

PATCH



Spread The Love

The Problem

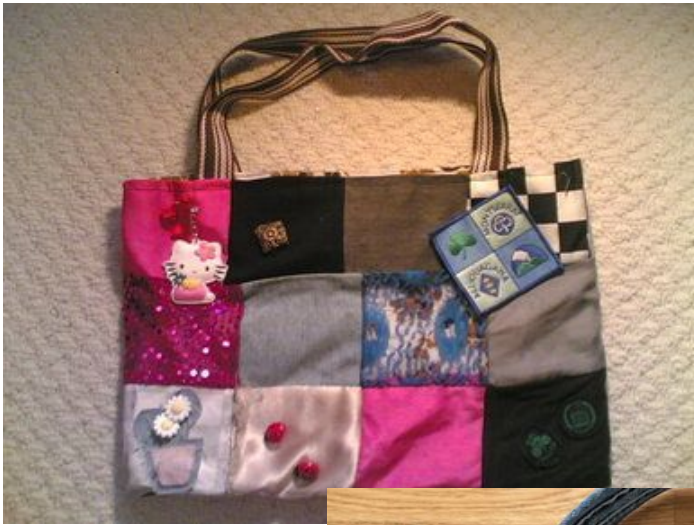


100 billion in the U.S alone

My Solution



The Product



Our Mission

Patch aims to transform people's valuable memories into items they can use everyday. Our one of a kind bags not only keep the memories alive but also help the environment by replacing the amount of plastic bags needed, tackling a huge environmental concern.

“A bag for a bag”. For every bag purchased, we donation one bag of essentials(toiletries) to the homeless.

Business Model

Definition of One Unit

1 Bag

Economics of One Unit

Selling Price		\$125
Cost of var. materials exp.		3.00
Cost of labor/ commission	2 hours/bag	30
Other variable costs	shipping	10
	toiletries	5.00
Total COGS/ COSS		\$48
Contribution Margin		\$77

Monthly Break Even Units

$$\frac{\$2137}{\$77} = 27.75 \approx 28 \text{ units}$$

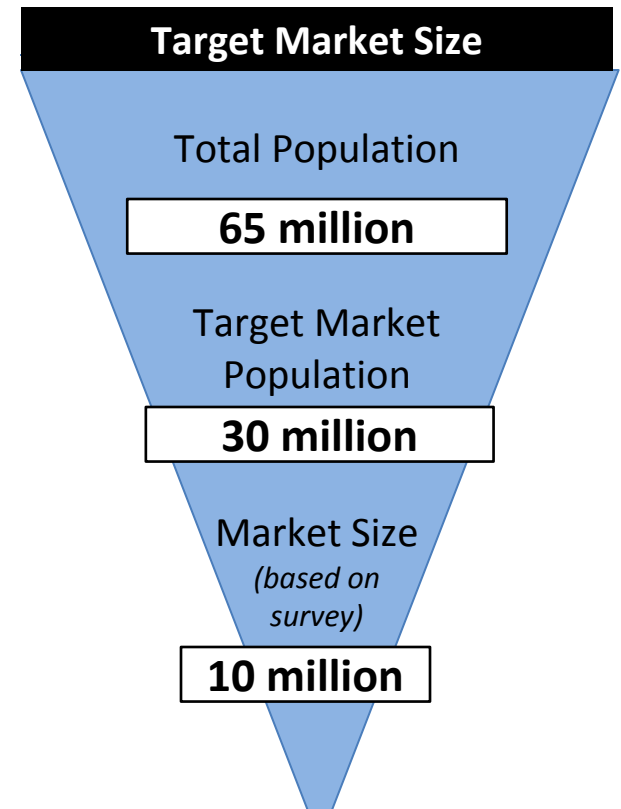
Description of Expenses (1 unit)

Variable Material Expenses	Total: \$77
Materials: thread,buttons,zippers	\$3.00
Labor	\$30.00
Packaging/Shipping	\$10
toiletries	\$5
Fixed Expenses	Total: \$3637
Insurance	\$42.00
Advertising	\$100
website security and updates	\$450
Utilities	\$128
Rent	\$1,375
Insurance	\$42.00

Market Analysis

Market Statistics			
Industry Name:	Personalized Gifts Market	Annual Industry Sales:	\$31.63 Billion

Description of Target Consumer	
Demographics <ul style="list-style-type: none"> - parents - grandparents - godparents - middle & high income 	Geographics <ul style="list-style-type: none"> - Urban and Suburban
Psychographics <ul style="list-style-type: none"> - they believe every moment is a precious one - believe in pollution - charitable 	Buying Patterns <ul style="list-style-type: none"> - people who love to celebrate events - people who hold onto everything with significance



Marketing and Sales

Instagram: With its impressive targeting capabilities and click-through rate, the cost to advertise on Instagram is a bit higher. Average CPM (cost per thousand views) is **\$6.70**.

