

Pitch Form Content

Client: Beauty Brand

Funders: Seedstars Africa Ventures, Alitheia IDF/Agooji, Enygma Ventures, Female Founders Fund

Quick pitch

100 characters

Natural and sustainably sourced skin and hair care products – Beauty from nature, love from Africa.

250 characters

Named after the Swahili word for “naturally beautiful,” Marini Naturals offers world-class, sustainably sourced skin and hair care products made from natural ingredients unmatched in their moisturizing benefits. Beauty from nature, love from Africa.

Mission Statement

250 characters

Marini Naturals, a globally recognized and award-winning Kenya-based clean beauty brand, promises “Beauty from nature, love from Africa.” We offer world-class, sustainably sourced skin and hair care products unmatched in their moisturizing benefits.

Company Overview

500 Character Company Overview

Kenya-based, BIPOC women-led Marini Naturals offers sustainably sourced world-class body-care products. After our 2016 launch, we earned over \$150K in revenue in our first year, and within five, we built a factory providing ___ livable wage-paying jobs. Named one of CNBC’s “Africa’s Top 10 Startups to Watch,” we serve 100K+ customers and partner with 200+ retailers worldwide. As the global demand for sustainably sourced clean beauty grows, we seek funding to back our expansion into US markets.

700 Character Company Overview

Named after the Swahili word for “naturally beautiful,” Marini Naturals offers world-class body-care products sustainably sourced from Africa. Within the first year of launching, we

earned over \$150,000 in revenue, and within five years, we built a factory providing ___ livable wage-paying jobs. Our brand has been featured in numerous global media outlets and appeared on CNBC's list of "Africa's Top 10 Startups to Watch." With a presence in 13 countries, we serve over 100,000 B2C customers and partner with 200+ retailers worldwide. To date, we've sold over 500,000 units. As the global demand for sustainably sourced clean beauty grows, we seek funders to back our expansion into US markets.

1200 Character Company Overview

Named after the Swahili word for "naturally beautiful," Marini Naturals offers world-class, sustainably sourced body-care products with love from Africa. Since our inception in 2016, we've achieved significant milestones, generating revenue exceeding \$150,000 in our first full year and introducing five product ranges within our initial five years. Our 400 square-meter factory boasts the capacity to produce over 10,000 units per product run and provides ___ livable wage-paying jobs to the local community. We've been by several renowned global media outlets, with CNBC listing us among "Africa's Top 10 Startups to Watch." Operating across 13 countries, we've built a customer base of over 100,000 B2C customers and partnered with over 200 B2B retailers. With a presence in 15+ e-commerce outlets across Africa, 20 Kenyan supermarkets, and over 130 retailers worldwide, we're committed to delivering quality products to our diverse clientele. As the global demand for sustainably sourced clean beauty grows, we seek funders to back our expansion into US markets.

Origin Story

500 characters

Keen to ditch damaging chemicals she'd be using on her natural hair, Kenya-based Marini Naturals founder Michelle Ntلامي struggled to find anything to moisturize or maintain her coily locks — until a chance encounter with a tub of extra virgin coconut oil proved to her that beautiful, natural solutions were growing right in her homeland's fertile soil. In 2016, she partnered with local farmers to sustainably source the ingredients that now star in her award-winning body-care products.

1500 characters

In 2012, Marini Naturals founder Michelle Ntلامي's beloved father received a cancer diagnosis. When he began losing his hair from the chemo treatments, Michelle decided to cut her own locks in solidarity. Though she cherished her new cut as a symbol of support for her papa, she struggled to find any haircare products that would moisturize or maintain the coily, natural hair growing in to replace the chemically relaxed tresses she'd cut. After weeks of searching for solutions, she decided to return to chemical straighteners.

Feeling low about how she appeared on the outside and bereft over her father's poor health on the inside, to clear her mind, Michelle made a visit to Old Town Mombasa. On a walk through

the quarter's narrow streets, she came across a woman selling extra virgin coconut oil from a tiny shop. Michelle had heard of the oil's benefits but had never paid much attention to it before. Before she went back to the chemicals, she decided to give her natural curls one last chance and bought a waxy handful of slippery hope.

That night she slathered it on her hair, popped on a heat cap, and went to sleep. She awoke to soft, moisturized curls — along with her Eureka moment. Everything she needed for healthy, natural hair was right here in Africa. No need for chemical straighteners or expensive products from abroad.

Though her papa did not survive, and Michelle misses him dearly, she will be forever grateful that out of his tragic passing, Marini Naturals was born.

CEO Bio

440 characters

Michelle is the Founder and CEO of Marini Naturals. Launched in 2016, the brand is now Africa's fastest-growing haircare line. Winner of two AABLA/CNBC Awards, Michelle appears on OkayAfrica's list of Africa's Top 100 Women and Business, Daily's list of the Top40 Under40 Women in Kenya. The UN Economic Commission for Africa selected Michelle to serve as a top business delegate in the Seychelles 2024 Entrepreneurial Conference.