



BEEWEAR

Designed *by* creatives, *for* creatives

Designed by 4ID

Spring 2025

Meet the team

We are part of the workwear industry. Our target market is artists, art and design students, and professional craftsmen. Our primary product is a modular, customizable work apron.

“ Creative professionals need gear that works as hard as they do. ”



Sabrina Weigerstorfer

CEO

Leads overall vision and final decisions.



Chris Cai

CFO

Leads research, market analysis, and business strategy.

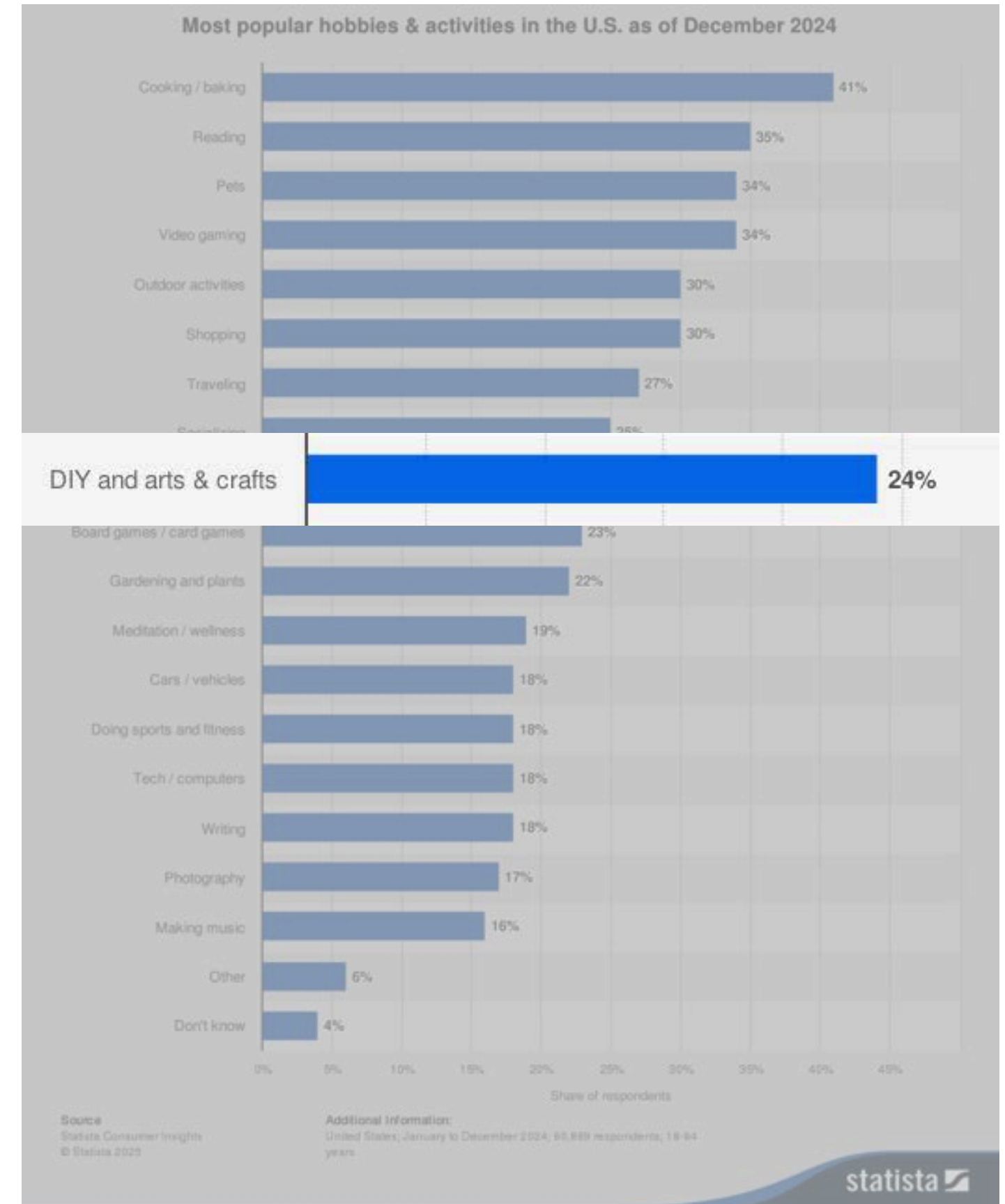


Juho Lee

COO

Leads product design, sketches, CAD modeling and renderings.

