



BUSINESS PLAN

Frances Titus, Founder
2326 Black Lake Blvd
Winter Garden, FL 34787
407-432-2236
frances@earthslovetea.com / www.earthslovetea.com

Business Description: Our stick packs help Moms struggling with their milk supply, who want to nurse their child & produce more milk by increasing their milk supply in a convenient readily available method unlike the traditional brewable hot tea by offering an on-the-go drink mix where no hot water is required and can be accessed anytime & anywhere.

Company Background: When I was a new Mom I didn't have enough time, enough hands and I wasn't producing enough milk for my daughter, Stella. Determined to give her the gift of breastfeeding I went looking for a solution. I found that the herbal lactation teas on the market were in fact extremely effective but inefficient in terms of convenience and accessibility. I wondered, "why are instant coffees available in the marketplace along with other drink mixes like the Crystal Light stick packs but no instant version of herbal teas?" I sought out to develop not only the first lactation instant tea but also an entire line of on-the-go herbal remedies. Which gave birth to my other baby, Earth's Love Tea Company!

Problem/Solution: There are two problems: 1. 20% of Moms don't make enough milk. 2. The solution available on the market is super dated. The current solution is the Mother's Milk traditional tea brews. This solution creates a secondary problem. Which our product line solves. Low milk production is one of the leading causes for women to discontinue nursing their children. It is an age old problem with an age old solution. People try the traditional tea, then have to boil, brew and steep 3-5 times a day, learn that it helps yet soon then give up because it is too much of a hassle! Through the innovation of our Plentiful Packs women everywhere can access the wonderful ingredients in those teas but in the convenience of an instant stick pack. No hot water required and accessible on-the-go anytime and anywhere!

Products/Services: Until this point in time people could only access traditional herbal teas by boiling and steeping hot water. I had to drink the Mother's Milk tea from Traditional Medicinals 3-5 days. As a new mom this was VERY challenging but I had to do it in order to continue nursing my daughter. Moms everywhere approximately 800,000 a year struggle with low milk supply. Our product allows them to solve the problem & do it HASSLE FREE! For the first time ever these traditional herbal teas can be accessed in the convenience of an instant stick pack!

Technologies/Special Know-how: I have a "Method of Use" patent-pending for the first line of on-the-go herbal remedies. I have leveraged the technology available to extract the active ingredients in these herbs making a water-soluble instant version.

Markets: There is a HUGE market for herbal remedies. Traditional Medicinals, a company that sells traditional tea brews, did nearly \$300 million in sales revenue last year. I am not reinventing the wheel. I am taking a market that exists and giving it a facelift. These herbal remedies are accessible only by boiling hot water & steeping multiple times a day. The problem being, we live our lives on-the-go and it's about time to be able to access these herbal remedies anytime, anywhere, with baby in hand. A healthy lifestyle is dominating the mind of the consumer now more than ever. It is predicted by Global Industry Analysts that the herbal industry should reach 107 Billion by 2017. Under our "patent-pending" we have over fifty herbal remedies beyond just lactation. We intend to offer remedies to help with anxiety (40 million Americans affected), digestion (60-70 million affected) and sleep (50-70 million have sleep or wakefulness disorder) just to name a few. By establishing our place in the market with our lactation instant tea we will be creating a place for ourselves to grow and stay for years to come!

Competition: We are pioneers converging traditional herbal remedies with the convenience of an instant stick pack. Combining two existing markets; the market for on-the-go drink mixes and the market for herbal teas. Company examples : Kraft Foods' Crystal Light stick packs (1.3 billion made and sold annually) and Traditional Medicinals, Yogi Tea, Gaia herbal.

Business Model: We intend to enter all major retailers and sell direct to consumer. Please see "Sales Channel" & "Traffic & Lead Generation" documents.

• FINANCIAL PROJECTION •

Five Year ProForma for entire product line, please see time line for reference.

	2016	2017	2018	2019	2020
SALES REVENUE	160,000	1,900,00	9,600,000	25,600,000	38,400,000
COGS	72,000	426,000	960,000	2,560,000	3,840,000
GROSS MARGIN	88,000	1,474,000	8,640,000	23,040,000	34,560,000
SG&A	25,000	193,000	1,440,000	3,840,000	5,120,000
PROFIT	65,000	1,283,000	7,200,000	19,200,000	29,440,000
HEADCOUNT	5	7	12	15-20	20+



THE BEST VIEW

comes after

THE HARDEST

climb

2017
-Q1/Q2: Restful (sleep packs) & Seasonal (cold & flu packs) enter the market.
-Q3/Q4 two (2) additional remedies enter market.
remedies tba.

MILESTONE TIMELINE

2018

-Two (2) additional remedies enter the market every quarter. remedies tba.

2016

-Peaceful (relaxation packs) & Cheerful (mood lifting packs) enter production.
-Partner with Target
-Partner with distributors.

2015

-Plentiful Packs enter the market place.
-Partner with Whole Foods

2014

Registered for IP



PACK COMING SOON



A S K

\$500,000 Initial Investment

-To launch first three (3) products.

1. Plentiful (Lactation Support)
2. Peaceful (Anxiety Relief)
3. Cheerful (Mood lifting)

-Marketing Costs

-To Grow Team

Potential Market Saturation:

800,000 new Moms approximately every year struggle with low milk supply. That's not including the Moms who go back to work and their supply falls, or Moms who take a trip and their supply falls or Moms who are just stressed out and their supply falls.

