



preemadonna[®]

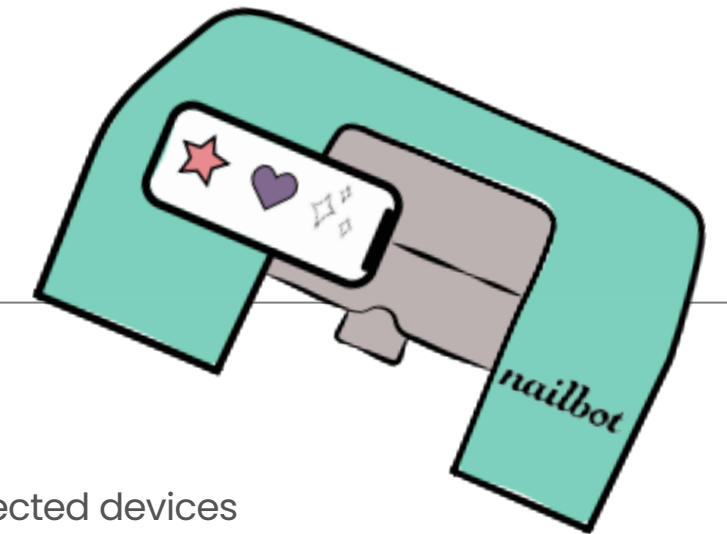
The Physical AI Platform for
Nails, Bodies and Beyond

preemadonna.com

Intended for institutional investors only

nailbot[®]
by preemadonna

Preemadonna at a Glance



Company Overview

Preemadonna is a patented Physical AI platform for personalized beauty and body art, combining computer vision, generative design, and precision hardware to enable on-demand creative expression through connected devices, software, and consumables.

Category Definition

Category: Consumer beauty × creator tools × connected devices
A Cricut-like platform applied to beauty and personal expression

Who It's For

Multi-generation with a core focus on Gen Z and Gen Alpha consumers, creators, and fandom-driven communities seeking fast, expressive, at-home personalization.

What Makes It Different

End-to-end digital-to-physical creation layered on a growing installed base, with recurring consumables and software driving repeat usage and monetization.

Platform Status

Commercial hardware shipped, creator software live, and ecosystem expanding beyond nails into adjacent body art categories.

Early Validation

Real consumer adoption, manufacturing learnings, and strategic brand partnerships including a major entertainment conglomerate validating demand for at-home & experiential personalized beauty.



Category Tailwinds

■ Repeat-Driven Nail & Beauty Spend

Global nail care is a ~\$22–24B market characterized by high repeat usage and consumable-driven spend.

■ Creator Economy & Fandom

Social and creator platforms increasingly shape beauty trends, compressing the cycle from digital creation to physical consumption. IP licensed consumer products growing. Wearable fandom identity — nails as self-expression canvas.

■ Platform Expansion to Body Art

Underlying technology extends into adjacent body art categories, expanding lifetime value per user over time.

■ At-Home Beauty Device Adoption

Beauty devices exceed ~\$60B globally, driven by consumer shift toward at-home, tech-enabled routines.

■ Gen Z & Gen A Usage Behavior

92% of young women decorate nails 2x+/month. Ages 8–18: nail art is #1 cosmetic category. \$21–100+/month beauty spend. "Sephora Kids" phenomenon driving demand younger.

Sources: [Statista](#), [IBIS World](#), [Grand View Research](#)



A \$108B Universe. We Start Here.

Category Opportunity ~\$108B by 2030

The combined global market across nail care, at-home beauty devices, and personal expression categories. This is the universe Preemadonna's platform is designed to expand into.

Sources: Grand View Research, Strategic Market Research, Statista

Total Addressable Market (TAM) ~\$25B by 2030

Global nail care — the core category where Preemadonna operates today. High repeat usage, consumable-driven spend, and growing demand for at-home personalization.

Serviceable Available Market (SAM) ~\$8-10B

At-home, digitally enabled, personalization-driven nail consumers. Excludes salon-only spend and professional services.

Serviceable Obtainable Market (SOM) ~\$1-2B at Platform Scale

2-4M active devices globally at ~\$500 blended annual revenue per user across hardware, consumables, kits, and digital content.

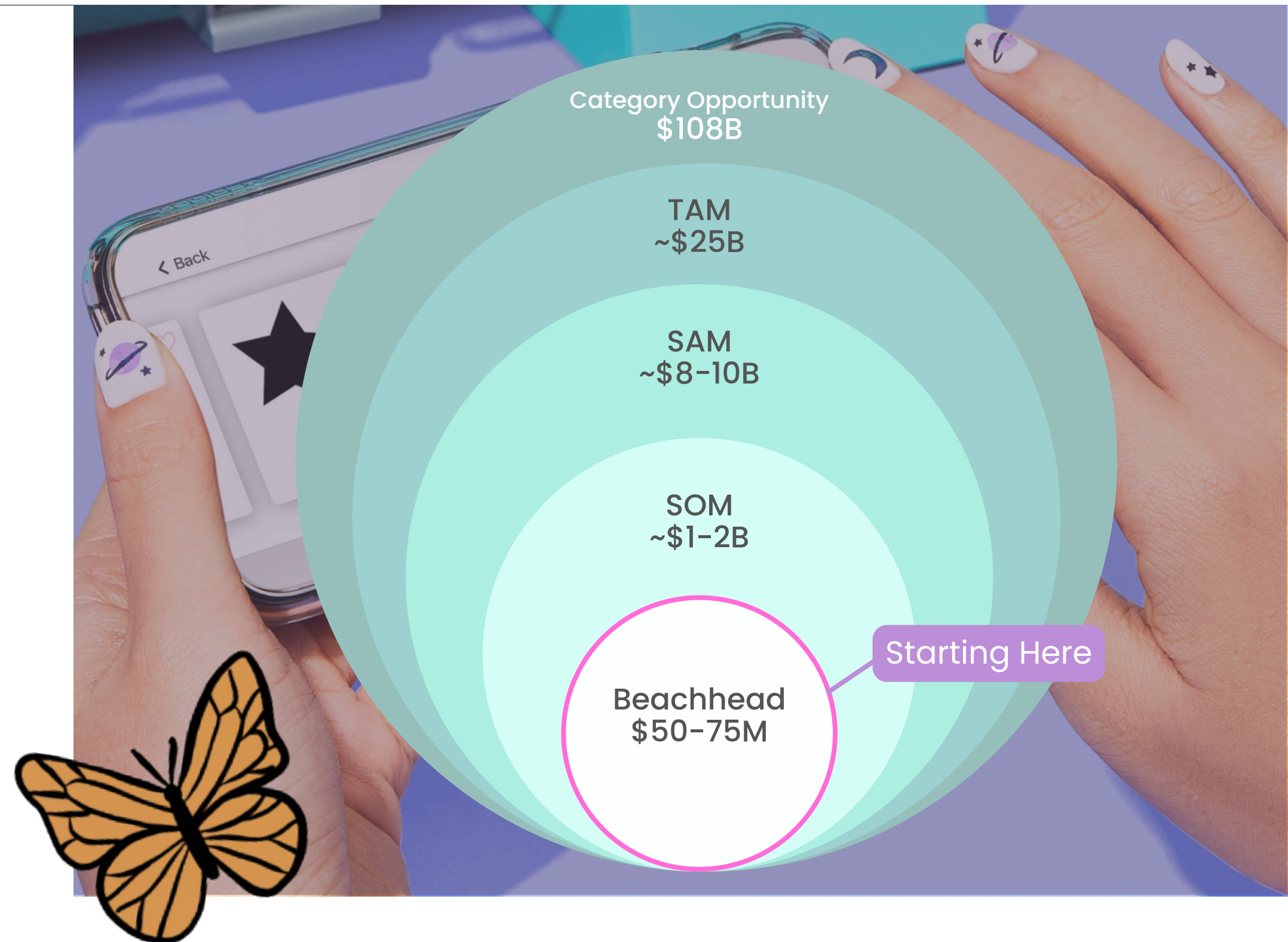
Beachhead: U.S. Nail Art ~\$50-75M Near-Term

