



STACEY MARTIN



FORWARD LOOKING STATEMENT

This presentation contains certain statements or disclosures that may constitute forward-looking information under applicable securities laws with respect to the Company, including, but not limited to statements or information concerning: the successful development of the Company, the number of investors, users and issuers that will utilize the Company, the valuation, as well as any other statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the Company to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information. There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.

**STACEY MARTIN LIFESTYLE
IS A CANADIAN APPAREL
COMPANY THAT PUSHES THE
BOUNDARIES OF FASHION
BY COMBINING COMFORT,
STYLE AND SUSTAINABILITY
IN A WAY THAT INSPIRES
CONFIDENCE AND REINVENTS
THE LOOK OF LUXURY.**

**REMEMBER
WHERE YOU
WORE ME**

IN COLLABORATION WITH

NEVIS TOURISM AUTHORITY

In collaboration with Nevis Tourism Authority, Stacey Martin Lifestyle artfully captures the richness of Nevisian culture, taking many to a place they've never been before by way of aesthetic, fabric and design. With an area of only 92km², this tiny island in the West Indies is a hidden and coveted jewel, shining brightly in the Caribbean Sea. As exclusive as the island itself, the limited edition Nevis Collection allows you to take a piece of the island wherever you go.



Photo courtesy of Nevis Tourism Authority

WHO IS
STACEY MARTIN?

BLACK CANADIAN
FOUNDER OF
FASHION
PROFESSIONAL
BROADWAY
ONE OF THE
EVER MEET.



FEMALE ENTREPRENEUR
STACEY MARTIN LIFESTYLE INC.
DESIGNER PUBLIC SPEAKER
PERFORMING ARTIST
DANCER MOM/WIFE
MOST DRIVEN PEOPLE YOU'LL

Stacey is passionate about life and
created Stacey Martin Lifestyle Inc.
as an extension of who she is.



MISSION STATEMENT

To inspire people to create lasting memories in clothing that moves them.

VISION STATEMENT

Clothing is more than just something you wear. Clothing can transform the way you feel, move and interact with the world around you.

REASONS TO INVEST



INNOVATIVE FASHION BRAND

- Black female fashion designer
- Luxe loungewear line
- Clothing designed for comfort and style
- Fashion for today's lifestyle
- 15+ years experience in the industry



ETHICALLY MADE IN CANADA

- Designed in-house in Ottawa
- Sustainably sourced materials
- Ethical manufacturing
- Boosts the Canadian economy



OFFICIAL COLLABORATION WITH NEVIS TOURISM AUTHORITY

- Stacey Martin Lifestyle captures the essence of Nevis W.I.
- Increased exposure throughout North America
- Brand outreach through Nevis' public relations
- Sales opportunities in the Caribbean



GROWTH OPPORTUNITIES

- \$250 average product spend
- Product bundling to increase total cart value
- Exclusive limited edition collections
- Projected 70% online sales strategy

THE PROBLEM WITH FASHION

LESS
THAN
0.5%

OF BLACK FEMALE
ENTREPRENEURS
RECEIVE VENTURE
CAPITAL FUNDING

01

ONLY
14%

OF MAJOR
FASHION BRANDS
ARE RUN BY
A FEMALE
EXECUTIVE

02

UNSUSTAINABLE
AND UNETHICAL

LABOR PRACTICES TO
INCREASE CLOTHING
SALES

03

SYSTEMIC
RACISM
IN SUSTAINABLE
FASHION

04

SHOWY AND
UNCOMFORTABLE
HIGH FASHION
CLOTHING

05

UNREFINED
AND SLOPPY
COMFORTABLE
CLOTHING

06

01. <https://www.forbes.com/sites/geristengel/2020/09/23/high-growth-black-enterprise-struggles-to-raise-funding/?sh=c9f99ae21444>

02. <https://www.nytimes.com/2018/05/20/fashion/glass-runway-no-female-ceos.html>

03. <https://sites.uob.edu/humanrights/2018/04/26/fast-fashion-unethical-and-unsustainable/>

04. <https://pebblemag.com/magazine/living/racism-in-sustainable-fashion>

05. <https://www.vogue.com/article/lunya-loungewear-ashley-merrill-interview>

06. <https://www.forbes.com/sites/carriekerpen/2017/02/28/yes-it-matters-what-you-wear-to-work/?sh=44410a7045f0>

