

SNYP Technologies Inc.™

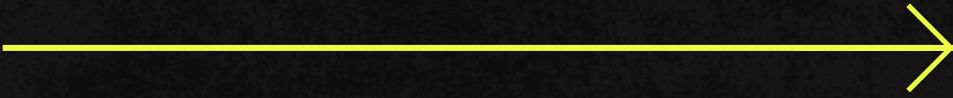
Miami, FL

THE ON-DEMAND
MOBILE
BARBER
PLATFORM



Founder & CEO: Daniel C. Sharaby

TABLE OF CONTENTS



01	The Problem
02	Mobile Barber Service
03	How SNYP was Born
04	Why Now?
05	Market Opportunity
06	Traction & Proof of Concept
07	Business Model
08	Product Overview
09	Merch/Affiliate & Marketplace Revenue
10	Competitive Landscape

11	Right Founder
12	The Team
13	Go-To Market Strategy
14	Financial and Seed Round
15	5 Year Financial Projections
16	Defensibility & Moat
16	Risk & Mitigation
16	Detailed Breakdown
16	How SNYP Grows Fast
16	Join Us

THE PROBLEM

Getting a haircut today is inconvenient, outdated, and inconsistent.

- Busy professionals don't have time to sit in a barbershop
- Long wait times and unpredictable experiences
- No trusted on-demand solution
- Barbers struggle with low shop pay, chair fees & limited income
- Post-COVID, demand for at-home service exploded

The market is ready for a modern solution.



MIAMI'S #1 ON-DEMAND MOBILE BARBER SERVICE

We send professional, certified barbers and hairstylists directly to you—so you can enjoy a haircut at your home, office, hotel, yacht, plane, or wherever you are.



HOW SNYP™ WAS BORN

"Bro, Sharaby... please come and cut my hair. I'll pay \$100 — whatever you want. I need a haircut badly."

House call after house call, mask on, sanitizing everything — Daniel was bringing in \$500 a day just cutting hair privately.

That's when it happened.

A moment of clarity... **an epiphany**.

"I need to duplicate myself. People need this everywhere. Why isn't there an app — like Uber, but for barbers?"

The demand was real.

The pain points were real.

And the opportunity was massive.

Out of that moment, **SNYP was born** — built from firsthand experience, genuine market need, and a founder who lived the problem before he set out to solve it.

THE ORIGIN STORY

SNYP didn't start as a business idea — it started as survival, hustle, and a real-world problem.

After leaving a barbershop job that drained his time and energy for just \$62–\$150 a day, Daniel C. Sharaby, Founder of SNYP, shifted his focus to real estate, where he could earn more and build a better future. Cutting hair became something he did casually — for fun, for friends, for a little extra cash on the side.

Then **COVID** hit.

Barbershops shut down overnight. Suddenly, everyone who relied on walk-in cuts had nowhere to go — and Daniel's phone **blew up**.

WHY NOW?

COVID normalized in-home services

On-demand economy is booming

Consumers want convenience, speed & quality

Barbers want independence & higher earnings

No dominant national “Uber for barbers” exists

Marketwide fragmentation = massive opportunity

Timing is perfect.



MARKET OPPORTUNITY

TAM

(US Grooming Market): **\$58B+**

SAM

(Men's haircuts + mobile grooming): **\$12B**

SOM

(Miami → FL → national rollout): **\$1B+**

Mobile on-demand services are expanding faster than traditional barbershops.



TRACTION & PROOF OF CONCEPT

Daniel personally performed thousands of mobile house-call cuts

Customers consistently paid \$100 per haircut

Repeat clients every 2–4 weeks

4 barbers already operating under SNYP

Demand outpaced supply

Clear unit economics

Customers asked: “Why isn’t there an app for this?”

Mobile on-demand services are expanding faster than traditional barbershops.



