

Folk

BECAUSE SHOPPING SHOULD BE EASY FOR ANY BODY



**How might I help transgender people
live their best lives?**

“Absolutely horrifying and anxiety ridden experience every single time where I literally just want to run away from the store and never go back” – transwoman

31% were denied equal treatment, verbally harassed, and/or physically attacked.



**Transgender people need an easier,
more efficient way to shop for the
products they are looking for online.**

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Products

Content

Validation

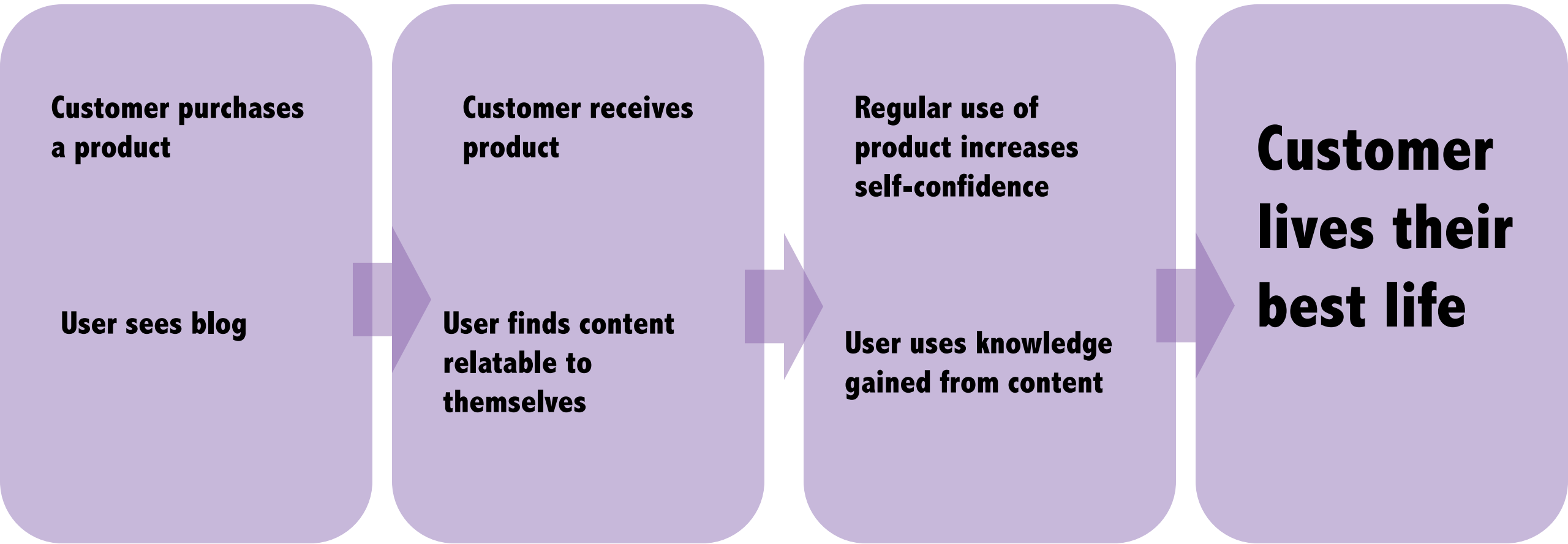


Validation of transgender identities through our existence as a business



