



drip.
accessory®



What is Drip Accessory?

Drip Accessory was founded in 2018 by wife and husband team, Courtney and Dave Helm. Born from, what is now the flagship product for the brand, the Spintowel. In three short years the DTC brand has expanded to focus on high end 'sweat centric', towel accessories for the emerging at home, connected fitness market.



How did we get here?

2018

February– Launched preorder for single SKU.
Spintowel for use with the Peloton Bike

Gross revenue – \$130,338.04
4th quarter revenue – \$43,031.83
Website unique visitors – 27,030
Return customer rate – 5.75%
Online store conversion – 6.1%
Average order size – \$63.65
Total orders – 2,110



2019

February – spintowel COLORS launch, single SKU, four variations

April – Launch screen covers for Peloton

May – add first consultant Nicolle DiNunzio for social media development and execution

June – Launch water proof tote

October – Spintowel 2.0 for Peloton launch, single SKU, four variations

Gross revenue – \$253,118.36
4th quarter revenue: \$126,890.16
Website unique visitors – 64,782
Return customer rate – 15.25%
Online store conversion – 5.28%
Average order size – \$62.22
Total orders – 4,124



How did we get here?

2020

April - Ombre' Spintowel Collection (white)

May - add second consultant. Dan Goldberg strategy/operations consultant

June - Customer success department is formed with two partial time associates

July - Add MEOS Digital and begin to scale social media budgets

October - Launch Spintowel Plus for Peloton +

November - Sign distribution agreement with TFD in UK/EU

FIRST PROFIT IN THE BUSINESS - \$400,000

Gross revenue - \$1,396,615.35
4th quarter revenue: \$688,009.61
Website unique visitors - 349,537
Return customer rate - 15.24%
Online store conversion - 5.63%
Average order size - \$60.95
Total orders - 23,553

2021 Jan to June

February - New style exclusive jacquard leopard print grey

June - Drip x Defense Soap

June - Amazon launch

August - Spintowel Dyed Exclusive

September - New style exclusive jacquard leopard print black

November - New style exclusive jacquard 'Drip' repeat pattern

Gross revenue - \$889,701.84
Website unique visitors - 238,634
Return customer rate - 22.87%
Online store conversion - 5.63%
Average order size - \$73.18
Total orders - 12,327



Where we are going.....

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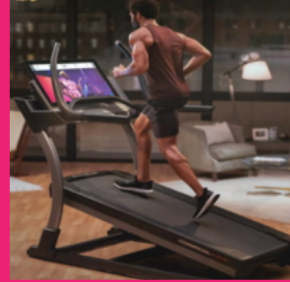
The global digital fitness market is projected to be worth \$27 billion by 2022.



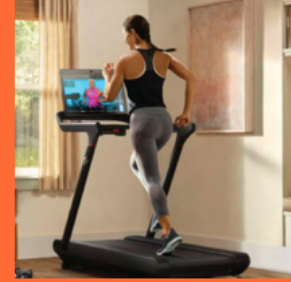
Peloton -
as of March 2021 Peloton has sold nearly 1M bikes in US



Echelon -
increased sale by 700% in 2020



TREADMILL -
Global market size today, 3.3B
Nordictrack/Icon Fitness - 40% of treadmill market



Peloton -
125,000 treadmills in US to date



Mirror -
Lululemon acquired for \$500 million last year.



Nordictrack/Icon Fitness -
second leading at home/connected fitness bike in US, IPO in Fall 2021



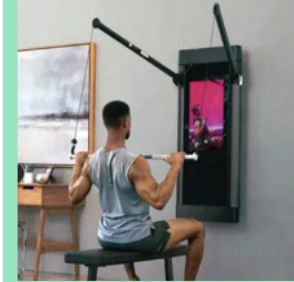
Myx Fitness -
emerging player, recently merged with Beach Body



Hydrow -
targeting a valuation of more than \$1 billion in Fall IPO.



Fight Camp -
has raised \$98 million in total capital to date.



Tonal - Valued at \$1.6 billion. Tonal revolutionizes fitness and strength training with patented digital weight, machine learning, and expert coaching.



Let it drip^{accessory}

Courtney Helm Co Founder/Chief Creative Officer - An avid spinner, Courtney was gifted a Peloton bike in 2017, by her husband Dave. Racing to catch a live ride, Courtney grabbed what she thought was a towel, but turned out to be her youngest child's bib. The bib fit the handle bars but not perfectly, and that's when genius struck - Spintowel was born. Drip Accessory has been operating since 2017, and creating forward thinking sweat accessories for discerning riders looking for the best for their ride and life of their fitness equipment. Courtney is a Brooklyn-based creator that finds daily inspiration from her family, fitness community and fellow women entrepreneurs.



drip accessory® Team

Dave Helm Co Founder/Chief Operating Officer - Husband to Courtney, career sales executive and serial entrepreneur Dave spent 15 minutes to decide that the Spintowel was the families next project. Strong experience in sales, marketing and operations, Dave has brought this experience to help build Drip Accessory to where it is today. Bringing together a team to assist in the areas of manufacturing, marketing, advertising, customer success and finance.



Dan Goldberg, manufacturing, operations and strategy - Danny is passionate about entrepreneurship and business. He has started and sold numerous businesses most recently MMA athletic cup manufacturer Diamond Jock. Specializing in product manufacturing, operations and sales. Danny is married, lives in Long Island NY, loves fitness, boxing, Goldens, and traveling with friends.



Nicolle DiNunzio social media, strategic partnerships and brand ambassador coordination - Dedicated to empowering, cheerleading and consulting with fellow women entrepreneurs, Nicolle takes her innate ability to capture the heart and soul of a brand and turn it into stories that create a fun and meaningful social media experience. Nicolle's social media consulting firm works with some of the brightest stars fitness, salon and spa brands on the social scene and caters to Salon Today's Top 200 salons.



Ian Berk, digital marketing/finance - Ian has been an entrepreneur and business advisor for over 15 years. Specializing in e-commerce and digital marketing he helped lead e-commerce teams to over 13M in revenue in 2020 in categories such as pet, fitness, lifestyle, and food. He is passionate about brands that showcase the founders passions and deliver great customer experience. Ian lives in Astoria, Queens with his wife Emily. Beyond business he loves playing music, Tennis, and traveling with his family and cats.



Alex Vitale, digital marketing - Alex is passionate about e-commerce marketing and web management. As an owner of a digital marketing agency, he enjoys the ability to utilize both my analytical and creative skills on a daily basis. Alex lives in Orlando, Florida with his wife, 3 month old daughter, and dog named Milton. Loves baseball, fishing and playing piano.



Emily Shulman, customer success - Emily is a customer service manager at Drip Accessory. She loves to help solve customer issues and provide them with great service! When I am not working my hobbies include baking, playing with my dog Luna and working out on my at home spin bike using our Drip Accessory towels!



Campbell Helm, customer success - Campbell enjoys helping customers find the answers they need. But more than that I'm excited to be a part of my parents success in a hands-on fashion. When he is not answering emails he is assisting his CCO/Mom with any task that need to be done. When he is not working he likes to learn about different investments which he is planning to make in the future.

