



Beautiful

Dreamers

Inclusive kids' bedding & decor

Inspiration



As the mom of a 3-year-old, I was unable to find kids' bedroom decor with images representing my daughter Loren. Over 20 years later, with options in kids' bedding still limited, Beautiful Dreamers was born.

Problem



Over **38 million children of color** don't see themselves represented in products they use every day.

Research indicates lack of positive representation can negatively impact their mental health and self perception.



This leads to low self-esteem, poor self-worth, negative stereotyping, and racial bias.

Starting with the WHY

- ◆ By 6 months, babies notice differences in skin tone.
- ◆ By age 3, kids form judgements based on race, including preferences and biases e.g. favoring their own racial group.
- ◆ By age 5, they're internalizing messages and attitudes about race, even when parents haven't discussed race.
- ◆ Children's racial attitudes are flexible in early childhood compared to adults.
- ◆ There are opportunities for interventions to promote inclusive attitudes during these formative years.

Source: *Journal of Developmental Science*

Solution

- ◆ Beautiful Dreamers' bedding represents kids of all races and backgrounds.
- ◆ We give kids a sense of belonging and pride in who they are through mirrors of themselves in their most personal spaces — their bedrooms.
- ◆ Our products aren't just bedding — they're conversation starters, identity affirmers, and bridges to understanding.



America's New Story

52% of babies born today are children of color.

42% of U.S. population identifies as racial or ethnic minorities.

Multiracial population is growing **3X** times faster than the rest of the population.

Majority of children under 18 will be from diverse backgrounds.

Multiracial youth could represent **over 25%** of U.S. kids.

Nearly half the population will be people of color.

1 in 5 Americans will identify as multiracial.

2024

2025

2040

2043

2050

Empowering an Underserved Market

Buyer Persona

- ◆ Moms of color (Black, Hispanic, Asian, South Asian, Multiracial Kids)
- ◆ Millennial moms aged 28-43
- ◆ Kids between the ages of 3 and 9 years old
- ◆ Middle income
- ◆ College educated
- ◆ Residing in urban or diverse suburban areas

Beautiful Dreamers empowers moms of color to create spaces for their children that reflect their family's identity and values, help cultivate pride, promote emotional well-being through representation, and facilitate discussions about race and culture.

Psychographic Profile

- ◆ Values representation in children's products
- ◆ Emphasizes cultural heritage and identity
 - Active on social media and digital platforms
 - Seeks inspiration and recommendations online
 - Supports purpose-driven campaigns
- ◆ Desires sustainable and eco-friendly products
- ◆ Seeks price-sensitive options that don't compromise quality

Our Customer-Centric Approach

68%

● **Black moms and 63% of Hispanic moms believe it's crucial for their kids to see themselves represented in media and products.** (Nielsen, 2018)

70%

● **Asian/South Asian moms actively seek products that connect their children to their cultural heritage.** (Asian American Advertising Federation, 2020)

70%

● **Parents of multiracial kids believe it's essential for kids to connect with all of their racial backgrounds.** (Mottola, 2022)