Why the Market Needs Us



Existing Solutions

Lack of True Customization and Modularity

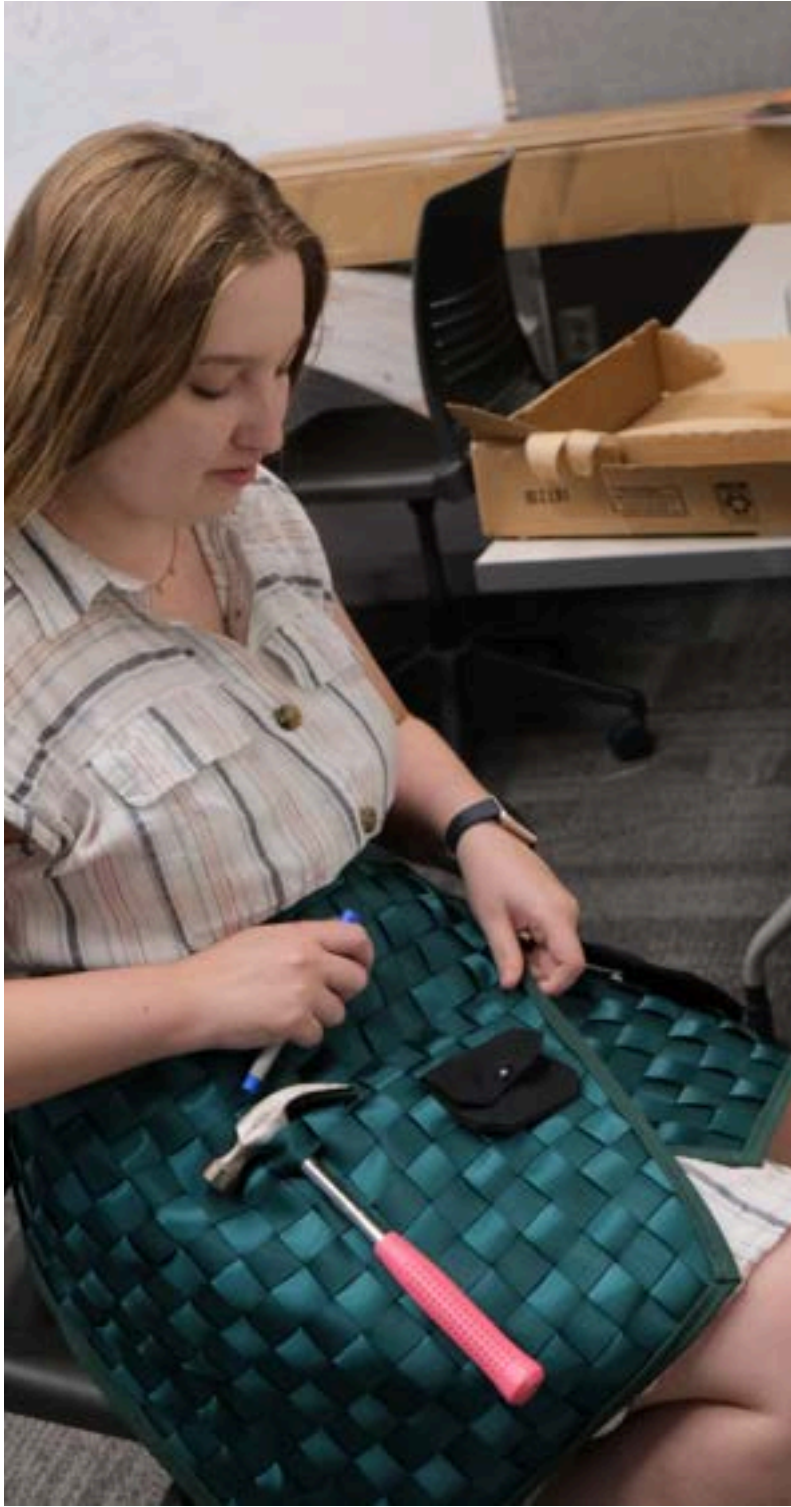
- **Inability to Adapt:** Users cannot reconfigure, add, or remove components as their projects, tools, or workflows change. This means they might end up with an apron/vest that is cluttered with unused features or lacks necessary ones.
- **Limited Personalization:** Creatives often value self-expression, but existing solutions rarely offer options for personalization beyond basic color choices.

