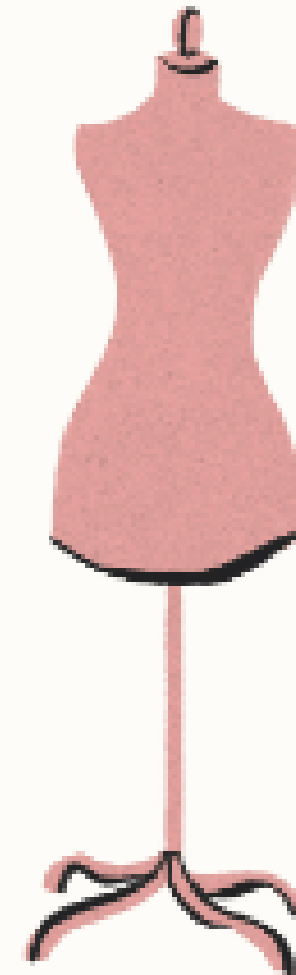# LAS

CUSTOMER EXPERIENCE CONSULTING FIRM

LAYLA CLINE

2 NOVEMBER 2023

INTRODUCTION

I am the founder and CEO of LAEI; I am here to ask for an investment of $75,000 to build my start-up of a visual merchandising and store design consultant firm.

Our target audience is mid-sized brick-and-mortar retailers that sell hard goods. These companies do not have an in-house customer experience department and are struggling to make sales in-store.

Laei

Since the age of technology, e-commerce sales have been on the rise, but 83% of all retail sales are made in brick-and-mortar settings. We want to revitalize the in-store shopping experience for consumers to build better customer relationships through brand intimacy and loyalty, which will boost sales.

Laei

Our solution is to collect data from AI and customer surveys to understand how customers feel about their in-store experience. After understanding this variable, we evaluate the current store display based on eye-catching appeal, sensory engagement, personability, education, and interactivity. Once the analysis is complete, we provide a comprehensive ranking, redesign, and refurbish the old store displays, creating a personalized shopping experience that drives sales.

Laei

MARKET SIZE AND OPPORTUNITY

280 Billion

120 Billion

11 Billion

TAM

The national dollar average for retail store renovations are $280,000 making the TAM for national United States retail renovation sum $280,180,600,000.
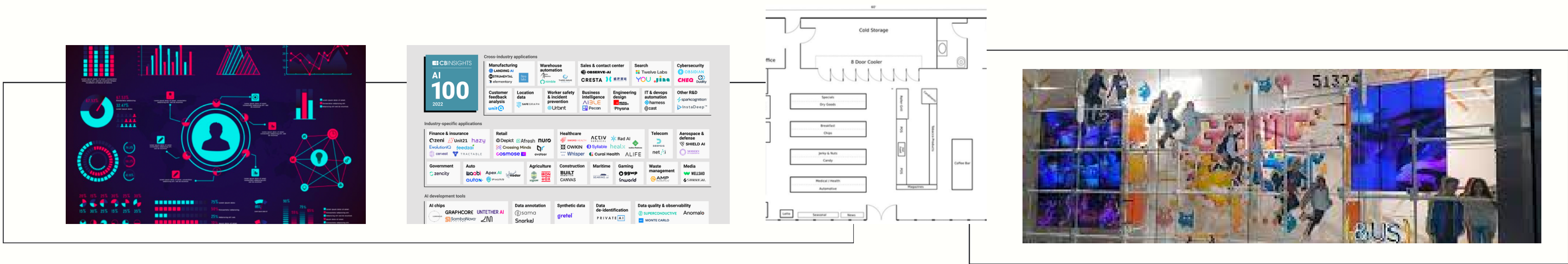
SAM

The SOM for national retail stores who sell hard goods renovations are $120,059,520,000.

SOM

If we can attract 10% of those customer our SOM will be $11,200,595,200.

Laei

PRODUCTS AND SERVICES

Research

For our services, we provide research through customer surveys and AI Data research detection to understand customers' feelings about specific retailers' in-store experiences.

