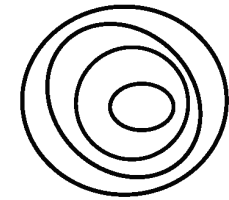




HAVU  
cosmetics





HAVU  
cosmetics

TATU FONTELL

Co-Founder  
of HAVU Cosmetics

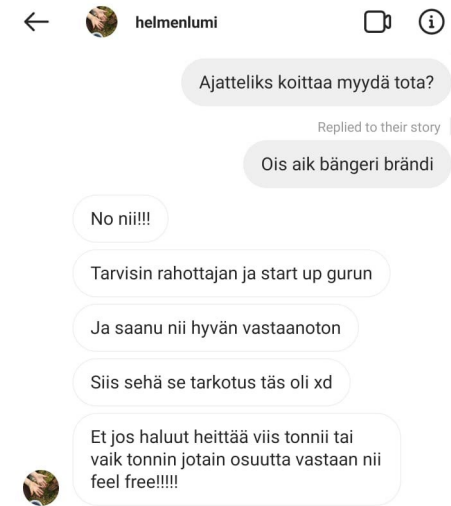
Master's student at  
Polymer & Fibre Engineering

tatu@havucosmetics.fi

# HAVU's Backstory



**CHEM  
ARTS**



# Product Development

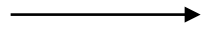
# Build-measure-learn cycle:

- Build a Minimum Viable Product (MVP)
- Collect feedback on the MVP by exposing it to potential customers
- Iterate the product based on the feedback (not only verbal feedback, but how they behave – for example, buying your product)

# Product Development

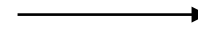
## 1. Consepting

- Moodboards
- MVP
- Crude packaging design



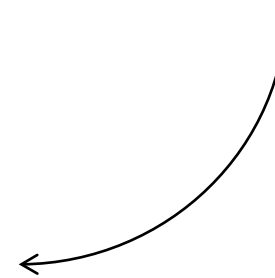
## 2. Trial and error

- Formulation
- Marketing
- Customer behaviour studies



## 3. Legal stuff

- CPNP – portal
- Packaging
- Certificates
- Import permits



## 4. LAUNCH

- Webstore
- Retail
- PR
- Influencers



HAVU  
— cosmetics —



- Improved package
- New formulae for all shades
- New shades
- More efficient production

HAVU  
— cosmetics —



100% biodegradable  
Vegan & Cruelty free  
No additional preservatives

## Natural Lip Care Set



INGREDIENTS FROM FINNISH NATURE  
AND WOOD PROCESSING SURPLUS

### LIP SCRUB WITH NATURAL BIRCH BARK

The main ingredient in our birch scrub is Finnish birch bark powder produced as by-product in wood processing. The scrub has a delicate and fresh, wooded scent. More than 60% of the ingredients in the exfoliating cream are soothing natural oils.

### LIP MASK WITH NATURAL SEA BUCKTHORN SEED OIL

In addition to natural ingredients, the deep moisturising lip mask contains sea buckthorn oil rich in vitamins and minerals. Sea buckthorn oil is a true Finnish super ingredient: it softens and soothes the skin and is also suitable for atopic and sensitive skin types.

### LIP BALM WITH MOISTURIZING SHEA & NATURAL OILS

HAVU's lip balm is intended for daily use and it can be applied alongside HAVU's lipsticks, among others. Moisturising shea butter and the natural oils of the product, avocado and almond oil, make the balm easy to spread and very moisturising.

### HOW TO USE THE PRODUCTS

1. Apply the deep moisturising sea buckthorn mask on the lips in the evening and leave overnight.
2. Exfoliate soft lips in the morning with gentle birch scrub. Note! The scrub is also suitable for lip makeup removal.
3. Apply the lip balm intended for daily use before putting on makeup and apply during the day if necessary.

- Product development time: 6 months
- Changed environment demanded different products
- Advisors were a key resource in the R&D process

HAVU  
— cosmetics —

Forming the team

# THE TEAM



Founders:  
Tatu Fontell  
Finances  
Logistics



Lumi Maunuvaara  
CEO  
Brand, R&D

## BOARD

Investors + Tatu

- Freelancers
  - Suppliers
  - Employees
    - Marketing
    - Production
- 
- Advisors
  - Investors
    - FIBAN (Finnish Business Angels Network)
    - F & F & F

# The Problem

# MARKET NEED

Natural Cosmetics market is a **rapidly growing market** with a CAGR 5.2%

## BEAUTY CONSUMERS IN 2020

worry about synthetic ingredients and their effect on the environment

are not willing to compromise on luxury or quality

prefer eco-friendly options over conventional products

are becoming increasingly insightful and critical of products

**Greenwashing  
-phenomena**

HAVU  
—cosmetics—

# MARKET POTENTIAL

Global natural cosmetic market: CAGR 5,2%

## OUR TARGETS: EUROPE & ASIA

**EU COSMETICS MARKET SIZE:  
77 BIL € (2017)**

Finland (1%)  
Sweden (3%)  
Germany (18%)

**ASIA PACIFIC MARKET SIZE:  
108 BIL € (2018)**

Japanese cosmetic market growth:  
**12,3 to 41,7 bil € between 2015-2020**  
With **CAGR of 9,78%**

# HAVU'S SOLUTION

formula  
containing  
**only natural**  
waxes, oils  
and pigments

**exciting  
package**  
and easy to  
love product

**safe** and  
**biodegradable**  
color cosmetic  
products

**luxurious**  
brand  
image



# SUPPORTING MEGATRENDS

- Climate change & circular economy
- Anti-plastic & biodegradable solutions
- Concern of chemical safety
- Minimalistic & Scandinavian design
- Wave of indie brands & green cosmetics: “Proudly local, going global”





# PITCHING

- Who are you pitching to?
  - Realising the key problem your listener is facing
  - Communicating your solution to them in the right way
- Keeping it simple, but informative
- Confidence is key

# HAVU'S SOLUTION

formula  
containing  
**only natural**  
waxes, oils  
and pigments

**exciting  
package**  
and easy to  
love product

**safe** and  
**biodegradable**  
color cosmetic  
products

**luxurious**  
brand  
image



Volatility of startups

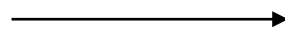
# Finding Funding, Traversing Crisis

Initial Capital Investment  
Business Finland Tempo – Grant ~ 50k



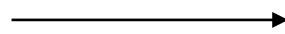
Initial Launch

Pre-Seed Round



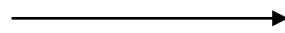
Product, Market fit established

BF Covid Support – Grant ~ 10k



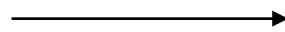
COVID related actions

Bridge Round



Promising new leads convinced  
new and existing investors to  
invest

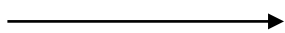
ELY Development – Grant ~ 50k



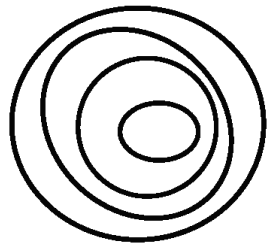
New international possibilities

Upcoming

-----  
Seed round, Investment + R&D Loans



Funding Growth



HAVU  
cosmetics



TATU FONTELL  
Co-Founder  
of HAVU Cosmetics

tatu@havucosmetics.fi