

The story behind Stitch Fix's IPO



Data sourced from the PitchBook Platform

Stitch Fix, which combines data science and AI with human stylists to provide personalized shipments of clothing and accessories, is now trading on the NASDAQ. Here's a breakdown of everything we know about the female-founded ecommerce powerhouse.

Katrina Lake
Stitch Fix
Founder and CEO



NASDAQ: SFIX

Stitch Fix's ticker symbol

\$15

price per share

8 million

proposed Class A shares for sale

\$120M

to be raised from IPO



Annual revenue

\$342.8M

2015

\$730.3M

2016

↑ 113% YoY

\$977.1M

2017

↑ 33.8% YoY



Active customers

867,000

2015

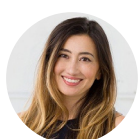
1,674,000

2016

2,194,000

2017

Stitch Fix's Board of Directors



Katrina Lake
Founder and CEO
Stitch Fix



Steve Anderson
Founder
Baseline Ventures



Bill Gurley
General Partner
Benchmark



Marka Hansen
Former President
Gap North America and
Banana Republic



Sharon McCollam
Former EVP, CFO and
Chief Administrative Officer
Best Buy Co.

Shareholders + percent of ownership

Baseline Ventures

28.1%

Benchmark

25.6%

Katrina Lake

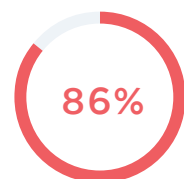
16.6%

Lightspeed Venture Partners

11.8%

*Shares beneficially owned before the offering

Employee makeup



Of employees identify as female



Of management team identify as female

5,800
total employees
as of July 29

3,400
stylists

1,500
fulfillment
center employees

200
client experience
employees

95
engineers

75
data scientists

Funding Timeline

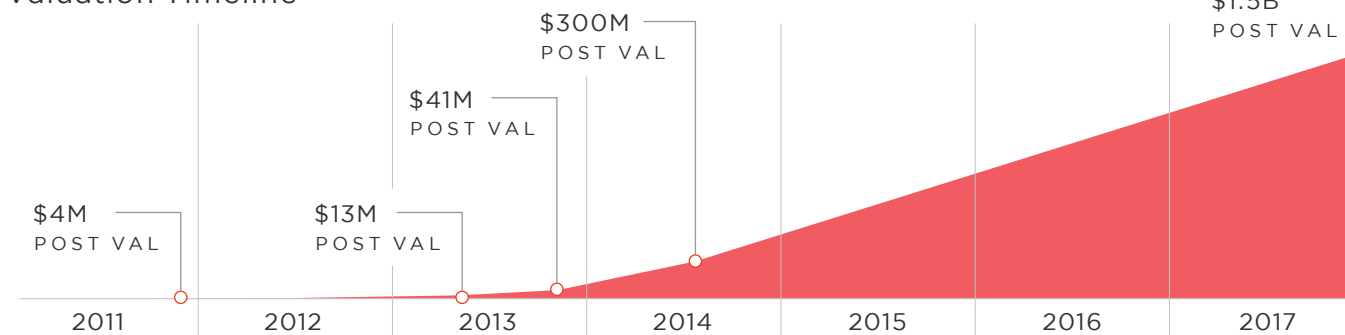
2011	2013	2014	2017
Founded by Katrina Lake	A \$4.8M	C \$30M	IPO \$139.5M*
Seed \$750K	B \$12M		

*estimated as of 11/16/2017

"Stitch Fix took a highly disciplined approach to growth, optimizing unit economics and perfecting its core product offering. The company achieved profitability in 2014, just three years after launching."

GOODWATER CAPITAL

Valuation Timeline



*estimated as of 11/16/2017

Previous ecommerce IPOs



Date of IPO: April 2015
VC raised: \$114M
Valuation at IPO: \$1.8B
Current market cap: \$2B



Date of IPO: October 2014
VC raised: \$358M
Valuation at IPO: \$2.4B
Current market cap: \$5.6B

Who's next?

WARBY PARKER

VC raised: \$216M
Valuation: \$1.2B



RENT THE RUNWAY

VC raised: \$176M
Valuation: \$750M

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