



## The product

ZIP is a fun and interactive dating website for pre loved clothing that allows users to swap and exchange their goods from wardrobe to wardrobe. The only expense involved is shipping, which is free with your initial sign up and a sweet flat rate price from that point onwards. Our website is easy to use, fun and encourages an interactive experience to mix and match your lonely old clothes! The best part is, you can send your clothes away and update your style, without contributing to the textile waste problem. We are currently the only e-commerce marketplace for clothing exchange that

## Marketing

We will use instagram and facebook to specifically target the people most interested in the website. For \$10,000 we can create ads for 250 days on both websites. Before we do this however we need a strong core audience to ensure that once these guys get there there are people to trade with. We will find the strong core audience by posting on facebook groups and reddit threads dedicated to clothes swapping, upcycling and other topics related to our brand.

## The premium

The premium model give you access to more features for \$5 per month, you get to set filters, skip the line and superfly. Filters means you see only what you are interested in, Skip the line means that your clothing appears at the top of the page whenever you post it. Superfly lets others know you are really interested in a particular garment. The shipping is a flat rate of \$6.99 per parcel. The shipping is a partnership with NZ post, they will receive \$6, and we will make 99c to ensure we make money even from the free version of the service.

## The cost

The website and marketing will cost \$20,000 for the whole year. That's \$4000 to build the website, \$10,000 to pay for marketing, then another \$6,000 to pay for the free shipping until we start making money. Assuming we can get about a 20% subscriber rate, and we can retain the subscribers we should be able to make a return on investment in about 2.5 years.

## The market

The market is divided into three sections, the interactive millennials, community makers, and eco warriors. The Interactive millennials are young, broke, internet savvy. They want to try new things and like taking style risks. The community makers are fashion conscious, and in a transitional stage in their lives. These guys are looking to meet people with similar interests and tastes to them. The eco warrior are environmentally aware, and also fashionable. They want to be experimental and have fun with their clothes without hurting the earth.

## The funding

We can get funding from three possible places. We can apply for the H&M global change fund which splits €1,000,000 among 5 winners. We can crowdfund the website, so the people who are most interested in the site's services can help create it. We can also get some investors on board to help fund the project. Investors will receive a share of the company, which will be negotiated based on the size of the investment.