

Eco Glow beauty with purpose, built for London

An inclusive hair and beauty studio combining specialist care, convenient booking and lower- waste choices.

£15k START-UP FUNDING

A focused investment in premises, equipment, stock and working capital

Individual Presentation Pitch
Enterprise and Entrepreneurship LCLM4006
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One studio, three studio to choose EcoGlow

The offer:

- Braids
- Loc care
- Natural styling
- Wig installation
- Treatments
- Makeup

Inclusive skills	Reliable service	Lower waste
Specialist knowledge of textured and natural hair.	Deposits, clear timings and consistent standards.	Refill sizes, digital receipts and measured product use.

Legal format

Private limited company

Founder-director + one part-time assistant in year one

The opportunity is large – but trust wins locally

£24.5bn

UK GDP contribution from
cosmetics and personal care

Investor meaning

Demand exists, but Eco Glow must earn
repeat bookings through specialist
results not complete only on price

Target Customer



Primary

Women aged 18-40 in London
Students, employees, mothers and creators



Secondary

Men booking cornrows or loc services, plus
occasion – makeup clients



What matters

Skill, visible results, convenience, honest
pricing and repeatable quality

Three external forces shape the launch plan

Economic - Rising rent, energy and product costs can reduce margins

Response

Start small, review cash weekly and use tiered services

Social - Self – care, social media and demand for inclusive services support demand

Response

Show real results and keep skills current

Environmental - Customers increasingly notice packaging and waste

Response

Use refill sizes, recycling and only claims Eco Glow can prove

Strategy 1: Turn visible results into bookings

Instagram + TikTok

Beauty is visual. Short term content lets customer's judge skill, style and personality before booking.

Measure

Enquires, booking conversion, saves and repeat bookings

1

Before and after results and short process clips

2

Aftercare tips, policies and client reaction

3

Clear location, availability and booking link

Strategy 2: Make local discovery create repeat clients

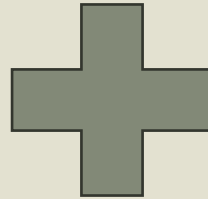
Google business profile

Be found when customers search locally

Accurate opening times.

Service categories and prices.

Client reviews and fresh photos



Referrals + Retention

Give happy clients a reason to return

£5 credit after a completed referral.
Appointment reminders
Aftercare follow – up and review request

Why this works - Social media creates attention: local search and referrals capture customers who are ready to book

£15,000 funds a controlled, customer – ready launch

Funding sources

£5,000 Founder savings

£10,000 Start - up loan

Eco Glow requires £15,000. The founder will contribute £5,000 and apply for a £10,000 government-backed Start Up Loan. The largest allocation is equipment and fit-out at £5,700. £3,000 covers the deposit and first month of rent. £1,600 funds opening stock and sustainable supplies, £1,300 supports the website and launch marketing, £600 covers insurance and registration, and £2,800 remains as working capital. Monthly operating costs are estimated at £3,650. With an average spend of £75, the business needs around 49 appointments per month before loan repayments and tax. This is a guide, so cash flow and appointment levels will be reviewed weekly.

BREAK-EVEN GUIDE

= 49 appointments / month

Based on £75 average spend and £3,650

£15,000 start-up funding allocation

How EcoGlow Beauty Studio will use its initial funding.