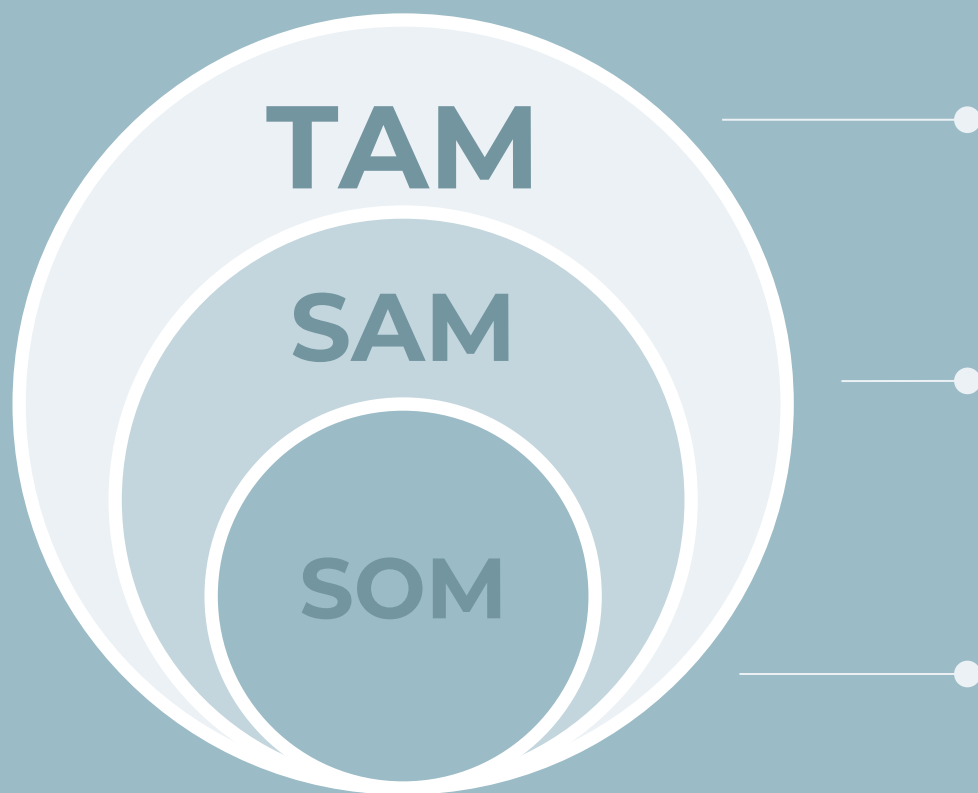
75%

● **Parents of multiracial kids are more likely to buy from companies that showcase inclusivity.** (Intel, 2021)

85%

● **Black moms and 72% of Hispanic moms recommend brands that align with their cultural values.** (Nielsen, 2018)

Growing Market Opportunity



TOTAL ADDRESSABLE MARKET

\$12 Billion

U.S. Kids' Bedding & Room Decor Market

SERVICABLE ADDRESSABLE MARKET

\$3 Billion (estimated as 25% of TAM)

Inclusive Kids' Bedding & Decor

SERVICABLE OBTAINABLE MARKET

\$120 Million (1% of TAM)

Target Market Share







Seizing the Opportunity

- ◆ U.S. kids room decor market is doubling in 10 years: \$12 billion - \$24 billion.
- ◆ 4–8-year-old segment is projected to see the highest revenue growth – 7% CAGR.
- ◆ Online retail is expected to see the highest growth rate - 7% CAGR.

Source: Allied Market Research, "[U.S. Kids Room Decor Market: Opportunity Analysis and Industry Forecast, 2022–2031](#)"



Our Competitive Advantage

BRANDS	INCLUSIVITY FOCUS	PRICE POINT	DIVERSITY IN DESIGNS	DISTRIBUTION	KEY DIFFERENTIATOR
	◆◆◆	\$\$	◆◆◆	DTC	Inclusive Designs; Representation-First Mission
	◆	\$\$	◆	DTC, Retail	Affordable & Trendy; Widely Accessible; Trusted
	◆	\$\$	◆	DTC	High-Quality Materials; Eco-Friendly Options
	◆	\$\$\$	◆	DTC, Retail	Customizable Items; Organic, Sustainably Sourced Materials
	◆	\$\$\$		DTC, Retail	Unique Collabs with Designers & Brands
	◆	\$\$		DTC, Retail	Luxury-For-Less Styles; Design + Affordability
		\$		DTC	Lowest Price Point; Fast Shipping

Our Market Positioning

- ◆ **Highlight Value:** Showcase how our products offer quality, inclusivity, and unique designs at a fair price.
- ◆ **Offer Tiered Pricing:** Provide bedding at different price points to attract both budget-conscious moms and premium shoppers.
- ◆ **Focus on Storytelling:** Use emotional branding to emphasize our bedding's unique emotional value and shift the focus to not compete solely on price.

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The Inclusive Brand Moms Will Love



Inclusivity & Representation

Our designs showcase diverse characters that truly represent the full spectrum of racial and ethnic diversity in this country, creating a sense of belonging and connection.



Emotional Connection

Our Affirming designs can evoke strong emotions and create a deeper connection with moms of color. This can lead to increased customer satisfaction and advocacy.



Niche Market

By catering to millennial moms of color and moms of multiracial kids, we are tapping into a growing market with unique needs and preferences, leading to higher sales and profits.



Unique & Memorable

Our inclusive bedding stands out from the crowd, offering a fresh aesthetic that resonates with moms of color and moms of multiracial kids. This can lead to increased brand recognition and customer loyalty.

The Inclusive Brand Moms Will Love



Purpose-Driven Approach

Millennial moms value companies that align with their values, like inclusivity, fairness, and sustainability. Supporting purpose-driven brands allows moms to make choices that feel meaningful and reinforce values they want to instill in their children.



