



**Do you know
where your tea
comes from ?**



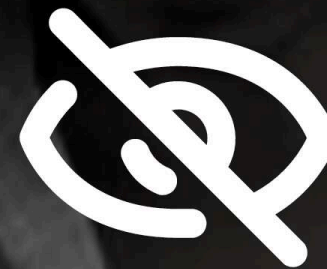
Nepal Tea Collective
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TEA INDUSTRY IS OUTDATED !



SUPPLY CHAIN IS BROKEN

There are several
middlemen in the
supply chain that
create no value



NO TRANSPARENCY

Consumers rarely know
where the teas are
from or when it was
made



SHOCKING INCOME INEQUALITY

Tea traders make
millions while
producers earn <\$2
per day

and we are here to fix that through

NEPAL TEA COLLECTIVE

by cutting out the unwarranted
middlemen and empowering the
farmers.



HERE'S HOW WE MAKE IT HAPPEN



DIRECT TO CONSUMERS COMPANY

No unwarranted middlemen =
fair to producers



A PUBLIC BENEFIT CORPORATION

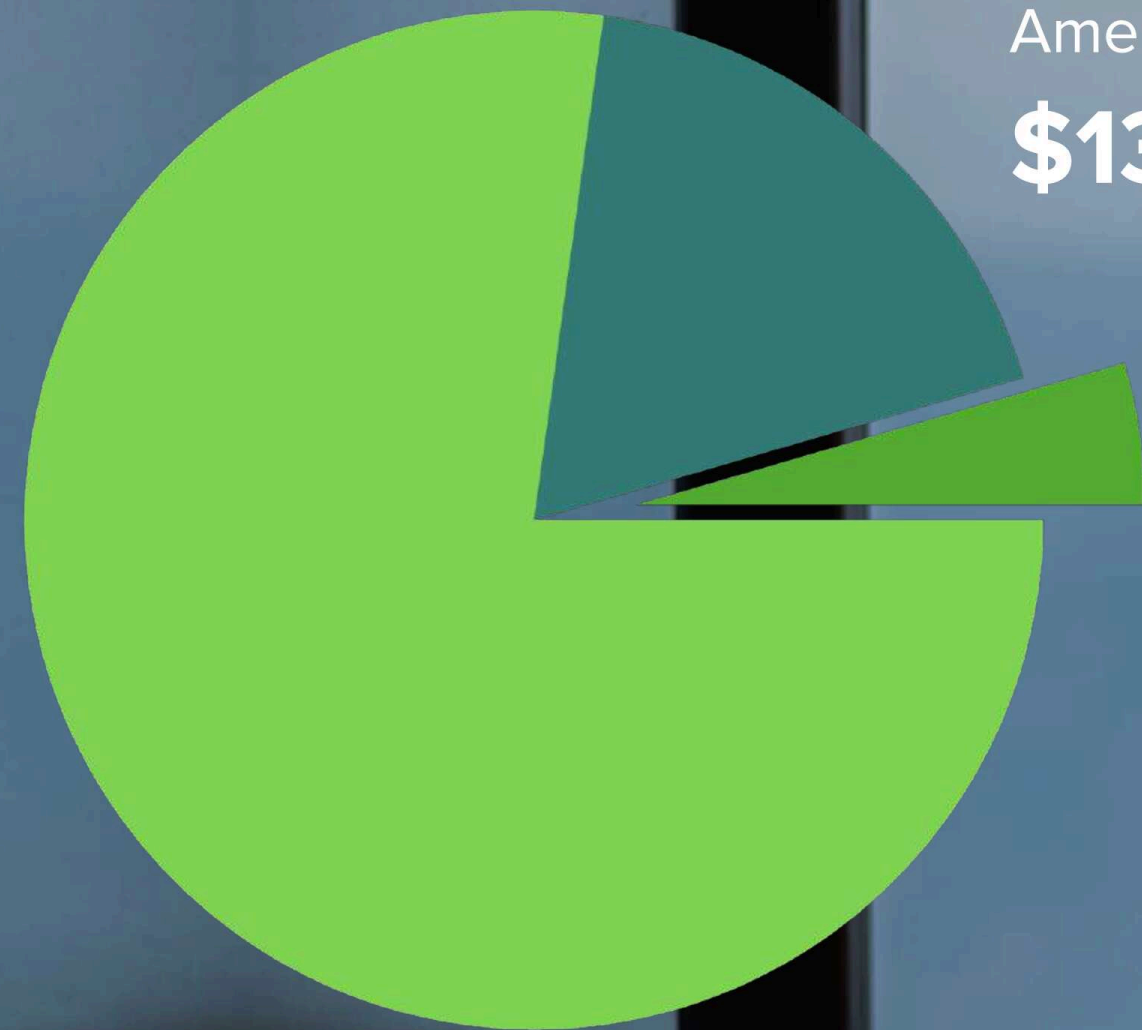
1% of revenue reinvested
in the farming communities