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Theory of Change



**Customer purchases
a product**

**Customer receives
product**

**Regular use of
product increases
self-confidence**

**Customer
lives their
best life**

User sees blog

**User finds content
relatable to
themselves**

**User uses knowledge
gained from content**

Financial Model



Similar Price



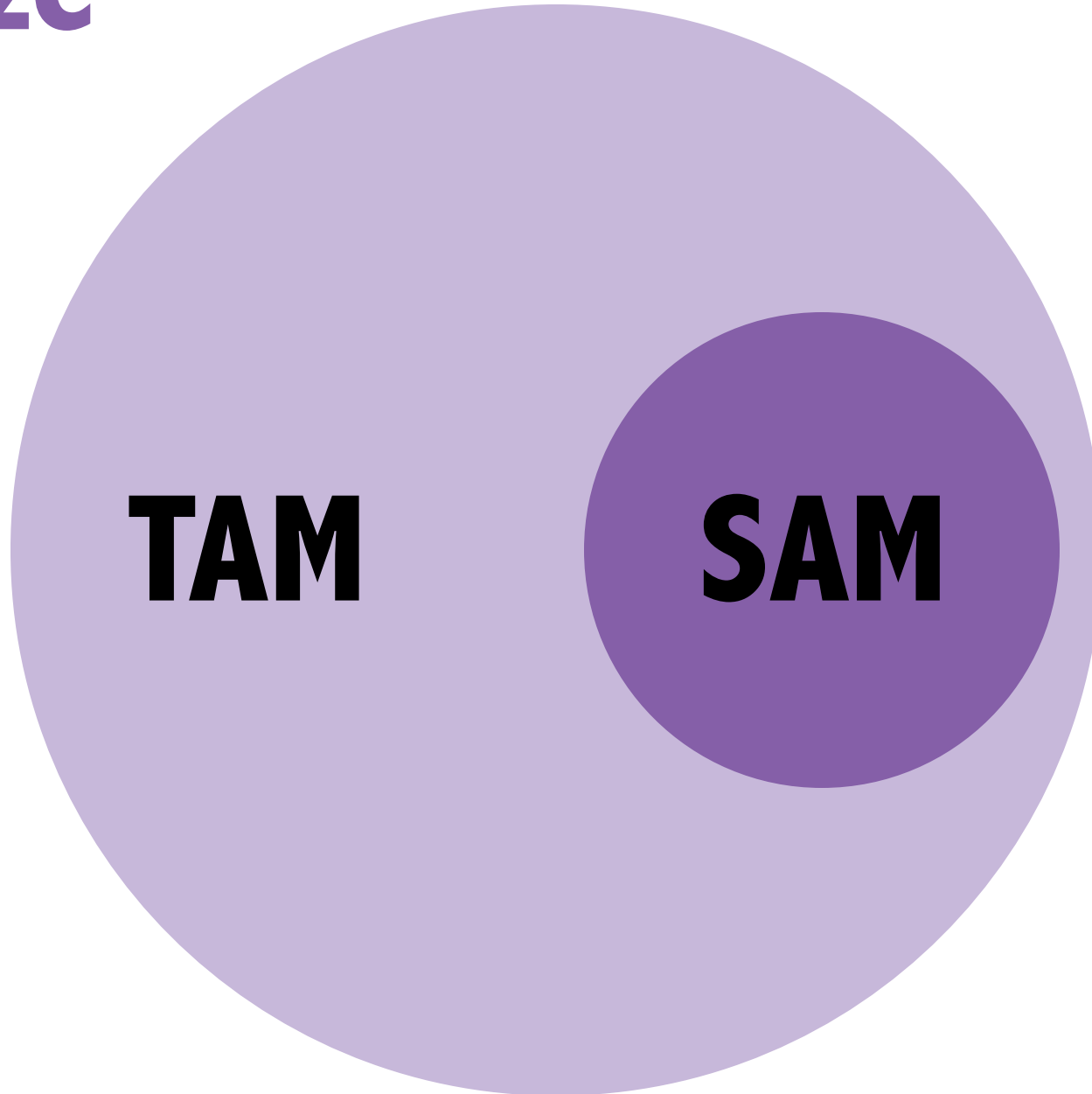
Dropshipping

Product	Price	COGS (wholesale + shipping expense \$5)	Gross Profit
T-shirt	\$25.00	17.50	7.50
Snapback	\$25.00	17.50	7.50
Joggers	\$32.00	21.00	11.00
Hoodie	\$30.00	20.00	10.00