Ranking

Our following services are taking that information and looking at the current store design to compile a cumulative rank. The score will be based on eye-catching appeal, sensory engagement, personability, education, and interactivity.
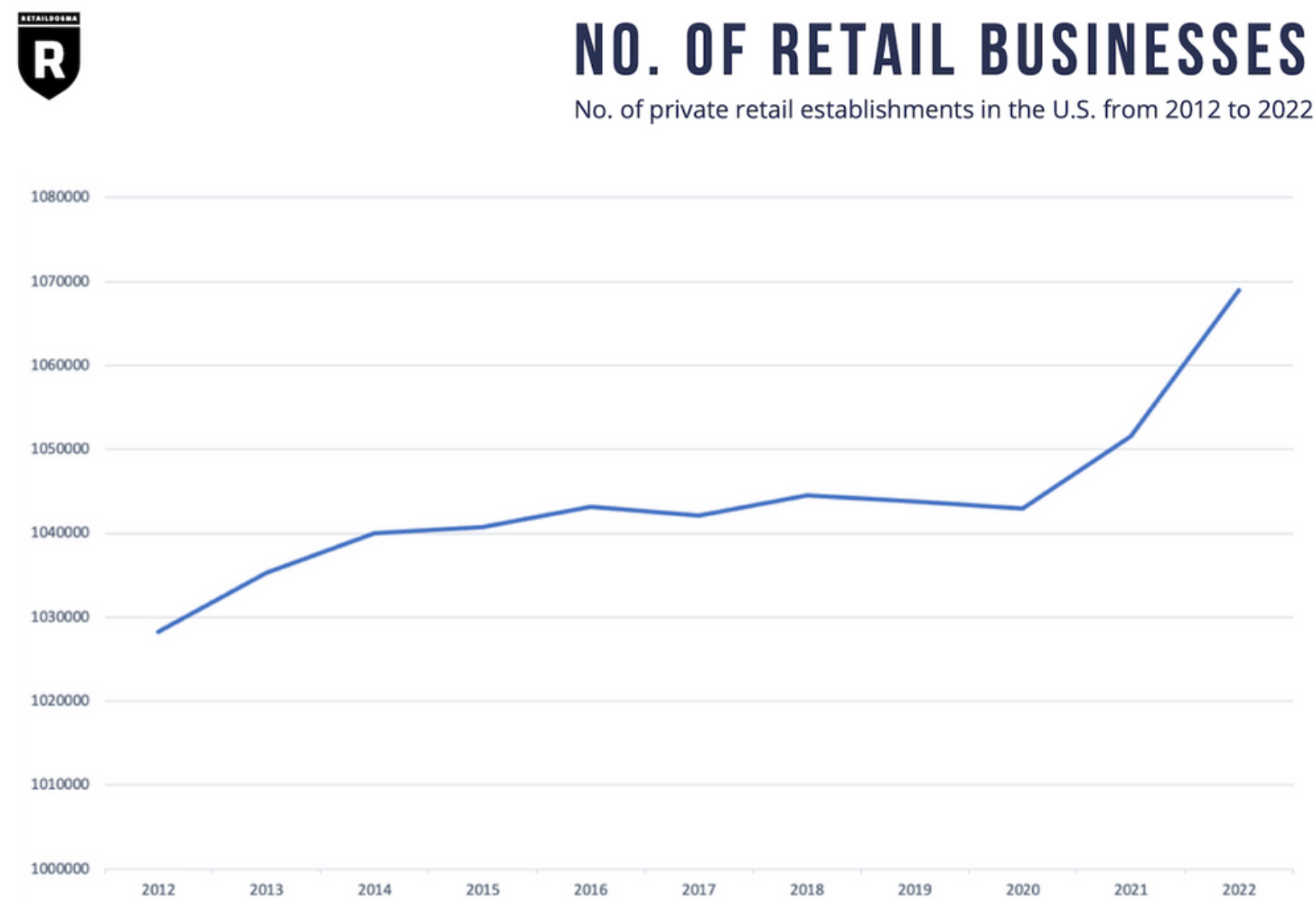
Floor Plans

After the ranking and research, we will provide our customers with a consultant service to collaborate on the new store design course of action. After the consultation, our interior architectures will redesign and refurbish the old store display and provide our customers with personalized floor plans through CAD. We will provide 3D models of the new store's interior and exterior.

Materials

Finally, we will provide our customers with the different resources to make these stores a reality. We must outsource for contractors, custom fixtures, and custom technological integrations.

Laei

TRACTION

NO. OF RETAIL BUSINESSES
No. of private retail establishments in the U.S. from 2012 to 2022

SOURCE: U.S. BUREAU OF LABOR STATISTICS

RETAILDOGMA

Retail
Growth

Since 2020, the opening of private retail businesses has increased tremendously. Our market continues to grow since there has been a progressive incline in this sector.

5 Big Name
Customers

Our goal within our first year is to gain five large-name retailers to represent us. Having larger retailers that bring much traction will allow smaller retailers to know about our company and become customers. Also, it will enable us to get other large-name retailers into our customer list.

5
Employees

Starting, we only have five employees: the Founder/CEO, the Chief of Innovation, Data, and Technology, the Chief of Counsel, an Interior Architecture/Designer, and a Sales Consultant.

$25,000
Raised

We have currently raised $25,000 through crowdfunding.

Laei

THE DREAM TEAM

Founder & CEO
Layla Cline

Education:
- Bachelors at West Virginia University in Fashion Merchandising
- Masters at SCAD in Creative Business Leadership

Experience:
- Space Planning Intern at GNC
- Interior Design Intern at Yeager

Programming:
- Citrix and JDA Space Planning
- Adobe Creative Cloud
- Browswear

Chief of Data, Innovation, and Technology
Monica Rogati

Education:
- Bachelors at the University of New Mexico in Computer Science.
- Masters and PHD at Carnegie Melon in Computer Science

Experience:
- LinkedIn as a Senior Data Scientist
- AI Advisor
- Senior Data Scientist

Advisor
David Hoey

Experience:
- Senior Director at Bergdorf Goodman

Chief Counsel
Stephanie Martz

Experience:
- Chief Administrative Officer and General Counsel of the National Retail Federation

Laei

COMPETITIVE ANALYSIS

In House Companies

Companies with an In-House customer experience team will not need to outsource to redesign their stores. Since they have already hired experts in this field, outsourcing may be unnecessary for renovating their in-store customer experience.