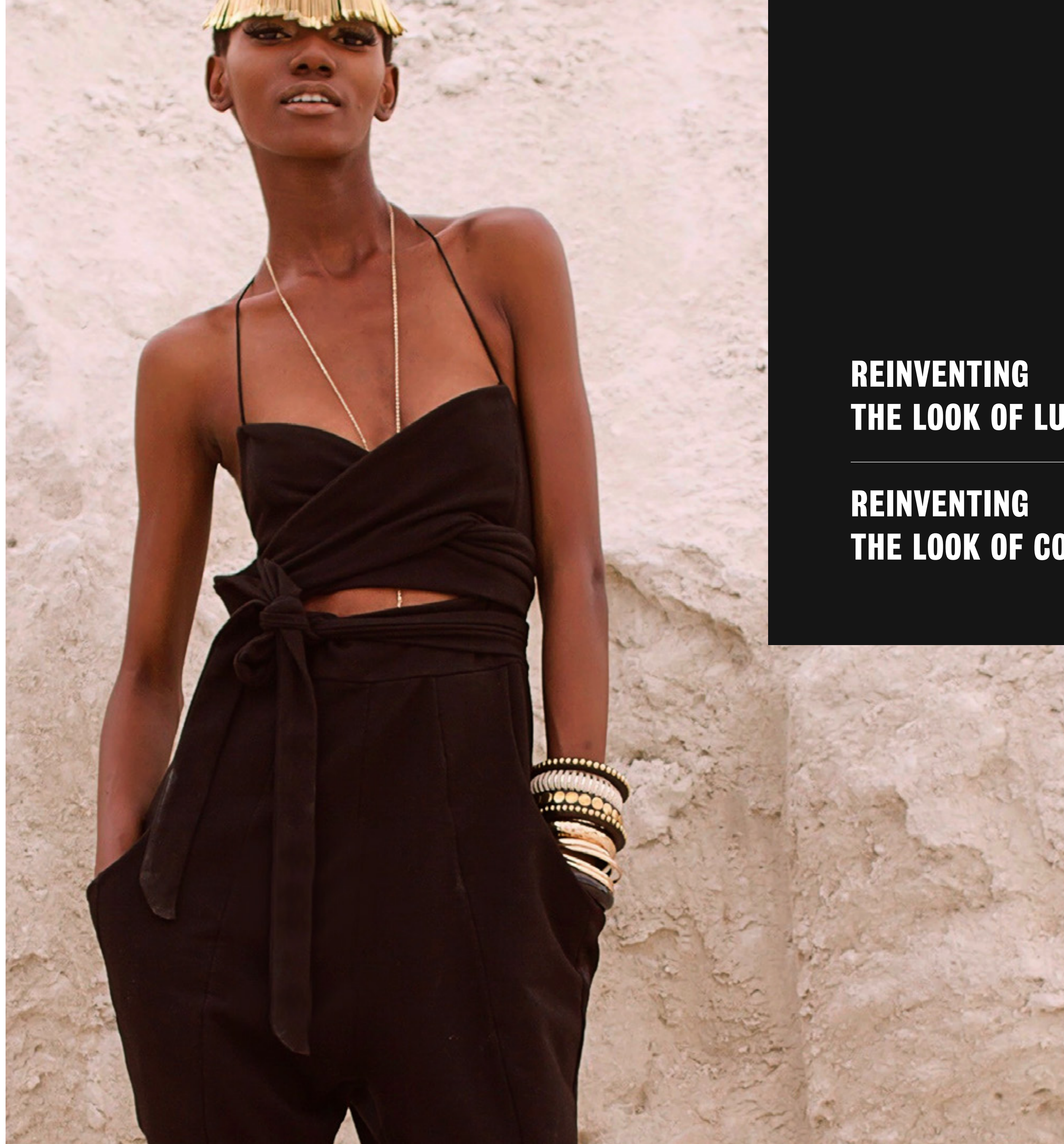
THE SOLUTION

A black female fashion
designer and entrepreneur
manufacturing comfortable,
high fashion apparel,
ethically and sustainably,
in Canada.



**“Luxury is so much more
than high-end glitz and
glamour; it has the power to
make you feel something!
Clothing should be memorable
and capture an emotion that
gives you the confidence to
travel toward the things
that matter most.”**

- Stacey Martin



**REINVENTING
THE LOOK OF LUXURY**

**REINVENTING
THE LOOK OF COMFORT**

**COMPETITIVE
ADVANTAGE**



BLACK
FEMALE
ENTREPRENEUR

There is currently
an increased
awareness
and desire to
support BIPOC
entrepreneurs



FEMALE
FASHION
DESIGNER

Apparel designed
by a woman who
understands how
a woman feels &
what she needs



COLLABORATION
WITH NEVIS
TOURISM
AUTHORITY

Increased brand
exposure and
visibility throughout
the Caribbean



MADE
IN CANADA

Sustainable fabric
and ethical production
with hands-on quality
assurance. Supports
the Canadian economy



COVID-19
FRIENDLY

Comfortable and
professional luxe
loungewear
for in or out
of office



CUSTOMER LOVE

“Stacey Martin is one of the hardest working people I have ever known! Her determination and will to succeed are beyond any other!”

