



**Company Profile:**

URL: [GotYouIn.com](http://GotYouIn.com)

Industry: Online scheduling

Employees: 2

Founded: October 3, 2012

Beta launch: February 15, 2013

**Contact:**

John Mark Eberhardt  
(502) 417-4685  
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**Financial Information:**

Funding Stage: A Round

Monthly Revenue: N/A

Previous Capital:

\$76,250

Capital Seeking:

\$350,000

**Management:**

John Mark Eberhardt  
CEO

**Advisors:** Jed

Hayden Bobby

Thomas, Jr.

Julia Polk

# GOT YOU IN GOT YOU IN

Company Tag Line: Your Cut | Your Time

**Business Summary:** Got You In empowers barbers and their customers to efficiently manage their schedules, independent of one another.

**Management:** John Mark Eberhardt, President/CEO. John Mark began his first entrepreneurial venture in 1997; this is his fifth venture. John Mark excels in sales, leadership and organizational development.

Vernon (Jay) Johnson, VP Customer Service. Jay earned a bachelors in Manufacturing/Quality Assurance; he has over 12 years experience in customer support.

Warren Sadler, Marketing Director. Warren acquired his bachelors from Nossi College of Art. Having honed his skills working with various startups at the Entrepreneur Center of Nashville, Warren has developed a unique voice in both design and web development.

**Customer Problem:** A majority number of barbershops and salons lack efficient scheduling practices, which is a growing frustration for them and their clients. The efficiency Got You In promotes business growth for barbers. It also provides web-presence for the majority of barbers who cannot afford to invest in creating and managing a website.

**Product/Services:** Got You In will provide a simple, efficient scheduling platform to schedule appointments online or through a mobile device.

**Target Market:** 2007 Census--the barbershop industry is a \$2.85 billion market and the beauty salon industry is a \$50 billion market.

**Customers:** Our customers are barbershops and salons, and individual barbers and beauticians also subscribe to our service. We currently have over 300 Beta customers in 37 states.

**Sales/Marketing Strategy:** Sales are generated from multi-channel initiative: hair shows, direct mail, telemarketing and social media. We average 3 new clients a day through word of mouth. Currently, we are not advertising.

**Business Model:** Revenue comes from the monthly subscriptions. Merchandising and resale programs will generate additional revenue. Got You In app for Salons will roll out fourth quarter of 2013.

**Competitors:** Vagaro, Barbinc and Style Seat.

**Competitive Advantage:** We created the first universal scheduling app, designed specifically for barbers and their clients. Our solution has proven to be more efficient and easier to use than our competitors.

Financials (\$K)	2014	2015	2016	2017	2018
Revenues	\$190	\$703	\$1,258	\$1,868	\$2,497
Expenditures	\$311	\$279	\$303	\$339	\$382
EBITDA	-\$120	\$424	\$955	\$1,528	\$2,115

\*Break-even occurs in Month 18

