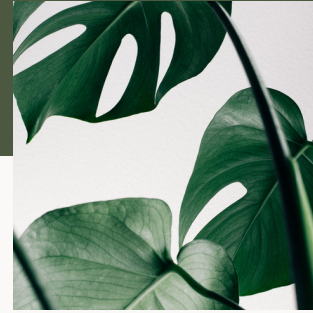




Hemp Up

OUR JOURNEY





Our Steps

01

PROBLEMS
& CONTEXT

02

SOLUTIONS

03

SOCIAL BUSINESS
MODEL CANVAS

04

ANALYSIS OF
THE MARKET

05

OUR
COMPETITORS

06

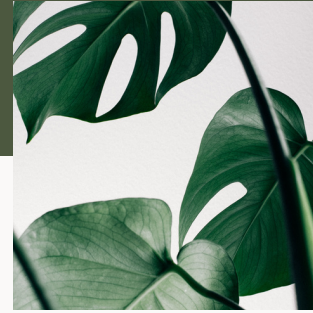
PROFITABILITY

07

CUSTOMIZED
E-COMMERCE

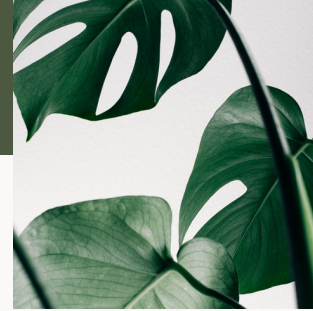
08

REGULATION AND
SUSTAINABILITY



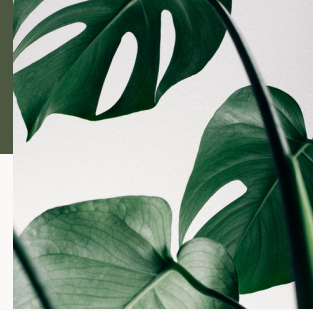
01 Problems & Context

- Environmental impact generated by **fast fashion**
- **Low consumer awareness** of the impact of their purchases
- **Prejudices** and consequent difficulties for **prisoners** in entering the working world
- **Social isolation** of elderly people



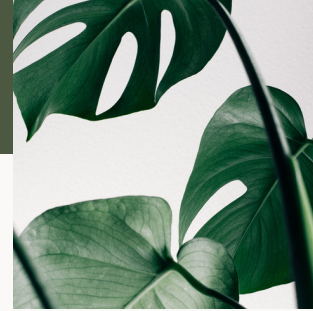
02 Solutions

- Buying raw material from **specialized suppliers**
- Having inmates produce the clothing
- Create clothing with a **low environmental impact** and priced economically lower than those on the market
- Experience "**make it yourself**" in collaboration with RSAs



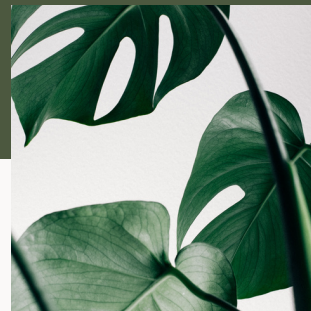
03 Social Business Model Canvas

- **Revenue model:** revenue through the sale (physical and online) of clothing
- **Experience:** elderly people from RSAs who expose customers to clothing making in a typical for a territory location (osmiza, Apulian trullo, Tuscan macchione, etc.)

