# Conscious Closet

"Providing consumers with the right information to make the right choices."

# Table of Contents
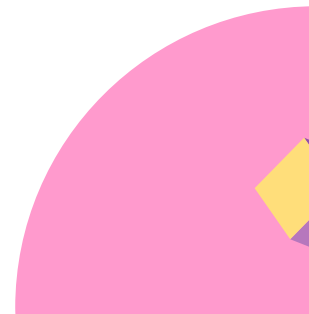
# Introduction

We all want to make the right choices. In today's fast paced world, this can be more difficult than we would like it to be. Awareness, transparency and accountability are integral to shopping sustainably and becoming a conscious consumer. Our company is here to help!

# Our Company

At Conscious Closet, we want to help you understand the true cost behind your purchase in order to make the best possible decisions when shopping. Our central question: How do we convince consumers to take more than price into consideration while encouraging businesses to recognize that impact and profitability are not mutually exclusive?

## Conscious Closet

# Our Team

### Die Hu

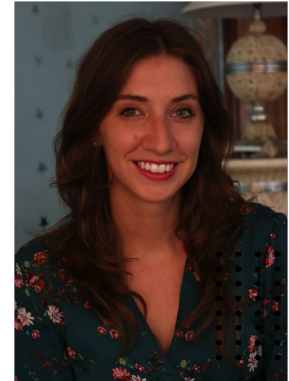A Chinese, pursuing a Masters in Marketing of New Luxury & art de vivre

### Max Rafetseder

A Portuguese, pursuing a masters in Finance and Strategy

### Martha Boakye

A Ghanaian, pursuing a Masters in International Management & Sustainability

### Kelsey Holmes

An American, pursuing a Masters in Communications, Media & Creative Industries

# Problem

Price driven consumers (particularly in the apparel industry) lack the information necessary to make informed purchasing decisions founded in principles of ethics and sustainability.

# Them

- ❏ The service based economy no longer reflects the true cost of our goods
- ❏ Corporations are more concerned with profit than impact
- ❏ Lack of transparency causes confusion

# Us

- ❏ Interactive platform with research based and crowd sourced information to encourage sustainable consumer behavior
- ❏ Company and brand transparency
- ❏ Accountability for fashion giants and consumers alike

# Solution

We have developed an application that is easy to use for consumers to better understand where their clothing purchases are coming from, what exactly they contain, and how they were produced, making it easier than ever to shop ethically.
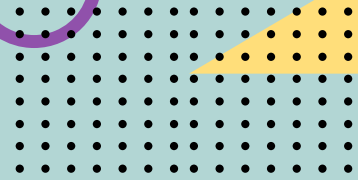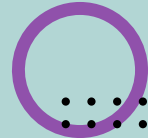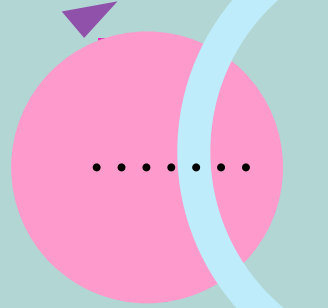
# SWOT Analysis

## Strengths

Comprehensive information on product quality, longevity and impact.  Partnership with big databases for comparison.

## Weaknesses

Difficulty in finding accurate employee feedback, red tape, and lack of immediate global influence.

## Opportunities

Partnership with NGOs, governmental organizations, small independent brands, and large fashion retailers.

## Threats

Lack of community investment, bureaucracy, influence of big brands who don't necessarily want to be transparent.

# Product Overview

- Scan the barcode of any clothing using the **Scan Tab** on the App
- The App communicates product quality to the customer based on **5 Colour-code Categories:** from *Dark Green = Excellent* to *Deep Red = Poor*
- The colour-code classification is based on scores including **Quality/Longevity, Environmental impact, Social impact, Recycling, Health**, & most importantly, **The Company**
- Right under the various scores, there's a link leading to **Personalized Recommendation** of clothes which scored better overall.
- This allows the user to **see four (4) alternative pieces which resemble the initially scanned one in style** but are more respectful of the environment, people, health, **etc**

# Our Plans

Gathering data from researchers and NGOs.