BUSINESS MODEL

Barber earns: **75%**

SNYP earns: **25%**

Average haircut: **\$100**

→ SNYP earns **\$25 per cut**

Gross margin: **80–90% marketplace**

Lifetime Value:

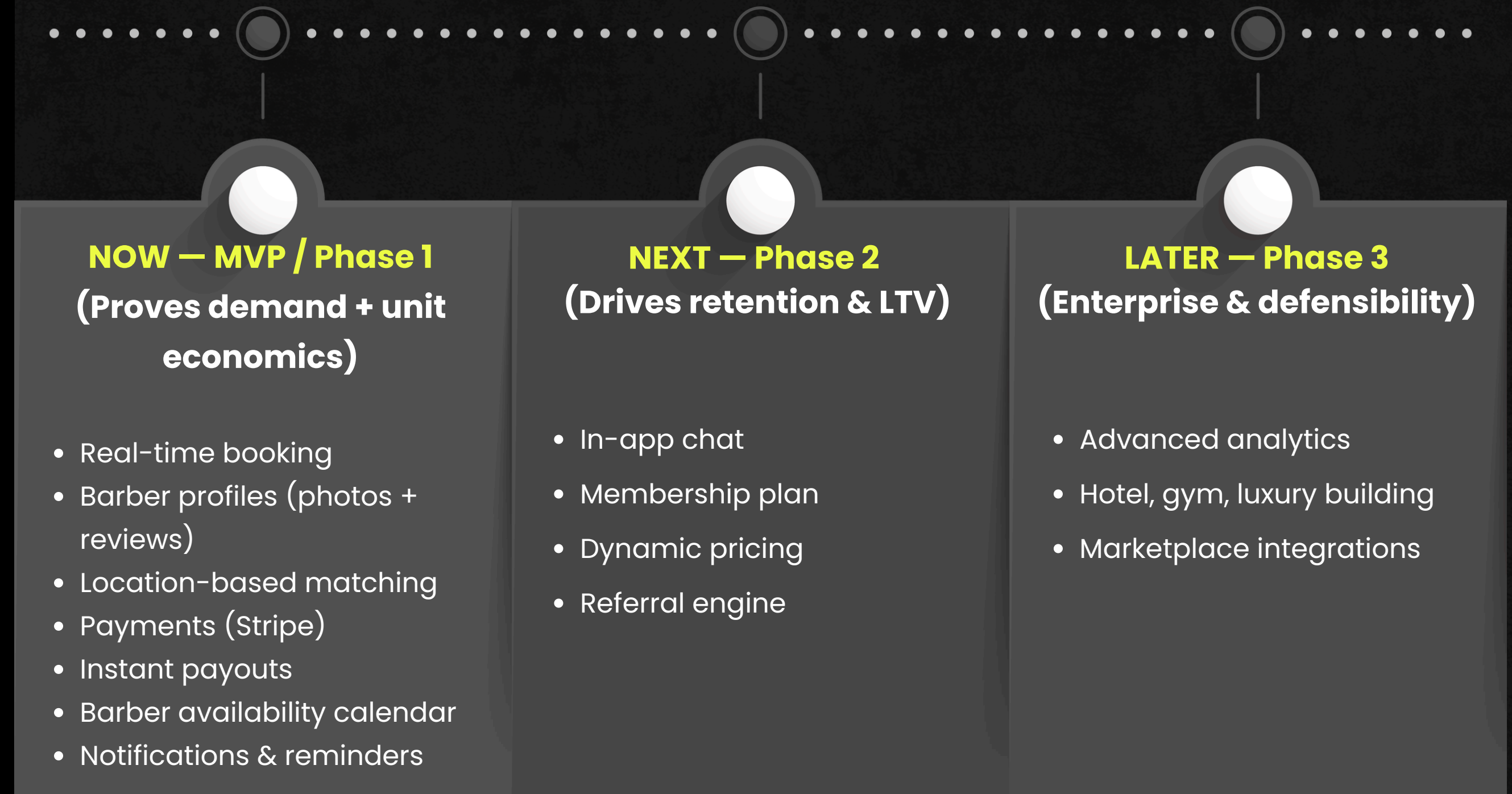
- 2–4 cuts per month
- High retention
- Strong recurring revenue

