



INVESTOR: Lorrie Meyercord
AMOUNT: \$200,000 in 2021
INVESTMENT: Series Seed-5 Preferred Stock
CREATIVE ECONOMY SECTOR: Other Creative Businesses
ASSET CLASS: Venture Capital

Led by entrepreneur Pree Walia, Preemadonna is a tech company building smart hardware products and software platforms to inspire creative expression for the next generation of girls. Its first product, the Nailbot, will disrupt the \$15 billion nail care industry through nail art; inkjet printing smartphone images onto fingernails using nontoxic water-based ink. The business model focuses on building a community of “Preemadonnas” – creative makers who are predominantly girls and young women – who care about entrepreneurship, tech, and personal creative expression. While 2020 production and the consumer launch were paused due to COVID-related supply chain and factory delays, the company was on track to ship up to 1,000 units by the end of 2021 to crowdfunding backers, influencers, press partners and ambassadors.

Impact Strategy

Led by an all-female team and all-female board, Preemadonna is committed to helping girls and young women turn their interests in engineering, entrepreneurship and artmaking into lifelong skills. The Preemadonna community learns the basics of hardware and electronics engineering by building, programming, and maintaining their Nailbot devices; entrepreneurship by building micro businesses selling nail decorations and collections of nail art through Preemadonna’s online platform; and creativity by designing their own collections of nail art. The company works with nonprofit partners including MakerGirl and Girl Scout troops to integrate its approach into broader leadership and learning curricula; and to engage a diverse cohort of girls.

ACCESS TO CAPITAL FOR BIPOC & WOMEN ENTREPRENEURS	
QUALITY JOBS	
VIBRANT COMMUNITIES	
SUSTAINABLE CREATIVE LIVES	
AN INCLUSIVE CREATIVE ECONOMY	
ENVIRONMENTAL SUSTAINABILITY	

PRIMARY IMPACT SECONDARY IMPACT NOT AN EXPLICIT IMPACT PRIORITY

Impact Metrics

With its first product in the market in 2022, the company is on track for B Corporation Certification, and has committed to measuring:

- Women on leadership team and board
- Girls reached through nonprofit partnerships
- Participants in Artist & Coding Curriculum
- Micro-businesses launched
- Original designs created

Upstart Co-Lab's Role

As a judge at the MIT Solve business plan competition in 2017, Upstart's founding partner met Preemadonna founder Pree Walia. In 2018, Upstart recommended and closed an investment in Preemadonna for the Spanx by Sara Blakely Foundation, with a follow-on investment in 2019. In preparation for Preemadonna presenting to the Upstart Member Community in September 2021, Lorrie Meyercord was asked to test the Nailbot at home with her two daughters. It was an instant hit with the family and ultimately led to Meyercord's investment.