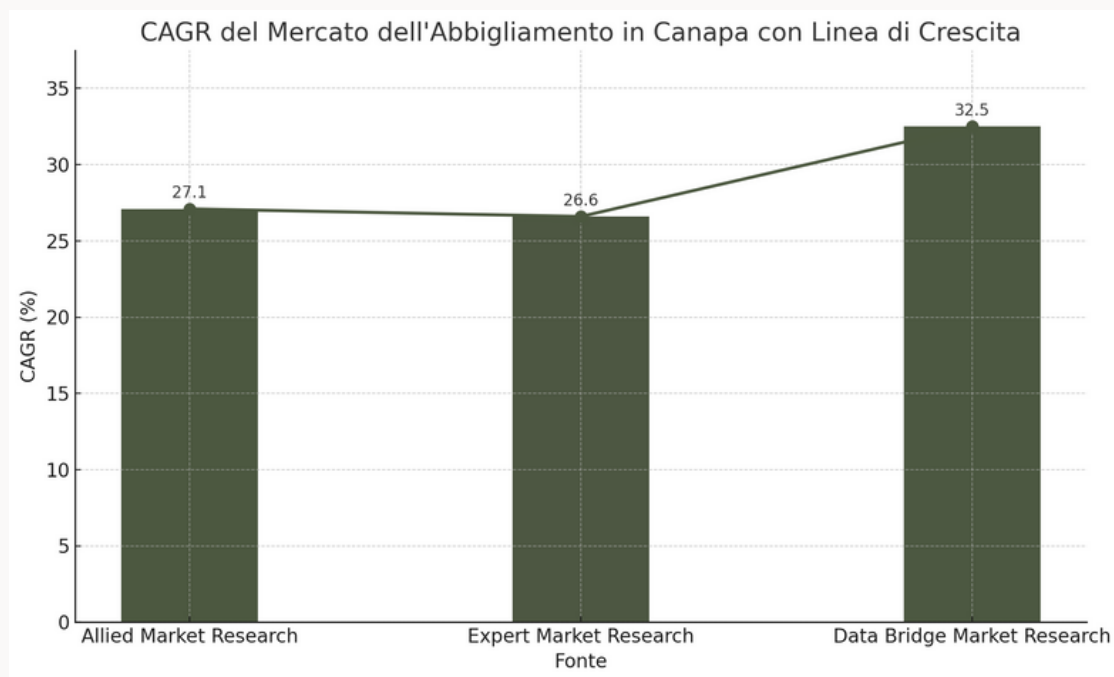


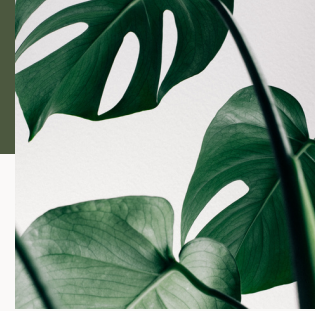
04 Analysis of the market: FAM, SAM

- **Market size global apparel (2022):** 1.74 trillion dollars
- **Estimated percentage of the market share of sustainable global apparel (2022):** 4.3%
- **Total addressable market:** 74.82 billion dollars
- **Hemp-clothing global market size** (SAM- Serviceable available market) : 4 billion dollars



04 Analysis of the Market: CAGR

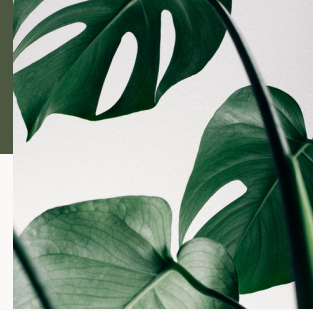




05 Our Competitors

Current market share of leading competitors in the hemp-clothing global market

- Patagonia: 37.7%
- prAna: 3.5%
- Eileen Fisher: 6.9%

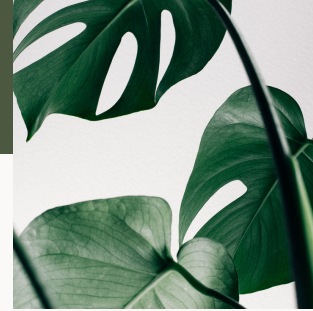


06 Profitability

With an initial investment of 25,000\$, the brand to break-even should sell approximately 715 units of hemp clothing.

Calculation:

- **Break-even sales revenue** = total costs / (1 - profit margin)
= $25,000 / (1 - 0.30) = \$35,714.29$
- **Unit sales** = break-even sales revenue / average selling price per unit (\$50)
 $35,714.29 / 50 = 714.29$ unit



07 Customized E-Commerce: Customized Fashion at a Click

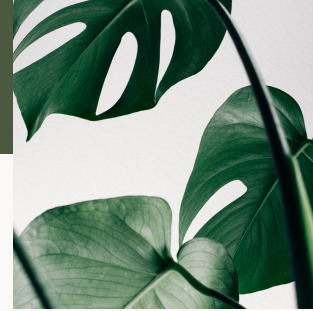
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01

PERSONALISED PURCHASE:

Our e-commerce store transforms the shopping experience by offering customers the ability to fully customize their hemp clothing. From design to fabric choice, every element is selectable to create a unique piece that reflects the individual's personal style.

02



07 Customized E-Commerce: Customized Fashion at a Click

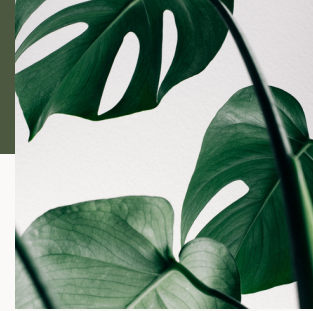
01

EXPERIENCE OF DIGITAL CUSTOMIZATION:

02

- **Choose Your Style:** Start by selecting the basic pattern you prefer from a variety of eco-friendly options.
- **Add Your Personal Touch:** Customize the color, fabric and trim through a simple and intuitive online interface.
- **Create with Sustainability:** Each customization is made from sustainable materials, preserving the environment as you express your creativity.

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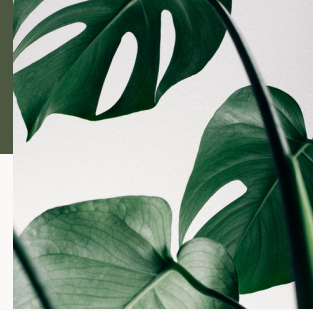


08 Regulation and Sustainability in Our DNA

Positive Impact, from the Seed to the Consumer

Environmental Sustainability:

- **Responsible Agriculture:** We work only with suppliers who practice organic farming, ensuring hemp cultivation is free of pesticides and chemical fertilizers.
- **Reduced Water Footprint:** Hemp requires significantly less water than traditional crops such as cotton, minimizing our impact on water resources.
- **Transparency:** We provide complete transparency on our production process and supply chain, allowing consumers to know the exact origin of their clothing.



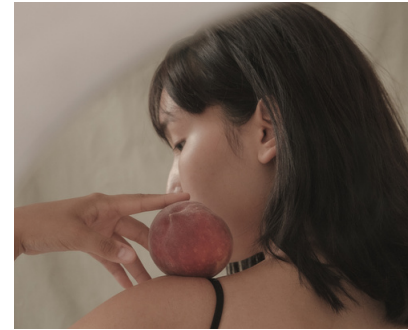
08 Regulation and Sustainability in Our DNA

Positive Impact, from the Seed to the Consumer

Social Responsibility and Value Chain:

- **Creating an Ethical Value Chain:** We are dedicated to building a value chain that adheres to strict ethical principles, ensuring fair and transparent working conditions at every stage of production.
- **Redemption through Work:** We collaborate with reeducation programs to provide employment opportunities for people in disadvantaged situations, such as prisoners, helping them redeem themselves and positively reintegrate into society.
- **Positive Social Impact:** Every garment sold supports these programs, sharing in the success of our brand to build a better future for individuals and communities.

HEMP UP



**Thank you for your
attention!**