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# FROTORIAL



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## Mission and Vision

Become the world's largest community for people with curls to share, learn, and buy. We do this by creating apps that are inclusive, helpful, full of love, and easy to use.

## About the Company

Ethnic hair care is a multi-billion dollar industry, the reality is there aren't many apps that focused on helping people of color. We sought to change that by creating an experience that revolves around the needs and wants of an underserved community.

Today, our community uses FROtorial to ask questions and discuss topics they would normally not talk about on Facebook, Instagram, or Snapchat. FROtorial fills the void that other social networks have long left behind: creating a sense of community and belongingness.

# How the FROfam uses the app...

## Welcome to FROTORIAL

FROtorial is a natural hair community made for us, by us. The best styles for your hair type, show your progress, and find new products.

## Create Routines

Build and post your own hair routines. Add common tags like hair type, style, and season so the community can discover your routines instantly.

## Showcase Your Crown

Upload your hair progress and have your journey chronicled from your day 1 TWA to now.

## Find People and Products

Discover the people and products others with your hair style love. Purchase the products you find directly from the FROtorial!

**82%**

App Store  
Activation Rate

**50K**

Unique Users in 6  
Months

**5**

5 Minutes Per  
Session (avg)

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## FROtorial Info Sheet

- An app platform for people with curly hair to learn, share, and buy.
- Available for iOS, Android, and the web.
- Launch July 2017 with over 50,000 users (February 2018)
- FROtorial fills a gap and caters to the unique needs of people with kinky and curly hair. A community that spends over \$7.5 billion dollars annually on beauty products (Neilson, 2016).

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# Meet the Team



**Quentin Robinson**

Founder, Technical  
Lead



**Briana Cousins**

Growth & Retention



**Katyana Deleon**

Social Media & Events



**Krystal Escoffery**

Public Relations &  
Partner Development