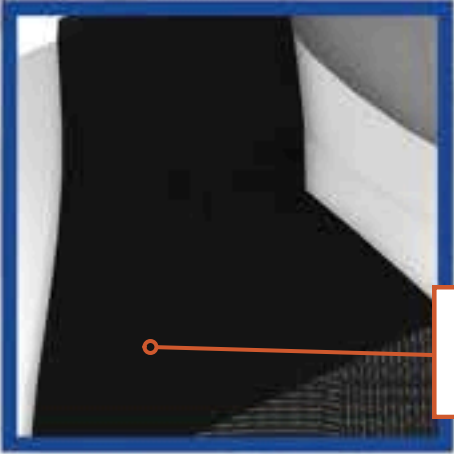
Suboptimal Functionality and Organization:

- **Generic Pocketing:** Pockets may not be the right size, shape, or material for specific tools (e.g., delicate brushes, sharp tools, bulky items), leading to poor organization, potential damage to tools, or tools falling out.
- **Weight Distribution:** Poorly designed aprons/vests can lead to imbalanced weight distribution of tools, causing discomfort and strain.

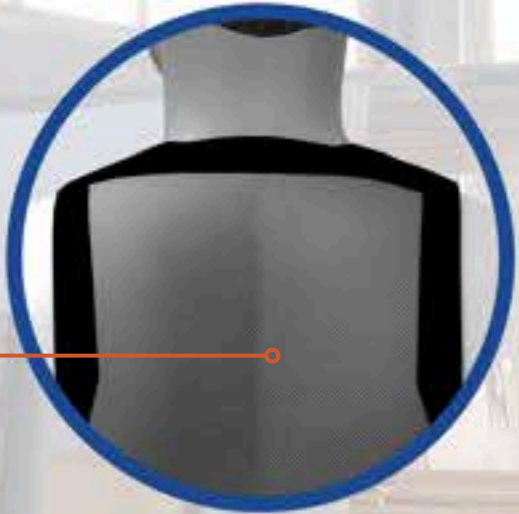


2-in-1 Modular Apron

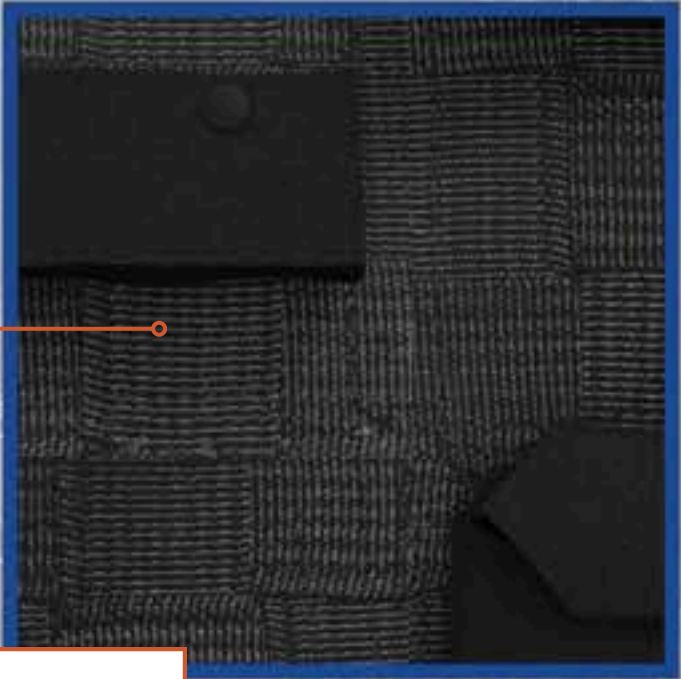




Lightweight durable canvas



Breathable mesh at the back



Woven nylon webbing
(Combination of horizontal + vertical strips)