No industry research on sales for LGBTQ+ people specifically

Market Size

**Total
addressable
market is 316
million****



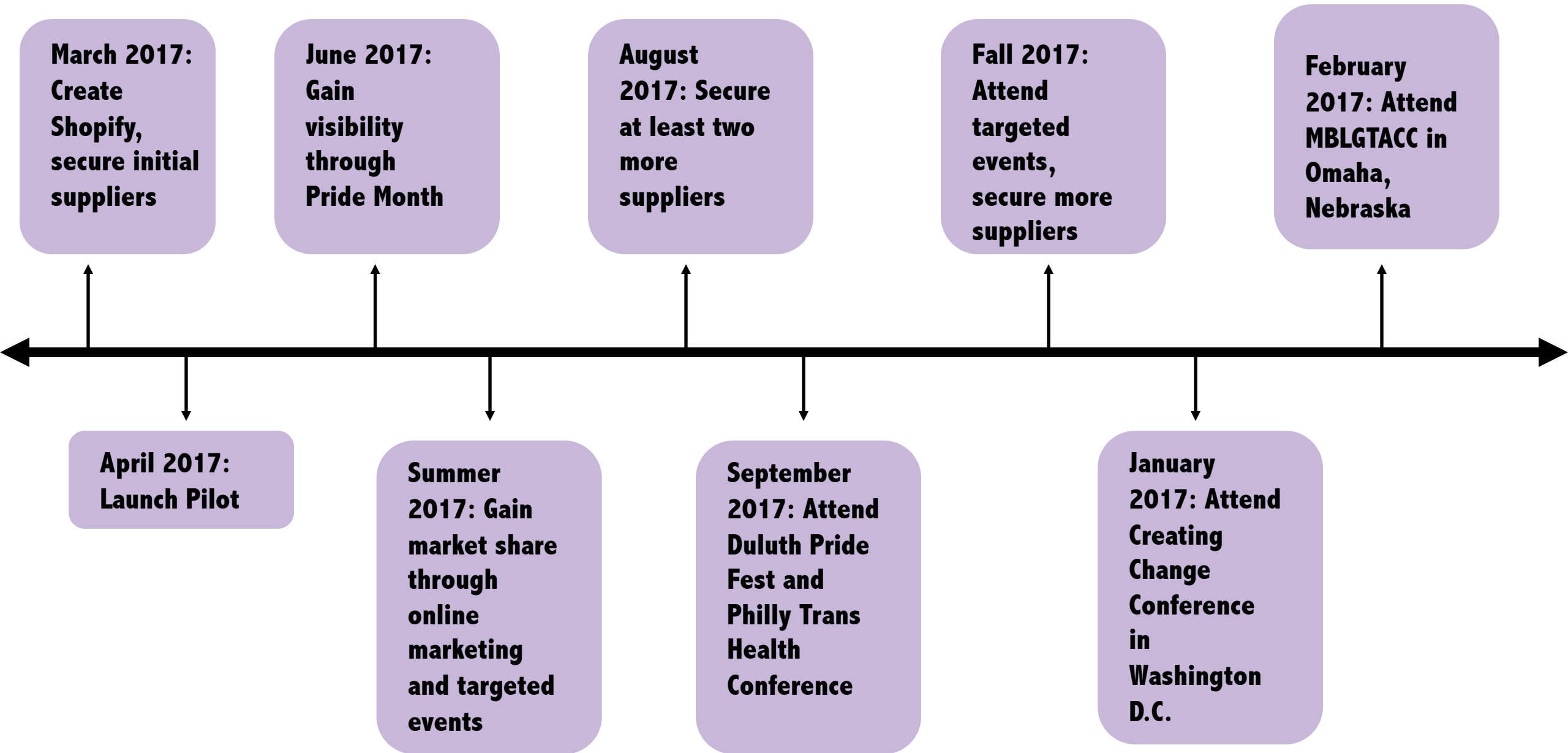
**Served
addressable
market is
1.4 million***

Users will find value in the blog

**Suppliers will be able to efficiently handle
dropshipping**

Suppliers will see an increase in their sales

Pilot: Test 3 assumptions



March 2017:
Create
Shopify,
secure initial
suppliers

June 2017:
Gain
visibility
through
Pride Month

**August
2017:** Secure
at least two
more
suppliers

Fall 2017:
Attend
targeted
events,
secure more
suppliers

**February
2017:** Attend
MBLGTACC in
Omaha,
Nebraska

April 2017:
Launch Pilot

**Summer
2017:** Gain
market share
through
online
marketing
and targeted
events

**September
2017:** Attend
Duluth Pride
Fest and
Philly Trans
Health
Conference

**January
2017:** Attend
Creating
Change
Conference
in
Washington
D.C.

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Website

Travel

Marketing

Why me?

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