Add-on revenue streams:

- Subscriptions & memberships
- Premium concierge service
- Product line (SNYP grooming products)
- Instant payouts
- Equipment/kits



PRODUCT OVERVIEW



MERCH, AFFILIATE & MARKETPLACE REVENUE

Core Marketplace

High-Margin Add-ons

Long-Term Upside

Tools

Merch

Authorized Dealer

Kits

Affiliates

Private Label

Equipment

Sponsored Placement

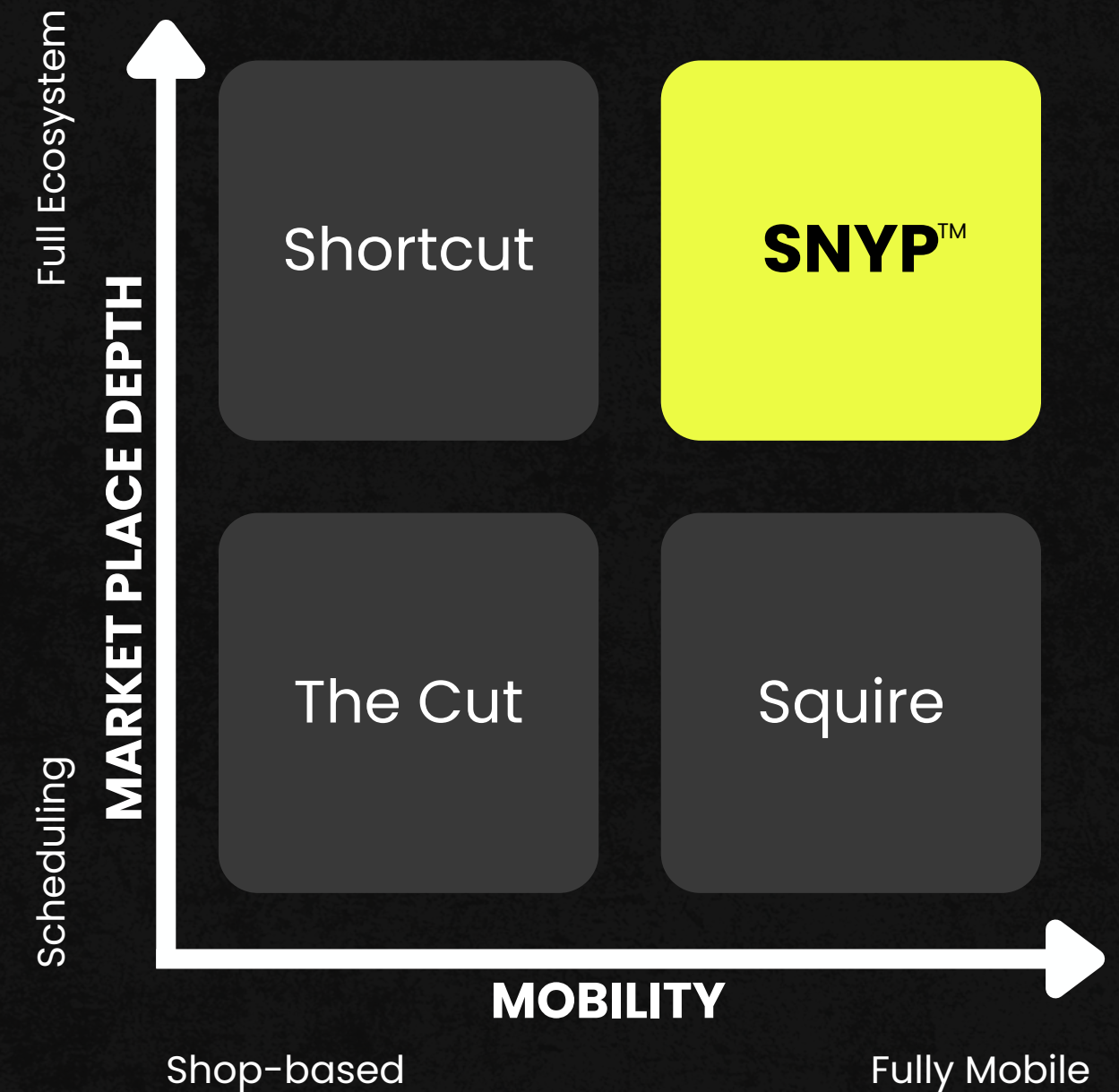


COMPETITIVE LANDSCAPE

Why **SNYP™** wins:

- Full on-demand mobility (Shortcut = mostly in-home stylists)
- Barber-first compensation model (75/25 split)
- Professional SNYP onboarding kit
- Premium brand + Miami luxury image
- Strong founder origin story
- Operations + training built by a real barber
- Marketplace, not just scheduling

SNYP™ fills the gap others miss.



WHY DANIEL IS THE RIGHT FOUNDER

- Licensed barber with real experience
- Already built a thriving mobile clientele
- Deep knowledge of the pain points
- Strong real estate + operations background
- Entrepreneur with multiple successful ventures
- Proven team leadership & sales ability
- Understands Miami's luxury market and client expectations
- Passion + experience + execution

Founder-market fit is extremely strong.



THE TEAM

Daniel Sharaby — Founder / CEO

Technical development via Dom & Tom

Fractional CTO support (as needed)

Operations Manager

Barber Onboarding Team

Customer Support Team

Lean but powerful early team.



GO-TO MARKET STRATEGY

Barber Acquisition:

- Social ads
- Barber school partnerships
- Referral bonuses
- Free SNYP kits (first 250 barbers)