VM Works

VM Works is a visual merchandising company that helps businesses design their stores. They provide customized workshops, consultations, and installations. They primarily focus on small businesses and want to change how they value visual merchandising.

Digital of Things

Digital of Things uses research to understand businesses' customers' needs, preferences, attitudes, and behaviors toward their products. They gear towards changing technology to bring a higher customer experience.
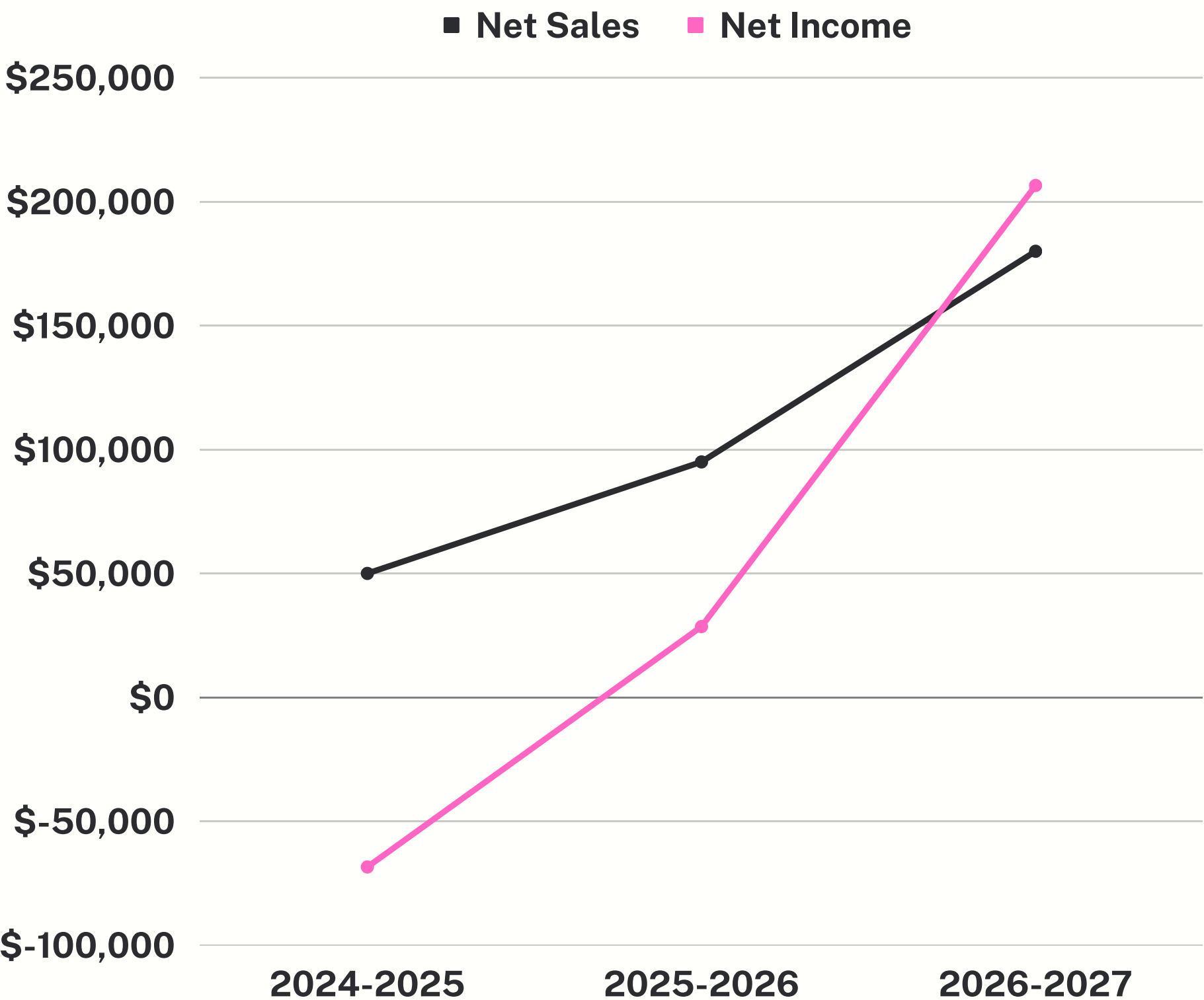
We differ by integrating AI technology and by focusing on the store front to increase sales.

OUR NUMBERS

The chart to the left, shows our net sales and net income for the next three years. We plan on breaking even during the fourth quarter of our second year.

■ Net Sales   ■ Net Income

$250,000		
$200,000		
$150,000		
$100,000		
$50,000		
$0		
$-50,000		
$-100,000		
2024-2025	2025-2026	2026-2027

Laei

I am asking for a loan of $75,000 inexchage you will have a 7% equity in the company. The loan will be used to create the start-up and help with expenses until the company becomes profitable.

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