



HH HANGER
THE CONNECTED CLOSET

ABOUT THE COMPANY

Founded in early 2015, Hanger is the brainchild of Founder & CEO Daniel Evans who traces the idea to three sources of inspiration – a brainstorming session over a game of darts, a P!nk video, and his daughter’s missing clothes.

In late 2014, Evans met eventual co-founder Ed Kniep after discussing how to position an iOS application for business. Evans used his Hanger mockups as an example of how he would approach designing a new wardrobe app and the importance of focusing on real problems. In January of 2015, the two set out to raise funds. By mid-February they had secured angel funding and started to build the closet app and the business.

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I was watching the behind the scenes video for P!nk’s ‘Funhouse’ tour – love her – and it showed a clip of her going into a room with suitcases and racks full of clothes everywhere. I thought ‘there has to be a better way for her to pick out what to wear’. How does she even plan what to bring when going on a six or eight month tour?

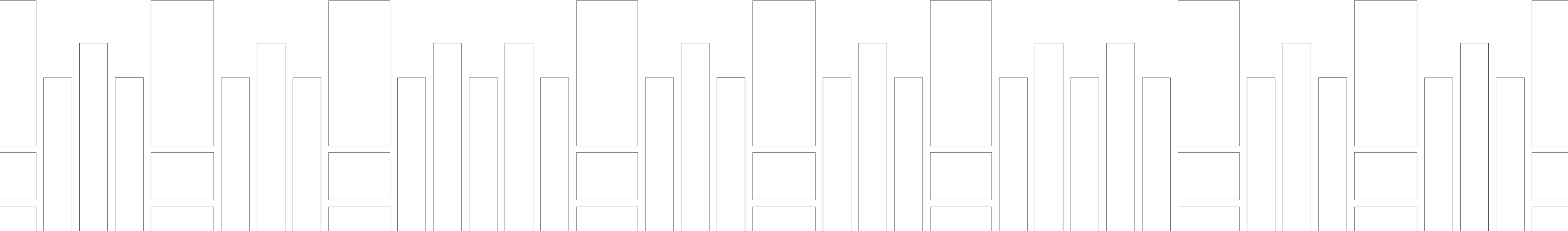
Daniel Evans

HH



MISSION

The Hanger app connects users with their friends' closets and helps them discover the value that's already hanging in their own wardrobe. Our mission is to make our users experts in their personal style and inspire confidence in what they wear.



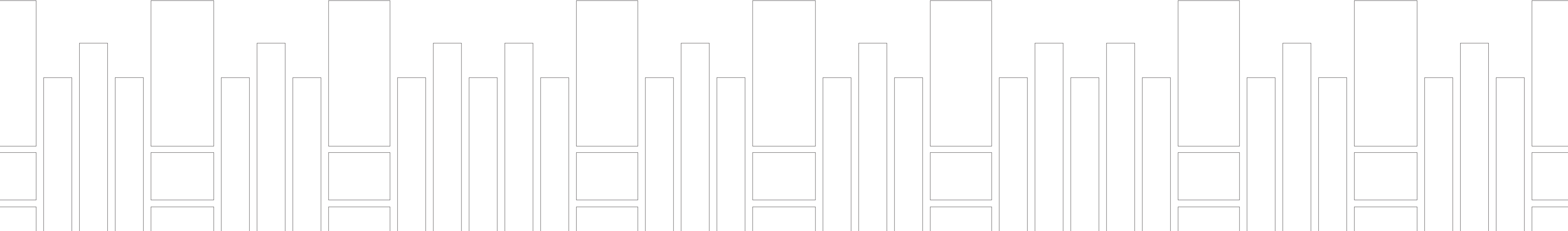
NUMBER OF EMPLOYEES

Current: 6 employees, 6-8 (flexes) contract dev positions

Next 6 months: 8-10 employees, 3-4 contract dev positions

End of 2016: 14-16 employees, 5-6 contract dev positions

*Currently interviewing for two internships (marketing/UX design) and expect that program to continue through 2016 and expand in 2017.