150K+ installed devices (Year 3 target) × \$350-500 blended annual revenue per user across hardware, consumables, kits, press-ons & digital content.

Per-user revenue build: hardware amortized over ~3-year device life (~\$60-80/yr) + consumables and CPG (~\$40-60/yr) + subscriptions and digital content (~\$100-120/yr).

Consumable ARPU benchmarked at \$45/yr — conservative vs. Cricut's ~\$53/yr.
Device pathway: 5K (Year 1) → 35K (Year 2) → 172K (Year 3).

Everything above scales from here.



How It Works: From Screen to Nails/Body in Seconds



1. Digital Design Creation

Users create nail or body art using original designs, AI-generated content, or curated packs.



2. Personalization and Preview

Designs are customized and previewed in real time before printing.



3. AI Hardware Printing

Designs print instantly via connected devices, delivering consistent, repeatable output at home.



4. Consumables and Refill Usage

Each print uses proprietary inks and materials, driving repeat purchase.

5. Sharing & Data Feedback Loop

Creations are shared; usage data informs content, product iteration, and partnerships.

Mechanism Bridge

Installed hardware drives repeat creation behavior, increasing consumables replenishment and unlocking software-driven monetization over time.



The Platform: 5 Layers that Lock in Value

Platform Architecture

AI Powered Hardware

Nailbot devices and future body art hardware establish the installed base.

Consumables and Refills

Proprietary inks, standalone analog kits and CPG supplies tied to usage drive entry point and repeat purchases.

Product Ecosystem: Core Platform Components

Content and Partnerships

Licensed fandom drops and creator content increase engagement and ARPU.

Creator Software Platform

Digital design creation, personalization, and preview.

Data and Insights Layer

Usage data informs product iteration, content strategy, and distribution decisions.



How We Make Money: 4 Revenue Streams, 1 Ecosystem

REVENUE STREAMS

Hardware Sales

Sale of Nailbot devices to consumers and partners
Acts as the entry point into the ecosystem and installed base

Consumables and Refills

Proprietary inks, cartridges, and body art supplies
High-frequency, repeat purchases driven by usage.
Recurring consumables revenue and body art category expansion create platform value independent of any single IP or brand partnership.

Software and Digital Features

Design tools, personalization, and premium functionality
Monetized through subscriptions and feature unlocks

Content and Licensing Partnerships

Branded designs, fandom drops, and collaborations
Revenue share or licensing-based monetization layered onto the platform

SCALABILITY & GROWTH STRATEGY

■ Installed Base Expansion

Each device added increases downstream consumables and software usage
Hardware creates long-term customer lock-in

■ Usage Frequency & ARPU Expansion

Digital creation, sharing, and personalization increase engagement
Higher usage drives consumables velocity and software monetization over time

■ Category Expansion

Platform extends beyond nails into body art categories
Reuses core hardware, software, and data stack to unlock adjacent revenue

Mechanism Bridge

As the installed base grows, average revenue per user expands through higher consumables usage, software subscriptions, and content monetization — shifting revenue mix toward recurring, high-margin streams.



The Team Behind the Ecosystem



Pree Walia
Founder & CEO

Creator of Nailbot and architect of Preemadonna's Physical AI platform. Holds 10+ utility patents across electro-mechanical systems, computer vision, and product design. Former operator at early-stage hardware and building automation startups. EIR at JumpStart; Co-founder of Soorma Ventures. MBA, University of Chicago; BA, Northwestern.



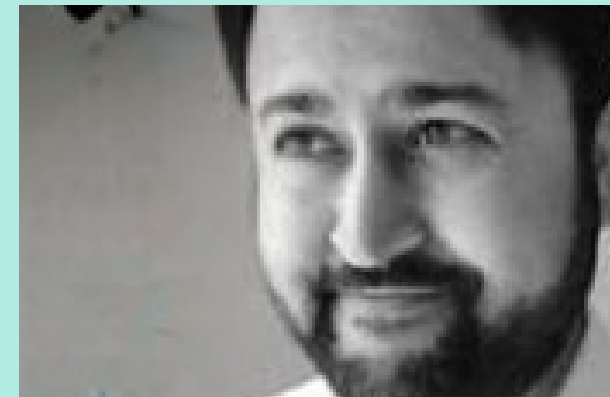
Marcy Alstott
Manufacturing & Operations

Former VP Operations at HP LaserJet and Sun Microsystems. Stanford MS, Purdue Distinguished Engineering Alumna. Brings decades of experience in global manufacturing, supply chain, and scaling complex hardware operations.