Snap buttons to attach bottom piece for apron customization

Pocket color options



Light-weight pockets

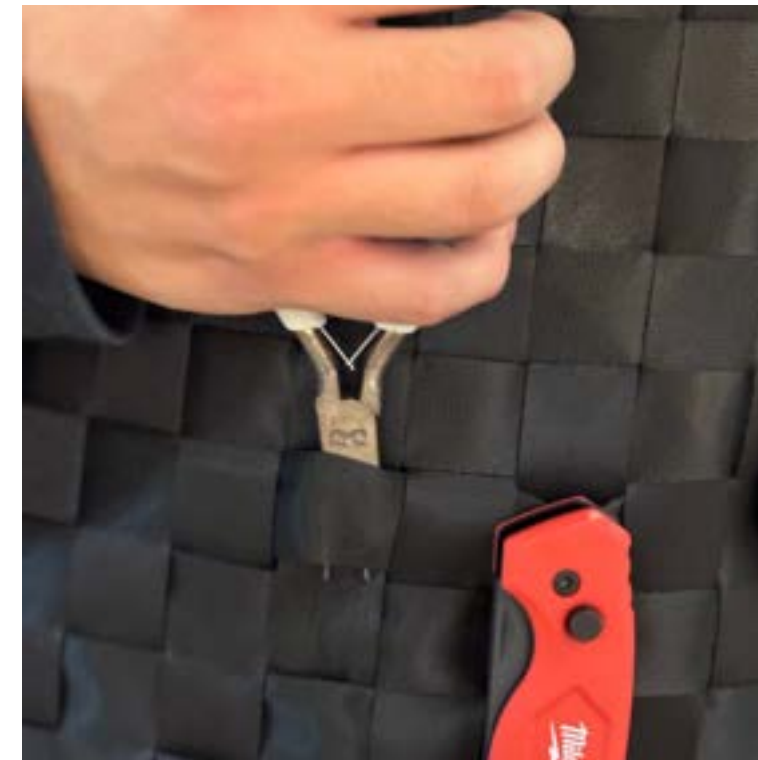
