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# GREEN ALIEN: LOOK GOOD, DO GOOD

PROUDLY CLOTHING THE FORT COLLINS, CO COMMUNITY

# VISION AND VALUE PROPOSITION

A virtual thrift store with custom tailors in  
the back

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## T-SHIRTS



### THE BOLD TEE (SIZE M) \$4.99

#### Description:

This shirt is made of 100% cotton. It is the perfect choice for a casual day out or a cozy night in.

#### Impacts:

By purchasing this shirt, you are saving the earth from the harmful techniques of producing cotton. Current production of cotton is detrimental to animal habitats, drinking water, and human health (as it requires use of harmful pesticides.) You will be decreasing the demand for continued harmful cotton harvesting.

### Customization

Thread Color



Patches



Embroidery Color



Waistline



Length



Hem Type



Buy

# THE PROBLEM

- Today, fast fashion, clothing produced and obtained from large clothing retailers, is the 3<sup>rd</sup> most polluting industry in the world (Ecothes, 2020).
- The average American throws away 82 pounds of clothing, shoes, and accessories per year (True Cost Documentary, 2015).
- Clothing is recycled at a factor of <1% (Ecothes, 2020).
- 8% of carbon emissions come from the fashion industry (Good on You, 2019).
- Worldwide, we consume 80 billion pieces of clothing each month (True Cost Documentary, 2015).
- 93% of highly purchased brands do not pay their workers a wage high enough to live off (Good on You, 2020).

Learn  
more  
about  
your  
impacts.



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## FAST FASHION'S NEGATIVE EFFECTS

"The average American throws away 82 pounds of clothing, shoes, and accessories per year."  
- True Cost Documentary

"Worldwide, we consume 80 billion pieces of clothing each month."  
- True Cost Documentary

"The third most polluting industry in the world is the fashion industry."  
- Ecothes

"Clothing is recycled at a factor of less than 1%"  
- Ecothes

"8% of carbon emissions come from the fashion industry."  
- Good On You

"93% of highly purchased brands do not pay their workers a wage to live off of."  
- Good On You



Our business plan is centered around an online thrift store, where customers can select their preferred article of clothing and customize it to their liking, offering options to add patches or embroidery, hem cuffs or sleeves, re-color applicable articles, and change thread color of their clothing.



This idea cuts down the demand for fast fashion by taking old articles of clothing and repurposing them, giving them new life.

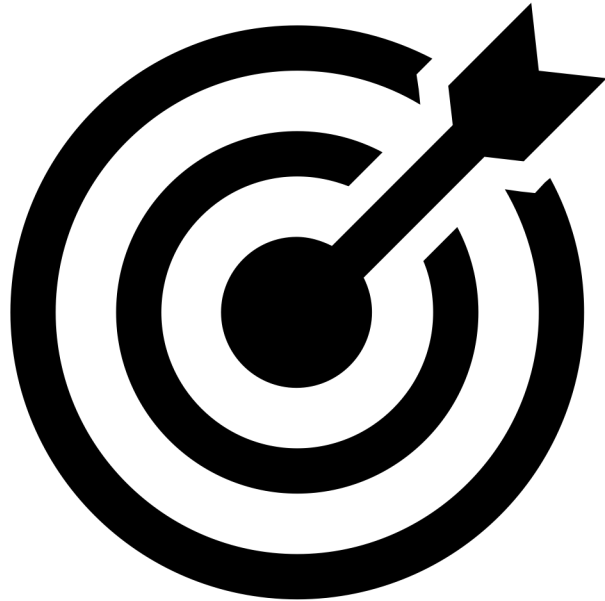


While Green Alien is primarily a clothing outlet, we feel a big part of changing the culture of fashion is using our platform to instill long-term change through education. We will speak on fast fashion's detrimental effects on the environment and give our customers the incentive and opportunity to change their harmful behavior.

