Coronet

B2B2C Marketplace Platform

Coronet Blockchain

Buy or **Sell** Salon Products & Services
Manage **Bookings & Inventory**

What are we building?

A B2B2C Marketplace: providing blockchain vetted human hair extensions & haircare products to African **salons & retailers** from ethical global manufacturers at lower sourcing costs.

Meet the Founders

Shadrack Kubyane
Co-founder & CEO

Pretty Kubyane
Co-founder & COO

> After evolving a human hair extensions brand operating out of a handbag into a 4 bricks & mortar branches, the 500 dollars started brand reached 2 million USD revenue & employ a team of 40 within 36 months. More brands across Africa demanded the same success, we set out to create the solution that will deliver at scale

The Problem

100 million

Quality

38% of the 100 mil pieces bought by **9 million consumers** in Africa are Counterfeit.

40K USD

Sourcing

Africa salons spend $40K annually on travel & hotels: outdated sourcing methods (**4 middle-men)**

80%

Systems

80% of African salons lack business systems that are critical to sustainability.

The Solution

Quality authentication

Human Hair Products sold through our platform are **traceable from source to consumer.**

B2B2C eCommerce

Vetted suppliers sell authenticated products to certified salons. Hair Dressers provide skills as a service to consumers.

Business systems

Salons & Hair Dressers access a **booking engine** & an **inventory management** solution.

Competitive Spotlight

Coronet distinguishes itself from competitors with its strong network and holistic approach.

	Foothold in Africa A strong and established presence in South Africa	**Blockchain** Innovative blockchain solution in business model	**SaaS Focus** A user interface for hair salons and manufacturers	**CRM Capabilities** Inventory and/or customer management capabilities	**Network** Existing connections with hair salons and global manufacturers
Amazon	✓	⊘	⊘	⊘	✓
Alibaba	✓	⊘	⊘	⊘	✓
Odoo	✓	⊘	✓	✓	⊘
Skynamo	✓	⊘	✓	✓	⊘
UAfrica	✓	⊘	⊘	⊘	⊘
Godrej	✓	⊘	⊘	⊘	✓
Coronet Blockchain	✓	✓	✓	✓	✓
Advantage:	Existing connections through MVP program	Increased transparency and security	Ease of use through software product	Hair salons can track customer orders	Global network within Africa and Asia

Our target market

200

Manufacturers

200 global manufacturers seeking access to Africa markets

500K

Salon/retailers

500K African salons rely on hair for **80% of their revenue**

2 mil

Hairdressers

2 million African hairdressers providing **skill as a service.**

291 USD

Consumers

24 million African consumers spend on average $291 per look.

Go-to Market Segment specific

Manufacturers

India Link &
Via Temple Auctions

Salon/retailors

Direct Marketing &
Via Manufacturers

Hairdressers

Via Salons &
Jobs/Skills engines

Consumers

Via Salons &
Social Media

Current traction

Raised
$270K
Seed A

100+
Brands

100
Media

400K
Impressions

Raised seed capital of $270K in 2 tranches from **IBM for the technical build**

Signed up supply chain participants for the Pilot. Including over 100 salon inquiries

Coronet Blockchain has been covered by over 100 media platforms.

Across our social media platforms: we reach 400K impressions p/month on average.

Revenue Model

Coronet

30%

eCommerce

Onboard salons purchasing a minimum spend of inventory of human hair extensions & haircare

$5 000

$2

Quality Authentication

Provide digitally traceable quality authentication for each human hair extension piece at

$2 per 100g

$495

PaaS

A salon processes 165 bookings a month at 20 USD per visit on average: for treatments. Via **Platform as a Service** we collect:

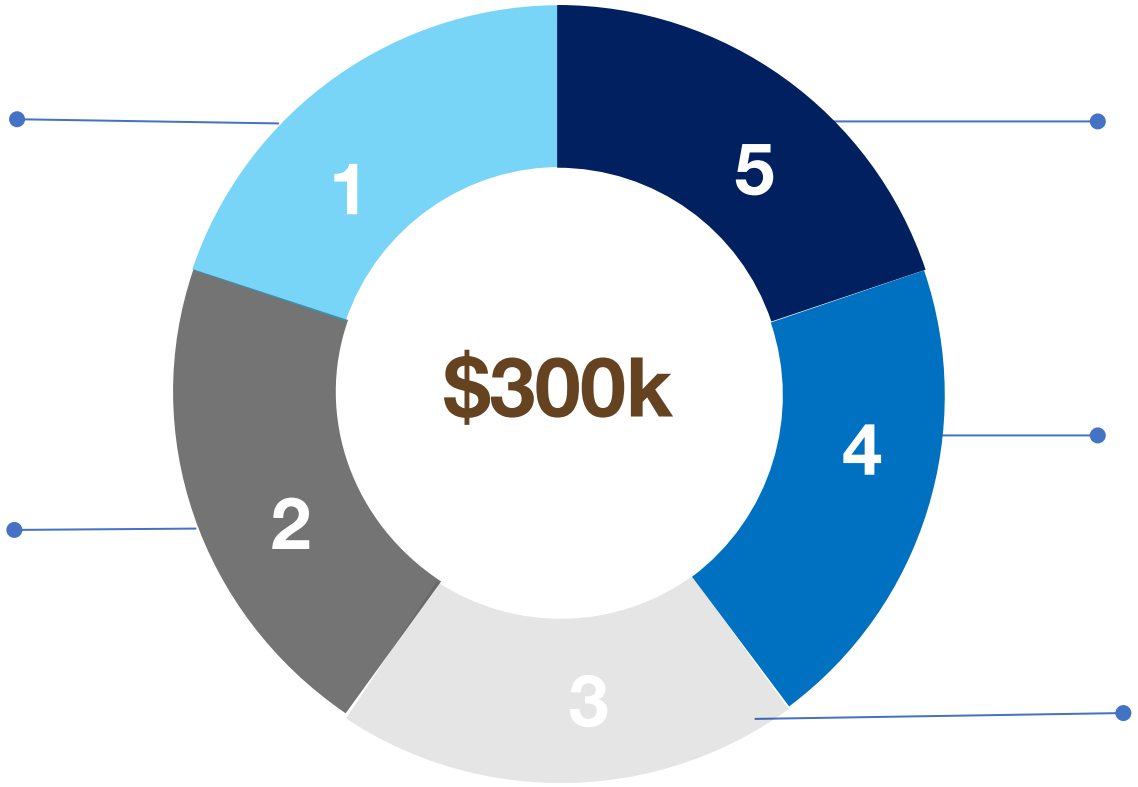
15%

Our Ask

Coronet Blockchain requires $300k [**seed B**] in funds to fulfil the 18-month targets

20 Manufacturers
Onboard 20 hair extension and other hair care product manufacturers

2000 Salons
On boards 2000 salons (and 8000 hairdressers) to Coronet blockchain platform



100k Consumers
100k Signups with Coronet Account Profiles on blockchain platform

1 Million Certified
Authenticate over 1 million hair extension and other hair care products

$6 million
Revenue by 2023

Contact:

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