

## Profile number

110192

## Fast-growing personal care brand (equipment) seeks growth capital

### Located in

Netherlands

### Personal data

#### Sector

IT service

#### Type of company

E-commerce

#### Legal entity:

Limited Company

#### Type of transaction

To be determined

#### Life phase enterprise

Growing

#### Employees in FTE

< 5

#### Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

### Financial information

#### Turnover last financial year

€ 500.000 - € 1.000.000

#### Asking price

€ 100.000 - € 500.000

#### Earnings before taxes

Confidential

### Company history/background

#### Market dynamics

The market for personal care equipment is strongly brand-driven and is growing via online channels. Consumers choose based on recognizability, style, and price-quality ratio. Established brands are expensive and not very agile, creating space for new brands with sharp positioning. D2C accelerates international scale.

## Brand and proposition

The company in question successfully develops and markets its own brand within personal care equipment in the EU. The products combine performance, style, and consistent design under a single recognizable brand. Distribution, pricing, and brand image are entirely in-house. The product range is expandable.

## Unique selling points

### Current traction and strategy

The company currently generates €50,000–€100,000 in monthly revenue through direct online sales, with highly efficient staffing. Growth is driven by inventory and marketing. The goal is an exit within three years. One to two follow-on funding rounds are expected to be raised within this period.

## Other

### Capital requirements and structuring

Initially, €200,000 in growth capital is being sought. Purpose: inventory financing, brand strengthening, and marketing scaling. Equity participation is definitely an option. The investor participating in this round is explicitly invited to help structure and participate in the subsequent capital round(s), in line with the intended exit scenario.