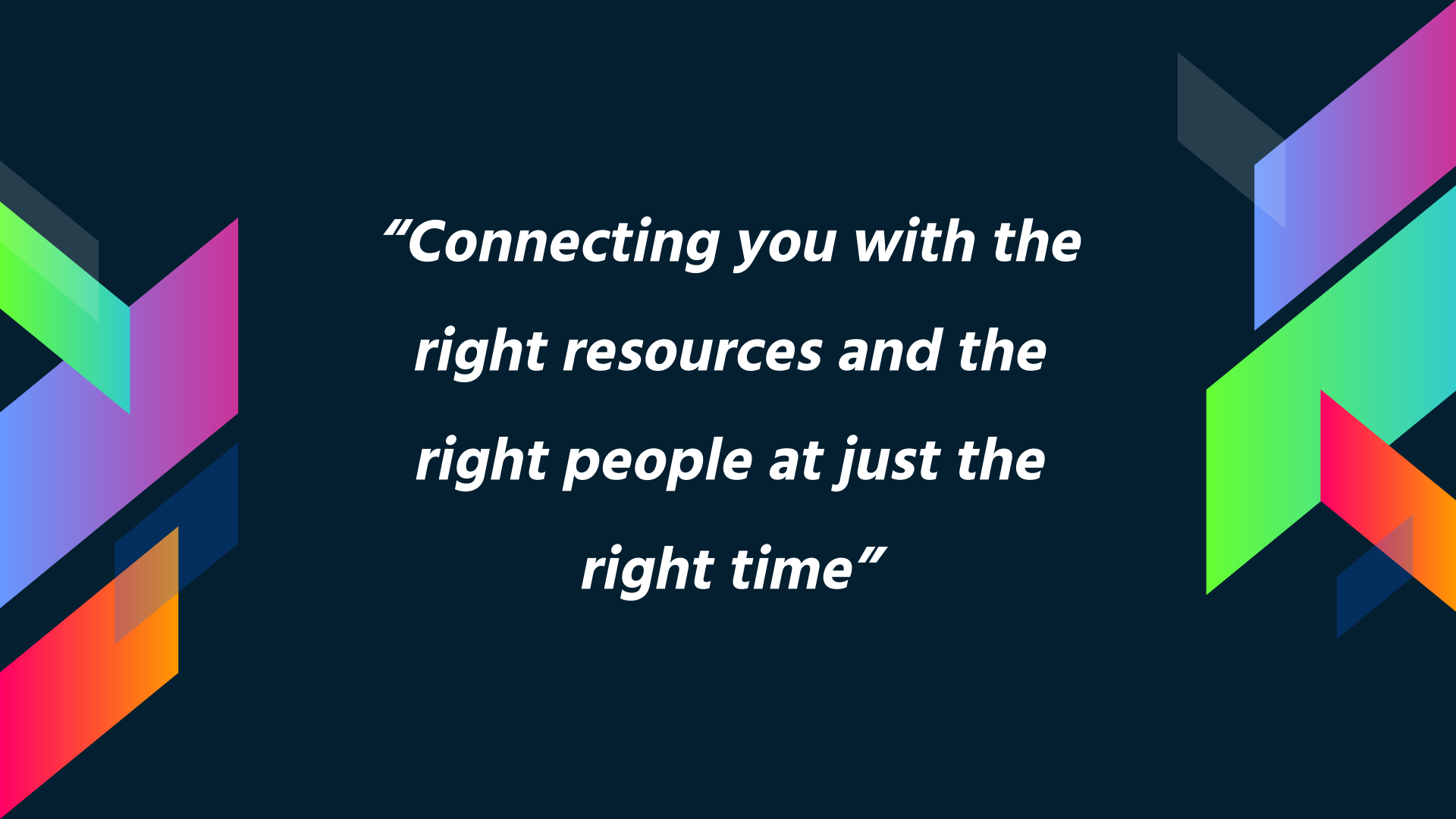




**Candy Labs**  
presents  
**VANILLA**



***“Connecting you with the  
right resources and the  
right people at just the  
right time”***

# What does that mean?

Vanilla alleviates global inequality by providing people with the resources and mentorship they need to succeed.

**We help you help yourself!**

# Use Cases

- Girls dreams of becoming a surgeon, nobody in social circle is a female surgeon, gives up
- Young woman who just gets a new job as a software developer, awkward situation with boss, what to do?!

# Target Market

You guys!

- Adolescents transitioning into adulthood
- Girls + opportunities + mentors
  - > Break the gender gap
- 22 million w/ 92% online, HUGE MARKET

# Competition

## Vanilla

- Community/Network/Mentorship
- Simplified information
- Easy to use
- Quality assurance
- Updated regularly
- Live support
- Real People
- Working for a cause

## Quora

Pros: Amazing UI, dedicated users, quality content

Cons: Not really informative, can turn into an addiction; no true community

## WikiHow

Pros: Thorough, lots of tutorials

Cons: Where do I ask my questions?  
Where are all the people at? I need help???

# The Candy Labs Team

Two childhood friends, two cities.

Sara = Designer + Developer

Kimberly = All Business



The slide features a dark blue background with abstract, colorful geometric shapes in the corners. On the left, there are overlapping shapes in shades of green, purple, and orange. On the right, there are shapes in shades of purple, green, red, and orange. The text is centered in the upper-left area.

\$\$\$

- Free == good!
- Making the companies pay
  - Expedited answers
  - Company-sponsored guides to promote product use
  - Traditional in-app ads





**THANKS FOR YOUR TIME!**

**NOW JOIN THE VANILLA  
MOVEMENT**