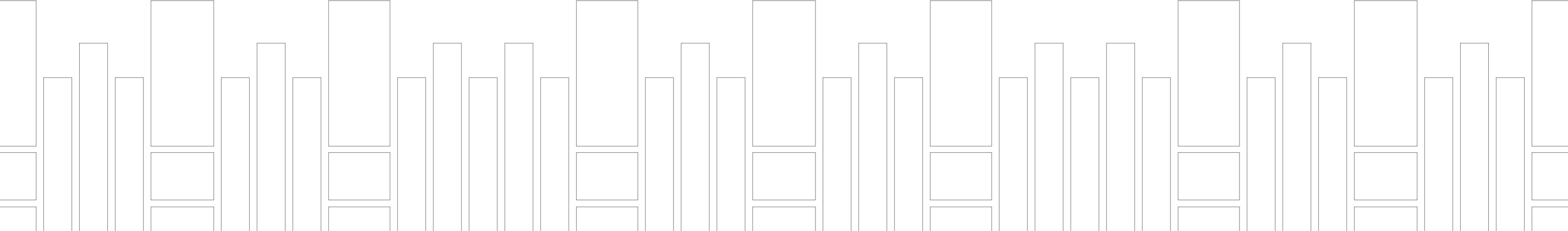


REVENUE

Hanger is a free application for consumers with in-app shopping capabilities projected to roll out Q3 of 2016 and expand into 2017 as the application learns the preferences of users. We will also be rolling out regional trend reporting for manufacturers and retailers in 2016.

Projected Revenues 2016: \$500,000

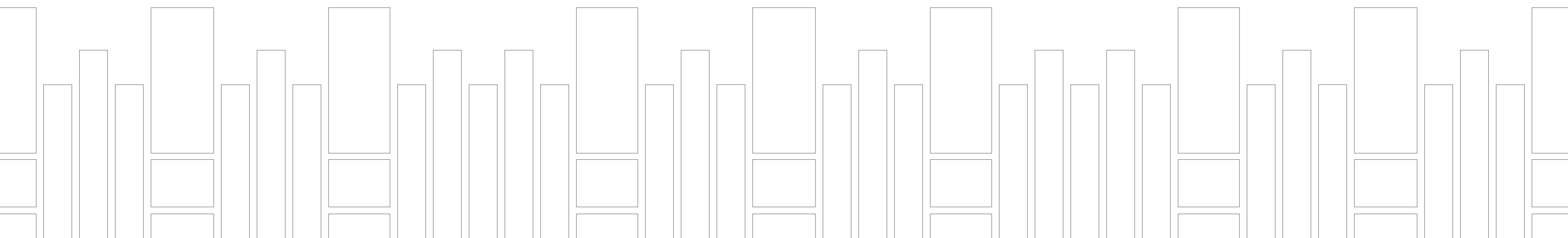
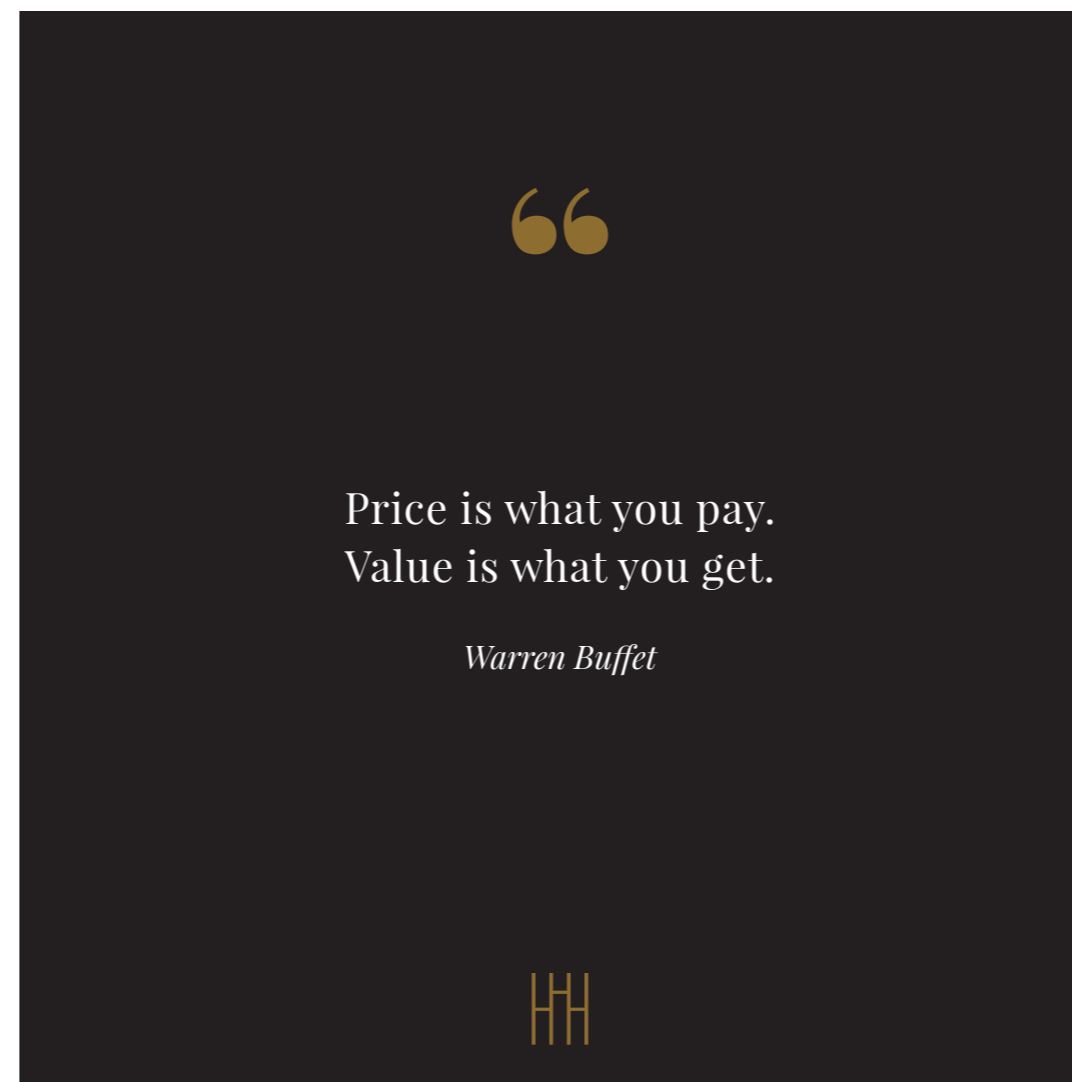
Projected Revenue 2017: \$4M



