

EMPOWERING BEAUTY-PRENEURS — A CALL TO WORTH-UP!

How is the beauty industry responding to an unprecedented moment characterized by repeated lockdowns and business disruptions?

WITH A CALL TO WORTH-UP!

Administered by the non-profit 501(c)3 Beauty Changes Lives, and backed by some of beauty's most esteemed artists, Worth-Up is bringing a beautiful community together to empower beauty-preneurs pursuing the next step in their journey.



STARRING
BY TED GIBSON

WHAT IS WORTH-UP?

The brainchild of Ted Gibson and Jason Backe, Worth-Up is uniting a coalition of change agents, dream makers and expert advisors committed to nurturing and empowering emerging beauty-preneurs through:

- Entrepreneurship education
- Business coaching
- Mentoring
- Networking
- Start-up capital grants





WHY WORTH-UP?

Experience is a great teacher – even for experienced legends in the industry. Founders Ted Gibson and Jason Backe were inspired to establish Worth-Up Alliance based on their own careers as beauty-preneurs. Through trial and error, laughter and tears, Ted and Jason have navigated a career course that has included salon ownership, a network television series, a product line, spokesperson roles, and print, broadcast and digital media exposure. When the global pandemic struck in Q1 2020, Ted and Jason saw how lockdowns affected beauty professionals across the nation. They received calls from friends looking for advice, inspiration and the wisdom gleaned from experience. And they elected to pay their own wisdom and insights borne of experience forward.

For such a time as this, Ted and Jason have committed to giving back to beauty entrepreneurs. Through the power of community, Worth-Up Alliance is identifying, investing in, nurturing and inspiring emerging entrepreneurs. Worth-Up Alliance is delivering the professional and financial support to help turn entrepreneurs' dreams into reality and launch the careers of next gen beauty-preneurs.



When starting my business I did not know how important it was to understand and track every part of an investment & it's mobility. I was working for 5 years before I had a fundamental understanding of a commission based career and how to create growth. Then trying to lead a commission based team that also was licensed to service but without fundamental education of the way they deserve to get paid for their craft. This is a major issue among young professionals. Having financial guidance from early on in my journey would have CHANGED MORE THAN I CAN SAY

—Kelly Deserio-Capozzi

A resource like the Worth Up Alliance can really give young entrepreneurs a huge head start. With so many challenges, so many businesses struggle to open their doors and keep them open. Mentorship and networking with other businesses owners traditionally is very difficult to do. The Worth Up Alliance provides a safe place to network and learn from the industry's best.

— Ron Lopez



Finding capital was the hardest part of starting my business. As single mother of two children I had limited resources. I started my business in cash with my savings and had no margin for error. As a result of limited funding and guidance, I worked around the clock. Resulting in limited time for my children and interpersonal relationships. My work life balance would ultimately start to compromise my physical and mental health. If I had the support of Worth Up Alliance, that would have allowed me to focus on the vision, marketing and salon brand Identity. In turn attracting the right talent for my business.

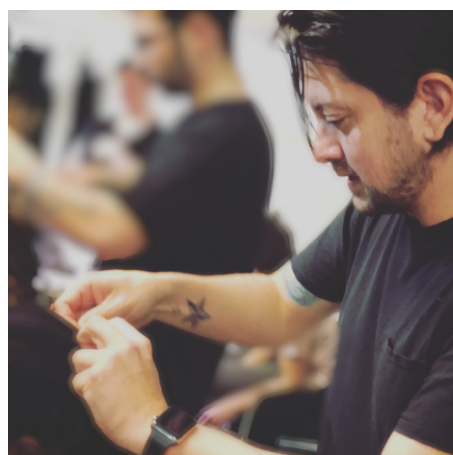
—Faatemah Ampey

In addition, a Worth-Up Alliance cohort will be selected each year to work one-on-one with an industry elite mentor. Cohort members will be selected in an application process. And at the third and highest level, cohort members will be selected to pitch their concepts to a panel of judges to receive a \$10,000 Worth-Up Alliance grant.



More than a platform, deeper than a program, Worth-Up Alliance brings a panel of Ambassadors to share their practical experience via live and downloadable webinars.

Each episode addresses a topic entrepreneurs can relate to – starting a business plan, projecting cash flow, finding the perfect location, writing a business plan, product formulation strategies, etc.



WHO DOES WORTH-UP SERVE?

The Worth-Up Alliance serves beauty entrepreneurs ready to take the next step in their career. The initiative supports successful hairdressers, make-up artists, estheticians, massage therapists and nail professionals who aspire to open a salon, formulate a product line, expand their business, make the leap from behind the chair to behind the scenes as an editorial stylist, or other notable career advance.

FOCUSED FUNDRAISING

Worth-Up Alliance has set a goal of raising \$250,000 in six months to launch the initiative and begin initial grants. This funding will allow us to kick off the new year, inviting entrepreneurs to be mentored, present their business concept and be granted \$10,000 to start their business by early next summer. Akin to a business preparing to make its initial public offering, Worth-Up is offering five investment tiers; described below:

FUNDING TIERS		
Tier 1	Start-Up Round	\$ 5,000
Tier 2	Seed Capital	\$ 10,000
Tier 3	Start-Up	\$ 20,000
Tier 4	Mezzanine	\$ 25,000
Tier 5	IPO	\$ 30,000

To become a sponsor or learn more about the Worth Up Alliance, please contact:

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