

Why did you choose this idea? ▾

There is currently a large void in the global women's marketplace for functional / fashionable golf and plus size apparel that no other apparel brand is addressing. We want to offer global women of all sizes great apparel options to achieve their sport passions.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

Existing golf shorts are uncomfortable and lose their shape after a few wears due to inferior fabric.

Prints look faded and washed out due to poor quality.

None of the competitors including athletic companies such as Nike, Adidas, Athleta to fashion companies such as Tory Burch, Kate Spade and Lily Pulitzer offer a high quality skort.

What is your proudest accomplishment? ▾

Approved vendor and successfully executed multiple product offerings with HSN / QVC. Far from an easy task and something we plan to leverage going forward for added brand awareness and sales.

How far along are you? What's your biggest obstacle? ▾

Our brand is 3 years old and established. That said, we have recently reconfigured leadership, secured key personnel to achieve strategic growth and are looking for funding to fully implement / execute scaling the business.

Who are your competitors? Who is the biggest threat? ▾

The competition is Athleta, Lululemon, Tory Birch and Nike. As we focus on athletic fashion apparel it limits our threat competition to Tory Birch and other smaller niche fashion oriented brands.

What do you understand that your competitors don't? ▾

Women's athletic fashion apparel styling, materials, plus size fit and design of collections that cross over between athletic wear use and every day fashion utilization.

How will you make money? ▾

Our gross margins are +60% with an e-commerce direct to consumer model. We have over 10,000 designs and patterns in our library for the next few years of product development at no cost - dramatically reducing overhead.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

Maintaining and growing brand awareness. Maintaining, managing production costs to drive maximized gross margins. If we fail, it will be due to lack of funding to scale our business coupled with a lack of efficient, strategic marketing efforts. To succeed, we will have ample funding to scale operations, achieve supply chain efficiencies, drive successful brand marketing and global consumer awareness.

What do you need the most help with? ▾

Raising ample funding.

What would you do with the money you raise? ▾

We will apply funding to scale operations, achieve supply chain efficiencies, drive successful brand marketing and global consumer awareness.
