

A portrait of an elderly woman with short, wavy white hair, wearing large black sunglasses and a tan jacket. She is making a peace sign with her right hand. The background is a soft, out-of-focus grey.

MAJ

WHERE BEAUTY &
WELLNESS
BELONG TO EVERYONE

DECEMBER 2023

K R I S T A H U H T A L A - J E N K S | C E O , C O - F O U N D E R



Bringing personalised
beauty & wellness anywhere,
by the happiest
professionals everywhere.

MAJ
FOUNDERS
KRISTA, LINDA, KATI

UNDERSERVED MARKET ⚡ DYING WORKFORCE



30 %

> 65 YRS
IN 2050

20 %

FUNCTIONAL
DIFFICULTIES

>40 %

FIXED COSTS

+10 H

WORK HOURS W/
MINIMUM WAGE



MAJ WILL GROW THE MARKET



THE HAPPIEST WAY TO WORK

TAPPING INTO FORGOTTEN SEGMENTS

INCENTIVIZING TECH STACK

BESPOKE MOBILE WORK STATION



PROVEN B2B2C SEGMENT

> 50
CARE
HOMES

50%
REVENUE

85%
RETENTION

MAJ IN NUMBERS...

€1375

LTV
€288 CLTV

€125

AVERAGE PURCHASE

21%

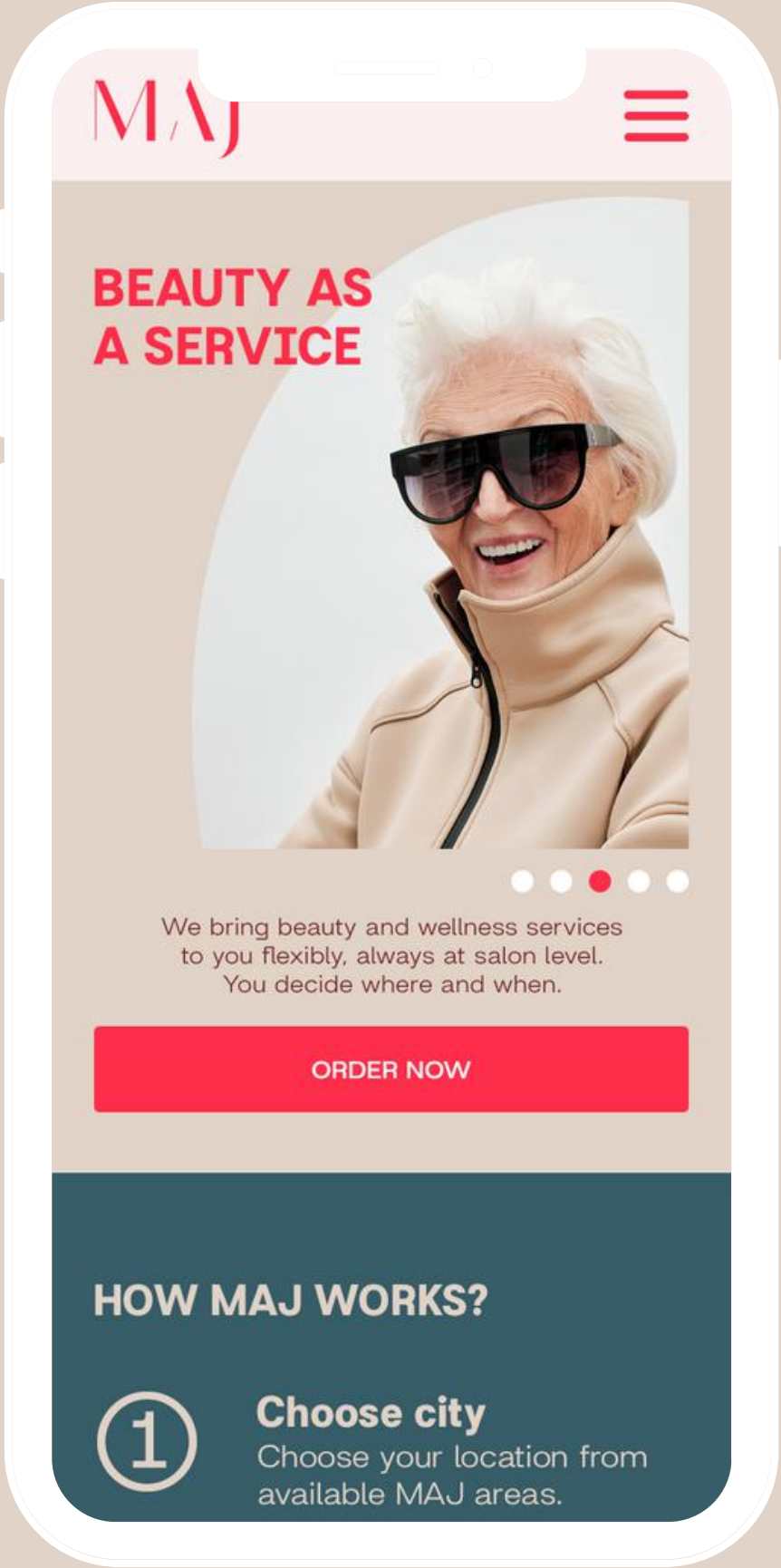
TAKE RATE

€30

CAC

87/82

NPS
Customer/Pro



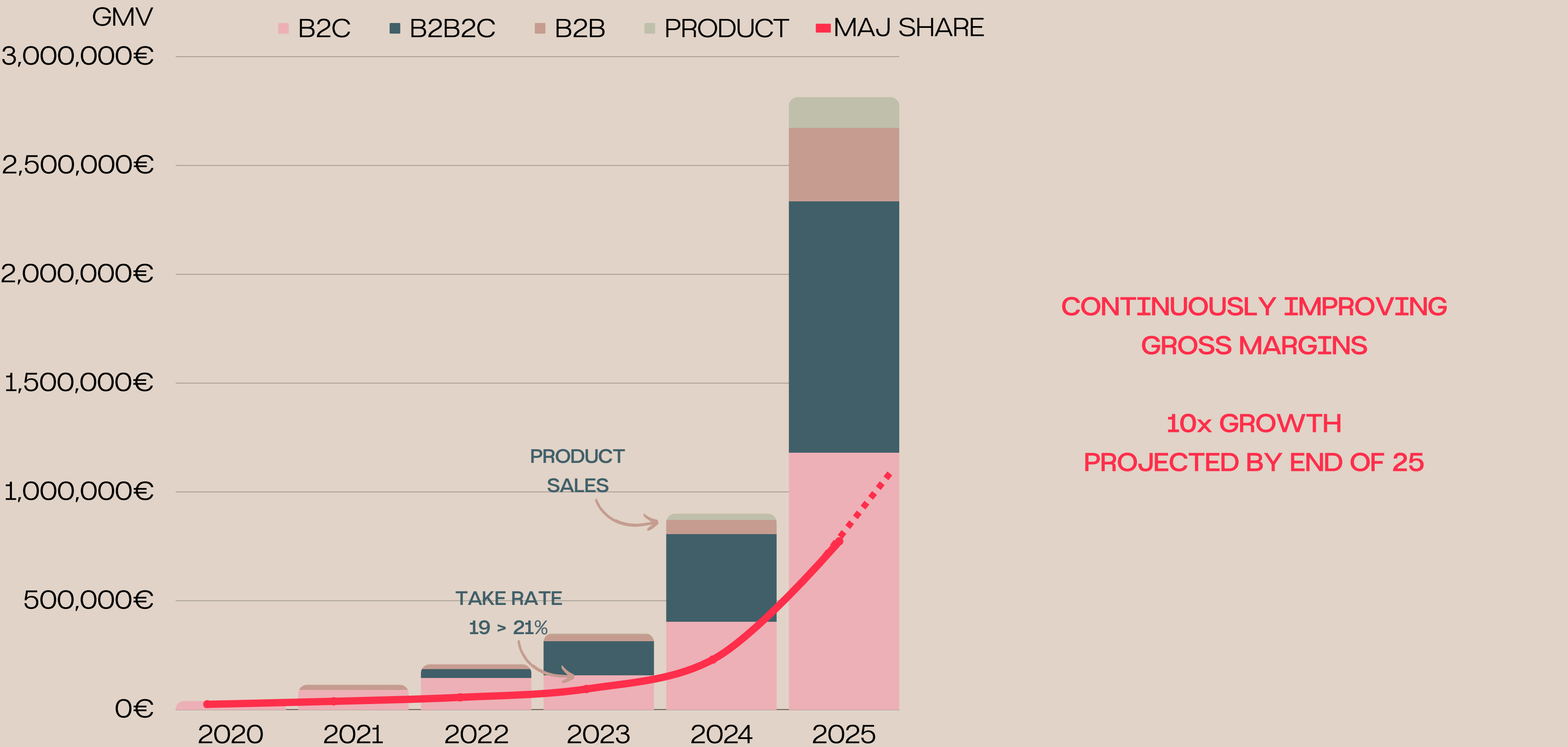


BUILDING MAJ'S HELL MACHINE

Growth engine powered by **AI**
to manage and predict
availability & demand
to give customers
the best price and service.