INVESTMENTS & INVESTORS

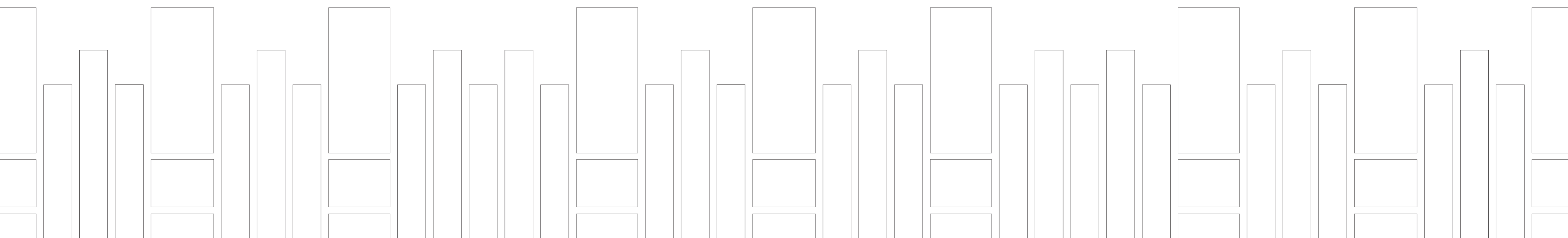
Hanger secured a \$400,000 angel investment in March 2015 and has had some preliminary discussions with investors on a Series A round for later this year. We haven't finalized the numbers yet, but our goal would be to raise enough for a 24-month runway for the company.

The company was founded as Vardrus, LLC, a Missouri Limited Liability Corporation, in March of 2015 along with filing a DBA for GarbShare. Investors include Invent 33, LLC and CC2G Holdings, LLC, both Missouri LLCs.



BRAND PROMISE & VALUES

Brand Promise: Confidence



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FULL TEAM & BIOS

hanger.io/team