Marie Millan
Lead Project Engineer

Mechanical engineer who led Nailbot 1.0 from MVP through PVT, translating complex hardware requirements into manufacturable, scalable product lines.



Ravi Apte
Software & AI Lead

Senior software lead with deep UX/UI and AI experience. Owns the Preemadonna Creator Platform architecture, Nailbot GPT, and AR flows across mobile and web.

"Seed Strapped"
with prominent
backers



Founders of these
product category
disruptors have
invested:



Proven Traction: shipped, Sold & Validated

20K+

NBCU co-brand unit trajectory

3

NBCU franchises: Gabby's Dollhouse, Minions, Wicked

NBCU Partnership Detail

3 initial franchises across kids (Gabby's), mass market (Minions), and cultural (Wicked). Retail introductions. Co-branded revenue: \$500K-\$1.7M (2026+) → \$2M-\$3M+ (2027+)



#1

Amazon New Release in nail art tools

1,000

Nailbot 1.0 units shipped, \$208K+ pilot revenue

Accolades

Yale Innovation Summit – Business Model Innovation Winner
Super Bowl Pitch Winner – The Players Impact
CES Innovation Award
SXSW Finalist – Entertainment & Gaming
TechCrunch Disrupt Battlefield Finalist
Best Computer Vision Product – Embedded Vision Alliance



60%

Users print their own content. Super users: 100x/month. Consumable attach rate validates repeat purchase model.

20+

Brand activations: Taste of NFL, Girl Scouts, Universities

Backers

Version One · Amazon Alexa Fund · SOSV/HAX · Two Small Fish · Angels who created: iRobot · Guitar Hero · Spanx

What Users Are Saying: “Cricut for Nails”

Amazon Buyer – Nail Enthusiast ★★★★★

“This nail printer is so cool and futuristic! I got it as a gift and have been obsessed ever since. There’s a learning curve for nail placement, but once set up it’s easy. You can print photos from the app or your own custom images, and even record the process to share on socials.”

Caeley Looney – Reinvented Magazine ★★★★★

“It’s so rare to find something that bridges this learning and interest gap for girls in STEM. We know the Nailbot kit will spark tremendous curiosity for young girls interested in engineering.”

Matthew – Original Kickstarter 1.0 Backer ★★★★★

“My daughter set up her Nailbot on Christmas morning – it was running in minutes. It’s her favorite gift! She’s 19 and already planning to bring it back to college. Even I printed a robot image on my nail.”

Gustavo Restrepo Moreno – Parent & Event Host ★★★★★

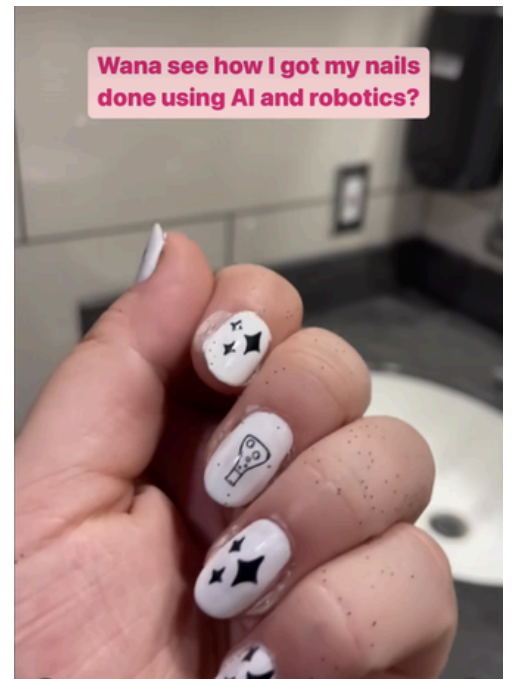
“We tried Nailbot at our New Year’s party and it was a total hit – adults and kids alike! Setup is easy and the prints come out exactly as shown, even photos from my phone. My 5-year-olds can’t wait to design their own art.”

Danae – College Student, Cal Poly Pomona ★★★★★

“I first learned about Nailbot in middle school and now use it in college. Whether matching an outfit or celebrating campus events, Nailbot empowers my artistic side – I print my school colors and mascot for big games.”

Keith – Coach / Community User ★★★★★

“For our swim team bonding – we printed the team logo. Some of the boys even wanted one on their nails! It became a fun team ritual.”



Real users. Real creativity. From homes to classrooms to fandoms — Nailbot inspires everyone to create.

The GTM Path to Venture Scale

Target Audience & User Acquisition

- **Gen Z and Gen A Consumers**
Digitally native users focused on personalization and self-expression
Early adopters driven by identity, fandom, and trends
- **Creators and Influencers**
Creators drive discovery, adoption, and design sharing
User-generated content accelerates usage frequency and visibility
- **Brand and IP Partners**
Licensed collaborations activate existing fan bases
Limited drops create concentrated demand and rapid adoption

Sales & Distribution Channels

- **Direct To Consumer & Strategic Retail**
Nailbot devices sold through owned digital channels
Full control of customer experience, data, and repeat engagement.
Select co-branded hardware drops and consumables in retail channels.
- **Content Led Growth**
Design sharing and social posting drive organic discovery
Users market the product through visible creative output
- **Strategic Partnerships**
Brand and creator partnerships extend reach efficiently
Expand distribution without reliance on heavy paid acquisition

Beachhead to Mainstream

- Now (2026–28): DTC + NBCU co-brand launch. Target: Gen Z/Alpha nail enthusiasts + fandom communities. 5K → 35K installed base.
- Scale (2028–29): Nailbot 3.0 unlocks mass market. Retail partnerships expand. Creator led organic growth reduces CAC.
- Expand (2030+): Inkbot (body art) enters. International markets via software-first rollout. 8 device categories feeding same platform.



A Three-Layer IP Moat Protecting the Full Stack

LAYER 1: PATENT FORTRESS

10+ Granted Utility Patents Across 4 Jurisdictions

Additional: International: UK (2), Canada (2), EU/EPO (1) · 5 US Trademarks: "Preemadonna"® "Nailbot"® · Pending: US 18/129,906

Adaptive Printing & Platform (2 patents)

US 11,717,070 · US 11,103,041 — Adaptive nail printing + collaborative beauty platform

Precision Painting Systems (2 patents)

US 11,290,615 · US 11,082,582 — Systems to initiate and perform painting of area of interest on finger

Application & Coating (3 patents)

US 10,972,631 · US 10,653,225 · US 10,477,937 — Apparatus for applying coating to nails

Hardware & Decoration (2 patents)

US 10,470,546 · US 9,687,059 — Nail decorating apparatus (foundational patent)

LAYER 2: TRADE SECRETS & PROPRIETARY FORMULATIONS

Chemistry IP in Development Kept as Trade Secret for Indefinite Protection

Universal Primer Chemistry

Proprietary formulation enabling print adhesion on bare nails, colored polish, gel, and press-ons. No UV/LED. Wipes off with alcohol. This is the core breakthrough — kept as trade secret intentionally vs. 20-year patent expiry.