Representation in Marketing

Our moms want to see their identities, cultures, and experiences celebrated, not tokenized, in products and messaging. By prioritizing genuine representation, our brand fosters a deeper emotional connection and shows that we understand and respect their unique needs, in a market often dominated by generic, one-size-fits-all messaging



Social Impact

Millennial moms value companies that align with their values, like inclusivity, fairness, and sustainability. Supporting purpose-driven brands allows moms to make choices that feel meaningful and reinforce values they want to instill in their children.

Pre-Launch Key Milestones

- ◆ Conducted extensive market research.
- ◆ Built a waitlist of potential customers.
- ◆ Established our branding and marketing strategy.
- ◆ Developed our go-to-market strategy and financial model.
- ◆ Established our partners, roles, and responsibilities for go-to-market.



Omnichannel Growth

82% of millennial moms actively engage in online shopping.

Channel	Phase	Timeline
	1	Pre-Launch
Branded Website	2	Soft Launch
Branded Website	3	Month 1
Social Commerce	3	Month 6
Amazon	4	Month 18
Wayfair	4	Month 30
Target.com	4	Month 36
Wholesale	5	Month 48



Sharing the Magic of Beautiful Dreamers:

Marketing Strategy

Marketing Ethos:

Our goal is connection with our moms, not just commerce.

Our approach:

Lean, cost-effective strategies with big impact. We'll optimize organic marketing before investing in paid digital advertising.

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Sharing the Magic of Beautiful Dreamers

MONTHS 1-6:

Build Brand Awareness & Trust

- ◆ **Organic Social:** Connect on our platforms and on competitors' social.
- ◆ **Email Marketing:** Launch welcome series for new subscribers.
- ◆ **UGC Campaigns:** Contests with submissions highlighted on social and email.

MONTHS 6-12:

Drive Engagement & Referrals

- ◆ **Influencer Marketing:** Influencer collabs for authentic product promos and storytelling.
- ◆ **Affiliate Program:** Launch with clear benefits and incentives.
- ◆ **Email Marketing:** Add tailored recommendations and exclusive early access.
- ◆ **SEO:** Begin with foundational SEO, i.e., optimize product descriptions.

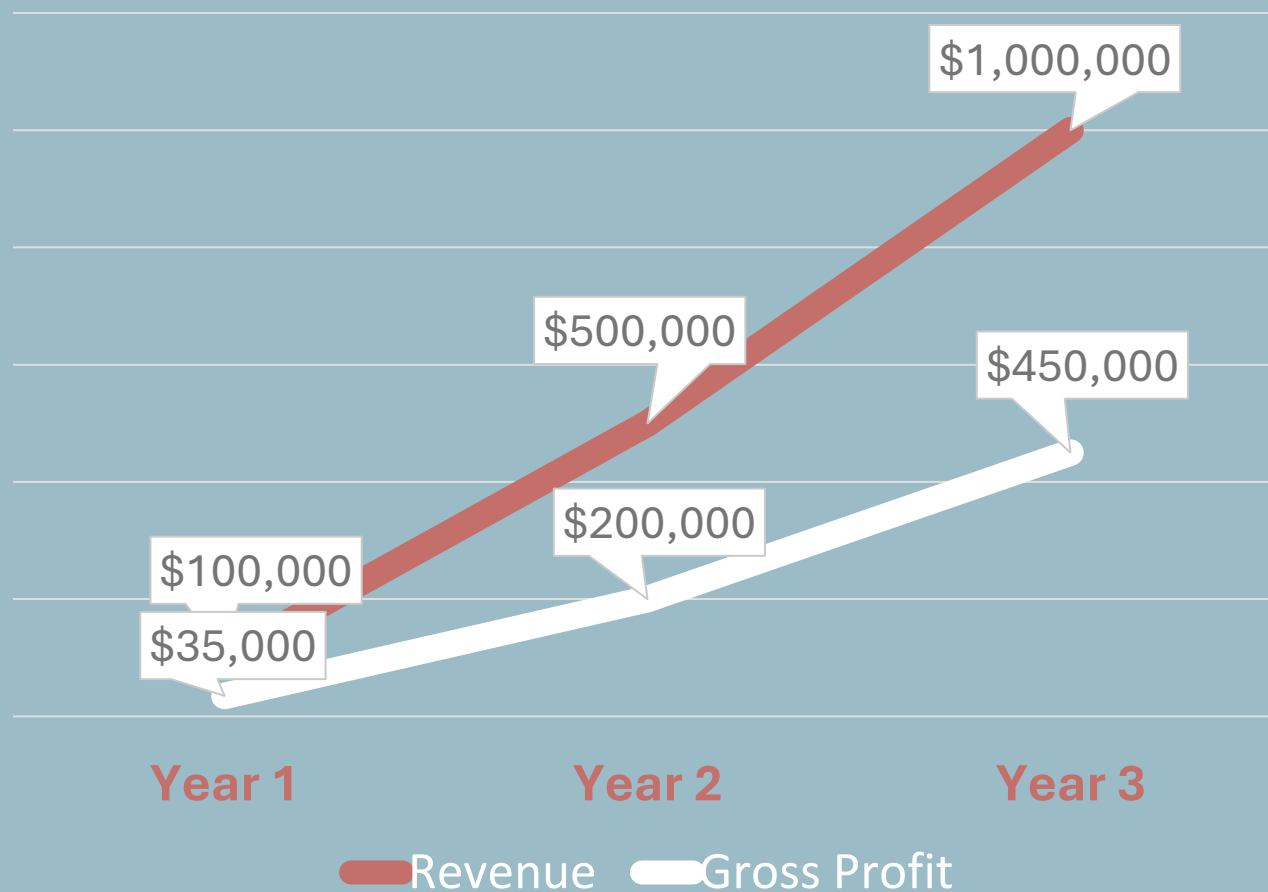
MONTHS 12-24:

