Vision: OnesieTree aims to be the market leader in premium, sustainable clothing designed to transform into usable fertile soil.

What is OnesieTree?

OnesieTree sells and transforms stylish infant-wear into fertile soil after the clothing is done being used.

Babies change sizes rapidly, from newborns up to 24 months. Newborns can be ready for a bigger clothing size less than a month after they are born. This causes parents to dispose of their baby’s used clothing by either tossing it in the trash or donating it. This generates a tremendous amount of waste and contributes to an extreme existing surplus of donated and unused clothing globally.

In addition, the clothing may have stains or wear, making it undesirable as a hand-me-down.

OnesieTree allows parents to purchase a Onesie, a shirt and pants outfit, and a dress for their baby in customizable colors, but when the baby grows out of these items, instead of disposing or donating the item, parents send it back to OnesieTree where we compost it and turn it into fertile soil.

Parents choose the amount of clothing they would like at a time, as well as the frequency of how often they send the clothing back to receive a new item in a larger size.

When a OnesieTree outfit is sent back to us with our prepaid shipping label, we promptly send a new outfit in the requested size, along with a 10% discount coupon for another OnesieTree-Shopping Spree.

OnesieTree is a direct to consumer business. Consumers will purchase the product directly from our e-commerce website. They will make an online account with us in order to be able to quickly and frequently arrange for the return and reorder of their baby’s clothing.

Product Pricing and Costs

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost to Produce (including labor, packaging, compost)</th>
<th>Markup</th>
<th>Retail Price</th>
<th>Gross Margin</th>
<th>Gross Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>OnesieTree Onesie</td>
<td>$10.00</td>
<td>150.00%</td>
<td>$25.00</td>
<td>60.00%</td>
<td>$15.00</td>
</tr>
<tr>
<td>OnesieTree Tee and Pants</td>
<td>$12.00</td>
<td>108.33%</td>
<td>$25.00</td>
<td>52.00%</td>
<td>$13.00</td>
</tr>
<tr>
<td>OnesieTree Dress</td>
<td>$10.00</td>
<td>150.00%</td>
<td>$25.00</td>
<td>60.00%</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

Who is our Target Customer?

- Age range: 25 to 35. (25 is the average age in the USA of first time parents.)
- Personal Salary: $35,000/year to $80,000/year. (Consumers in the average upper middle class range, as OnesieTree is priced at a premium price point for baby apparel.)
- Brand-conscious
- Shop based on personal values, not convenience or price point
- They want the brands they use to align with their personal identities and outlooks.
- They value the environment and recycle at home.
- They are up to date on current world issues and lifestyle trends.
- They are frequent shoppers, but possess brand loyalty and buy sustainable, quality items as opposed to cheap, poorly produced products.

Distribution Channel

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Marketing Strategy

- Social media, specifically Facebook
- Facebook’s targeting is almost 90% accurate for narrowly targeted campaigns.
- We will narrow targeting based on age, interests, and behavioristics to avoid wasting money with wasting impressions.
- First 6 months: Test waters with a $5,000 budget before amping up advertising. Budget will increase by increments of $2,500 as we gauge our success or feel the need to expand our reach.
- We will optimize ads for website conversions: i.e. ads shown to those likely to interact with our products.
- We will pay per impression.
- We will acquire lists from public record of people who have recently had children, to build a custom audience of people who have had children.

The Compost Process

- We choose not to use cotton because it requires a large amount of water and chemical treatment to grow and has a lengthy transport.
- To Compost: Shred clothing mechanically, combine with recycled water and organic waste containing millions of microorganisms to consume and recycle waste, turning it into fertilizer!
- Composite will compost quickly in the proper environment.
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Colors, Ad, Website

- We use biodegradable textiles, threads, and closures that are soft for comfort, hypoallergenic, antibacterial, and naturally thermal regulating.
- Our most common blend: 80% Rayon, 10% Linen, and 10% Natural Hemp.
- Rayon is manufactured cellulosic fabric made of regenerated wood fibers. All cellulosic fibers used will compost quickly in the proper environment.
- Linen (flax) will be composted due to its natural anti-bacterial and naturally thermal regulating characteristics.
- Hemp is naturally thermal regulating, anti-bacterial, and sourced from the USA exclusively.
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SWOT Analysis of Two Competitors

- Strengths: Our competitive advantage is that they use reclaimed or sustainable materials. OnesieTree uses reclaimed or sustainable materials, including recycled water and organic waste containing millions of microorganisms to consume and recycle waste, turning it into fertilizer!
- Weaknesses: May have difficulty communicating the benefits of composting clothing.

Nature Baby

- Strengths: They use reclaimed or sustainable materials in products.
- Weaknesses: They do not perform up to a certain standard.