- Influencer barbers

User Acquisition:

- Instagram, TikTok, YouTube short-form content
- Miami influencers + celebrities
- Building concierge partnerships
- Target hotels, gyms, luxury buildings

Expansion:

Miami → South Florida → Orlando → Tampa → NYC → LA → Nationwide



FINANCIALS & SEED ROUND

Seed Raise Goal: \$1.2M – \$1.5M | Lean Capital Target: \$950,000 – \$1,250,000

Allows full 12-month launch with traction.

Tech & Product \$390,000	Marketing \$320,000	Operations \$142,000	Others \$345,000
MVP Build \$320,000	Barber Acquisition \$150,000	Ops Manager \$70,000	Equipment \$60,000
Fractional CTO (optional) \$40,000	User Acquisition \$100,000	Support \$40,000	Legal \$50,000
Cloud + Infrastructure \$30,000	Branding + Content \$50,000	Onboarding Contractors \$20,000	Insurance \$15,000
	PR + Influencers \$20,000	Coworking \$12,000	CEO Salary \$120,000
			Runway + Buffer \$100,000

Total Lean Year-1 Budget: \$1,197,000 (round to \$1.2M)



5-YEAR FINANCIAL PROJECTIONS

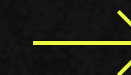
Year	Active Barbers	Monthly Haircuts	Annual Haircuts	Gross GMV	Platform Revenue	Subscriptions	Merch / Affiliate	Total Revenue	EBITDA
Y1	180	16,200	194,400	\$19.4M	\$4.7M (24%)	\$150K	–	\$4.85M	–\$250K
Y2	450	40,500	486,000	\$48.6M	\$11.2M (23%)	\$370K	\$900K	\$12.5M	\$2.1M
Y3	1,100	99,000	1,188,000	\$118.8M	\$26.1M (22%)	\$910K	\$3.9M	\$30.9M	\$9.2M
Y4	2,400	216,000	2,592,000	\$259.2M	\$54.4M (21%)	\$2.0M	\$8.2M	\$64.6M	\$22–24M
Y5	4,800	432,000	5,184,000	\$518.4M	\$108.9M (21%)	\$4.0M	\$16.3M	\$129.2M	\$45–50M

key Assumptions:

