



Smart Textile Company



# VISION AND VALUE PROPOSITION

- × Imagine telling your scarf that you are too cold, and then it responds by heating up, fantastic, yes?
- × Now, imagine another pair of socks that can detect which part of your feet receives the most pressure during a run and sends this data to a smartphone app, how amazing!



# THE SOLUTION

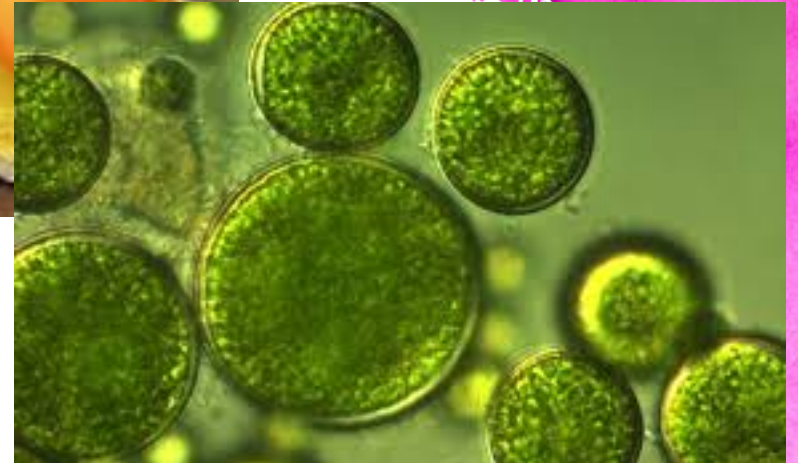


- × Blend the Trend is a Smart Textile company that produces smart socks, smart sleepwear, smart active wear, smart office wear, and smart casual wear.
- × With innovations, our clothes are upgraded to increase versatility outside conventional use.
- × Unlike many other smart clothing companies, our smart clothes use sophisticated interlinked circuitry fabrics, while others use detectors and extra equipment to provide smart features. Others can even connect to Bluetooth and even Wi-Fi.

# MATERIALS USED

Our smart textiles are bioengineered and made up of materials ranging from:

- × Cotton.
- × Polyester, and
- × Nylon
- × Algae.





# MATERIALS USED CONTINUED...

Yeast.

Animal cells and

Fungi,

This makes them recyclable and biodegradable.



# CONSUMER DEMOGRAPHICS

- × *Our product focuses on high-end apparel and targets the youthful in the United States of America. They are more interested in technology and need trendy wear for their sports, offices, sleepwear, casual wear, and socks.*
- × *The age group mostly targeted can be between 18-35 years old.*





# MANUFACTURING COSTS

- × A pair of socks, will retail for approximately, \$50.
- × An official shirt will retail at roughly \$100.
- × The rest can range from between \$100- \$400 per item.
- × Total cost of the goods sold would be 40%.
- × Total annual operating expenses are \$35,500 a month.



# REVENUE MODEL

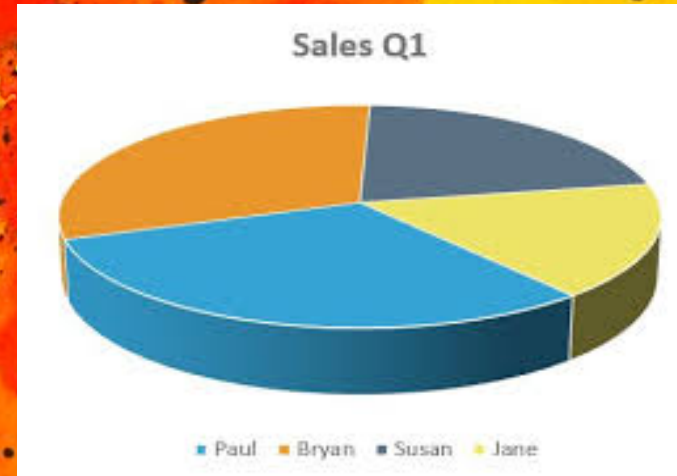
Approximate annual revenue projected is as follows:

× Year 1=\$375,000.

× Year 2= \$525,000.

× Year 3= \$675,000.

× Profit Margin= 60%





# REVENUE MODEL CONTINUED...

- × To break even; we'll need to achieve \$55,833 revenue a month.
- × In our third year, we'll be earning \$105,000 in net profits.



# SCALABILITY

## If the Idea goes viral:

- × In year one, we can produce and completely sell 2,000 pieces of smart wear.
- × In year two, we can scale up the production by double (4,000).
- × Also, we can provide and sell smart glasses that will turn vision into a digital interface and headsets as well.



# MARKETING STRATEGY

- Prototyping is producing a copy as it will be made and can include specifics such as color, graphics, packaging, and instructions. ,we can produce prototypes of each of our products to use for marketing.
- The company will go into full mass production after marketing for a while using prototyping so as to get clients.



# COMPETITION

Our competition includes companies like:

Apex Mills.

AiQ Smart Clothing.

Clothing+.

EXO2.





# COMPETITION CONTINUED...

× *Hexoskin*

× *Thermosoft*

× *Jacquard by GOOGLE*

**HEXOSKIN**  
HEALTH SENSORS & AI

  
**JACQUARD™**  
by Google

# SCREENSHOT OF OUR PRODUCT





# Product Photo...