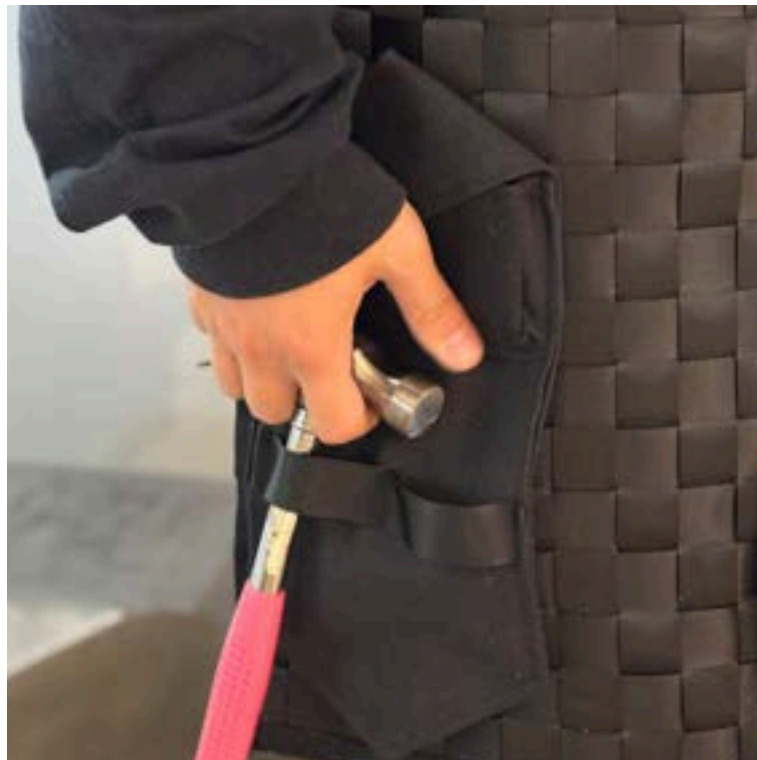
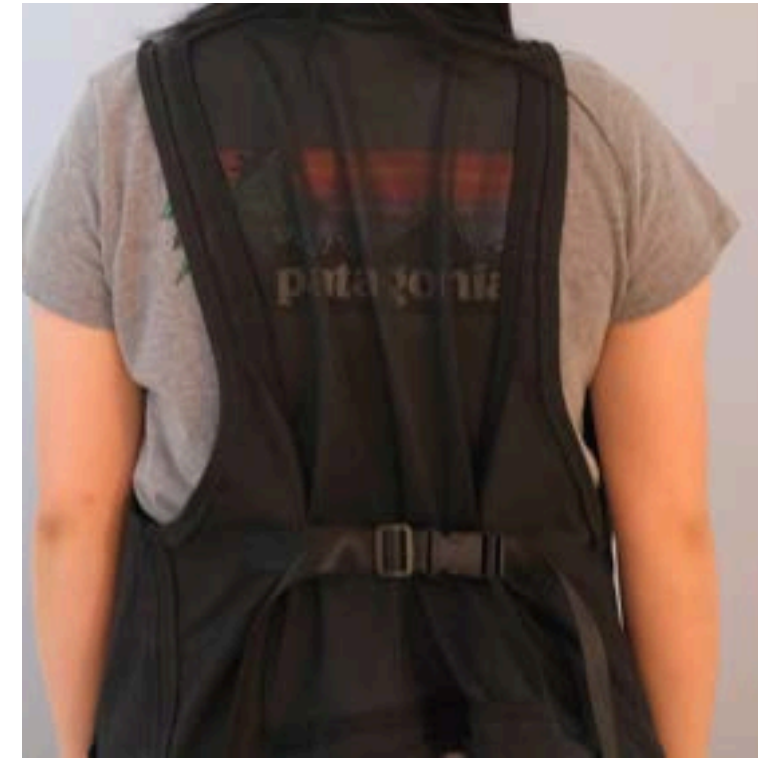
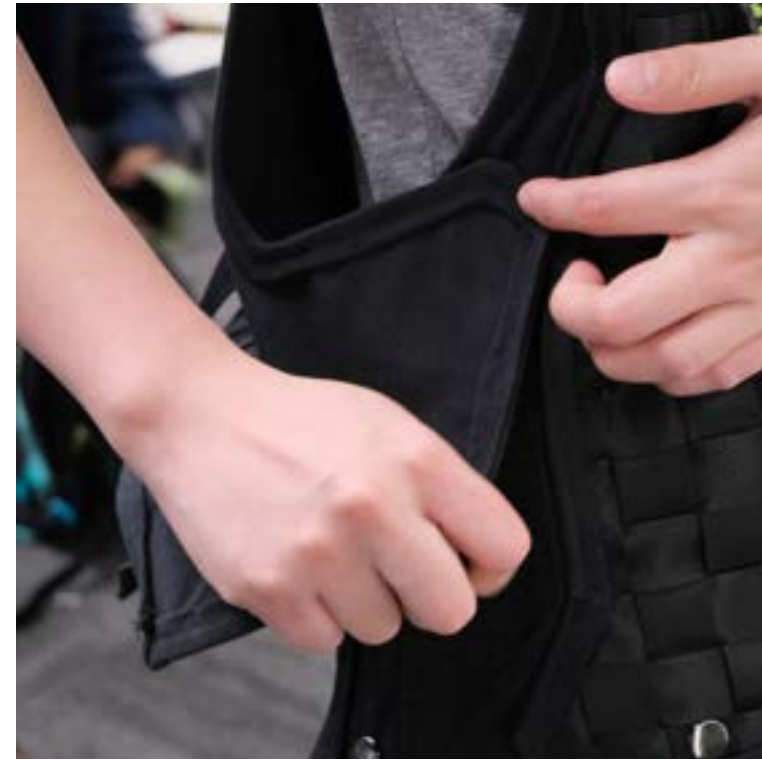
Medium-weight pockets

