EXECUTIVE SUMMARY

COMPANY SUMMARY



Girls Night In (GNI) is an impact venture that creates an environment for mothers and daughters to connect through a subscription box model. Our trendy, teen-designed activities and our app, which is powered by a licensed Child Psychologist, cultivates conversations about important developmental topics. Parenting is hard. Growing up is, too. But GNI is here for mothers and daughters, every step of the way.

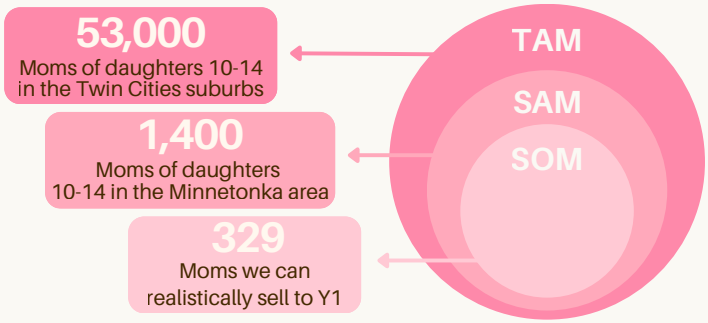
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Management:

Audrey Williams: Chief Executive Officer
Katherine Winter: Chief Financial & Chief Operations Officers
Bhaavya Gautam: Chief Marketing Officer

GNI plans to employ a full-time Child Psychologist in Year 1 (Y1) of operations, and is in process of interviewing 3 potential candidates.

Target Market Year 1:



Primary Target Market: Middle to upper class mothers of daughters ages 10-14 in the Minnetonka area

Secondary Target Market: Middle to upper class mothers of daughters ages 10-14 in the Twin Cities suburbs
In year 2, we will expand to daughters ages 15-18

Other markets: Any female primary caregiver, such as grandmothers and aunts

Customer Problem:

Mothers and daughters often get more emotionally distant as their relationship naturally shifts from childhood dependency to a reciprocal bond. Our research further reflects this, as 8 out of 10 local mothers of 10–14-year-old daughters interviewed struggle to discuss important developmental topics. Additionally, Pew Research Center reported that only 35% of teen girls regularly turn to their parents for emotional support. Busy schedules and rising screen time further reduce meaningful moments together, contributing to the national loneliness epidemic that the US Surgeon General announced.

Solution:

GNI delivers stress-free, teen-designed activities in a subscription box model that help mothers and daughters bond through fun, personalized experiences. With *Creative Night*, *Self-Care Night*, and *Skills Night* boxes, mothers and daughters can enjoy meaningful time together. Paired with our app's psychologist-developed conversation starters, each activity night becomes a comfortable space for important developmental conversations. The activities in the box are chosen strategically to take about an hour, but may last for as long as they pair likes.



Marketing Strategy

Year 1 Q1 - Minnetonka	Year 1 Q2	Year 1 Q3 - Twin Cities	Year 1 Q4	Year 2 - U.S.
Instagram (IG), Facebook (FB) post about launch	Launch Mother's Day-themed Pinterest (P) ads	Launch referral discounts for existing subscribers	Post holiday-themed content on IG & FB	3 month national marketing campaign begins
Set up product displays at *General Store* in Minnetonka	Put up promotional flyers around downtown Excelsior	Run Back-to-School ads on IG, FB & P	Launch the "Give the Gift of Connection" holiday special boxes	Hire 4 micro-influencers & 2 mid-tier influencers
Host a mother-daughter kickoff brunch at the *COV Wayzata*	Start collecting customer feedback through incentification	Review supplier & local partner relationships. Make adjustments	Shift IG, FB, & P ads to target gift-giving grandmothers, aunts, and moms	Set up product displays in select locations of nationally-recognized brands' stores

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Business Model:

GNI operates as a direct-to-consumer (D2C) subscription service. Purchasing a singular box costs $45, and an annual 12-box subscription costs $499, which has a 7.6% discount from $540, both of which include the box and complete app access. Our Year 1 target is to acquire 329 active subscribers through a $10,000 marketing budget.

