

[Re]Verse Pitch Competition – 2019
Loyal Lip Care

Executive Summary

“love your lips because we do”

<p>Development stage Seed</p> <p>Year founded N/A</p> <p>Funding Opportunity</p> <p>Being a Seed company we would use all winning funds for all startup cost; for example seed press machines, product materials/packaging, website and marketing. To accomplish our goal we would need a minimum of \$10,000 in additional funding to accomplish our initial start-up adventure.</p>	<p>PROBLEM/OPPORTUNITY</p> <p>Waste in Austin and throughout Texas is a problem that needs attention. Reducing the amount of discarded materials that end up in landfills should be a priority for businesses. An industry that has been contributing to our waste problem are wineries with their pressed grape leftovers also known as pomace. Austin Winery is stepping up to the challenge and looking for an alternative purpose for their waste. We would like the opportunity to utilize the wine industry's discarded pomace by repurposing it into a new beauty product line. The leftover pomace would be a main ingredient for our natural lip care product. If we can create a product with the pomace from Austin Winery, we can help eliminate waste. With the creation of our product we would like to help Austin get to zero waste, be a voice for sustainability and promote partnerships for business.</p> <p>SOLUTION/PRODUCT</p> <p>To establish a small business that will produce natural lip products from grape skin remains also known as pomace. The business will help reduce the amount of grape pomace that is being disposed into landfills around the Austin area. Currently the beauty industry is not taking advantage of this natural ingredient and the partnerships they could create with other companies to help in reducing waste. By creating all-natural lip products containing grape pomace and other natural ingredients, we will be elevating the beauty industry and providing consumers with an all-natural alternative. Loyal Lip Care wants to be a platform for natural beauty products and to help in promoting the incorporation of byproducts into new all-natural beauty products. The initial product will be an assortment of lip balms having both colorless and tinted options available. As the business grows we would like to expand our product line and offer other beauty items such as lip glosses, scrubs and oils. Many consumers today care about what they are using and are needing options for natural products. We believe that our business will help in providing consumers with product choices and will also be building partnerships with Texas wineries to help in reducing their grape waste. Our future goal would be to eventually create a second line of facial beauty products all containing ingredients from grape pomace to help continue to utilize the grape to its full potential.</p> <p>POTENTIAL RETURN/REVENUE MODEL</p> <p>Loyal Lip Care will use a Start-Up Business Model plan to detail the steps for our first 12 months of operation. We have calculated a first year profit of \$3008 after all expenses and prize winnings have been exhausted. Our plan forecasts a double digit increase in sales between Q1 and Q3. Although our initial market share will be small, through aggressive sales, marketing and education we plan to absorb an untapped segment of the beauty industry. With Loyal Lip Care's line of natural beauty products success has never looked this good.</p>
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COMPETITION

Our competition will be from traditional beauty brands and the current thriving natural brands. The traditional beauty industry has been slowly altering their products to include a more natural option for today's consumers. There reputable brand recognition with consumers will be a challenge for our brand to convert consumers into selecting our products. The current natural brands available to consumers today have also created brand loyalty do to natural product options being limited for so many years. Many current products claim to be all natural or are labeled organic but many of these products actually fall short of being just that. Loyal Lip Care will need to create a product that is 100% natural, educate consumers on our choices of ingredients used and promote our mission to help reduce waste. We will need to ensure our consumers that we will be loyal to them and their beauty needs.

ENVIRONMENTAL IMPACT

Loyal Lip Care is committed to partnering with the Austin community to achieve zero-waste. Our plan of incorporating the grape pomace into our lip products will initially include the use of the seed and skin. As the company grows we have plans to use the stem in future products as we create different recipes for product assortment. We will also be focused on proper packaging by using a durable eco-friendly refillable cosmetic container. Our personal mission is to provide consumers with a product that is natural from a company who is being resourceful. We want consumers to know we care about what you put on your body and what happens to our environment.

ECONOMIC IMPACT

Loyal Lip Care will have a positive impact on the Austin economy by establishing a small business that will help elevate the natural beauty industry. Our goal is to connect with the current Austin beauty industry and partner with companies to help increase Austin's place in the beauty business. For the area employment market we will create sales and product development positions, stipend internships and community training programs. Our company will provide training for all positions created that will educate employees on our company mission, sustainability practices, sales techniques and product knowledge. To help ensure success, we would like to develop relationships with area women's shelters and Universities to be able to recruit candidates for our programs. Loyal Lip Care believes in giving back to the community by helping in the development of area talent into tomorrow's business professionals.

THE TEAM

I am an individual competitor for ReVerse 2019. Being a recent graduate from Texas State University with a M.S. in Merchandise and Consumer Studies. I am passionate about sustainability and the opportunity to usher in a new level of awareness to the beauty and fashion business. I bring 13 years of retail industry

experience in business planning, product allocation, marketing and human resource management. My career experience and education has given me a foundation to become an entrepreneur and create a unique natural beauty product.

EXECUTION PLAN/GO TO MARKET STRATEGY

Natural lip care products are in demand and consumers are searching for their perfect pout. Loyal Lip Care will market our business to consumers by providing them with a selection of top of the line lip products at an affordable price. We will ensure the use of natural ingredients and voice our support towards sustainability practices to build our target consumer. To reach our target audience we will promote our business through a variety of social media networks to create brand recognition and share where our products can be found. Loyal Lip Care will utilize Farmers Markets throughout Texas to sell products and use our face to face interactions to determine what customer's desire in lip care products. We will partner with other local small business to have our products available in their boutiques and beauty salons.