Heavy-weight pocket



Velcro side closure

What Makes Us Different?



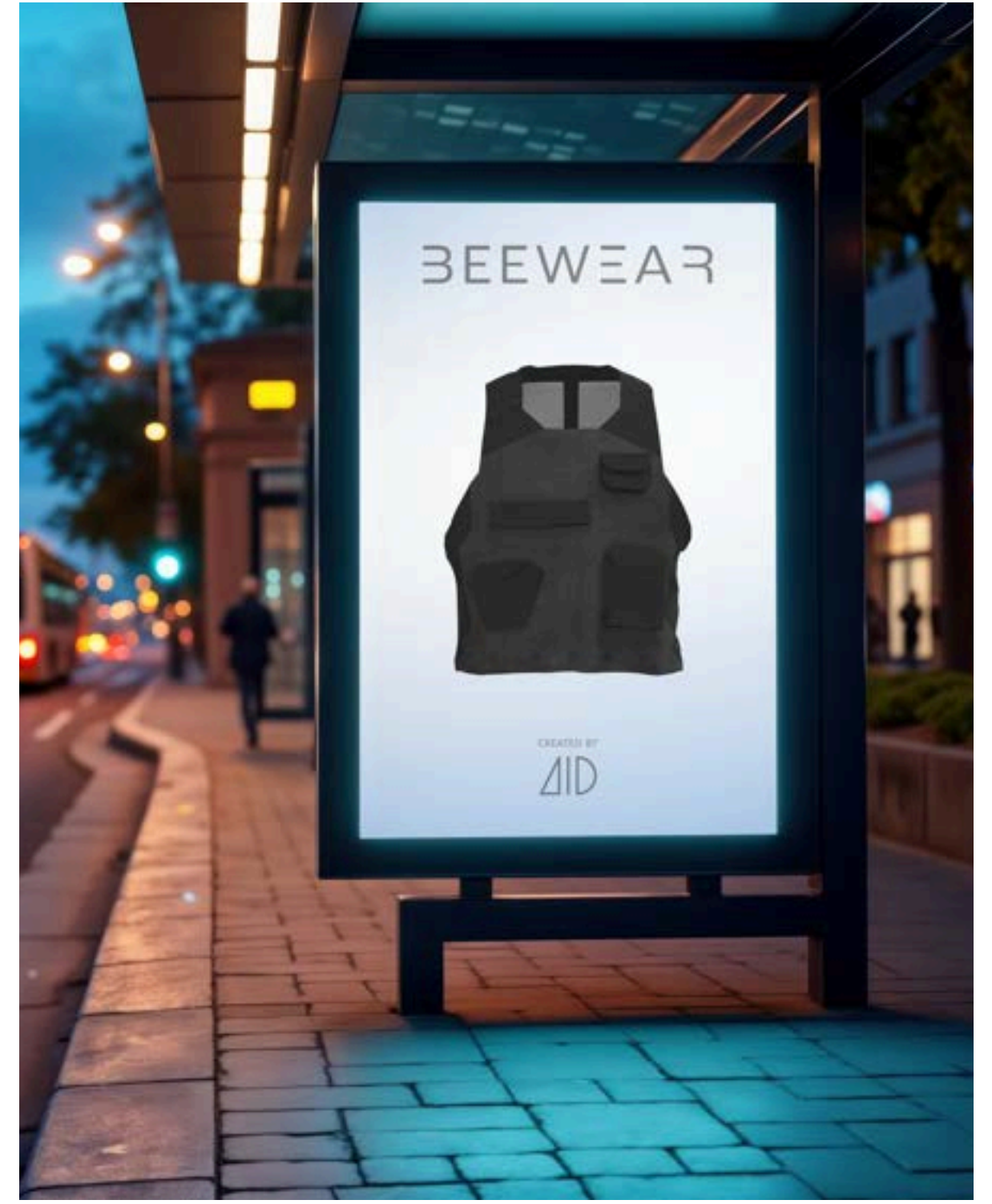
Prototypes tested

User interviews & prototypes tested with SCAD students and faculty:
90% said they'd buy, 70% would recommend