Scale Paid Strategies

- ◆ **Paid Ads:** Retargeting ads and lifestyle and storytelling ads.
- ◆ **PR & Media:** Parenting and diversity media and mom-centric podcasts.
- ◆ **SEO & SEM:** Targeted SEM for broader keywords and regional searches.
- ◆ **Affiliate Program:** Expand incentives for top-performing affiliates.

Growth Outlook: 3-Year Forecast

	YEAR 1	YEAR 2	YEAR 3
REVENUE	\$100,000	\$500,000	\$1,000,000
GROSS MARGIN	35%	40%	45%
GROSS PROFIT	\$35,000	\$200,000	\$450,000
EBIDA	0%	5%	10%



Meet the Founder

Supporting female and minority founders for 30 years, Leslie has deep roots in small business, inclusion, and equity. At the Women's Business Enterprise Council Ohio River Valley (WBEC ORV), a regional partner of WBENC, she launched a female founders business development program and previously led minority business initiatives at the Greater Cincinnati African American Chamber.

After leading nearly 200 small businesses through these programs, Leslie decided to pursue her passion and life's purpose to bring her 20-year vision, Beautiful Dreamers, to life. Leslie holds an MBA from Xavier University.



Trusted Advisors



**GOOGLE
DIGITAL
COACH**

Lindsay Sims

**CEO, Predictable
Results Marketing**



COACH

Trish Moreno

**Former CEO,
Little Giraffe**



MENTOR

Allison Howard

**Founder & CEO,
Nollapelli**



**MARKETING
ADVISOR**

Monica Banks

**Founder & CEO,
Gugu Gurus**



**BEDDING
DESIGNER +
CONSULTANT**

Amanda L. Sage

**CEO, Outcome
Awesome**

The Sweet Dreams Team



EMAIL STRATEGIST

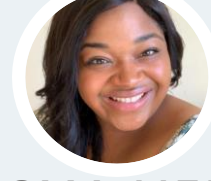
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STRATEGIST

Ingrid Zapata

Grow with Community



DIGITAL ADS
SPECIALIST

Antonella Jarrín

Antonella Jarrín Digital

◆ ◆ ◆
**All are
mompreneurs!**

◆ **All are moms of
color or moms of
multiracial kids!**

◆ **All racial
and ethnic
backgrounds
represented!** ◆

Exit Strategy

Acquisition of Our Mission-Driven, Niche Brand

- ◆ 5-7-Year Timeframe
- ◆ Target Valuation: 6X Revenue (\$40M)
- ◆ 15%-20% EBIDA Target

*based on projected revenues and comparable acquisitions in our industry



BABY & KIDS' PRODUCT MANUFACTURER

WHY: Expanded into toddler bedding by acquiring Baby Boom Consumer Products for \$18 million.



HONEST

ETHICAL & SUSTAINABLE BRAND

Why: Commitment to sustainability, diversity, and inclusivity make our inclusive kids' bedding brand a natural extension of their ethos.

Triangle Home Fashions



ESTABLISHED HOME DECOR BRAND

Why: Expanded into baby and toddler category by acquiring Hello Spud.

