



The Worth-Up Alliance serves Beauty Entrepreneurs ready to take the next step in their career. The alliance supports successful hairdressers, barbers, make-up artists, estheticians, massage therapists and nail professionals who aspire to open a salon, formulate a product line, expand their business, make the leap from behind the chair to behind the scenes as an editorial stylist, or other notable career advance. Administrated by the non-profit 501(c)3 Beauty Changes Lives.

800,000!

the amount of American workers in hair care and cosmetology, according to the Bureau of Labor Statistics.

60% Ownership

of salons are women, according to the Professional Beauty Association.

Small Businesses

Create Jobs, Build Communities, and Support Local Economies.

What is Worth Up Alliance?

The brainchild of Ted Gibson and Jason Backe, Worth Up is uniting a coalition of change agents, dream makers and expert advisors committed to nurturing and empowering emerging Entrepreneurs through:

- Entrepreneurship education
- Business coaching
- Mentoring
- Networking
- Start-up capital grants



Why Worth Up?

Experience is a great teacher – even for the experienced. Founders Ted Gibson and Jason Backe were inspired to establish Worth Up Alliance based on their own careers as Beauty Entrepreneurs. Through trial and error, laughter and tears, Ted and Jason have navigated a career course that has included salon ownership, a network television series, a product line, spokesperson roles, and print, broadcast and digital media exposure. Ted and Jason have committed to giving back. Through the power of community, Worth Up Alliance is identifying, investing in, nurturing and inspiring emerging entrepreneurs. Worth Up Alliance is delivering the professional and financial support to help turn entrepreneurs' dreams into reality and launch the careers of next-gen Beauty Entrepreneurs.

FOCUSED FUNDRAISING

Worth Up Alliance has set a goal of raising \$300,000 in six months to launch the initiative and begin initial grants. This funding will allow us to kick off the new year, inviting entrepreneurs to be mentored, present their business concept and be granted \$10,000 to start their business by early next summer. Akin to a business preparing to make its initial public offering, Worth Up is offering five investment tiers; described below:

<u>TIER ONE</u>	<u>TIER TWO</u>	<u>TIER THREE</u>	<u>TIER FOUR</u>	<u>TIER FIVE</u>
Startup Round	Speed Capital	Start-Up	Mezzanine Round	IPO ROUND
\$5,000	\$10,000	\$20,000	\$25,000	\$50,000

To become a sponsor or learn more about the Worth Up Alliance,
Please Contact: worthup@beautychangeslives.org