- \$100 average haircut
- ~90 haircuts per barber per month (~3/day)
- Take-rate compresses as elite barbers scale (offset by subs + merch)
- \$69/month barber subscription
- Merch & affiliate revenue reaches ~15% of total revenue by Year 5
- EBITDA margin stabilizes at ~35–40%

Outcome:

At just three haircuts per barber per day, SNYP scales to \$500M+ GMV and ~\$50M EBITDA by Year 5 through a high-margin marketplace model.



DEFENSIBILITY & MOAT

- Barber tier system + SNYP Points lock-in
- Marketplace + Inventory Gravity
- Enterprise Partnerships
- Brand-driven Demand
- Founder-led Operational Playbook



RISKS & MITIGATION

Risk	Mitigation
Barber churn	Tier incentives
Quality control	Vetting + training
Safety / liability	Insurance + compliance
Platform leakage	Client ownership rules
City regulations	Market-by-market rollout



DETAILED BREAKDOWN

YEAR 1 Launch Year

- Markets: Miami + Miami Beach + Broward
- Barbers: 150–250 onboarded
- Users: 3,000–6,000
- Cuts/month: ~8,000
- Gross revenue: \$9.6M
- SNYP share: \$2.4M
- Outcome: Slight loss (expected — heavy marketing + app build)

YEAR 2 Growth & Expansion

- Markets: Miami + Broward + Orlando + Tampa
- Barbers: ~500
- Users: 12,000
- Cuts/month: 30,000
- Gross revenue: \$36M
- SNYP revenue: \$9M
- Outcome: Profitable by Q3/Q4
- EBITDA: \$1.5M

YEAR 3 Scale Phase

- Markets: Add NYC + Austin
- Barbers: 1,200
- Users: 30,000
- Cuts/month: 75,000
- Gross revenue: \$90M
- SNYP revenue: \$22.5M
- Outcome: Strong profitability
- EBITDA: ~\$6M

YEAR 4 National Presence

- Markets: 10+ major U.S. cities
- Barbers: 2,500
- Users: 65,000
- Cuts/month: 150,000
- Gross revenue: \$180M
- SNYP revenue: \$45M
- EBITDA: ~\$18M

YEAR 5 Dominant Market Leader

- Markets: 20+ cities
- Barbers: 5,000
- Users: 150,000
- Cuts/month: 300,000
- Gross revenue: \$360M
- SNYP revenue: \$90M
- EBITDA: \$38M–\$45M
- Potential valuation: \$400M–\$700M (based on 4–8× revenue)



HOW **SNYP** GROWS THIS FAST

- Barbers refer other barbers (free acquisition)
- Users rebook every 2–4 weeks
- Expansion into:
 - Hotel partnerships
 - Corporate offices
 - Luxury buildings
 - Gyms, spas, concierge services
- Premium add-ons:
 - Memberships
 - 30-min concierge service
 - SNYP grooming product line
 - Instant payouts fee
 - Equipment + kits

This turns the marketplace into a recurring revenue machine.

KEY METRICS INVESTORS CARE ABOUT

- CAC (Customer Acquisition Cost): \$12–\$22
- LTV (Lifetime Value): \$450–\$1,200
- LTV to CAC Ratio: 20x+ (excellent)
- Take Rate: 25%
- Retention: Very high (haircut every 2–4 weeks)
- Barber churn: 20–30% (normal for gig marketplaces)
- SNYP's financial story is extremely fundable.





JOIN US IN BUILDING THE FUTURE OF GROOMING.

Raising seed capital to dominate Miami and expand nationally.

SNYP is redefining
convenience, luxury, and
mobility for millions.

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20

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Daniel C. Sharaby
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