



Bye Bye Bag



Problem



*Modern
laundry is:*

Uncomfortable

Heavy

Inconvenient

Tedious





Solution



Bye Bye Bag Benefits



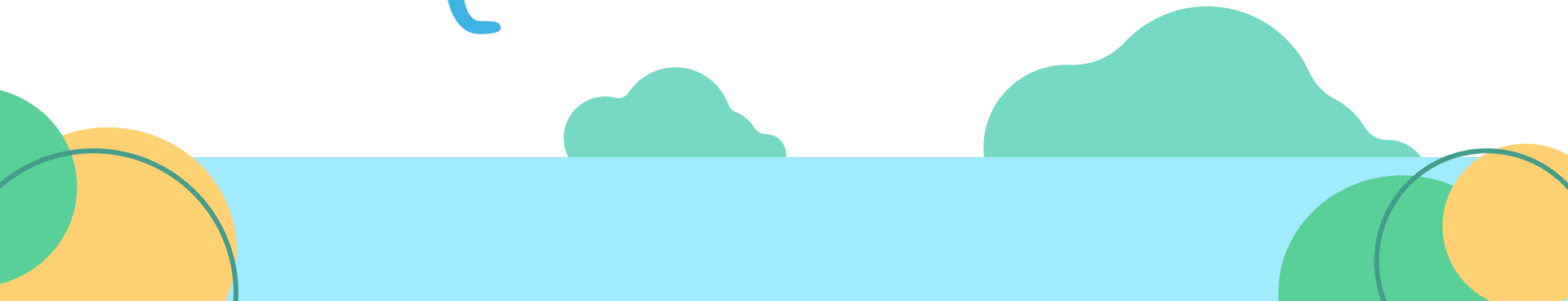
Easy to use- Throw it in and forget it

Detergent and Fabric softener **built in**

Much **lighter** than bulky baskets

Standard **load sizes**

Sustainable and **Eco-Friendly**



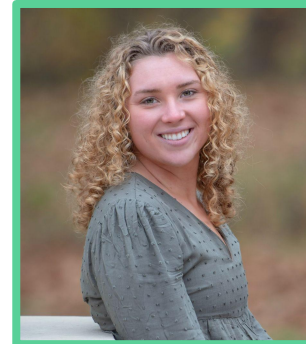


Our Team

Nick Lucarini - CEO

Boston, MA

Business Exploration



Halle Wagner - COO

Pittsburgh, PA

Supply Chain Management

Jeremy Heise - CFO

Fort Campbell, KY

Accounting



**Parker Hoyt - Marketing
and Sales Director**

Rochester, NY

Accounting





CONCEPT





Alternatives



TruEarth



Tide Pods



Dropps



Market Potential



Bye Bye Bag 5-year Sales Forecast

	2022	2023	2024	2025	2026
Population of College Students	75,333	1,236,841	1,236,841	3,809,694	3,809,694
Population of Millenials	278,664	5,464,158	5,464,158	15,124,566	15,124,566
Best Case Scenario Units Sold	21,240	335,050	1,005,150	2,082,768	2,840,139
Worst Case Scenario Units Sold	7,080	100,515	402,059	946,713	1,893,426
Estimated Total Units Sold (average of best and worst)	14,160	217,783	703,605	1,514,741	2,366,782



Marketing Plan

Pricing

\$0.99 → **\$1.27**
cost per bag

\$19.80 → **\$25.40**
cost per unit

\$15.20 → **\$9.80**
revenue per unit sold

Placement

Website
↓
Amazon

Target

BJ's

Costco

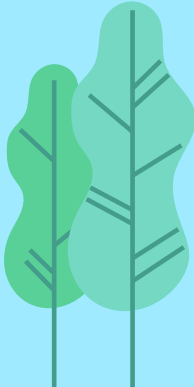
Promotion

Instagram

TikTok

Youtube

Spotify Podcasts
Student Discounts



Company Overview



Structure



Limited Liability
Company

Culture

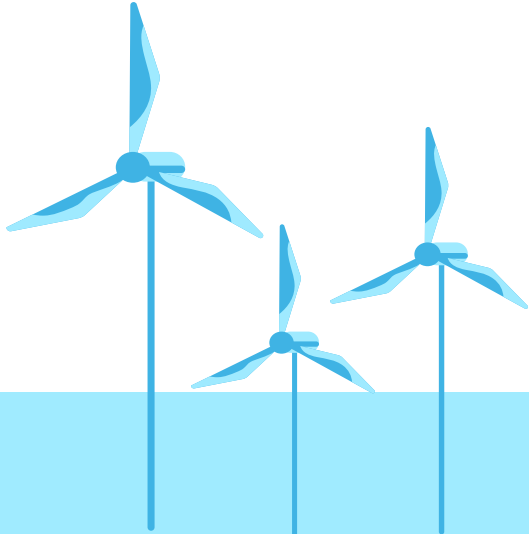


Cost-effectiveness
Sustainability
Productivity
Customer Satisfaction

Customer Service



Reports
Send-ins
Distributor Help



Operations



Transportation



Trucking is our primary method of transportation

Manufacturing



Tijuana, Mexico to Ciudad Juárez, Mexico

Shipping

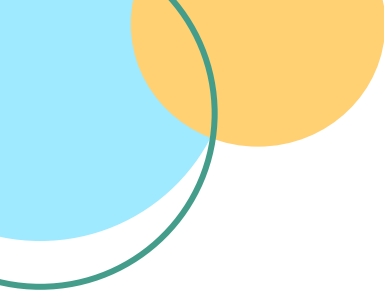


We will utilize **UPS** and **FedEx**

Distribution



Through our warehouse in **Rochester, New York**





Strengths

Unique Product

Environmentally Friendly

Convenient

Affordable

Weaknesses

Packaging

Lack of experience

Popular market

Lack of resources

SWOT Analysis

Opportunities

Growth potential

Few competitors

Differentiation

Emerging technology

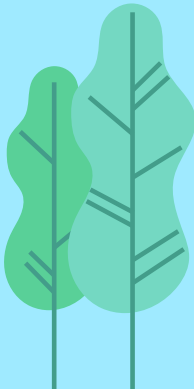
Threats

Young product in a
mature market

Competing brands

Initial Net Loss

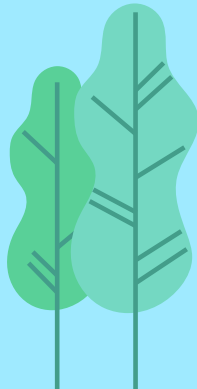
Science



Pro Forma Income Statement

	2022	2023	2024	2025	2026
Sales (Number of Packs Sold)	14,160	217,783	703,605	1,514,741	2,366,782
Total Revenue	\$ 495,602	\$ 7,622,392	\$ 24,626,161	\$ 53,015,927	\$ 82,837,379
Total COGS	280,369	4,312,096	13,931,371	38,474,416	60,116,269
Gross Profit	215,233	3,310,296	10,694,790	14,541,511	22,721,110
Total Operating Expenses	275,276	1,390,415	3,333,287	7,007,741	10,165,370
Projected Net Income	\$ (60,043)	\$ 1,516,706	\$ 5,815,587	\$ 5,951,679	\$ 9,919,034

Projected Net Income Visualization





Investment Request

\$300,000 at a **10%**
equity return





Bye Bye Bag

Thank You!