JENNIFER PERALTA
41.OTTAWA, ON

“The quality of Stacey Martin’s designs are next level! I have been shopping for over 10 years, have over 10 pieces and still wear them all!”

ERICA CARUSO
41 . SAO PAULO, BRAZIL

“The clothes give me style and comfort effortlessly! They make me feel amazing!”

DOROTA SIMPSON
43 . TORONTO, ON

“Stacey Martin’s designs are the perfect blend between fitness & fashion clothing!”

SHANNON BEACH
37 . LOS ANGELES, CA

“I buy for my daughter, I buy for myself! Together, we own the entire collection!”

DONNA ANDERTON
65 . OTTAWA, ON

PRODUCT
EXAMPLES

*for illustrative purposes only



PRODUCT
SWEETTHING

REVENUE - COGS
\$248 - \$75 = \$173

REVENUE X 100
\$248 = 0.6795 x 100 = 69.7%

MATERIALS USED
Organic Cotton / French Terry

PRODUCT PRICE - \$195 USD

PRODUCTION COST - \$75 CDN

PROFIT MARGIN - 69%

TECHNICAL SKETCH FRONT	BRAND LABEL/SIZE TAG 01 PLACEMENT: 4" down nape of neck SIZE LABEL PLACEMENT: To bottom of brand label CONTENT LABEL 02 PLACEMENT: Inside left seam OUTSIDE AUTHENTICATION LABEL 03 PLACEMENT: left side bottom hem
BACK BACK	OUTSIDE METAL TAG PLACEMENT: 4" down from nape of neck



