



The Most

Ecommerce, Health & Beauty Hardware Board Advisors

Position Snapshot

Position	Corporate Board Advisor – Ecommerce
Company	The Most
Compensation	0.1% - 0.25% (2-year vesting, 1-year cliff, quarterly thereafter)
Location	Remote (Global, US preferred)
Founder(s)	Dawn Myers, CEO
Website	TheMostcurls.com

Score 3 – Startup Board Initiative

There is a dire need for more diverse viewpoints in the boardrooms of corporate America. At Score 3, we are building on our experience with entrepreneurs in the technology industry to create a fast-moving and innovative solution. Our Startup Board Initiative uncovers diverse board candidates and connects them to our wide-ranging network of tech founders. These experienced corporate leaders' partner with companies by taking on the role of board advisor or board director in exchange for company equity.

Our initiative offers the most logical and effective entry point for diverse corporate executives: acting as board members for early-stage startups with diverse founders whose obstacles, talents, and dilemmas they are best equipped to handle. Board members can provide input on company strategy, acceptable risks, and priorities. They are valuable sources of warm introductions to new investors, potential employees, prospective customers, or future board members. In exchange, board members gain experience in the rewarding environment of high-tech, high-growth startups and equity in the company. As they develop their board-level leadership skills, they are exposed to some of the latest ideas, technologies, and business practices. Together, founders and board members will be able to grow professionally while shepherding the company towards future success.

The Score 3 Startup Board Initiative provides people of color, women, and LGBTQ business leaders a way to bypass workplace bias and unfair stereotypes. Board members receive personalized help to gain skills and create business connections that will enable them to take their careers to the next level. Likewise, founders acquire the critical social capital and additional business expertise that they need to accelerate the growth of their company. The technology industry is known for moving fast and breaking things, and it's time to apply that philosophy to disrupting the homogeneity of the corporate boardroom.

Organizational Stats – The Most

Founded	2018	Law Firm	In-House
Total Investment	\$101,500 (to date)	Legal Structure	LLC
Financing Stage	Seed Stage	Investors/ Accelerators	Sephora Accelerate 2020, Next Fab Hardware Accelerate, YC School, Glossier, New Voices
Industry	AI/ML, Fintech, Beauty Tech, E-Comm, etc.		
Number of Employees	3 Full Time 8 Part Time	Leadership Diversity	Black, Latinx, Women
Intellectual Property:	TAM: \$87B SAM: \$12B SOM: \$45.25M		
Traction Notes:	10,000 Monthly Active Users Major Press Coverage 2x Month over Month Growth		
Leadership	Dawn Myers, CEO https://www.linkedin.com/in/dawndoesthemost/ Jessica Grant, Chief of Staff https://www.linkedin.com/in/jessica-grant-2a71271a9/ Natasha Valley, CMO https://www.linkedin.com/in/nnvalley/		
Notable Press Links	<p>“Disrupting an \$87 Billion Dollar Industry: Meet Dawn Myers, CEO of THE MOST” https://www.blackwallet.org/disrupting-an-87-billion-dollar-industry-meet-dawn-myers-ceo-of-the-most/</p> <p>“Dawn Myers, Founder of THE MOST: “Who Says Natural Hair Has to Be Hard?” https://www.sheenmagazine.com/dawn-myers-founder-of-the-most-who-says-natural-hair-has-to-be-hard/</p> <p>“Meet The 16 Companies Selected to Receive Glossier's Black-Owned Beauty Business Grant.” https://www.essence.com/beauty/glossiers-black-owned-beauty-business-grant-recipients/</p> <p>“Black Beauty Founders Join Sephora’s Women’s Business Accelerator.” https://www.blackenterprise.com/black-beauty-founders-join-sephoras-womens-business-accelerator/</p>		

Organizational Overview

At The Most, we're tackling the major pain points for consumers with ethnic hair. We're data-driven, science-forward, and personally experienced with the time and attention that goes into maintaining textured hair. Our line of hardware and merchandise includes liquid hair products, detangling tools, and a first-of-its-kind appliance for styling curly, coily, and kinky hair.

Since our launch in 2018, our efforts to apply culturally-informed engineering have yielded exciting results. The Most is part of the Sephora Accelerator, the next round of Pipeline Angels 2019, the due diligence round of the 1863 accelerator, the 2019 cohort of Founder Gym, and the hardware-specific Philadelphia accelerator Next Fab. We also won the Unilever Shea Moisture New Voices award in 2019. Most recently, we have launched an ecommerce shop to sell the products we develop. In the first three months after the launch, monthly sales have grown 2x each month. Not only do we plan on maintaining this growth, but we also plan on developing a strong community around our brand. We are dedicated to improving the experiences of the Black community in America and we look forward to building strong solutions so that we can ultimately bring that respect and love to the many consumers with coiled, curly, and kinky hair around the world.