## THE SOLUTION: GREEN ALIEN



# TARGET MARKET AND OPPORTUNITY



## Target Market:

- The Fort Collins, CO area, with emphasis on Colorado State University students. This includes the 30,000 students that attend CSU as well as the surrounding community.
- In 2019, thrift shoppers in the United States spent \$17 billion, which businesses made a 3.3% pre-tax profit from ([Chron.com](https://www.chron.com)).
- Here, we can halt harmful manufacturing and production methods of the clothing industry and circulate pre-existing clothes, giving them new life with environmental and societal change.

# TRACTION AND VALIDATION/ROADMAP

Our team went to a local Fort Collins thrift store, Arc, to collect data regarding shopper's and employee's willingness to adopt or use Green Alien's services in the future:

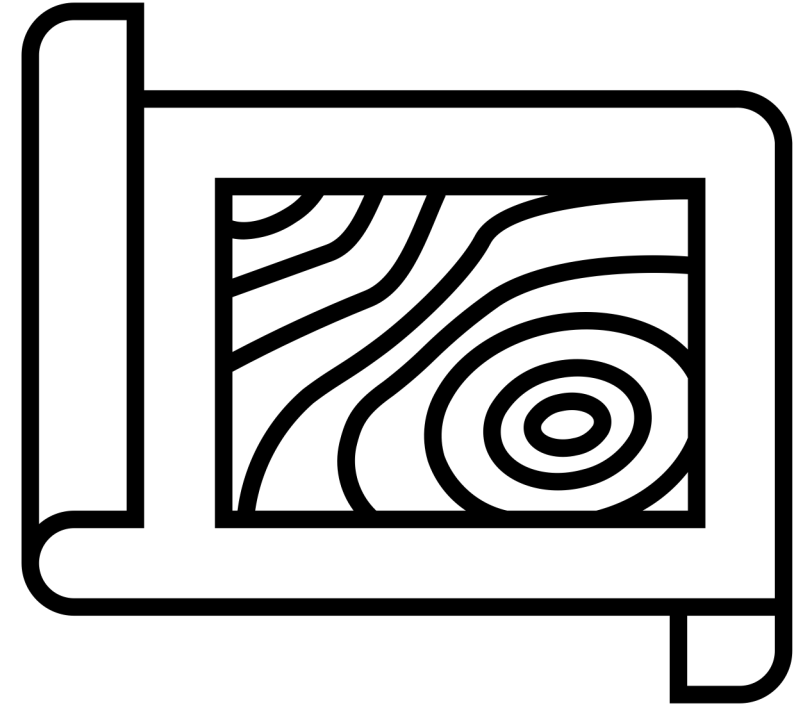
- 80% of those interviewed said that they would be interested in using a customizable, online thrift store.

Milestones Met:

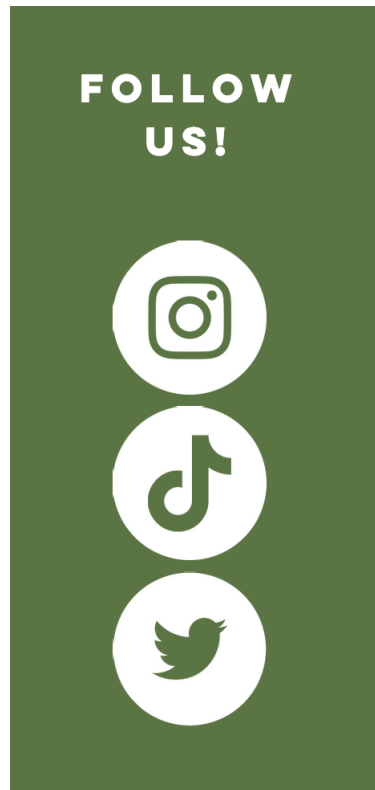
- Running/operating website, donation forms, and shop page.

Goals:

- Acquiring employees, textiles, and warehouse space.