Coating & Top Coat Systems

Fast-drying, durable topcoat formulations. Application chemistry eliminates UV lamps entirely. Ongoing R&D on next-gen durability.

Ink-to-Nail Transfer Science

Cartridge ink formulations optimized for substrate adhesion, color vibrancy, fast-dry, and durability. Tuned across skin tones and nail types.

Application Workflow IP

The specific prime → print → seal sequencing and tolerances that produce salon-quality results in 5 seconds. Tacit process knowledge from years of R&D and 1,000+ units shipped.



LAYER 3: PLATFORM & NETWORK EFFECTS

Switching Costs Compound With Every User and IP Partner

Patents block hardware replication. Trade secrets protect the chemistry that makes it work. Platform effects compound with every user and IP partner.

Modular IP Architecture

One device, infinite franchises. New IPs onboard through packaging, consumables, and digital content — not hardware redesign. Enables rapid franchise scaling (proven with NBCU 3-franchise rollout).

Creator Space Marketplace

Two-sided platform: designers create + consumers buy/rent. User-generated design library grows with every user. 60% create their own content.

Accumulated Switching Costs

Users build personal design libraries, purchase digital packs, develop muscle memory with the workflow. Each additional IP partner makes the platform stickier for consumers.

No Incumbent Owns this Category



No incumbent combines creation + instant physical output + recurring consumables + data flywheel



Salon Based Nail Art Providers

Examples: Traditional nail salons and independent artists

- Manual and labor intensive workflows
- Limited scalability and personalization
- No digital creation or data layer

Positioning vs Preemadonna:

Offline service versus scalable platform



DIY Nail Art Tools and Kits

Examples: Press on nails decals home kits

- Low cost and accessible
- Limited customization and repeat engagement
- No software driven design or automation

Positioning vs Preemadonna:

Static products versus dynamic creation system



Beauty Device Companies

Examples: At home beauty hardware brands

- Strong hardware adoption
- Typically single use case devices
- Limited software creativity and content ecosystems

Positioning vs Preemadonna:

Devices without a creator platform



Creator Marketplaces

Examples: Digital art or design marketplaces

- Strong digital creativity and discovery
- No physical output or hardware integration
- Monetization detached from consumables

Positioning vs Preemadonna:

Digital only platforms without physical realization



Licensed Beauty Collaborations

Examples: Brand led nail or beauty drops

- Strong fandom driven demand
- Episodic and campaign based
- No owned platform or data flywheel

Positioning vs Preemadonna:

One off collaborations versus owned ecosystem

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PREEMADONNA'S EDGE

Category: Connected Creative Expression Platform

- Integrated hardware software and consumables
- Digital to physical creation loop
- Data driven personalization and repeat usage
- Expandable beyond nails into body art

Positioning:

The only end-to-end creative platform built for recurring engagement and ARPU expansion

Nailbot Wins Head to Head



Why incumbents can't replicate easily: Preemadonna holds 10+ granted utility patents across multiple jurisdictions covering the full hardware-to-software stack. Proprietary ink/primer chemistry is maintained as trade secret (not patent-limited to 20 years). The prime → print → seal workflow represents years of R&D and tacit manufacturing knowledge from 1,000+ units shipped. Large beauty nail conglomerates have no in-house robotics or computer vision capability. We are a deep tech company.

FEATURE	NAILBOT	NIMBLE BEAUTY	10BEAUTY	OLIVE & JUNE	KISS / GLAMNETIC	O'2NAILS
CATEGORY	Nail art printer + platform	At-home polish robot	B2B manicure kiosk	At-home polish & press-ons (CPG)	Press-on nails (CPG)	B2B salon printer
PRICE	\$149-\$299	\$599	\$25-35/service	\$8-\$15/kit	\$10-\$20/set	\$450-\$700
CUSTOM ART	Any image, AI, UGC	Solid color only	Solid color only	Pre-designed	Pre-designed	Limited
WHERE	Home + events + on-the-go	Home only	In-store only (2 Ulta pilots)	Home	Home	Salons only
AGE RANGE	Kids → Adults	16+ only	Adults (in-store)	Adults	Teens/Adults	B2B only
IP/FANDOM	NBCU 3 franchises				Celebrity collabs	
RECURRING REV	HW + consumables + digital + IP	Capsules	Service pods (B2B)	Polish refills	Set repurchase	Ink refills
PATENTS	10+ utility	30 patents	Undisclosed + Clockwork IP	None (CPG)	None (CPG)	Unknown
FUNDING	\$6.36M	\$10-\$13.7M	\$52M+	Acquired \$240M (Helen of Troy, Nov 2024)	Private (~\$500M+ rev KISS est.)	Chinese manuf.

Nimble (\$599, solid color only, 16+) and 10Beauty (\$52M raised, only 2 pilot locations) validate category demand but attack different use cases. Olive & June proved at-home nails exit at \$240M on \$92M revenue – but it's analog CPG with no tech moat. KISS and Glamnetic are press-on brands competing on fashion speed, not technology. Nailbot is the only platform combining custom art, IP licensing, a creator marketplace, and recurring revenue across all ages.

Sources: Nimble Beauty – PitchBook/CES 2024; 10Beauty – BeautyMatter (Feb 2024), BoF (Feb 2026), Fast Company (Feb 2026); Olive & June – Helen of Troy press release (Nov 2024), ~\$92M net revenue; KISS – Grand View Research press-on market report (2024); Glamnetic – Happi (2024), 9-figure cumulative revenue

The Full Product Ecosystem

Our integrated three-pillar strategy balances flagship hardware innovation with a scalable software platform and high-margin consumables. Each product phase builds on proven traction while opening new revenue streams and strategic partnerships.

