

# Animated -- View in Slideshow Mode

# How Many Variations Can There Be on the Razor/Razor Blade Model?

- ❑ Sell the capital item at low profit
  - ❑ The Razor
- ❑ Make the money on the consumable
  - ❑ The Razor Blade
- ❑ A start-up razor company?
  - ❑ How about a subscription model?



# DOLLAR SHAVE CLUB

SHAVE TIME. SHAVE MONEY.

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**FREE BLADES  
FOR LIFE**  
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Stop Overpaying on Blades! Join the Club = Quality Razors at your Door.

[DollarShaveClub.com](http://DollarShaveClub.com)

# A GREAT SHAVE FOR A FEW BUCKS A MONTH

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"I save \$100/yr  
on shaving now.  
Basically, I'm a  
genius."

- Jeff

### OUR BLADES



### DELIVERED EACH MONTH



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  - ❑ How about a subscription model?
  - ❑ \$1 million seed round
    - ❑ Andreessen Horowitz
    - ❑ Kleiner Perkins Caufield & Byers
  - ❑ Products sourced in China
  - ❑ [Marketed by a viral online video campaign](#)
    - ❑ Cost \$4,500 to make
  - ❑ Supported by an accelerator – Science Inc.