PRODUCT
GODDESS

REVENUE - COGS
\$317 - \$85 = \$232

REVENUE X 100
\$317 = 0.731 x 100 = 73%

MATERIALS USED
Organic Cotton/Rayon from bamboo

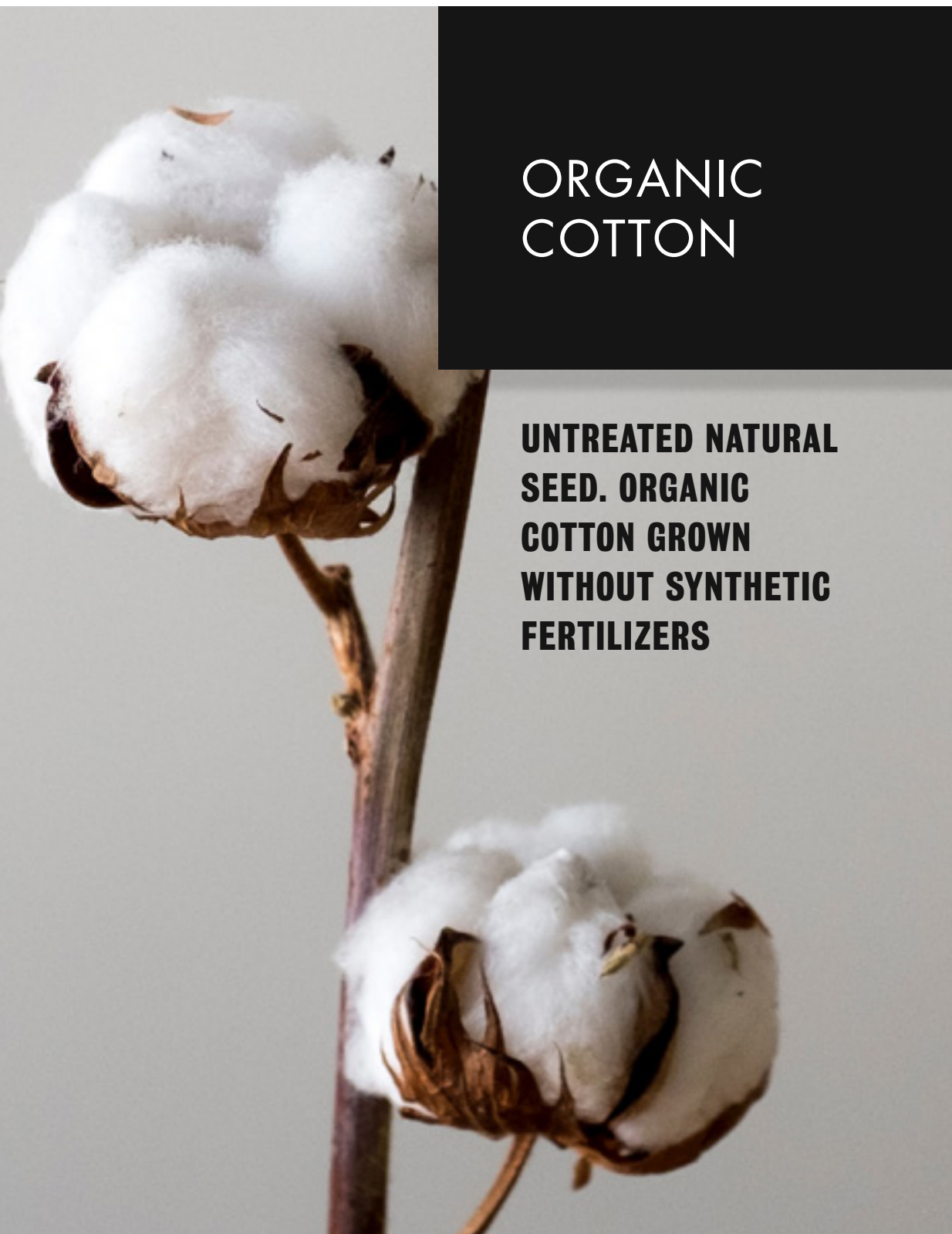
PRODUCT PRICE - \$249 USD

PRODUCTION COST - \$89 CDN

PROFIT MARGIN - 75%

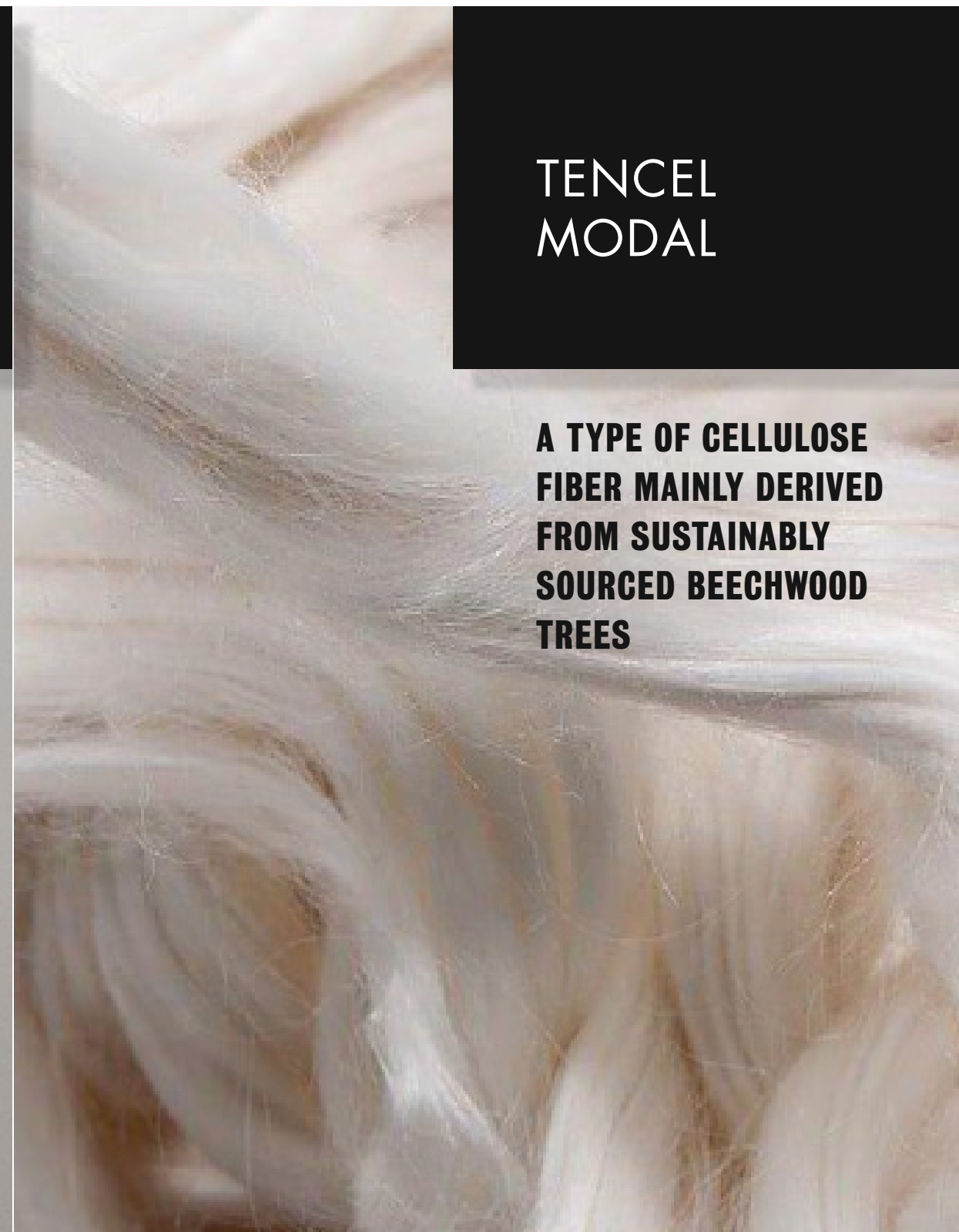
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MANUFACTURED WITH SUSTAINABLE MATERIALS



