



#### Why are you the right team for the business? ▾

We, the founders were born and raised in Pakistan, and have experienced the unique challenges developing nations / remote communities face when it comes to technology and growth, even though globalization has led to many advancements throughout the world.

After working for fortune 500 tech companies, we want to give back. We want to use our skills and expertise to transform developing nations towards sustainable growth, with innovative solutions that promote the welfare of people in those areas. We want to do this by leveraging technology to create economic opportunities for socially marginalized artisans, and by connecting them with the socially conscious consumers globally.

#### How are you going to acquire customers? ▾

People love Fuchsia not just because they like the product but they also like the stories behind the product. The fact that they can see the real people and connect faces with our product is something very unique for our consumer. We are building our customer acquisition strategy on story building. We have 20,000 email subscribers and 10k followers on Instagram and Facebook. We want to use the power of social media and emails to tell our artisans stories and the impact Fuchsia is creating in their life. Coming in front of as many customers as we can through social and print media and then regularly following up with them has worked in the past for us. At some point of time we would like to get into big retailers like Nordstrom etc to get as many eyes as we can.

#### What are your profit margins? ▾

We work directly the artisans without any middle man, which gives us a great opportunity for healthy margins even as we end up paying handsomely to our artisans. Artisans work for our factory end up earning 3 times more than the average artisan who works at any regular factory in Pakistan. On our shoes our profit margins are 2.5 times the manufacturing cost.

#### How will you make money? ▾

Our business model is simple- we sell fashion accessories at affordable prices with complete transparency. We let our artisans focus only on making stellar products, something they are good at. Our team here in the Seattle focuses on trends in fabric patterns, product design, marketing, sales, shipping and customer service. We are keeping ourselves Direct to Consumer.

#### Who are your competitors? ▾

Across the US, sustainable fashion brands have seen an explosion of growth over the last 3-5 years. In the apparel space, a new e-commerce retailer is Everlane, working with ethical factories and providing transparency around pricing of their products. In the shoe space, there is TOMS, Rothys and Allbirds bringing footwear made from recyclable material. While these brands are advocating for sustainability in some way, no one is working with rural artisans like Fuchsia or providing a transparent product journey of how their products are created and reach the customers.

#### I have seen these shoes on Amazon for as little as \$20. Why are you selling it for \$100? ▾

Knock-offs exist everywhere and you cannot stop them. But remember, people don't purchase Fuchsia because of the comfort only, but in fact they trust our brand and believe in our sustainable model. Because of our high quality material our customers compare these shoes with high end Italian brands. So, if you are just looking for a pair of shoes then Amazon is your place to go, but if you believe in revolutionizing the fashion industry and believe in sustainability then Fuchsia is your brand.

#### How are you going to use the funds? ▾

We want to hire our core team that is necessary to grow the company. This involves hiring a creative director, fulfillment specialist, customer service rep, and supply chain manager. Secondly, we are working in a pre-order phase. We want to build inventory of running shoes sizes and procure raw material at scale. We also want to hire more artisans and onboard more sustainably sourced materials like Merino Wool, Jute and up-cycled fabrics.

#### How are you sustainable, your products are made out of leather? ▾

That's right majority of Fuchsia shoes are made with leather. We are in no denial that the process of raising cattle and manufacturing leather has an environmental impact. However, when it comes to sustainability, "non-leather" is not necessarily a clear-cut alternative. Typical vegan or faux leather may be not biodegradable and when used in cheaper "fast fashion" products, its low quality means it will often need to be replaced every few months. Genuine leather, such as that used in Fuchsia shoes, lasts a very long time and is therefore more sustainable in terms of its durability. Based on our current experience and research, we believe that reusing and recycling materials while working towards a closed-loop system is the most sustainable option available to us today. We seek recycled leather whenever possible. We source our sole leather from meat farms, which is basically a by product. By putting it to use, we divert it from landfills. In addition, handmade goods use much less energy in the actual production. At the same time, global trade empowers the most under represented community of artisans striving towards sustainable economic development and a better future. We are committed to continuing to learn and grow, continuously experimenting with more sustainable materials we can use in the future.

#### How much money is going to artisans? ▾

We are taking the minimum wage of workers in the community and ensuring our artisans are taking home at-least 2x of that. There are 6 full time artisans working for Fuchsia, and right now that are making 2x - 3x more than what they were making before us in the shoes space, in addition receiving bonuses and medical benefits. Our model ensures sustainable sources of income rather than looking for odd jobs.

#### How are you ensuring high product quality? ▾

Quality and comfort are our unwavering tenants; every Fuchsia shoe is handmade by artisans who pour in their individual creativity, passion and love. Every Fuchsia shoes goes through the process of quality assurance, which makes sure the shoes are up to the quality standard. Our on-ground quality assurance team looks at each and every shoe in person and tests it against our quality guideline. In order to make sure every shoe adheres to the same quality principle we procure the raw materials ourselves, instead of letting the artisan buy them. We are partnering with one of the largest shoe manufacturers of Pakistan for raw materials. All of our partners are certified exporters for Europe and USA.

#### What is your business model? ▾

The Fuchsia business model works on very principles which are missing in fashion industry: openness, pro-social processes and comfort. We built a transparent manufacturing supply chain that leverages the already existing infrastructure of the artisan economy. We let our artisans focus only on making stellar products, something they are good at, whereas our team here in the Seattle focuses on trends in fabric patterns, product design, marketing, sales, shipping and customer service.