products for sexual wellness and protection
- Lola does not offer incontinence products
- Natracare does offers information about the making of the product, but not the use (no educational materials)
- Natracare does not encourage consumer questions, education or utilize health-care professionals
- Lola offers subscription

- Lola donates period products
- Lola has higher price points, but Natracare does not sell direct to consumer through website
- Natracare products are vegan

2. Cora

- Is more focused on style than LOLA
- Appears much more inclusive compared to Lola's Instagram
- Has a much more consistent Instagram aesthetic/content
- Not as humorous about period problems, which makes them less relatable
- Does not help consumers with product use/information
- Cora does not offer products for sale except through subscription, whereas LOLA does

3. Rael

- Has more consistent, visually pleasing social media feeds
- Engages older demographics with New-Mom care kit and pregnancy related blog posts
- Has period beauty products
- Has lower price points than LOLA
- LOLA's give back effort is three pronged—advocacy, awareness, and access

[Wearwell – shopwearwell.com](http://shopwearwell.com)

Competitors

1. Frank and Oak

- Clothing brand that also has a subscription service
- Uses 100% recycled packaging

2. And We Evolve

- Secondhand clothing
- A lot of press mentions
- 6 thrifted items per box
- AWE's subscribers keep their clothes as part of monthly subscription cost (\$99)

3. Le Tote

- Offers accessories in addition to clothing
- Monthly subscription service

PODs

Wearwell compared to all three/general market

- \$8.50 per month and that fee is credited to subscribers' total purchases per month
- Has an educational element--Wearwell tells subscribers the specific environmental/humanitarian impact of each piece before they settle on which one, they want

- A portion of consumer purchases go to causes that the consumers can choose
- Does not offer petit or plus sizes at this time, does not provide a lot of up-front details about the brands' practices, materials, or cost-breakdowns
- Subscription is only for women's clothes only
- Emphasizes storytelling and individual consumer impact
- Customization of fashion and philanthropic preferences
- Pieces from a variety of eco-conscious brands (compared to Frank & Oak, which designs and manufactures its own clothes)

Frank and Oak

- Wearwell gives each shopper 5-7 days instead of 48 hours to review her stylist's selections
- Wearwell combines multiple brands for a larger variety of options

And We Evolve

- Wearwell's pieces are new instead of used
- Wearwell's subscription prices are lower per month
- Wearwell emphasizes sustainability and impact rather than recycling/reusing
- Wearwell allows for more customization in the selection of pieces sent

Le Tote

- Le Tote subscribers pay up to 50% retail price for clothes they want to keep in addition to subscription fee
- Wearwell's subscription prices are lower
- Le Tote does not use eco-conscious pieces/brands or emphasize sustainability/impact