Let's create a world where every child feels seen, valued, and celebrated.

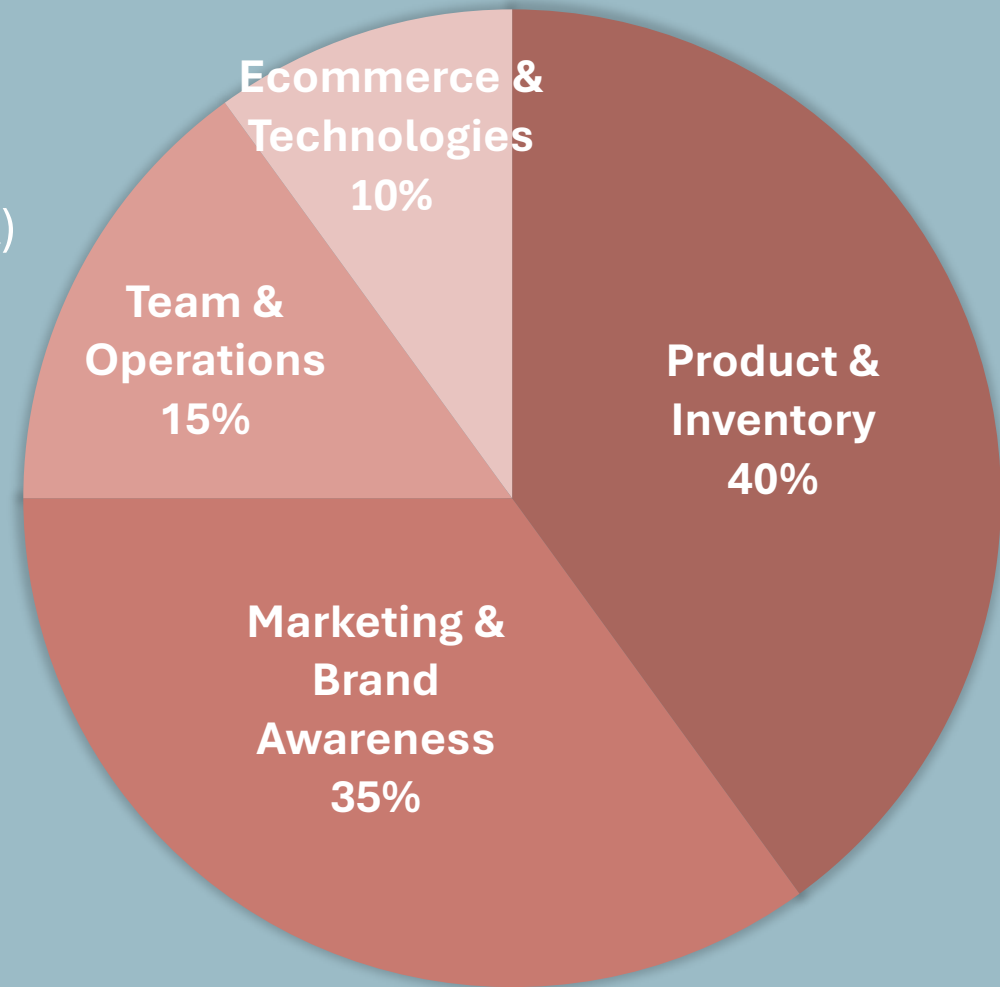
Our Ask: Fund Year 1&2

Pre-Seed Round: \$500k - \$750K

Key Milestones:

- Optimal Inventory Turnover (Stockouts & Overstock)
- Operational Structure
- Optimized Organic Mkt & Initial Paid Ad Campaigns
- Amazon Expansion
- Position us for Seed Round to accelerate team growth and further ecommerce channel expansion

Note: Larger budget of \$750K enables: **scaling faster** (increased product offerings, upfront production, and marketing/ad spend); **stronger team** (bring in specialized talent earlier to solidify operational efficiencies and marketing strategy; and **brand differentiation** (additional campaign funds to amplify our unique mission.



2-Year Success Metrics

Acquire **700**
paying customers
within 6 months



Reach **\$42,000**
monthly recurring
revenue



Achieve **< \$40**
customer
acquisition costs



Achieve
retention rate
of **30%**



Maintain **40%**
gross margins

Achieve **15%**
month-over-
month growth

Achieve **3%**
conversion rate



Beautiful Dreamers

Inclusive kids' bedding & decor

Are you ready to invest in the future of inclusive design and a growing, underserved market?



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