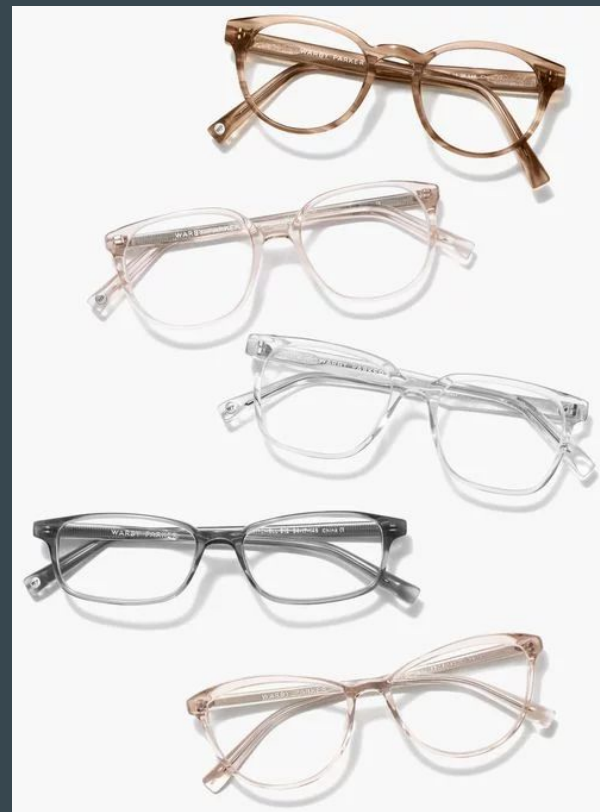




Warby Parker



By Crystal Huang



Dave Gilboa & Neil Blumenthal

Jeff Raider and Andy Hunt

2008 - Wharton School at the University of Pennsylvania

- Entrepreneur class

4 friends invested \$120,000

EM: Flexibility & Adaptability



Idea

All wore glasses

Blumenthal realized how expensive glasses were - Luxottica

Marketing professors and friends

EYEWEAR BRANDS: OUR GLASSES

alain mikli
paris

A | X
ARMANI EXCHANGE

Arnette
EYEWEAR

Brooks Brothers

BURBERRY
LONDON ENGLAND

BVLGARI

CHANEL

COACH
NEW YORK

DKNY

DOLCE & GABBANA

EMPORIO ARMANI

GIORGIO ARMANI

MICHAEL KORS

MIU MIU
EYEWEAR

OAKLEY

OLIVER PEOPLES
OOVVEE

Paul Smith
SPECTACLES

Persol

POLO
RALPH LAUREN

PRADA
EYEWEAR

RALPH LAUREN

Ray-Ban
SERVING SINCE 1937

Ferrari

STARCK®
EYES

TIFFANY & CO.

TORY BURCH

VALENTINO

VERSACE

VOGUE
EYEWEAR

Mistakes and Challenges

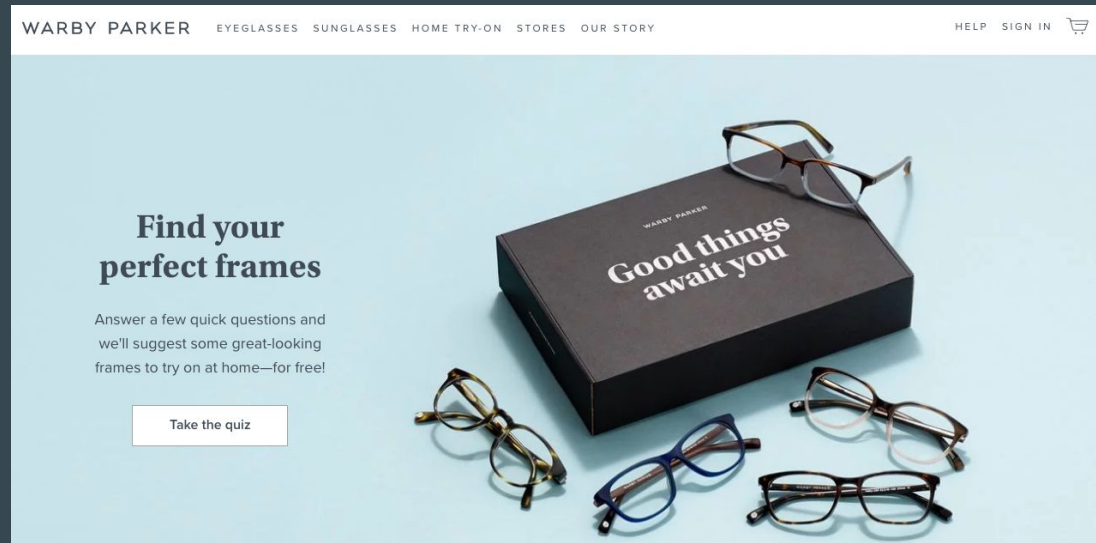
Almost made the glasses way too cheap (\$500 for \$45)

- Psychological

Creating both a brand and an e-commerce site

No inventory count

Can't take out loans from banks



Execution

Premiered in magazines (GQ and Vogue)

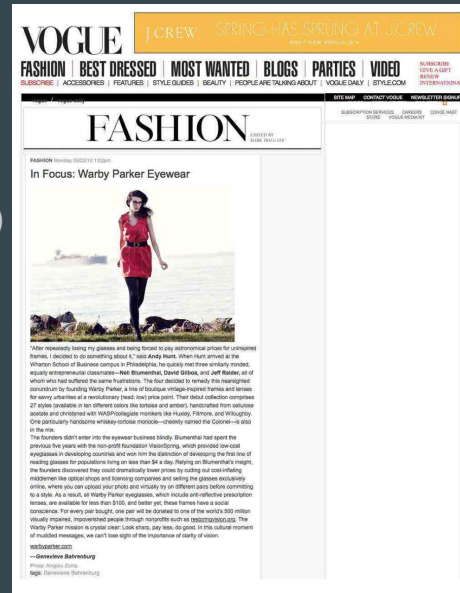
Website launched - 2010

20,000 people waitlist

Needed money to finance business

- Third-party logistic company CEO
- In exchange for PR consulting they got a few hundred thousand dollars

Now valued at \$1.2 billion



Personal Reflection

I have seen ads for them before

Surprise: How the eyeglass industry was controlled before

Inspire others to create services/products more easily available

Always ask questions and ask for help