Board Member's Impact Potential

The Most has had early success with product-market fit in their existing service areas, but to reach our goal of becoming a leading company in the health and beauty sector we will need to draw on the expertise of seasoned industry professionals. That is why we are searching for business executives to join our company as corporate board advisors. New team members in this role can expect to be involved with discussing and identifying potential strategies, new markets, possible areas of improvement, and future challenges. As The Most continues to grow to scale, board advisors should be able to draw on their prior business experience and contacts to solve relevant problems, make valuable connections, and offer guidance to the management team on important business decisions.

What Can Be Accomplished

Our company is founded on our belief in the value of Black community, respect, open communication, and best intentions. We extend these principles to our customers by acting as natural hair advocates and offering high-quality-high-value products. Trust is a key component for brands in the natural hair market. Consumers spend a lot of resources taking care of their kinks and curls, and the opportunity cost for a substandard tool or product is high. We want a team member that recognizes both the challenges and chances this market offers, and who wants to work with us to develop a strong company reputation and a community of loyal consumers who are excited about our brand.

We're building the first hardware-centric hair product company for kinky-haired consumers and we want a creative and cultural mind that will support our efforts to build a brand experience that encompasses everything positive about natural hair. You should be an ecommerce specialist that is interested in getting deeply involved with prioritization and strategy as we continue to build on our momentum. We want someone who can provide expert analysis of our current efforts to attract customers and offer constructive feedback on how to use targeted advertising and social media to get the best ROI. It would be ideal if you have both B2B and B2C experience as we are considering partnerships with retailers in addition to our own ecommerce site.

Who You'll Be Working With

Dawn Myers, CEO:

Our founder is a former business development professional with experience at top international law and wealth firms. Dawn is personally familiar with the pain points of caring for natural hair. She became acutely aware of the lack of quality treatments and hardware designed for kinky hair while she was completing her JD at Howard University. Her own transition from harsh chemical straighteners to the freedom of her own natural texture sparked the desire to create a company that allowed its customers to spend more time on their career, their health, and their families—and less time on their hair. Dawn is passionate about the impact The Most's line of hair products and tech-forward hardware will have on its consumers. She envisions creating a community that loves their kinks, coils, and curls because of The Most.

Other key staff:

Jessica Grant (Chief of Staff), Natasha Valley (CMO), Kristel Shelton (Data Director), Daniela Rodriguez (E-Commerce Lead).

What You'll Bring to the Company

- Successful tenure in a VP or higher-level corporate position
- High-profile experience in the fashion, lifestyle and/or health & beauty industries
- Passion for connecting with consumers and building brands
- Strategic insight into managing multiple sales channels, i.e. direct to consumer, retail space, agreements to integrate outside hair products with our hardware
- Background in developing consumer experience, new product innovation, and brand identity based on consumer profiling and data mining

All candidates are expected to display strong interpersonal skills and a level of business acumen that has been honed over many years of experience. All board advisors for an early-stage startup should be able to provide mentorship to the CEO, assist with soft introductions to potential investors or recruits, and act as an ambassador for the company.

Impact Description – Year 1

The below list breaks down the effect that this position will have on the company into a clear set of actionable goals. We recommend that, prior to reaching an agreement, both the board advisor and the CEO review and modify this list, as necessary. The final timeline should guide the advisor's decision-making process throughout their first year and also provide a mutually defined and understandable measure of success for the end of the year.

Within 1 Month, You'll:

- Work with the CEO and other key staff to get up to date on The Most's current projects
- Become a member of The Most team by getting to know the other team members and getting briefed on the current business structure, strategies, challenges, and goals of the company
- Develop a prioritized list of growth hacking initiatives to build The Most's brand and maintain the company's existing 2x monthly growth until the end of the year

Within 3 Months, You'll

- Act as an ambassador for The Most brand and support the company's network through five "warm" introductions to potential clients, investors, or employees
- Mentor marketing staff on AB testing, ad development, and how to analyze data and make informed advertising decisions
- Identify key metrics for potential customers and suggest ways to tailor company social media and the ecommerce platform to meet their needs
- Work with the marketing team to create a budget, strategy, and timeline for generating before-and-after content and video reviews

Within 6 Months, You'll

- Review the specifics of proposed partnerships with hair product brands and provide input on their strengths, weaknesses, opportunities, and threats.
- Offer advice on the efficacy of the company's social media accounts and suggest strategies for creative content that will drive sales (Facebook, Instagram, LinkedIn, Twitter, Tiktok).

Within 12 Months, You'll

- Work with other team members to identify future growth goals while maintaining the quality of our services, personnel, and the overall health of the company
- Analyze the viability of new markets (i.e. Africa, EU, UK, Caribbean, Brazil).
- Assist with the execution of The Most's first foray into international sales and its development of a fully multicultural Black and Hispanic brand image

- Review the success of the prior year's internal and external business relationships and identify growth areas

Diversity, Equity, and Inclusion @ The Most

Our customers come from all walks of life and so do we. We hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our company stronger. If you share our values and our enthusiasm for small businesses, you will find a home at The Most.

Interested? Let's Talk...

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