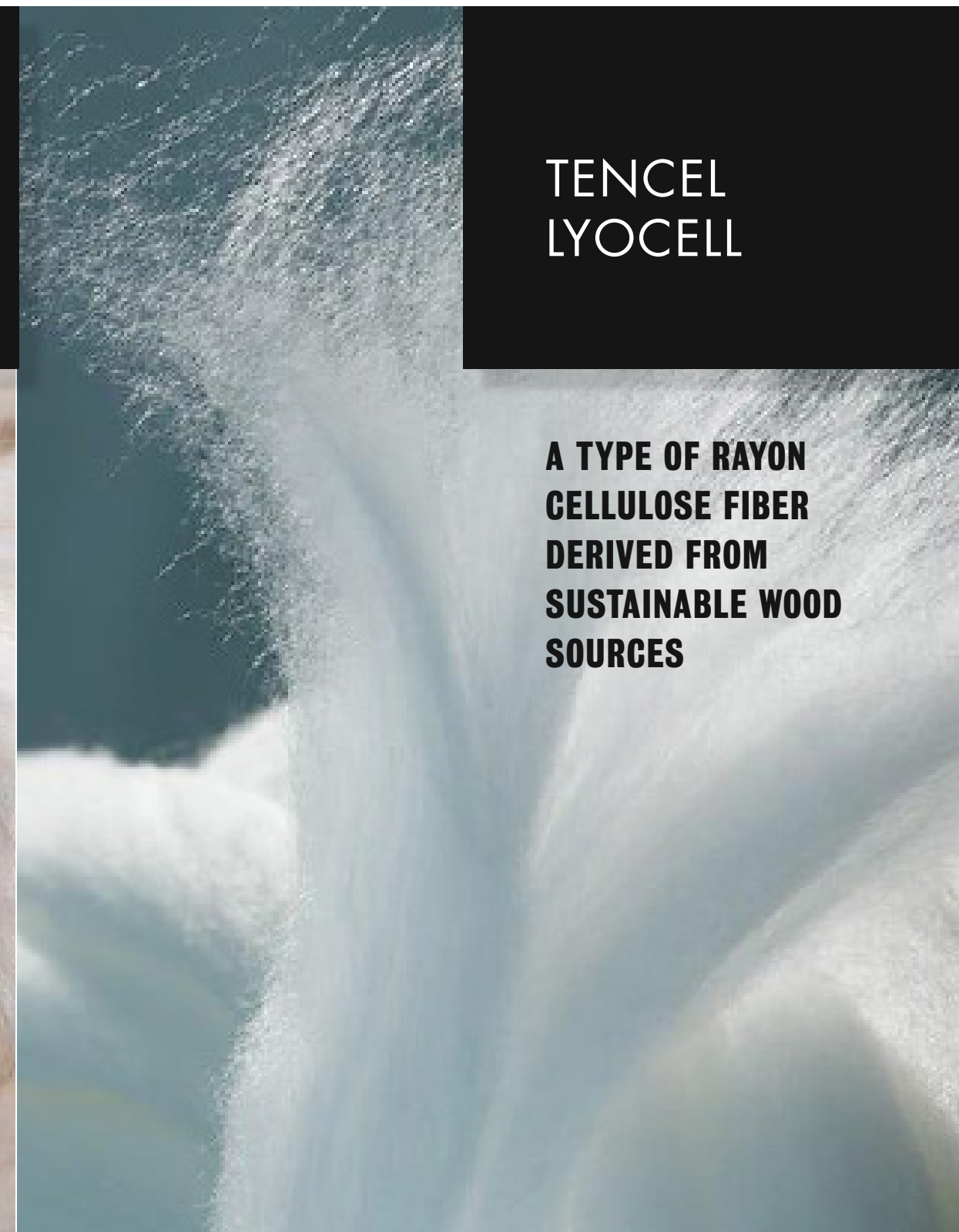
**ORGANIC
COTTON**

**UNTREATED NATURAL
SEED. ORGANIC
COTTON GROWN
WITHOUT SYNTHETIC
FERTILIZERS**



**TENCEL
MODAL**

**A TYPE OF CELLULOSE
FIBER MAINLY DERIVED
FROM SUSTAINABLY
SOURCED BEECHWOOD
TREES**



**TENCEL
LYOCEL**

**A TYPE OF RAYON
CELLULOSE FIBER
DERIVED FROM
SUSTAINABLE WOOD
SOURCES**



**RECYCLED
POLYESTER**

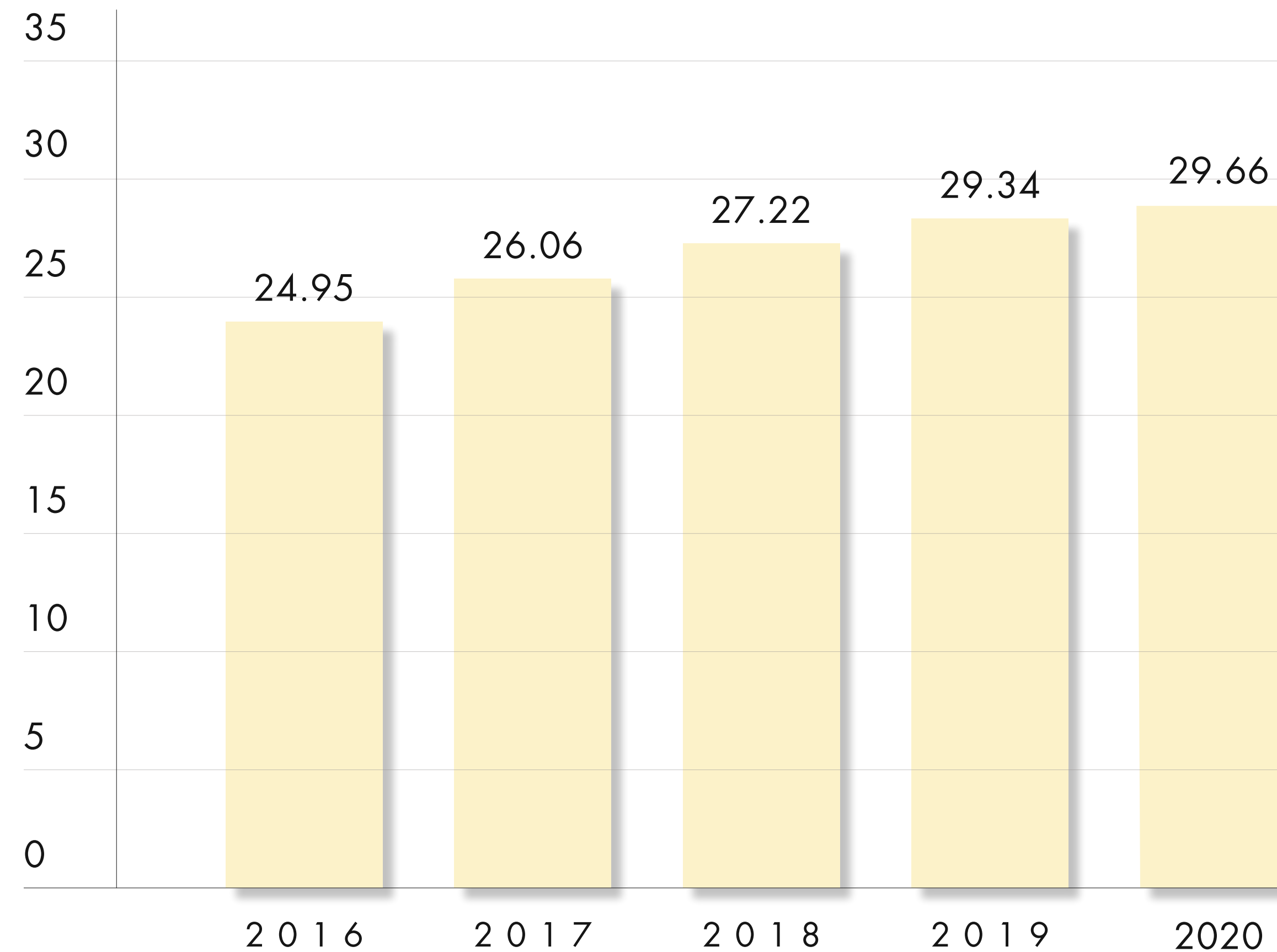
**MADE FROM
POST-CONSUMER
PLASTIC WASTE
DIVERTED FROM
LANDFILLS**

COMPETITION

	 STACEY MARTIN	Outdoor Voices	 lululemon athletica	 Free People	 SPIRITUAL GANGSTER	 Roots
DESIGNED IN CANADA	✓	✗	✓	✗	✗	✓
COMPLETELY MANUFACTURED IN CANADA	✓	✗	✗	✗	✗	✗
95% NATURAL SUSTAINABLE MATERIALS	✓	✗	✗	✗	✗	✗
WOMENSWEAR / MENSWEAR COLLECTIONS	✓	✓	✓	✓	✓	✓
BUSINESS CASUAL DESIGN	✓	✗	✗	✓	✗	✗
TARGET MARKET 30 - 45 YEARS	✓	✗	✗	✗	✗	✗
MADE WITH SWEATSHIRT AND T-SHIRT FABRICS	✓	✓	✓	✗	✓	✓
FEMALE FASHION DESIGNER	✓	✗	✗	✗	✗	✗
BLACK-OWNED BUSINESS	✓	✗	✗	✗	✗	✗

TOTAL ADDRESSABLE
MARKET IN 2020

VALUE OF THE APPAREL MARKET IN CANADA FROM 2016 TO 2020 (in billion U.S dollars)



SOURCES

Euromonitor Department of