FLAGSHIP HARDWARE

PROVEN

Nailbot 1.0

First-gen device validated product-market fit

NOW

Nailbot 2.0

Enhanced precision, faster print speed, improved user experience

NEXT

Polish Maker, Dryer & Nailbot 3.0

Custom color mixing station, drying systems & low cost printers

BEYOND

Inkbot Body Art

Temporary tattoo printer expanding TAM to \$2.3B body art market

SOFTWARE PLATFORM

PROVEN

Mobile Apps

Design app with active users creating custom nail art

NOW

Creator Studio & Content Marketplace

Licensed IP and creator-driven designs unlocking fandom revenue

NEXT

Premium

Recurring revenue through design libraries and exclusive content

BEYOND

Partner API

B2B platform enabling salons and brands to offer custom printing

KITS, CONSUMABLES & ACCESSORIES

PROVEN

Inks, Primers, Polish & Top Coat

High-margin refills driving repeat purchase rate

NOW

Inklish & Inklings Entry Kits

Lower-priced starter sets expanding addressable customer base

NOW

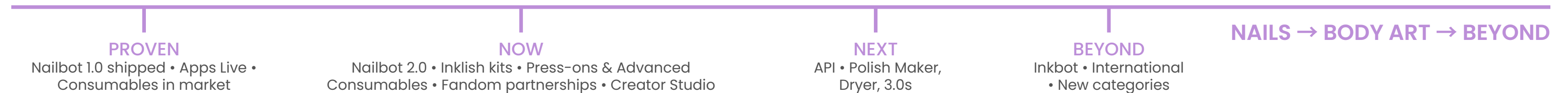
Press-Ons & Seasonal Bundles

Curated collections and limited editions for gifting occasions

BEYOND

Body Art Consumables

Temporary tattoo inks and transfer sheets for Inkbot system



The Forecasted Growth Engine

Revenue compounds as the platform expands from nails to body art to creative tools

	2026	2027	2028	2029	2030	2031	2032	2033
Revenue	\$1.5M	\$9.3M	\$31.3M	\$88.5M	\$217M	\$445M	\$802M	\$1.15B
YoY Growth	Launch	506%	236%	183%	145%	105%	81%	43%
Hardware %	57%	52%	44%	35%	30%	26%	22%	19%
Recurring %	43%	48%	56%	65%	70%	74%	78%	81%



2026-27: Nailbot 2.0 + NBCU co-brand proves product-market fit

2028-29: NB 3.0 at \$49.99 unlocks mass market + Polish Maker + Inkbot enters

2030+: 8 device categories, all feeding same consumables + software platform

The mix shift IS the story

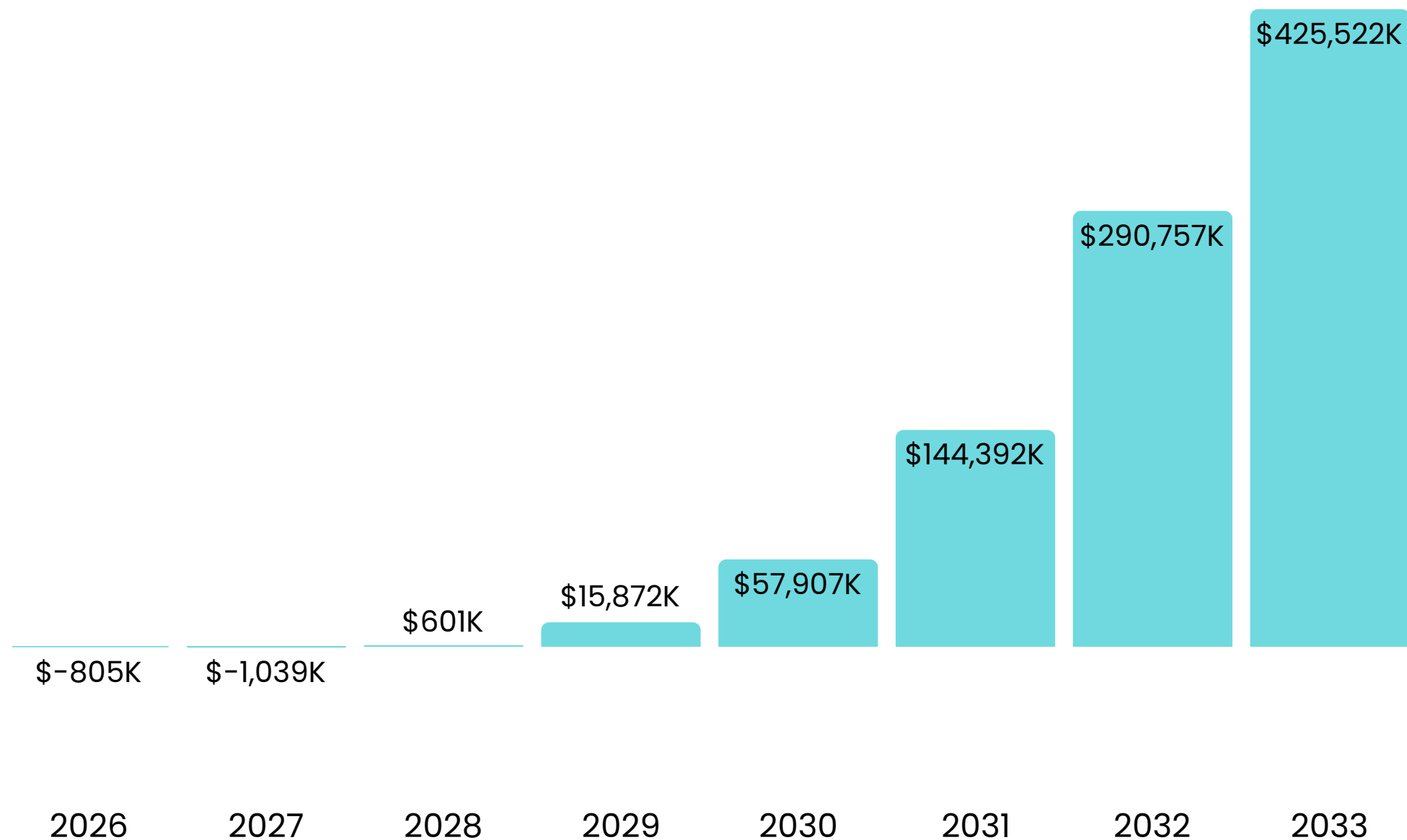
Hardware drops from 57% to 19% of revenue. Recurring streams (consumables, software, content, licensing) grow to 80%. Growth declines every year. No hockey stick.

