

# BEEWARE

apparel



**An Eco-Advocacy Fashion Empire**

# Who am I?

I am Sarah Rice and this is **Beeware**:



# Vision and Mission

Beeware makes it possible to own **affordable, comfortable,** and stylish clothing while **raising awareness** about environmental issues.

At Beeware, we combine **creativity** with **fashion advocacy** to create a lasting impact **globally.**



# News Flash!

The planet isn't getting any better with secret donations made during online purchases and in-store checkout roundups for charity; not only do people forget, they aren't left with that feeling of fulfillment.

Why should your efforts stay hidden?

**“Empowering  
you to create a  
visible  
difference.” -  
Sarah Rice**

# Beeware Can Fix It



Beeware has a stylish, safe, and sustainable solution. Our products turn shopping into an **opportunity** to create **real change** with little effort from customers.

Beeware makes increasing your **positive environmental impact** simple. Everyone buys clothes at some point and that money should go into a product with a **purpose**.

Benefits:

- 100% cotton
- DTG safe-for-children ink
- “one print. one plant” (3.4kg carbon/tree)

“A product with a **purpose.**” -Sarah Rice



# Who is it For?

As you know, fashion is a billion dollar industry

- In 2020 online sales were over \$100 million
- In-store sales were over \$302 billion
- Shockingly, an estimated 60% of materials used are made from un-recycled plastic

People deserve a damage-free shopping experience, that's what Beeware provides.

We have a global marketing plan that includes website, retail establishment, influencers and direct distribution by 2025.



# Generating Buzz



We are attacking our target market with demographic specific strategies:

- Social Media and Brand Ambassador programs will connect the cause with teens, young adults, and kids. We will promote products as well as provide tips for reducing your footprint in other aspects of life.
- Social Media can also be used to build demand, we will provide sneak peeks for new lines and use it as a source for customer feedback.
- Advertisements and partnerships will increase our reach to those who are less connected to social media, spreading our message to all age groups.
- Email marketing will be used for all customers. This will aid in customer retention through our rewards programs.

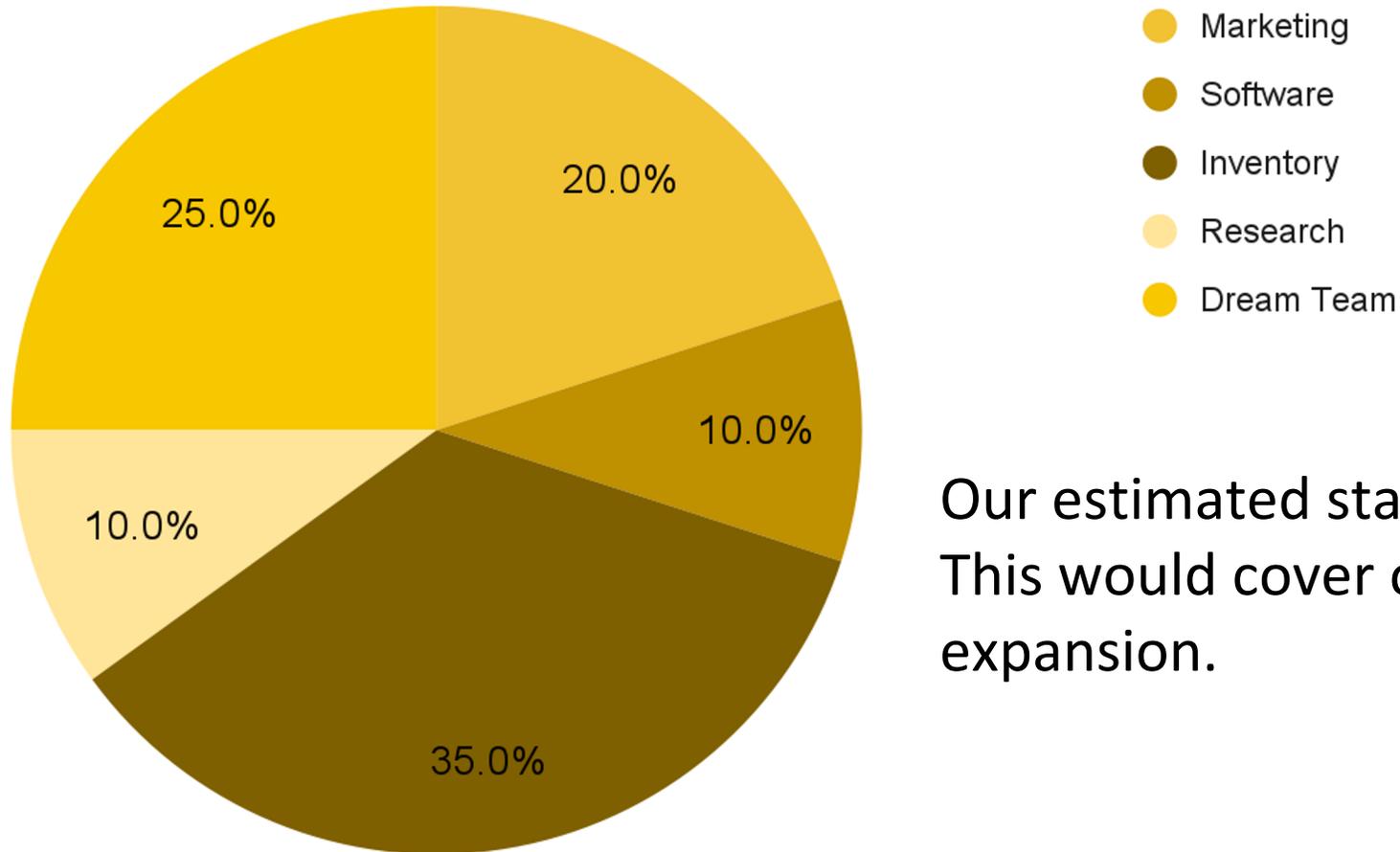
# Let's Talk Money

Current methods of production allow for bulk orders. Moving to mass production will increase revenue and allow a generous 15% annual donation to a charity of choice.

We are transitioning to dropshipping before we hit mass production. A t-shirt costs \$12 and will sell for \$24. As we switch to mass production and distribution costs will be reduced to just over \$3, increasing our profit margin to 87%.

# Budgeting

## Cost Breakdown



Our estimated startup cost is \$55K.  
This would cover overhead and  
expansion.

# Expanding Our Hive

As you can see, we are currently in our startup phase. **Beeware** will become an **eco-advocacy empire**. Our in-house dream team will consist of graphic designers, environmental experts, analysts, local artists, and more.

By 2024 we will be collaborating with companies like 4Ocean who has pulled over 24 million pounds of plastic from the ocean and continues to make efforts to restore the ecosystem.

We will use partnerships to strengthen our impact and boost our growth.



# What Makes Us Unique?

Sustainability is an ever growing movement. There are brands moving to eco-friendly options and forming partnerships with environmental organizations. Unfortunately, many stores are limiting their impact.

2021: the sales share of sustainable clothing within the global apparel market was approximately 3.9%

**Beeware** is going to attack this issue from every direction possible:

- environmental analyses of our processes
- evaluate ways to continue reducing our footprint
- environmental guidance to the community

We are a brand that people can feel good about.

“Don’t just make money, make a difference.” -GC

# BEEWARE

When I become an environmental scientist, I will continue to grow Beeware and use my knowledge and skill sets to reach our goals. Look, I'm human and have nowhere else to live. Our planet needs us to change. This starts with **Beeware**.

You can replace your ordinary shopping experience with one that has an **extraordinary impact**.

