



Kembrel | A private shopping site for college students

Media Fact Sheet

August 25th, 2010

VITAL STATS

Elevator pitch

Launched by two Wharton students, Kembrel is a private shopping community for college students.

Claim to fame

World's first private sales
Facebook store

Demographic

- College students
- 18-22 y.o.
- 80% female

Founders

- Cherif Habib
- Stephan Jacob

Founded

January 2010

Members

20k

Funding

Bootstrapped

Contact

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Links:

<http://www.kembrel.com>
<http://blog.kembrel.com>

ABOUT KEMBREL

Launched by two Wharton students, Kembrel is a private shopping community for college students. By partnering with the hottest lifestyle brands, we are able to offer 40-75% discounts off retail prices to our student members in limited-time sales that start at 9 pm EST and last for only 5 days. Our first goal is to help students discover new brands and coveted products while saving big. We also help brands gain exposure and acquire lifetime customers in the extremely lucrative student market through a targeted combination of social e-commerce and community building.

Kembrel's summer beta period successfully attracted 20k registered student members. This initial growth was mostly organic through word of mouth, with little reliance on traditional marketing. We are currently drawing over 5k new members per week.

To date, well over 50 brands have signed up to reach students through our platform. We only accept brands relevant to our customers, including C&C California, Seneca Rising, American Apparel, Original Penguin, Creative Recreation and Life After Denim. We also carry a wide assortment of dorm essentials, gadgets and accessories such as sleek iPhone/BlackBerry cases and MacBook sleeves. Our product mix is tightly curated by young, yet experienced buyers who understand our savvy, style-conscious customers.



FACEBOOK STORE AND OUR SOCIAL COMMERCE VISION

In an industry first, we launched the world's first private sales store that can be accessed entirely through Facebook, from browsing to checkout. Students spend more time on Facebook every day than they spend on any other site. By bringing our store to where our customers spend the most time online, our goal is to provide them with the most convenient and relevant shopping experience.

Our Facebook store application will allow customers to include a Kembrel tab on their profile page. Soon, we will offer an extra incentive to anyone who adds our store application to their profile by sharing revenues with them. Buyers will also have the option of showing off their latest Kembrel purchases via their newsfeed. In this way, our customers and growing team of campus reps will endorse Kembrel via their own Facebook profiles.

In addition to our Facebook store, we are rolling out a host of other features that involve our community. For example, we are designing a social loyalty and incentive program that rewards customers for sharing our content on Facebook or Twitter. This is in contrast with other private sales sites that rely mostly on email links for their referral programs. Kembrel is also developing an application to engage our community in the buying process by voting on brands and products that we will carry.

OUR UNIVERSITY ROOTS

Two current students who have enjoyed the support of the school's entrepreneurial community launched Kembrel on the University of Pennsylvania campus:

- Winners of the People's Choice Award at the Wharton Business Plan Competition finals
- Selected for the Venture Initiation Program (Wharton's incubator)
- Winners of the Wharton Venture Award
- Winners of the Snider Seed Award

We stay true to our college roots by involving our close-knit community of student contributors in all aspects of our company. During a typical day at Kembrel's studio, photography majors snap product shots featuring aspiring student models. Journalism, marketing and PR students write content and help spread the word. Our commitment to developing student talent has helped us maintain an authentic voice and keep our costs low, while providing college students with invaluable professional experience.



In addition to building our online activities, we are striving to become a familiar presence on campus. We have participated in various school events, such as fashion shows, and we are setting up physical pop-up shops on several campuses (incl. UPenn, Rutgers, Drexel, Harvard, Urbana-Champaign) throughout the Fall 2010 semester. At these pop-ups, students have a chance to meet the faces behind Kembrel, while shopping in a fun environment. Our team of over a hundred campus reps actively signs up new members daily while gaining valuable entrepreneurial experience.

THE TEAM

The founding team combines proven entrepreneurial track records and operational experience with a strong sense for fashion and style. Cherif and Stephan are both second-year MBA students at Wharton and bring with them years of experience in entrepreneurship, retail, marketing, and e-commerce. Romain launched his own signature collection of luxury men's sportswear in 2002, which was picked up by top tier specialty retailers in the US and Japan and was widely recognized in the industry (MAXIM Label of the Month, Fashion Group International Rising Star 2003 and GenArt International Styles Finalist). Valerie is an experienced buyer who previously worked at Urban Outfitters, Marc Jacobs, Tory Burch and Five Below. Dijana honed her creative skills at Seventeen Magazine and Nordstrom's.

LAUNCH

Kembrel.com and the Facebook store are officially launching the week of August 23rd, 2010.

STORY ANGLES

Please let us know if you need help researching or writing your story. Some interesting angles that will surely appeal to your readers:

- **First private sales entirely on Facebook**
- **A targeted / different approach to private sales**
- **Commitment to develop student talent / Platform for student experience**
- **Quant approach to retail**