Pre-order interest and feedback confirm strong market demand



Branding



Distribution Strategy

Stage 1: Initial Launch & Campus Reach

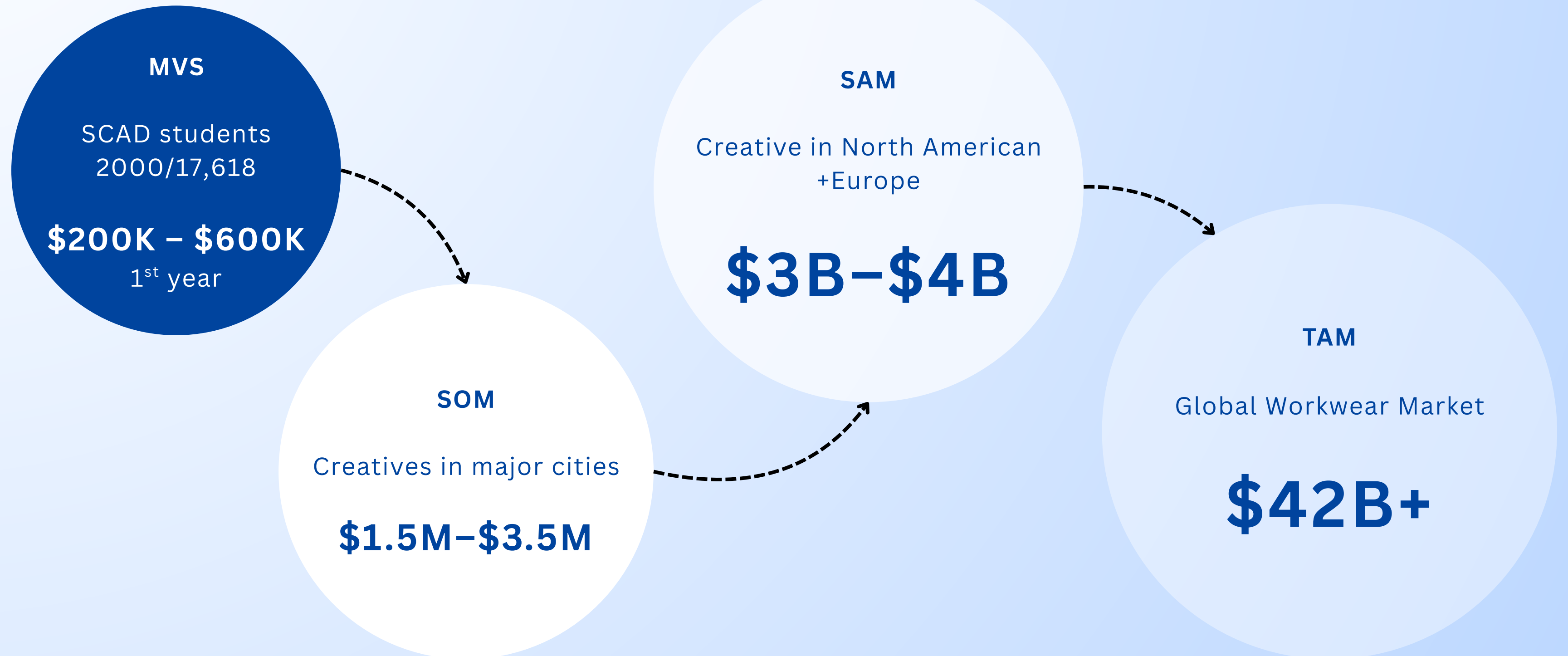
- Ex Libris Bookstore (SCAD) & shopSCAD Savannah
 - Launch through SCAD's on-campus bookstore to reach initial target users (students & faculty & tourists)
- SCAD Storefronts
 - Feature in curated campus shops with high student traffic
- Workshop Retail Spaces
 - Sell through SCAD workshop studios or partner with student-run pop-ups

Stage 2: Scaling & Broader Market

- Amazon Fulfillment
 - Utilize Amazon FBA for storage, packaging, and nationwide shipping
- Official Website (Full Launch)
 - Optimize SEO, expand features, and build a loyal customer base through direct sales



Our market is ready



Funding Ask

Fueling Our Vision: Seeking \$250,000 in Seed Funding

Strategic Allocation of Capital:

- **Product Excellence & Scaled Production (40% - \$100,000):**
 - Finalize proprietary tooling for our modular system, ensuring premium quality.
 - Manufacture initial high-quality inventory batch (target: 750 units).
 - Implement robust quality control for consistent excellence.
- **Aggressive Go-to-Market & Customer Acquisition (35% - \$87,500):**
 - Execute targeted digital marketing campaigns (influencers, paid social, SEM) to drive initial sales.
 - Launch optimized e-commerce platform for a seamless customer experience.
 - Build initial brand awareness through PR and strategic partnerships.
- **Building Operational Capacity & Team (25% - \$62,500):**
 - Key hires/stipends in marketing, sales, and operations to drive growth.
 - Establish efficient supply chain and inventory management systems.
 - Secure working capital for 12-18 months of accelerated expansion.

