

[RE]verse Pitch Competition – 2020

Rescued Originals

Executive Summary

Doing Good, Every Step of the Way

<p>Team Kristin Gust Andy Elliot Elizabeth Sanford</p> <p>Development stage Seed Stage</p> <p>Funding Opportunity Prize money will be spent on the following:</p> <p>Patterns, tech packs, fine-tuning yardage creation, labor, additional materials, fabric shredding services, marketing materials (tags, signage), website fees, startup legal expenses, bookkeeping.</p>	<p>PROBLEM/OPPORTUNITY</p> <p>The world is overrun with waste! So much trash is going into our landfills every day, and many people are looking for ways to be more ecologically responsible with their buying choices. Rescued Originals seeks to turn trash into treasure by taking the currently undiverted waste from IIDA/Austin Creative Reuse and other surplus, reclaimed, & recycled materials to create high-quality, one-of-a-kind, clear-conscience choices for common products. Our vision is to bring attention to the beauty and functionality that can be created from scrap fabrics, the way our forebears would “make do and mend” by creating things like scrap quilts and flour sack dresses. In the long term, we hope to create an entire line of home goods & accessories (pet beds, throw pillows, chair cushions, etc.) that will not only keep waste from the landfill, but create jobs that provide a sense of purpose in addition to a living wage.</p> <p>SOLUTION/PRODUCT</p> <p>Austin is a city filled with animal lovers and people who care about our environment! Rescued Originals wants to help Austinites, and people all over the country, take care of their four-legged family members while becoming a part of the ecological solution. For our debut product we will take the scrap fabrics from sample books provided by IIDA/Austin Creative Reuse and use them to design one-of-a-kind pet beds. Rescued Originals will utilize these fabrics to create beautiful, durable pet beds filled with a combination scrap material left over after cutting, or found otherwise unusable for the exterior of the product, and responsibly sourced traditional fill materials in order to provide a comfortable place for pets to rest.</p> <p>Why pet beds? While we have numerous other ideas to make use of these materials, the pet industry has been experiencing huge growth with no signs of slowing down. More households in America have pets than ever before, and research shows they are looking for environmentally friendly ways to pamper their pets. Rescued Originals chooses to solve this problem by diverting waste from landfills to make our products, rather than using virgin organic materials.</p> <p>By utilizing the services of [Stitch Texas/Open Arms] we are confident that we can be market-ready in a short time. With the majority of our costs being as-produced, this means that we can begin effectively meeting consumer needs, and diverting waste quickly.</p> <p>POTENTIAL RETURN/REVENUE MODEL</p> <p>According to The American Pet Products Association, as of 2018, almost 85 million households have a pet. Compare that to 56% thirty years prior. This means there are</p>
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more pet-owning households than there are those with children. This industry saw sales of \$72.1 billion in the U.S. in 2018, up 8.1% from 2016.

We estimate the cost to make each bed to be \$40, with the bulk of that going to labor. Retail price for the beds will range from \$60-85, for the small and medium beds we will offer at launch.

Our goal is to sell 500 beds in our first year, which, with a minimum profit of \$20 per bed, would net the company \$10,000. The following year we hope to sell at least 850 beds, which would be 1 bed to 1 out of every 100,000 pet owning homes in the country.

COMPETITION

There is a lot of competition in the pet industry, and there are many options at varying price points for dog & cat beds, but few that go beyond post-consumer polyfill and minimal packaging in respect to their eco-friendly materials.

Rescued Originals will appeal to those consumers who are looking for a moderately priced product from a company whom they can trust is taking its responsibility to the environment, and community, seriously. Our motto "Doing Good, Every Step of the Way" will be clear in our branding.

Proudly made in Austin, TX
Constructed with "Rescued" & Recycled materials
Helping to achieve Zero Waste goals
Paying workers a living wage
Giving jobs to those who have barriers to employment
Percentage of profits donated to local charities (Austin Pets Alive!)

<http://www.petbusiness.com/March-2019/Eco-Friendly-Pet-Supplies/>

ENVIRONMENTAL IMPACT

By taking the scrap materials and piecing them into textile yardage, we can efficiently cut well designed pattern pieces with little waste. Any waste from creating the yardage and cutting the pattern pieces will be shredded to become part of the fill inside the pet bed. Also - any fabric pieces found to be unsuitable for the exterior can also be shredded for fill. In this way, we can ensure that 100% of the diverted material is utilized in our product.

With the sale of 500 small and medium pet beds, we will be able to divert an estimated 3500lbs of waste from local landfills.

If one of our one-of-a-kind beds doesn't sell, our "ugly ducklings" will not be discarded to the trash, but will find new homes at area animal shelters, thereby ensuring they still get to live out their best life.

ECONOMIC IMPACT

At this time, the plan for first stage manufacturing includes contracting labor with [Stitch Texas or Open Arms Studio]right here in Austin. If we meet our sales goal for the first year we will be paying close to \$20,000 in wages to local workers.

In the event that our production needs grow beyond the capacity of [Stitch Texas/Open Arms], Rescued Originals commits itself to keeping jobs local, and to paying a living wage.

Rescued Originals will also be donating a percentage of the net profits to local charities. In the case of our pet related products, proceeds will be going to Austin Pets Alive!

THE TEAM

Kristin Gust - Owner/Creative Director/Visionary. Kristin loves trying to find creative solutions for problems, and loves to craft and create. At one time a self-dubbed “professional volunteer,” she helped save the historic Fox Theatre in Fullerton, CA, worked to bring awareness to independent local theater companies, counseled women in crisis, and mentored youth. Kristin was the owner of “Wands of Whimsy”, a craft business creating hand-made bubble blowing wands.

Andy Elliot - Business Consultant. A lifelong entrepreneur, Andy has experience with all aspects of starting and running a business. As business consultant, Andy will be providing counsel on business and financial decisions, also lending his expertise in marketing.

Elizabeth Sanford - Creative Consultant. Kristin and Liz have acted as a sounding board to one another for creative endeavors for many years. They often occupy themselves on road trips speculating on business and product ideas from the mundane to the sensational.

EXECUTION PLAN/GO TO MARKET STRATEGY

Rescued Originals plans to offer pet beds online as well as at Farmers Markets, and in local brick & mortar shops. We intend to approach not only local pet stores, but also local boutique shops that cater to a clients looking for out of the ordinary items made with a high level of craftsmanship. As we will be donating a portion of our profits to Austin Pets Alive!, we will work with them on ways we can partner together to bring awareness to our brand and product.

We will be seeking to partner with investors who share our vision to bring products to market that help the environment, as well as the community. Also, we will be applying for the Amber Grant for Women, as well as the NASE Growth Grant. Additionally, we are looking into applying for PeopleFund/Tory Burch Foundation low-interest loans for women-owned businesses.