Facebook: cost per thousand impressions (CPM), Facebook advertising costs about **\$7.19 CPM**



Competition

	Patch	CustomInk	Etsy
Price	\$125	\$7-\$80	\$1-\$50
Customizable	Yes	Yes	Yes
Unique factors and Knowledge	<ul style="list-style-type: none"> made with 100% recycled clothes No two bags are alike 	<ul style="list-style-type: none"> lots of designs and colors to choose from option to upload photos onto bags 	<ul style="list-style-type: none"> Lots of items from different sellers customize text and print

Your Competitive Advantages

1. Sentimental
2. “a bag for a bag”
3. One of A Kind

Qualifications

- ARK Club President
 - Spearheaded Multiple Fundraisers
- Currently studying Economics, Statistics, and Calculus
- Good communication skills
- Gifter
- creative

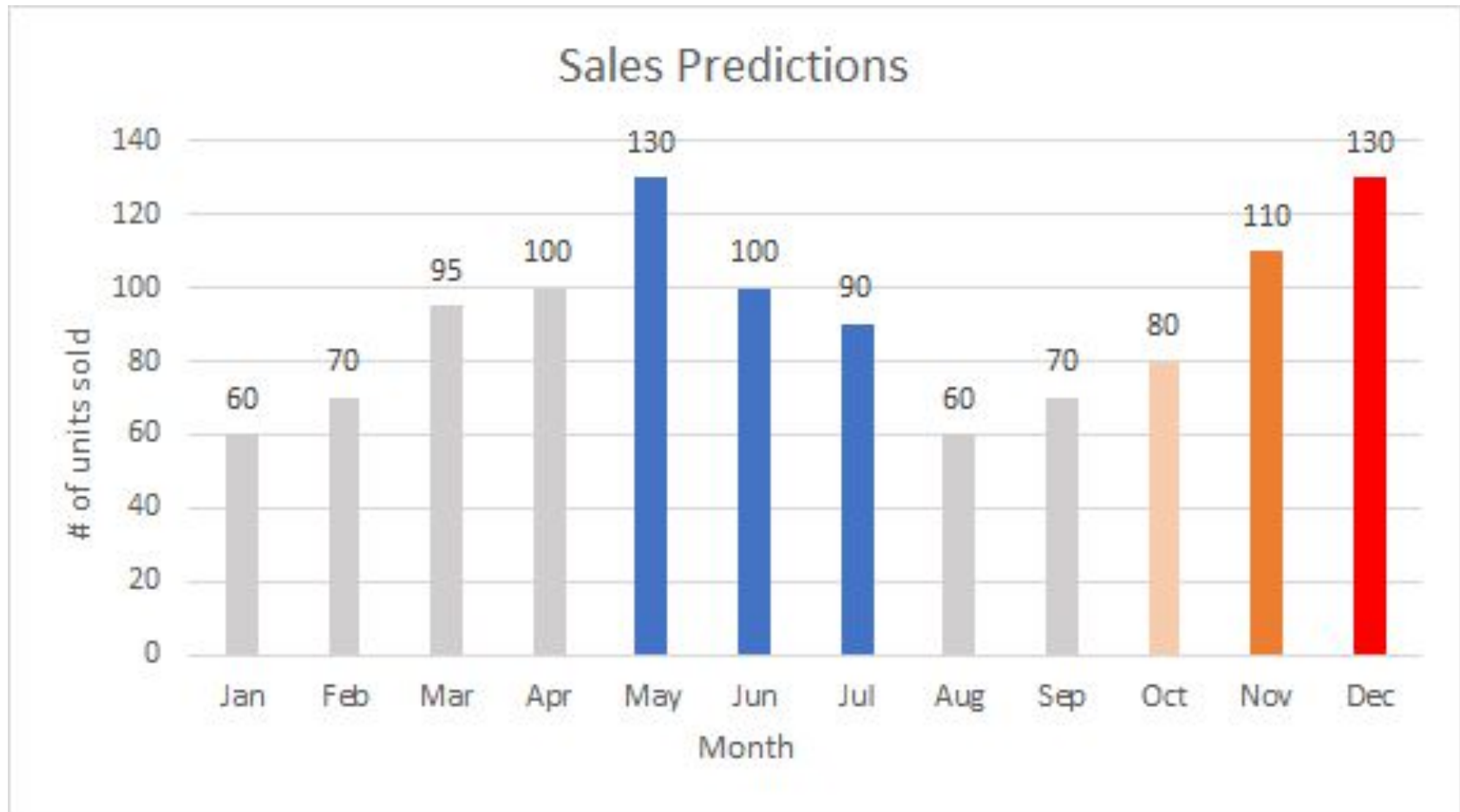


Sales Projections

Total Units
1095

Gross Revenue
\$136,875

Net Profit
\$30,063.75



Start-up Funds

Item	Why Needed	Cost
3 Sewing machine station	Products created in house	\$1875
Macbook Pro	Online Orders, Website, marketing/ads	\$1499
website designer	website	\$5000
Screen Printing +Ink	Logos/slogans	\$50
Fiskar Tag Maker 2	note tags	\$21.26
Total Startup Expenditures		\$8445.26
Emergency Fund		\$4222.63
Reserve for Fixed Expenses		\$10911
Total Startup Investment		\$23,578.89

ROI: Return on Investment			
\$30,063.75			
\$136,875	=	14.5%	≈ \$0.145

ROS: Return on Sales			
\$30,064			
\$23579	=	127.5%	≈ \$1.275

Future Plans

- Reduce production cost
- Increase sales drastically
- Increase popularity
- Build the brand

- Spread The Love
- Make People Cry... Tears of Joy

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