CONNECTING PRODUCERS AND CONSUMERS

QR code on every packet = unmatched
transparency + connection

TARGET MARKET



Global tea market
\$58.5 B

American tea market
\$13.4 B

American specialty tea market
Our target market
\$3.3 B
6.6% CAGR



158 million people drink
230 million cups per day

“Tea is the most popular beverage in the world after water”

OUR JOURNEY



- 2016 Started with \$200 in bank account and a bunch of credit cards
- 2017 Largest crowdfunding campaign in Organic Tea Industry
- 2018 Voted **Top 10 Teas** among 650 teas from 100+ global brands
- 2019 Awarded **Bronze Medal** for quality at **Global Tea Championship**
- 2020 Secured the largest recurring partnership deal of 6 tons per year
- 2021 Added 3 new tea farms | Invited to teach Tea Business Incubator

Forbes

The New York Times

worldtea
news

**Global tea brands included Harry & Sons and publicly traded David's Tea*

TEAM

CORE TEAM IN THE US



Nishchal Banskota
Founder/CEO

2nd generation tea producer



Pratik Rijal
Chief Operating Officer

3rd generation in tea

MENTORS

Babette Donaldson - *TChing Magazine*

Dan Bolton - *Tea Journey Magazine*



ADVISORS



Will Sacks
Founder, Kindara
(VC backed tech company)



Rob Kellogg
Seasoned
Entrepreneur/ Executive

CORE TEAM IN NEPAL



Ritu Rajbanshi
Content Curator

Writer and storyteller



Sanskar Upadhyay
Content Creator

Photographer and Videographer

COLLABORATORS

**Kanchanjangha Tea Estate
and Research Center**
Nepal's 1st Certified Organic Tea Garden

Black Dove Pvt. Ltd.
Web | Design | Product Development

Digital Mercari
Digital ads | Email Marketing



Jeremy Wickenheiser
Co-Owner/ Farmer,
Bella Vista Tea Company



Ankur Sharma
UI/UX Expert
Co-founder | Black Dove

COMPETITION



Public Benifit Corporation	✗	✗	✓
High Quality Nepali Teas	✗	✓	✓
Tech/ transparency	✗	✗	✓
Freshly packed at origin	✓	✓	✓
Immersive Experiences /Tourism	✗	✗	✓

OPERATIONS

Packed at origin for
maximum freshness



Locally handmade
bamboo pouches



Freshly plucked and
processed tea



Scan this QR Code to
see the actual page

- Freshly packed teas are shipped to the US warehouse for distribution
- The QR code tracks every movement from tea plucking to final consumption

