

US Subscription-Led Beauty & Medical Aesthetics Marketplace



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This confidential investment opportunity represents a fast-growing, subscription-led marketplace operating within the U.S. beauty and medical aesthetics sector. The business addresses a highly fragmented market characterized by underutilized appointment capacity, inconsistent customer retention, and limited demand-generation capabilities for independent operators.

Through a membership-based model, the platform converts idle appointment inventory into recurring revenue while delivering consumers access to a curated network of premium beauty and aesthetics providers. By combining neighborhood-based discovery, seamless booking functionality, and recurring membership plans, the company has established a scalable ecosystem that benefits both consumers and service providers.

The platform currently operates across eight U.S. metropolitan markets and has developed a repeatable expansion framework designed to support rapid geographic growth. Over the long term, management intends to evolve the business into a comprehensive operating platform for beauty and aesthetics providers through the addition of payments, financing, procurement, customer relationship management, and workforce management solutions.

Products & Services

Consumer Offering

- Recurring membership plans for beauty and medical aesthetics services
- Curated marketplace of vetted providers
- Neighborhood-based discovery and booking experience
- Personalized recommendations and recurring service access

Partner Venue Solutions

- Real-time scheduling integrations
- Appointment inventory optimization
- Customer acquisition and retention tools
- Demand-generation infrastructure
- Performance analytics and reporting

Future Product Expansion

- Buy Now, Pay Later (BNPL) solutions
- Branded payment cards
- Procurement and supply purchasing
- CRM and customer engagement tools
- Staff management and workforce solutions
- Advanced business intelligence and analytics

Business Metrics

Metric	Overview
Active Markets	8

TARGET PRICE
\$10,000,000

GROSS REVENUE
\$2,600,000

EBITDA
\$0

BUSINESS TYPE
Beauty

COUNTRY
United States

BUSINESS ID
L#20261077

Planned Expansion Markets 12 Additional Urban Centers

Revenue Model Recurring Memberships + Partner Service Economics

Business Model Subscription-Led Marketplace

Investment Highlights

- Operates within a large, fragmented, and resilient beauty and medical aesthetics market with significant underutilized service capacity.
- Subscription-driven business model generates predictable recurring revenue while increasing appointment utilization for partner venues.
- Differentiated marketplace positioning supported by curated supply, strong repeat-customer behavior, and embedded booking workflows.
- Established presence across eight metropolitan markets with a clearly defined expansion roadmap into twelve additional high-density urban centers.
- Multiple future monetization opportunities through payments, financing, procurement, and vertical SaaS solutions.
- Attractive valuation entry point at approximately 3.85x ARR.
- Positioned to become a comprehensive operating platform for independent beauty and medical aesthetics providers.

Business Overview

The company is built on the belief that beauty and aesthetics is fundamentally a demand-optimization challenge rather than a discounting challenge. Traditional promotional platforms often erode margins, weaken brand perception, and attract low-loyalty customers.

Instead, the platform utilizes a membership model that concentrates recurring demand within a curated network of quality providers. This approach improves utilization rates, increases customer retention, and creates a more sustainable revenue stream for partner venues.

For consumers, the platform delivers convenience, discovery, and access to trusted providers. For venues, it serves as a predictable demand engine that reduces reliance on paid advertising and improves long-term customer lifetime value.

Market Opportunity

The company operates within a large and growing market supported by strong consumer demand, high service frequency, and fragmented provider supply. The beauty and medical aesthetics sector remains highly underserved by integrated technology platforms capable of driving both customer acquisition and operational efficiency.

The current focus on densely populated urban markets creates favorable conditions for membership adoption, local discovery, and marketplace liquidity. Beyond the core marketplace model, significant upside exists through the introduction of financial services, procurement solutions, and operational software products tailored specifically to beauty and aesthetics operators.

Growth Strategy

Growth is driven through a disciplined city-by-city expansion strategy focused on:

- Curated partner venue acquisition
- Membership growth and retention
- Creator and influencer-led content marketing
- Referral-based customer acquisition
- Localized marketplace density
- Strategic partnership development

The company currently operates in eight markets and has identified twelve additional urban centers for near-term expansion. Future growth is expected to be supported by deeper venue integrations, enhanced customer retention initiatives, and additional monetization products layered onto the existing platform infrastructure.

Investment Rationale

This opportunity offers investors exposure to a scalable recurring-revenue platform operating in a large, fragmented, and technology-enabled consumer services category. The business combines marketplace economics, subscription revenue, and future SaaS monetization potential within a single ecosystem.

Key investment attributes include:

- Recurring revenue visibility and predictability
- Strong dual-sided marketplace dynamics
- Capital-efficient growth profile
- Significant geographic expansion opportunity
- Multiple high-margin monetization layers
- Potential to become a category-defining operating system for the beauty and medical aesthetics industry

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