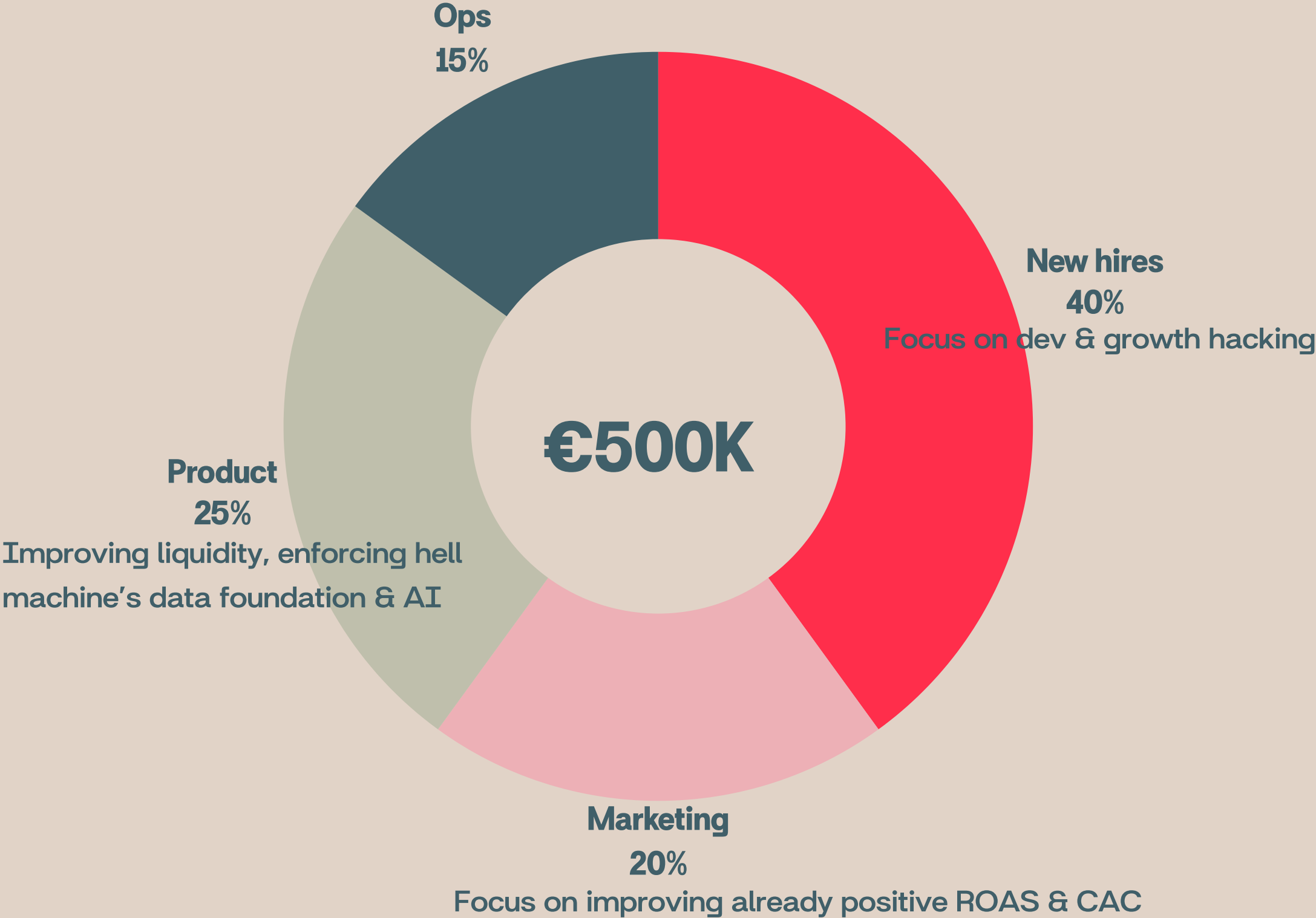
MAJ

GROWTH DRIVEN WITH STRONG UNIT ECONOMICS



RAISING €500K SEED TO HIT THE PEDAL TO THE METAL

24 month runway



#MAJway

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HOME CARE HOME OFFICE HOTEL VENUES
HAIR DRESSERS PEDICURISTS BEAUTICIANS MAKEUP ARTISTS

MAJ