THE GRAND PLAN



INVESTMENT OPPORTUNITY

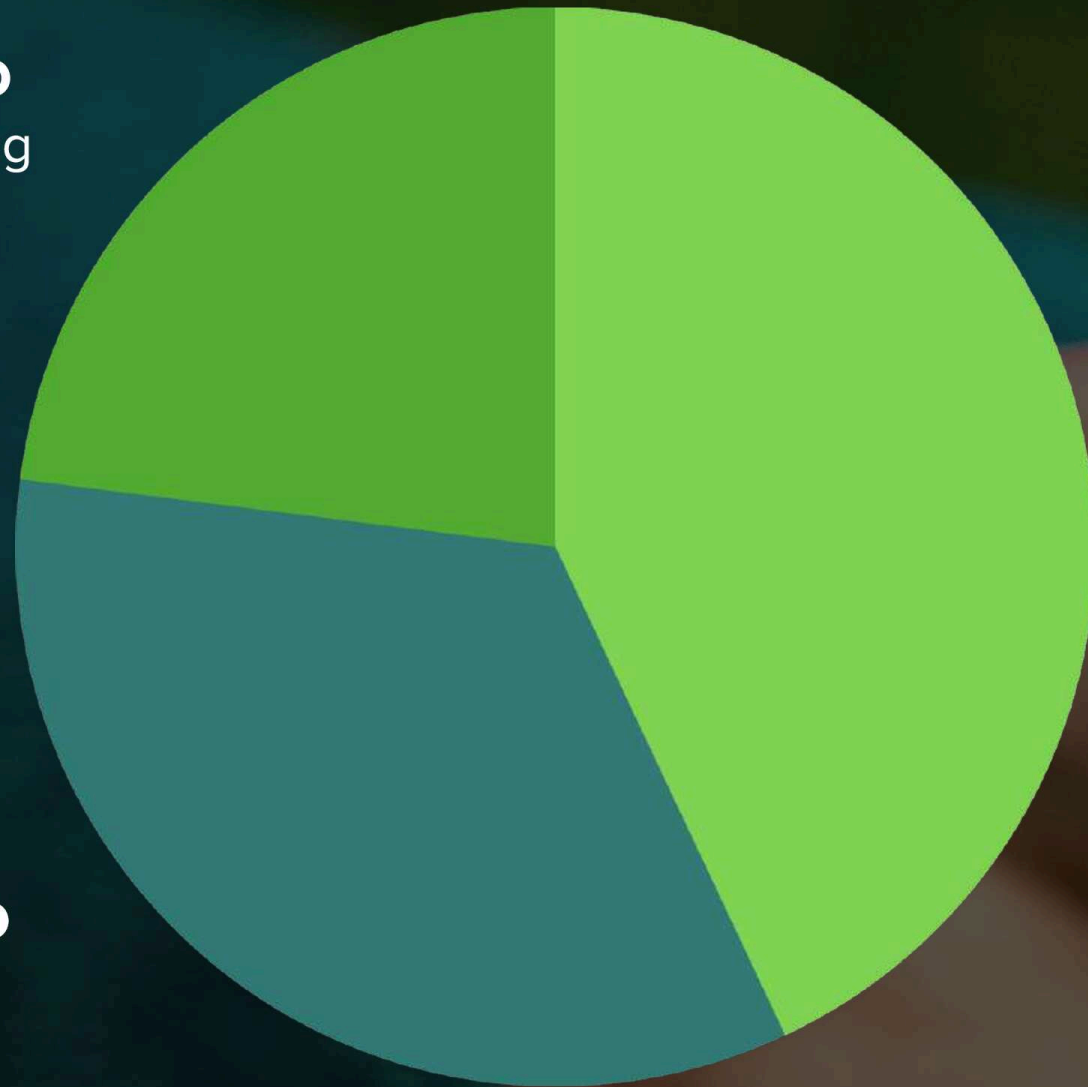
Raising \$600K to achieve \$1 Million run rate in 12 months

23%
Marketing

34%
Talent

43%
Product Development

USE OF FUNDS



IMPACT

1 for the people | 1 for the planet

“Millions of tea farmers will break the vicious cycle of poverty within their generation”

1% of the top-line revenue goes back to the farmers

1 tea sapling is planted with every single order

**Here's to creating a
new tech-enabled
transparent tea trade.
Cheers !**

Nishchal Banskota
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ADDITIONAL INFORMATION

BUSINESS MODEL

CUSTOMERS

MARKETING STRATEGY

FINANCIALS AND
PROJECTIONS

BUSINESS MODEL



DIRECT TO CONSUMERS (HIGH MARGIN)

- E-Commerce : Amazon and official website
- Tea festivals and tea related live events



PARTNERSHIPS (MODERATE MARGIN)

- Tea related retail brands such as Sherpa Chai
- Exclusive boutique tea stores

**Sherpa Chai makes chai concentrate using our tea leaves as an ingredient*

CUSTOMERS



Kelsey

*The optimistic millennial
tea novice*



Christopher

*The ritualistic tea
connoisseur*



Amanda

*The health conscious
yogi*



Priya

*The ethical consumer
who savors quality*

Trends driving tea consumption



Health and Wellness
5.5% CAGR



E-Commerce
14.7% CAGR



Organic Foods
12.4% CAGR



Ethical Consumerism
7% CAGR



Ayurveda/ Natural Medicine
15.32% CAGR

MARKETING STRATEGY

PARTNERSHIPS

- Tea subscription services
 - e.g : Sips By
 - 500K account holders
 - 30 Million digital impressions monthly



ORGANIC & PAID ACQUISITIONS

- Average “tea related” monthly searches : 30 mil
- Average LTV:CAC 5X (Immediate Payback)
- Google, Amazon and Facebook Ads