Fashion and Apparel Services
Statista 2019

ADDITIONAL INFORMATION

Canada 2016
All figures are estimates

1% OF THE
CANADIAN MARKET
= \$300 MILLION USD

THE FASHION
APPAREL MARKET
IN CANADA IS

\$30
BILLION USD

**BUSINESS ADVANTAGE
TO A COLLABORATION WITH
NEVIS TOURISM AUTHORITY**

THE BRAND COLLABORATION
WITH NEVIS CREATES ADDITIONAL
STREAMS OF REVENUE BY

Increasing the target market

Brand recognition in Nevis

Increasing exposure on Nevis' social media platforms

Cross-marketing with Nevis' public relations teams in the Caribbean, UK and US

Product placement on celebrities and high-profile guests

TRACTION

KANIA was the fashion startup Stacey Martin created while she was a dancer On Broadway. In May 2009, the brand was incorporated to KANIA Couture Inc.

Generating over one million dollars in revenue, a large customer following and recognition from high-profile fashion events, KANIA Couture Inc. was a resounding success.

In Aug 2020, the name was changed to Stacey Martin Lifestyle Inc., marking the beginning of the brand's expansion.

1M

GENERATED
1 MILLION IN SALES
REVENUE

2020

SECURED \$250K IN
SEED INVESTMENT /
REBRANDED TO
STACEY MARTIN
LIFESTYLE INC.

NTA

OFFICIAL
COLLABORATION
WITH NEVIS
TOURISM
AUTHORITY

15+

YEARS
EXPERIENCE IN
THE INDUSTRY

2009

OPENED
DESIGN STUDIO
STOREFRONT /
ONLINE
FULFILLMENT
CENTER

NYFW

PRESENTED
AT NEW YORK
FASHION WEEK
2017

**PATH OF
ACHIEVEMENT**

2003	2005	2009	2015	2017	2018	2020
WHILE ON BROADWAY IDENTIFIED A GAP IN THE MARKET BETWEEN FITNESS & FASHION CLOTHING. OPENED START-UP KANIA	SOLD AT RETAIL & WHOLESALE TRADE SHOWS IN CANADA AND THE USA	OPENED FLAGSHIP STUDIO BOUTIQUE IN OTTAWA'S BYWARD MARKET	PRESENTED AT WORLD MASTERCARD FASHION WEEK, TORONTO	PRESENTED AT NEW YORK FASHION WEEK, NYC	PRESENTED AT PROJECT LAS VEGAS	REBRANDED TO STACEY MARTIN LIFESTYLE INC. & SECURED \$250,000 IN SEED INVESTMENT



**FUTURE
GROWTH**

2021



DEVELOP TEAM, PRODUCT INVENTORY & DIGITAL MARKETING

LAUNCH FRONTFUNDR COMMUNITY RAISE

2022



INTRODUCE MENSWEAR LINE

EXPAND DIGITAL FOOTPRINT & ONLINE PRESENCE

2023



WHOLESALE

EXCLUSIVE LIMITED EDITION COLLABORATIONS
WITH OTHER ISLANDS



INVESTMENT OPPORTUNITY

INVEST IN THE BRAND YOU WANT TO LIVE IN!

