



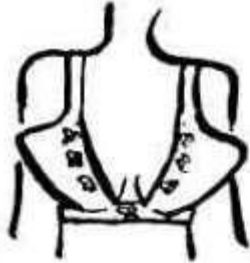
The Bra Experience

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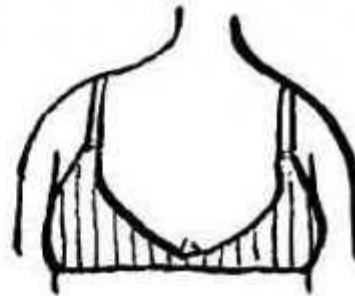


95% of women don't like shopping for bras.

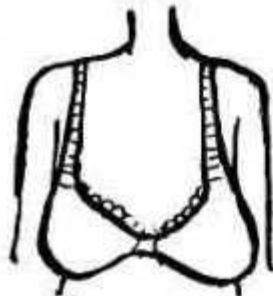
Bra sizes they need to make



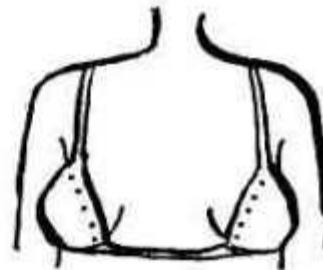
10B pointy-uppy



14DD broad-flat



12C low-slung



16A way out there

Wilcox

8 out of 10 women are wearing a bra that doesn't fit.

Half the adult population wears bras.

\$5.5 Billion US Bra market

\$1.3 Billion addressable market

A photograph of a large stack of colorful shipping containers in shades of orange, red, blue, and green, arranged in a grid-like pattern. The containers are stacked several high, and the background is a clear blue sky.

Bra companies have not changed their model in

100 YEARS



Given a choice, would you shop here?

Zyrra is a custom bra company
dedicated to making
bra shopping fast, fun and easy.

Fit Solution

- 10 measurements in a few mins.
- Perfect Fit Guarantee.
- CAD-based mass customization technology

Shopping Solution

- Party Plan Model
- Comfortable & fun experience
- Easy to reorder

3 Ways to engage

- Host a party
- Buy Product
- Learn about income opportunities

Funding and Team History

Money Raise	Source	Team
\$7K	Babson Seed Fund	2 co-founders
\$60K	Founder Equity	
\$75K	Family	+ several contractors
\$40K	Bank Debt	+ factory + intern
\$75K	Convertible Note	-1 co-founder +1.5 Employees
\$800K	Angel Round	2 team members 3 employees
\$500K	Follow-on angel round (currently open)	3 team members 2 employees



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