

## Lucy Activewear (formerly Lucy.com)

Founders: Sue Levin (Nike) & Steve Hochman (Intel)

Market: \$77B sporting goods industry

Total Investment: \$70M+

04/99	\$ 7.5M Series A	Sutter Hill Ventures
	\$ 3.0M Series B	Foundation Capital & others
11/99		Web site launched
09/00		Catalog launched
01/00	\$28.0M Series C	Oak Investment Partners, Maveron
10/00		New York retail store
01/01		Announced deal with AOL online store
01/01		Announces focus on brick & mortar
02/01		Kills eCommerce site and catalog; keeps NYC store
11/02	\$ 6.5M Series D	Oak, Sutter Hill, Maveron, Lone Pine Capital
11/02		Expand to 15 stores mostly in western US; 60 employees
10/04		Re-launches eCommerce site; plans double size in 2005
11/04	\$ 6.5M Series E	
07/05	\$20.0M Series F	Expand to Midwest and East Coast