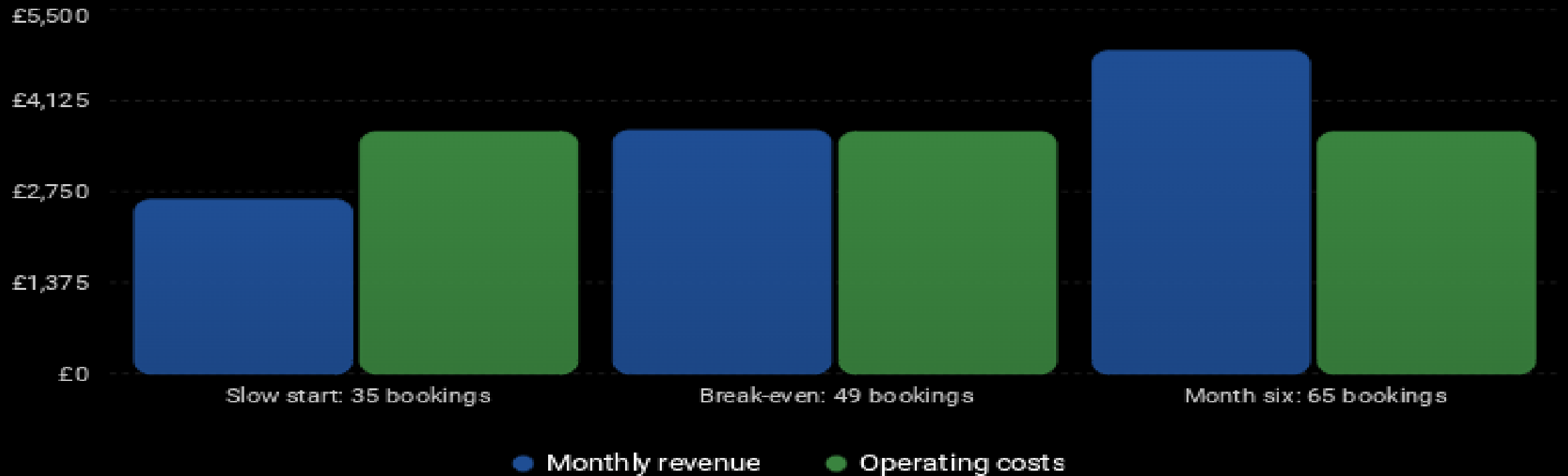


Funding sources: £5,000 founder savings and £10,000 Start Up Loan

Demand scenarios expose the risk – and the response

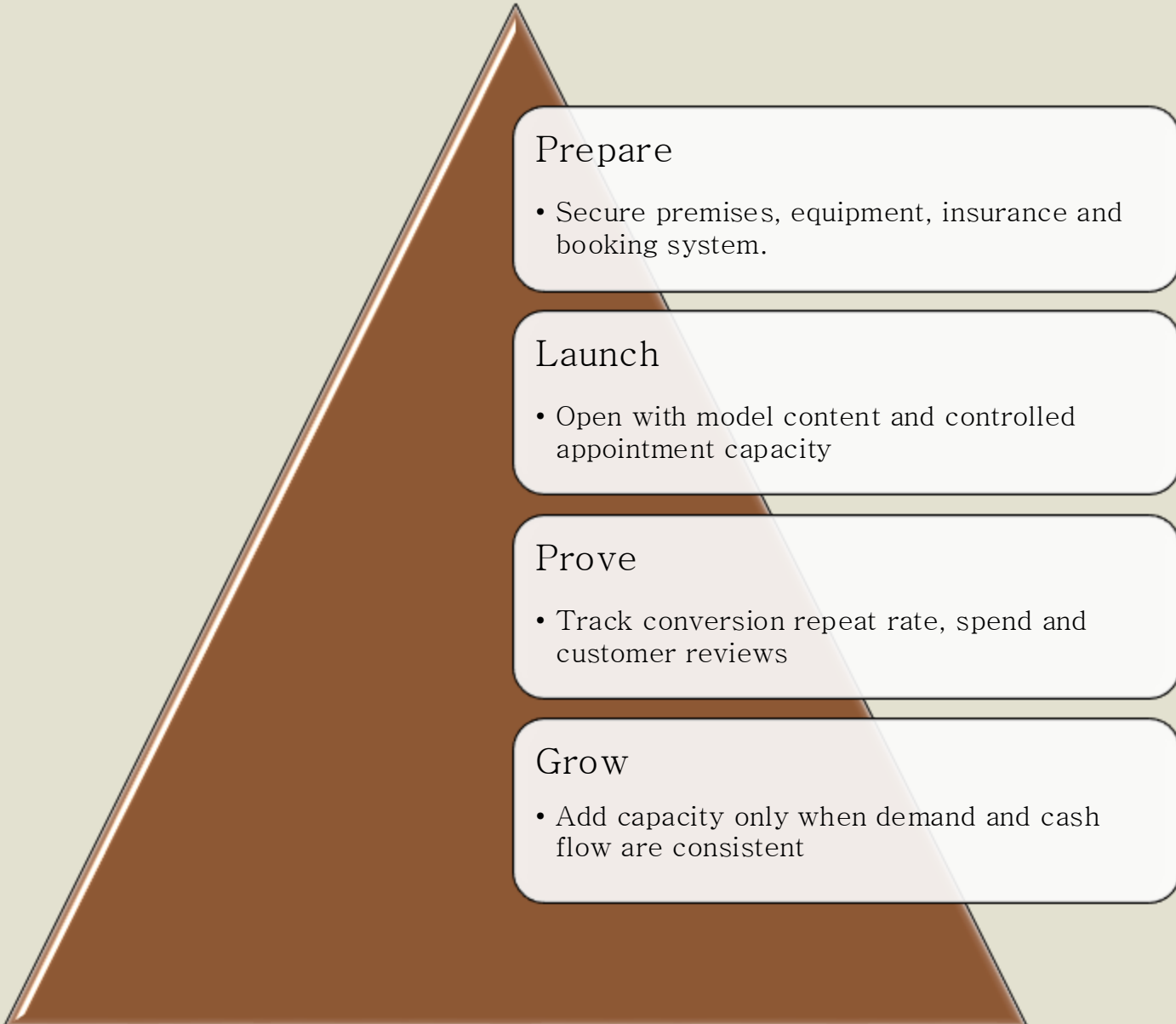
Monthly revenue compared with operating costs

Estimated performance at different monthly appointment levels.



Assumptions: £75 average customer spend and £3,650 monthly operating costs. Figures exclude loan repayments and tax.

Investment converts the idea into proof



Prepare

- Secure premises, equipment, insurance and booking system.

Launch

- Open with model content and controlled appointment capacity

Prove

- Track conversion repeat rate, spend and customer reviews

Grow

- Add capacity only when demand and cash flow are consistent

The ask:

£15,000 to launch a specialist, reliable and lower – waste London beauty studio

A focused plan, ready for questions

Key references

1. British Business Bank (2026) — Start Up Loans
2. Del Greco et al. (2024) — Sustainable beauty packaging review
3. Department of Health and Social Care (2023) — UK beauty-sector evidence
4. HM Revenue & Customs (2025) — Hair and beauty employment status
5. Kotler and Armstrong (2020) — Principles of Marketing
6. Office for National Statistics (2025) — Hairdressing and beauty salons

Questions?

Legal format
Marketing choices
Funding logic
Practical examples