Conservative scenario: \$600M

Recurring defined as all non-hardware revenue: consumables, CPG, subscriptions, digital content, and licensing.

The Margin Story

Mix shift drives margin expansion. Not cost cutting.



44% → 62%

Blended gross margin

EBITDA+ Year 3

\$600K thin, \$16M solid Y4

37% EBITDA

\$426M at scale (Y8)

Why margins expand:

HW (34-38% GM) shrinks as share

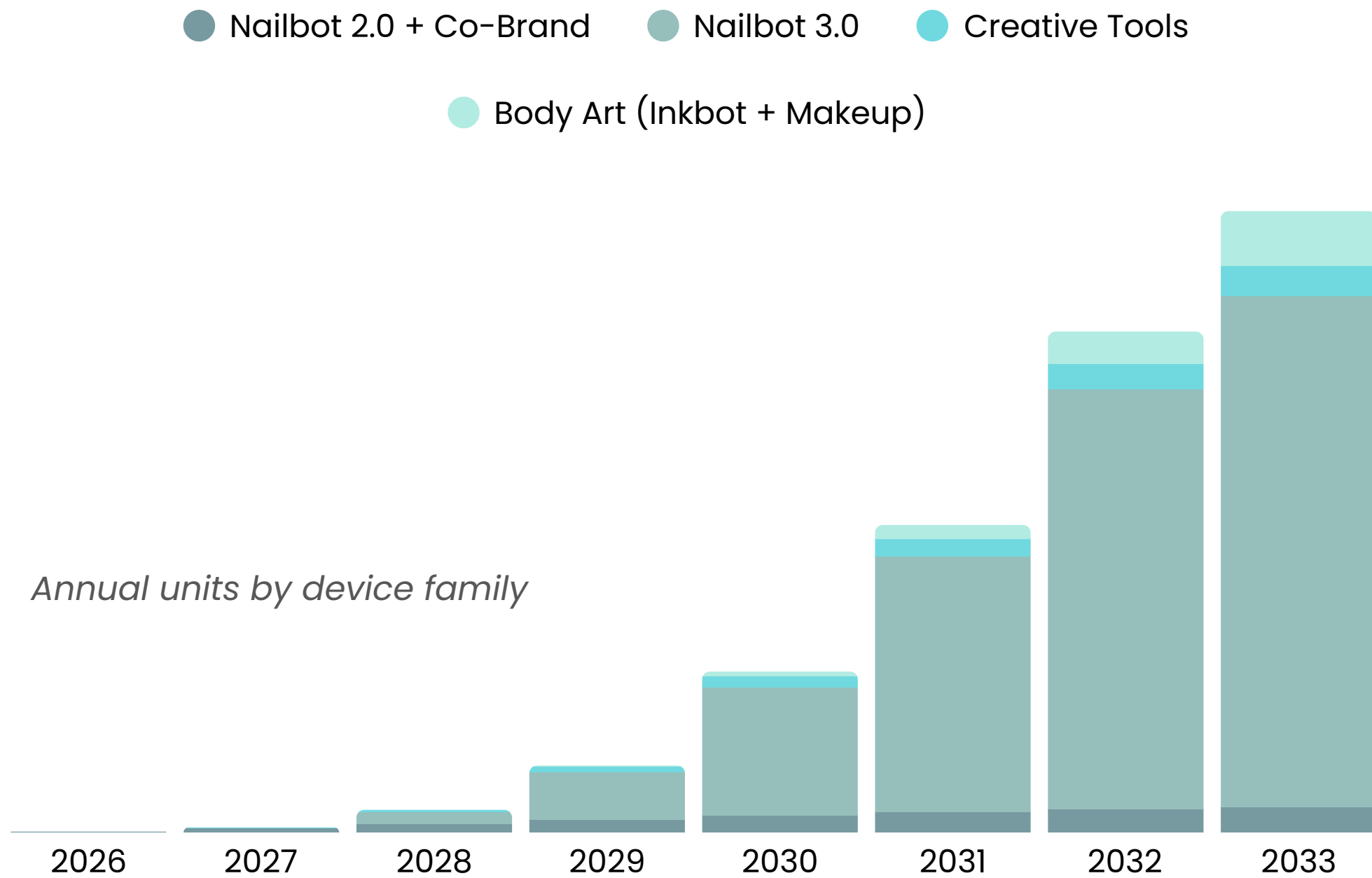
Consumables (55% GM) grow

Digital + subs (85-95% GM) dominate

Same platform, better revenue quality

The 8 Year Plan: 10M+ Devices in the Field

Every device sold feeds the consumables, software, and creator platform



The Platform Flywheel

Y1-2

Nailbot 2.0 + co-brand proves the model. 5K → 35K installed. Consumables attach.

Y3-4

NB 3.0 at \$49.99 = mass market engine. Polish Maker, STEM Kit expand the ecosystem.

Y4-5

Inkbot (temp tattoos) + Makeup Robot enter. One platform, multiple device categories.

Y6-8

10M+ devices across 8 categories. All feed same app, consumables, creator marketplace.

Why this matters:

Every new device category reuses the same software, consumables supply chain, and creator content. CAC drops. ARPU rises. Platform gets stickier with every device added.

Comps: Cricut 5 device families / 2.96M paid subs / \$712M rev (FY2024) | Instax 3.7M units/yr | Easy-Bake 30M+ lifetime

Why This Investment, Why Now

- **Platform Economics, Not a Single-Product Story**

Hardware establishes an installed base that drives recurring revenue through consumables, software, and content over time.

- **High-Margin Recurring Revenue Mix**

Consumables and software support expanding ARPU and margin improvement as usage frequency increases.

- **Creator- and Fandom-Led Growth**

Built for creator sharing and licensed content, enabling organic discovery and repeat engagement without reliance on heavy paid acquisition.