Final Estimated COGS: \$15.11 per apron
Suggested Pricing:

Student Price: \$39–\$47

Institution Bulk Price: \$25–\$30

Retail Price: \$58–\$63

Wholesale Price: \$30–\$37

Projected first-year sales:

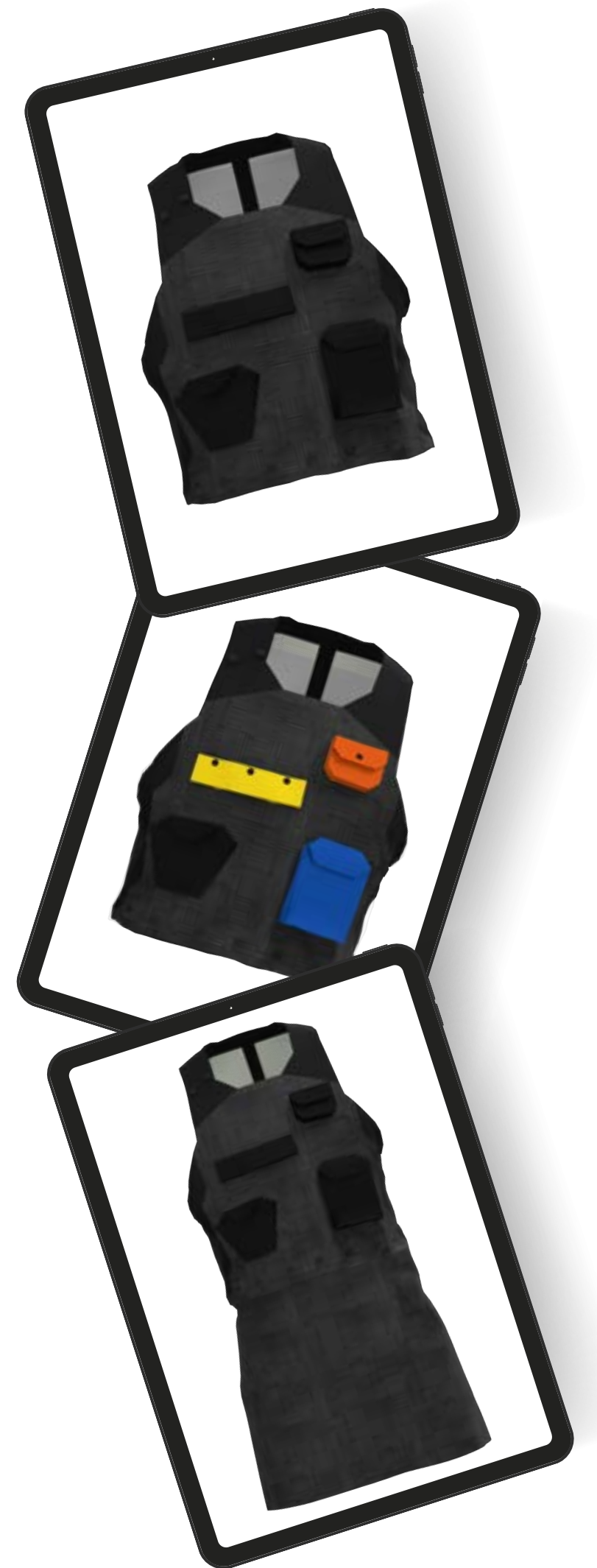
\$200K – \$600K with 2000 – 6000 units

Return on Investment

- Ownership/Equity:
 - In exchange for a \$250,000 seed investment, we are offering **15% equity** in our company.
- Projected Return (based on our financial projections):
 - Investors can expect an **80% ROI** within 2 years.
 - This means **your \$250,000 investment could yield \$200,000 in profit (totaling \$450,000) within two years**, assuming we reach our sales and growth targets.
- Exit Strategy:
 - As we grow, investors will have multiple exit opportunities, including potential acquisition by a larger workwear/apparel brand, or equity buyback after reaching profitability.
 - Alternatively, as we scale, investors will benefit from annual profit sharing (dividends) and increased company valuation if we raise additional funding or exit through a strategic sale.

Next Steps

- Launch crowdfunding and e-commerce by the end of the year
- Expand partnerships with schools and maker spaces
- Grow brand, community, and product ecosystem
- Refine design elements



Thank you!

And special thanks to our wonderful model Dana!