# MARKETING AND SALES STRATEGY



1. Advertising and increased awareness through:
  - a. Instagram influencers
  - b. Tik Tok
  - c. Twitter

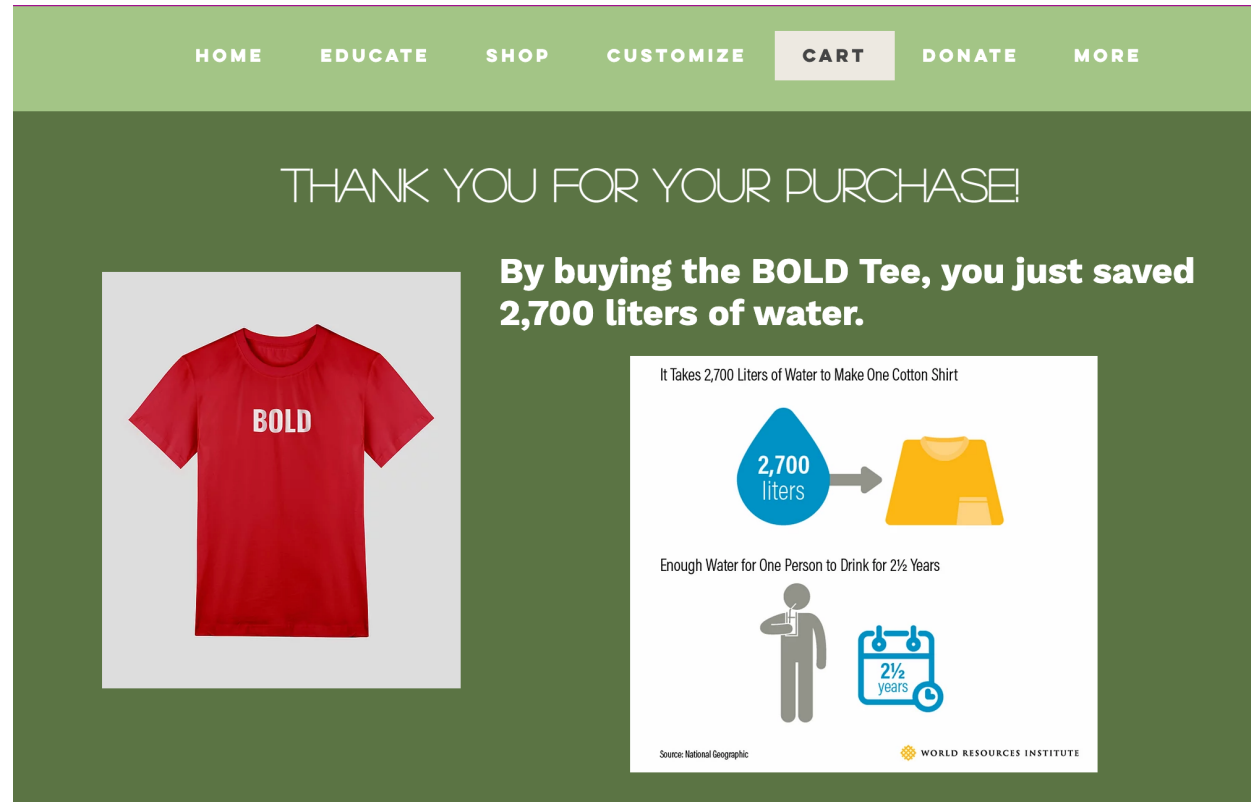
Advertising through social media will be crucial for Green Alien's success. We plan to contact Instagram users, with a steady following that would be willing to partner with us. This will increase awareness and website traffic for our company.

Tik Tok will be used as a platform to show users how to style and wear our clothes, inspiring them to shop with us as well as consider thrifting in their future, helping to get farther away from the narrative that thrifted clothes are "cheap" and "ugly."

Twitter will be used to spread awareness to the overall issue: fast fashion is harmful to its workers as well as to the environment.