- **Proven Demand and Execution**

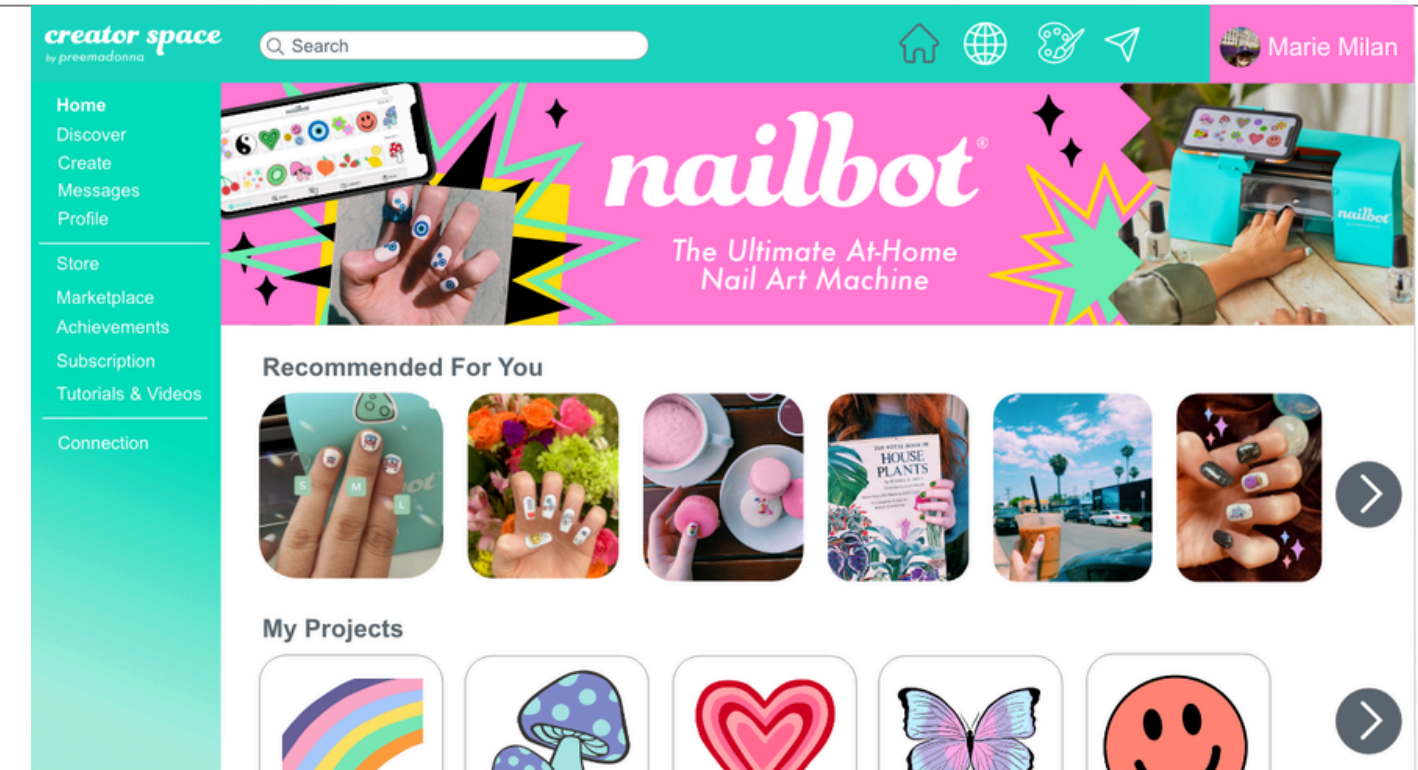
Commercial hardware shipped with real consumer adoption, manufacturing learnings, and iterative product refinement already completed.

- **Defensible Technology and IP**

Portfolio of issued patents across hardware, coatings, and creator workflows, plus registered trademarks (Preemadonna®, Nailbot®) protecting the core Physical AI platform.

- **Strategic Validation and Near-Term Catalysts**

Backed by strategic partners and positioned for upcoming product iterations, content launches, and platform expansion. This raise scales a proven Physical AI platform — not a concept — following shipped hardware, validated manufacturing, and a protected IP stack.



The Ask: \$5M to Scale

Funding Round

Preemadonna is raising to scale its connected beauty platform across hardware, consumables, and software.

High Impact Terms

Raise: \$5.0M

Pre-money: \$15.9M (first \$1M), stepping to \$20M (remaining \$4M)

Target Milestones

This \$5M round is designed to achieve:

- Ship Nailbot 2.0 + NBCU co-brand units
- Reduce hardware COGS by 20%+ via manufacturing optimization
- Launch Creator Studio & content marketplace
- Reach \$1.5M revenue in next 12 months, scaling to \$9.3M in 24 months
- Achieve EBITDA-positive by Year 3

Investment Structure

Equity financing aligned with long-term platform value creation and ecosystem scale across devices, consumables, and digital tools.

Target Investor Profile

Strategic investors with expertise in physical I, deep tech, consumer technology, beauty, media, AI, or creator platforms.

Family offices and venture funds aligned with brand-led, IP-driven businesses.

Leadership Commitment

Founder-led company with continued executive ownership and long-term commitment to vision and execution.



Use of Funds



Product Development & Platform Infrastructure (20%)

Advance Nailbot hardware iterations and Creator Studio software.
Focus on reliability, scalability, and improved digital-to-physical creation workflows.

Creator Ecosystem & Content Expansion (10%)

Scale creator acquisition, licensed content, and monetization tooling.
Strengthens engagement and recurring revenue independent of device sales.

Sales, Marketing & Brand Partnerships (20%)

Drive adoption through creator-led distribution, brand collaborations, and direct-to-consumer growth.
Accelerates installed base expansion and platform visibility.

Manufacturing & Supply Chain Optimization (40%)