GNI is organically funded Y1 through insourcing, personal funding, as well as strong supplier relationships that result in bulk purchasing advantages. This lean structure ensures strong unit economics, leading to Break Even in Year 2.

	Girls Night In	Big Life Journal	beTWEEN the Bookends	One Girl Inspired	BOTI Box
Price Point	**$$$**	$$$$$	$$$	$$$$	$$
Customer	**Tween & Mothers**	Child / Teen	Tween / Teens	Tween/ Teen Girls	Tween/ Teen Girls
Bonding Element	★	X	X	X	X
Expert-backed	★	✓	X	X	X
Parenting Support	★	✓	X	X	X

Sales & Distribution Strategy:

GNI purchases items for the activities in bulk from Faire, an online wholesaler that connects retailers to brands. In year one, items will be shipped directly to Katherine's house, where the founders will kit and ship the products themselves. In year two, after GNI launches nationally, products will be shipped to Horizon, a 3PL that will package and ship boxes directly to customers.

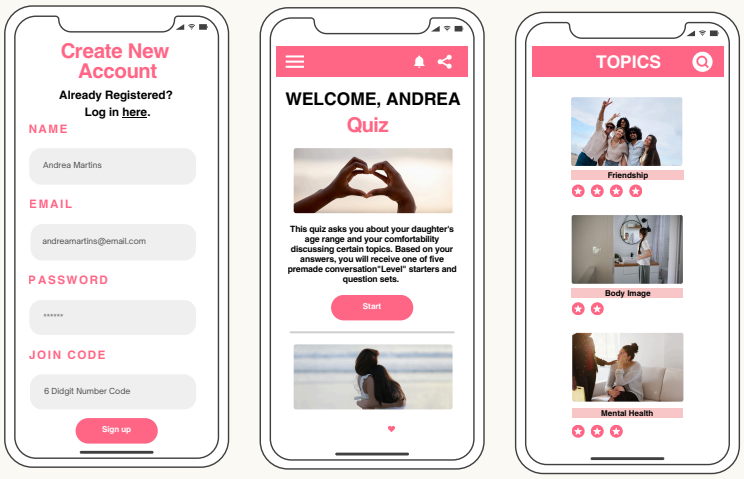
Competitive Advantage:

GNI is the only subscription box on the market for mothers and tween daughters that has a bonding element. Combined with competitive pricing, a Licensed Child Psychologist's expertise and parenting support, GNI stands out amongst tween and teen-girl centered competitors.

How GNI Wins:

GNI launches with 6 discussion topics which were chosen by local potential customers GNI interviewed: body image, friendships, puberty, healthy boundaries, dating, and mental health. When the mother selects a discussion topic, the app asks their daughter's age range and her comfortability discussing the topic. Based on the mother's answers to these questions, she will receive one of five pre-made conversation "level" starters and question sets, which vary in depth and detail curated by the Licensed Child Psychologist. As for the activities themselves, the customer may mix & match between 3 box themes.

Because the best nights are made together



Detailed Financials:

	2027	2028	2029	2030	2031	2032
Subscribers	329	837	1,429	2,000	2,600	3,380
Total Revenue	$88,248	$380,326	$649,129	$908,781	$1,181,415	$1,535,839
Cost of Goods Sold	$42,399	$190,004	$318,073	$445,302	$567,079	$737,203
Gross Profit Margin	51.95%	50.04%	51%	51%	52%	52%
All Other Expenses	$70,601	$127,800	$220,647	$294,727	$385,745	$487,727
Profit (Loss)	-$24,753	$62,521	$110,408	$168,751	$228,591	$310,909
Required Capital	$18,753	$147	$0	$0	$0	$0
Cumulative Required Capital	$18,753	$18,901	$18,901	$18,901	$18,901	$18,901