# MARKETING AND SALES STRATEGY CONTINUED

- All Green Alien sales will take place digitally. Our website will show all our available clothing options, as well as the customizing options that pertain to individual articles. On our shop page, customers can find clothes, customize them, and purchase them within our website.
  - Options for pickup or delivery.
- People will be able to donate from our website and will be incentivized to do so. Each donation to Green Alien will give customers 10% off their next purchase.
- The goal is for “10% off” rewards to increase inventory and profit
  - Donations give Green Alien more clothing to alter and sell
  - 10% off reward will encourage donations and purchases to and from our site



# TEAM



## **Rose Carter: CEO and Founder**

- Rose has dedicated her life to finding solutions to the harmful implications of fast fashion.
- Thrifting has helped Rose find new ways to express herself as well as eliminate her own clothing waste.
- As the voice of the company, Rose is knowledgeable about fashion waste and is dedicated to making an environmental change through Green Alien.

## **Wyatt Farwell: Public Relations and Big Picture Artist**

- Wyatt is the eyes and ears of Green Alien, utilizing his design and interpersonal skills to speak to our target audiences.
- Like Rose, Wyatt uses thrifting to express himself and stunt the growth of harmful fast fashion.

## **Kelsie Korinek: Graphic Design and Marketing**

- Kelsie is the heart of the company, operating Green Alien's social media pages and website.
- Thrifting has helped Kelsie find news ways to experiment with clothing in environmentally ethically ways and hopes to spark creativity through ethically-sourced clothing in others.

# TEAM CONTINUED

## Positions to be Filled:

1. Alterations experts
2. Science Writer
3. Instagram Influencers

## Potential Prospects:

1. Interns from CSU School of Design
2. Interns from CSU's Warner College of Natural Resources
3. TBD

# COMPETITION: COMPETITOR MEETS ALLY

Green Alien's competition will be thrift stores in the Fort Collins area: Arc, Goodwill, etc.

What differentiates Green Alien from competitors:

Partnering with local thrift stores will be beneficial to both parties, with a shared goal: profiting off motivations that better serve the earth and those that inhabit it.

Customizable thrifted clothing

Resizing options, hemming options, recoloring options, options for added patches or embroidery

Enhanced thrifting experience

# FINANCIALS

Company Valuation: \$600,000 after 2 years

Monthly Budget: \$50,000

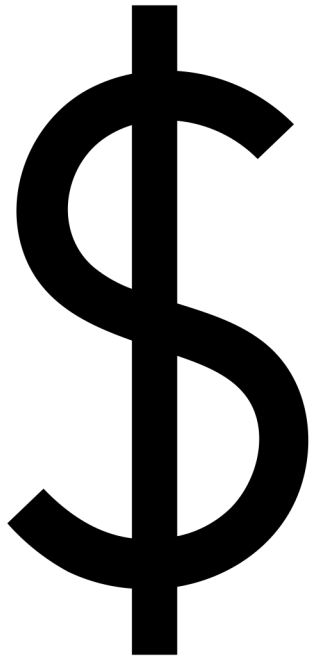
Profit: \$100,000/month after 4 years

It will take Green Alien 2 years to get started, and our investors will make their money back after 4 years.

Item	First Months Expenses
Warehouse Space	\$3,000
Cataloging	\$5,000
Paid Interns (6 Interns: 5 for alterations, 1 for environmental specialist, )	$\$10/\text{hour} * 15 \text{ hours/week} * 6 \text{ Interns} * 4 \text{ weeks/month} = \$3,600$
Industrial Sewing Machine (x3)	\$4,500
Sewing Machine (x5)	\$500
Iron (x3)	\$45
Ironing Boards (x3)	\$30
Thread in Bulk (x3)	\$130
Donated Clothes	\$15,000
Marketing	\$1,000
Packaging (x25,000 Units)	\$1,000
<b>Total</b>	<b>\$33,805</b>
Leftover	\$16,195



# INVESTMENT AND USE OF FUNDS



Green Alien is asking investors for \$1.2 million dollars of our company in exchange for 10% of the company. The money will go toward securing a warehouse space, as well as purchasing the equipment necessary to alter the clothing that we sell. The money will also go toward partnering with local thrift stores and social media influencers, which will help us change the culture and look good doing it.