**Research**

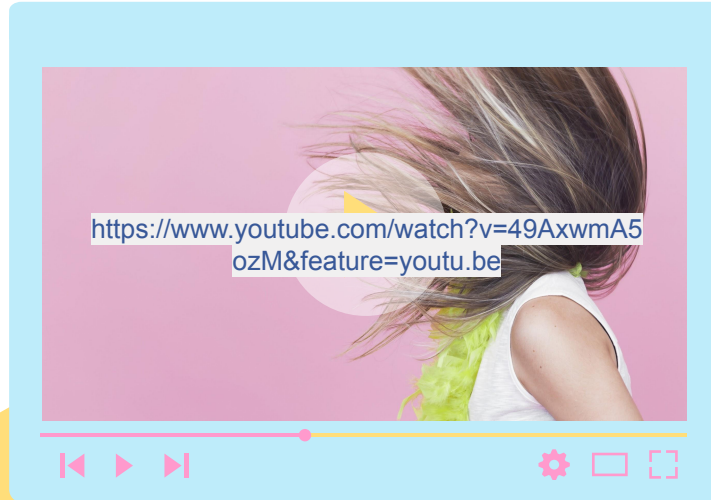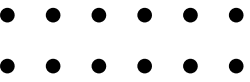Developing a user-friendly, community based app.

**Development**

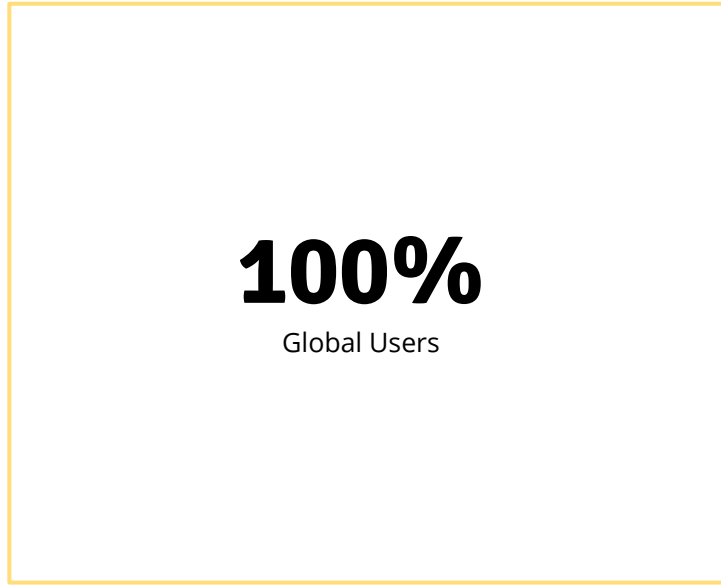Partnering with NGOs, independent brands, and fashion retailers.

**Partnership**

# Product Demo

https://www.youtube.com/watch?v=49AxwmA5ozM&feature=youtu.be

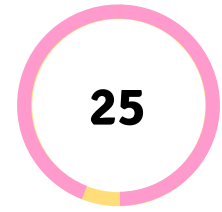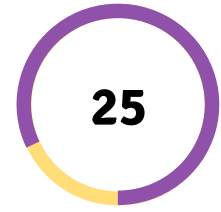# Target

100%

Global Users

Gender

👦 35%  👧 65%

Average Age

25  25

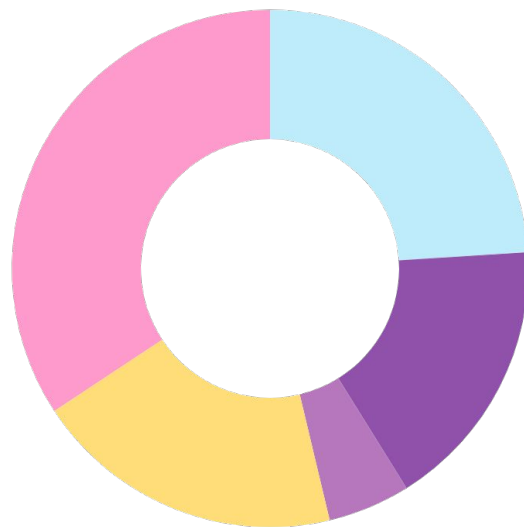Interests

# "Competitors"

### Clear Fashion

Helps users to choose products without suspicious additives, managed to change purchasing behavior and make manufacturers and distributors bend over

### NGOs

Publish articles such as "Sustainable fashion and Fast fashion" to raise awareness to all stakeholders in the industry

# Funding

## Foundation Partnerships

Working closely with established partners for recognition and funding.

## Crowdfunding

Building a strong brand community.



If you want to modify this graph, click on it, follow the link, change the data and replace it

## Accelerator Programs

Finding the boost we need to launch our innovative nonprofit.

## Subscriptions

Providing additional subscription based resources for our community.

## Grants

Partnering with organizations committed to funding sustainable fashion initiatives.

Thanks!