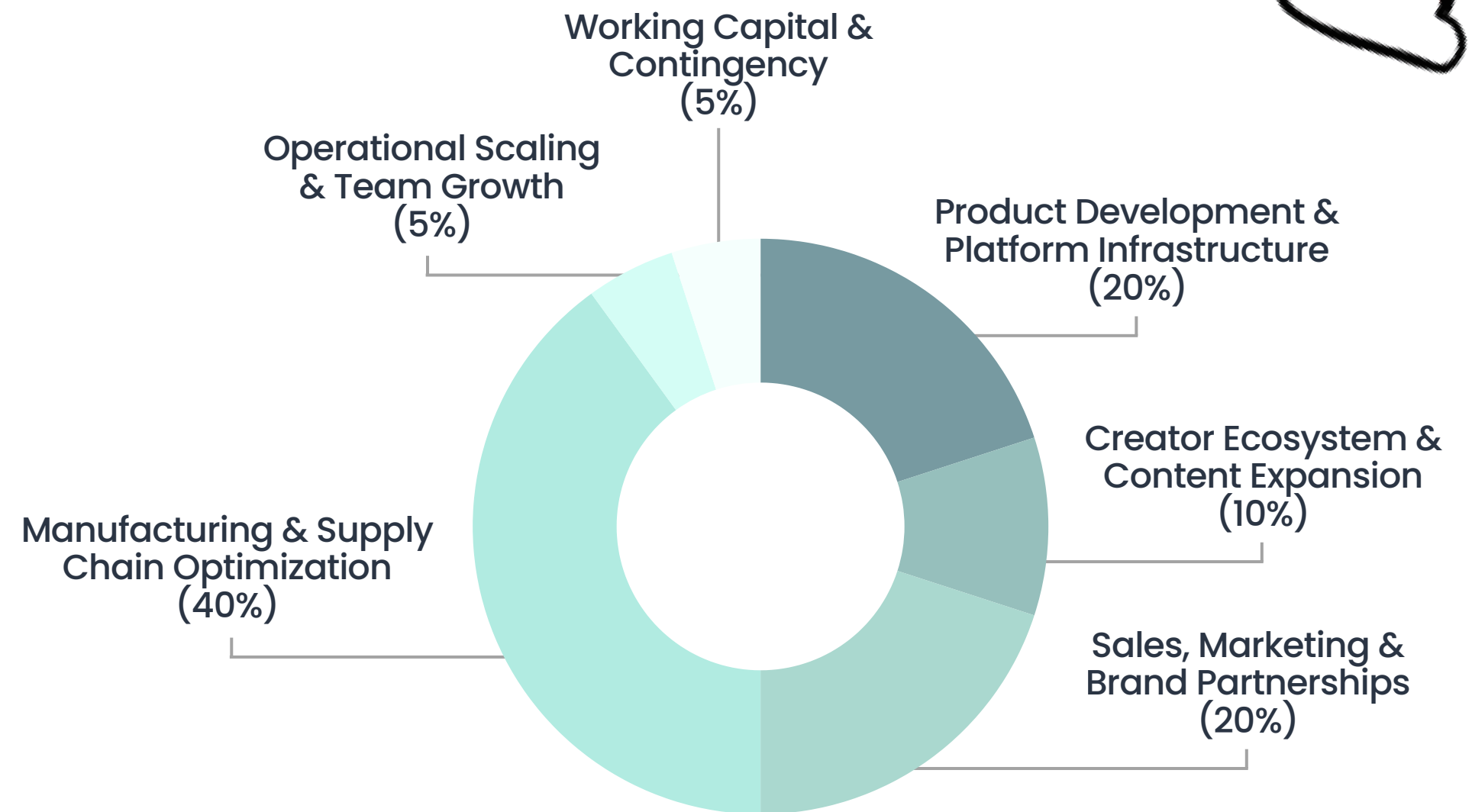
Improve unit economics, reduce COGS, and support scaled production.
Enables margin expansion as device volumes increase.

Operational Scaling & Team Growth (5%)

Expand engineering, product, and operations teams to support platform complexity and execution.

Working Capital & Contingency (5%)

Maintain operational flexibility and disciplined execution against the product roadmap.



Potential Strategic Pathways

■ Strategic Acquisition by Beauty and Consumer Platforms

Natural acquisition target for global beauty and personal care leaders seeking at-home beauty device IP, creator-driven personalization and engagement, recurring consumables and digital monetization, and a differentiated, software-enabled growth engine for legacy brands.

Comparable: Olive & June was acquired by Helen of Troy in Nov 2024 for \$240M (\$225M cash + \$15M earnout) at ~2.6x revenue on ~\$92M net revenue across 8,000 retail doors. Preemadonna has the technology layer, recurring digital revenue, and IP licensing that O&J never had.

Target acquirers: L'Oréal, Estée Lauder, Shiseido.

■ Media, Entertainment & Play Driven M&A

Aligned with media, gaming, entertainment, and play groups monetizing fandom through licensed IP, branded drops, and creator economies, interactive consumer experiences beyond content, and transforming passive IP into repeat, transactional engagement.

Comparable: Easy-Bake Oven (Hasbro) sold 30M+ ovens and 150M+ mixes over 60 years as a cultural phenomenon. The machine/mix model maps directly to Nailbot/consumable. Proves an affordable creative machine can become a generational product with extraordinary consumable pull-through.

Target acquirers: Hasbro, Mattel, Spin Master, LEGO, Disney, NBCU.

■ Strategic Acquisition by Technology or Platform Companies

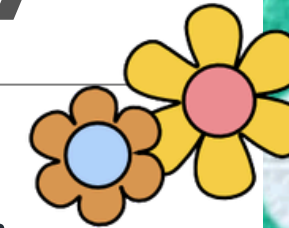
Attractive to platforms focused on creators, AI tools, or consumer hardware seeking a physical-digital commerce layer, proprietary creator ecosystem and data flywheel, hardware-software-consumables integration, and defensible entry into at-home personalization and creator commerce.

Comparable: Cricut (NASDAQ: CRCT) proved hardware + subscription + consumables scales in creative tools with \$712.5M FY2024 revenue, 44.9% gross margin, 2.96M paid subscribers, and \$53.12/yr platform ARPU. Preemadonna applies the same model to beauty with higher margin consumables.

■ Public Market Listing Long Term

At sufficient scale and recurring revenue mix with predictable consumables and software revenue, strong brand equity and defensible IP, platform economics beyond single-product hardware, positioning Preemadonna as a consumer technology or creator-economy platform.

Comparable: Cricut's public market profile shows what this trajectory looks like at scale: \$62.8M net income, \$337M cash, and a platform ARPU model that rewards subscriber growth. Preemadonna's recurring revenue and creator economy position it along the same path.



Explore the Opportunity

Join Us in Defining the Future of Creative Expression

Preemadonna is building a Physical AI nail and body art platform at the intersection of beauty, creators and devices. With proprietary technology, a growing installed base, and clear expansion paths, the company is positioned to redefine how consumers create, personalize, and express themselves at home.

Contact us

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Next Steps for Investors

- **Schedule**
A conversation to discuss strategic fit, platform vision, and investment alignment
- **Review**
Product roadmap, IP portfolio, unit economics, and commercialization plans
- **Participate**
In the current equity financing alongside aligned strategic and financial partners



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