18% COMMUNITY OWNED

\$250 MIN INVESTMENT

\$4.59 SHARE PRICE

\$1M TARGET RAISE

\$2M MAX RAISE

\$5.5M PRE-MONEY VALUATION

RRSP/ TFSA ELIGIBLE

Photo courtesy of Nevis Tourism Authority

USE OF PROCEEDS

25%

TO HIRE KEY
TEAM MEMBERS

- DIGITAL MARKETING SPECIALIST
- PRODUCTION MANAGER
- IN-STORE SALES ASSOCIATES

33%

TO PRODUCE
INVENTORY

- PRODUCTION OF WOMENSWEAR AND LIMITED EDITION NEVIS COLLECTIONS
- PRODUCTION OF BUNDLE ITEMS
(these pieces give the online user the ability to bundle two or more of their products increasing the total cart value)

33%

TO EXECUTE
MARKETING

- DIGITAL MARKETING MANAGEMENT
- INFLUENCER GIFTING AND OUTREACH
- RETARGETING AND REFERRAL PROGRAMS

9%

IN INFRASTRUCTURE
AND OPERATIONS

- STOREFRONT OPERATION AND REBRAND INCLUDING FULFILLMENT CENTER
- ONLINE STORE OPERATIONS
- INSURANCE

TEAM



**STACEY
MARTIN**
CREATOR & FOUNDER

Stacey Martin is a self-made businesswoman and the trailblazing visionary behind Stacey Martin Lifestyle. She credits her success in business to her 15 year career as a professional performing artist and Broadway dancer. This Founder, designer and CEO pushes fashion forward by reinventing the look of luxury and comfort while paving the way for other female minority leaders.



**ADAM
MIRON**
BUSINESS ADVISOR

Adam is an entrepreneur, co-founder of Hexo Corp and 15+ other successful businesses. He is one of less than 100 Canadian entrepreneurs to have started a business and lived to see it become worth more than a billion dollars. Adam is a shareholder, business mentor and advisor to Stacey Martin Inc.



**TRACY
ALBERT**
VIRTUAL CFO

Tracy is a chartered professional accountant (CPA, CMA) and chartered financial analyst (CFA). She has 25 years of experience in diversified progressive accounting and finance leadership roles in both publicly traded and privately-held companies.

CORPORATE SOCIAL RESPONSIBILITY

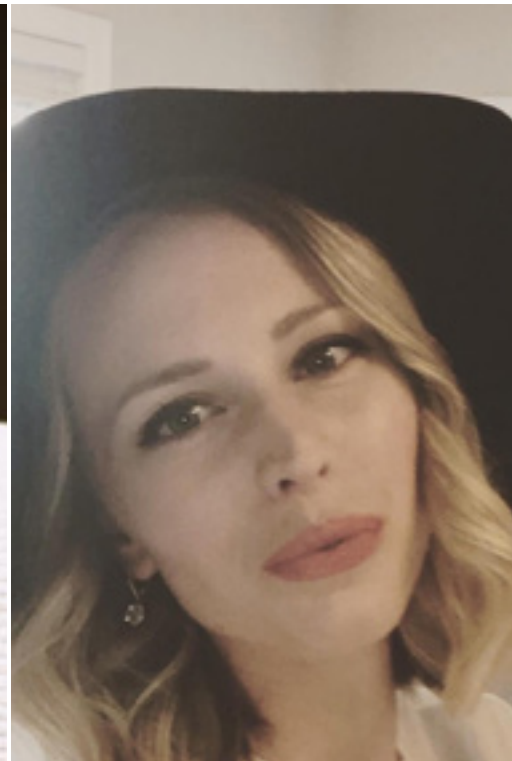
- Inclusion and diversity among contract workers, employees and board members
- Care culture to promote the health and wellness of employees and their families
- Education to pave the way for future minority leaders
- Environmentally friendly initiatives that reduce the carbon footprint



**NESH
PILLAY**
PUBLIC RELATIONS



**FRESHH
ANDERSON**
PHOTOGRAPHER



**DENISE
HUTCHINSON**
BOOKKEEPER



**THANI
ANDERSON**
MAKEUP ARTIST



**KEITH
HISCOX**
SHAREHOLDER



**JACK
MAJOR**
VIDEOGRAPHER



**SUZETTE
HAYWOOD**
MAKEUP DESIGNER



**HERIETH
PAUL**
MODEL



**JENNFER
TOOLE**
PHOTOGRAPHER



**ERIN
CASSIDY**
INTERIOR DESIGNER



**JENNIFER
PERALTA**
PR ASSISTANT



**RYAN
JOHNSON**
ART DIRECTOR



**ASSELA
HASHEMI**
SAMPLE SEWER



**OBI
SIMIC**
COPY EDITOR



INVEST IN CHANGE

“Of the thousands of Canadian venture deals produced from 2014 to 2019, so few Black women founders raised money that these figures are very close to nothing.”

- AMOYE HENRY / CANADIAN STARTUP NEWS

Only 40% of womenswear fashion brands are designed by women and only 14% of the 50 major fashion brands are run by women.

- PAMELA N. DANZIGER - FORBES SENIOR CONTRIBUTOR



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