Starting with the number of new entries into the market, keep in mind the average age for breast-

feeding globally is 3 years, at 800,000 available new customers involved in a 4 box a month subscription, at a six month run, the potential for market saturation 19.2 million units. Annual forecast, 38.4 million units.

At \$32.95 that would be \$1.2 Billion Sales Revenue.

My "patent-pending" is for an entire line of herbal remedies in an instant stick pack.

Potential Market size for additional remedies:

Digestive Disorder 60-70 Million US

Sleep Disorder 50-70 Million US

Anxiety and Depression over 40 Million US (\$148 Billion Industry)

According to QAI, the Herbal Industry is set to reach 107 Billion by 2017. Kraft Foods makes and sells 1.3 Billion stick packs a year. I am creating a new market with it. Converging herbal remedies with the convenience of an on-the-go drink mix.



Three Pronged Plan of Action

1. Direct to Consumer Sales

- a. Traffic Generation and Lead Conversions
- b. Face to face customer acquisition
 - 1. Conferences
 - 2. Expos
 - 3. Markets

2. Enter privately owned health food stores and boutiques

3. Enter Retail Chains

- a. Target buyers for retail major retail chains
- b. Partner with distributors



Scope: The purpose of this evaluation is to provide an overview of how we would allocate the resources needed to drive traffic to Earth's Love Tea Co. These methods are using paid traffic sources.

Contents: This document contains the traffic sources that we are going to use and how each channel drives traffic to Earth's Love Tea to produce conversions.

Section Breakdown:

1. Traffic Sources - In this section, each traffic source will be broken down and explained to as of why Earth's Love Tea will use it.
2. Remarketing Methods - this section focuses on how Earth's Love Tea will use the power of remarketing to drive visitors to become customers.
3. Demographic Audience Marketing - this section will focus on using the current people that have purchased, using their psychographics, demographics & online social behaviors to target other possible leads.

The goal of Demographic Audience Marketing is to find those that are exactly like our current customers so that Earth's Love Tea can amplify the efforts that have been already created.
4. Competitive Analysis - this section focuses on dissecting what has been done by other companies and evaluating their wins and loses. Doing this properly will help us develop a better strategy for ourselves and save us a lot of time in the process.

Traffic Sources:

There are a lot of traffic sources available but for Earth's Love Tea to get the best ROI it would be ideal to focus on the networks where their clients already congregate.

These will be the following:

1. Google Adwords/Youtube (Content Network & Site-Placement)
2. Facebook/Instagram
3. Pinterest Promoted Posts

Google:

With Google we focus on Google Display Network (GDN), targeting pages that are relevant to the keywords we have discovered that work for Earth's Love Tea. We then proceed to take it a step further and layer demographic data to ensure our ads are highly targeted traffic.

These ads will lead to relevant landing pages, this could be either a straight landing page that offers a guide or the products directly. We could also focus on a relevant blog post that will be about a specific topic (ex - Steps For A New Mother) that way we can utilize the power of remarketing to lead them back to what they were interested in initially.

Utilizing Youtube:

By using Google and Remarketing we can use short Youtube ads (short videos) teasing and showcasing previous trips. This re-engages past visitors to the site and leads to an increase in leads. We will also craft our video teaser to keep the CTA (Call To Action) to the first 10 seconds. If the video is clicked on in this time it is a free click to the advertiser.

Facebook:

Facebook is going to be used in three different ways, by remarketing to the audience that has already visited the website, creating native ads that lead to blog content on Earth's Love Tea (to place cookies for remarketing) and creating demographic & psychographic duplicates to be used as a lead generation source.

Facebook will not be the primary source for most of the traffic, mostly because they have made it really hard in recent times to work with if trying to drive traffic from Facebook to a conversion. This is why one main focus will be on "dropping remarketing cookies".

Lookalike Audiences On Facebook:

The demographic lookalike audiences will be created inside of facebook based from Earth's Love Tea current email database and targeting similar pages.

Advertising to this "lookalike" audience is a great way to extend the current reach of a campaign and target those that have a higher likelihood of purchasing a product from Earth's Love Tea.

Completing A Conversion:

There are many times that possible leads, leave the conversion funnel without finishing. Setting up custom remarketing campaigns for these visitors is a great way to increase the overall conversion rates for the lead generation campaigns.

These remarketing tags will be used to get them to come back and complete their transaction on the site and order their products.

Pinterest:

As recent as 2015, Pinterest has opened up their advertising platform. Previously you would have to wait and at this time, Brett applied for an account and has received approval to start advertising.

The goals with Pinterest are to be able to drive to direct purchases and if they don't, placing the remarketing tags on their browsers.

Tracking:

Tracking will be conducted by using Google Tag Manager and designating a conversion value. This will be tracked and analyzed inside of Google Analytics.

From the findings per landing page and campaign, adjustments will be made based from the findings on what converted, what drove down click costs and what ads, banner, video had the best Click Through Rates.

Competitive Analysis:

- One of the best ways to develop a good marketing strategy is to strategically “borrow” great ideas.
-
- This is done through the power of a good swipe file. This lets a marketing team really get to know how competitors or others in the field are using their marketing funnels to drive conversions. The ways in which this is done is detailed below.
-
- C

competitive Usability Testing – Browsing the competitors sites to develop competitive insights into the items we like and dislike will help us better optimize our campaigns.

-
- S
- **Home of the item we want to sell looking for competitor sites following:**
- Is funnel marketing utilized (if so we use a test email account to really learn their marketing funnel)?
- How visually engaging are their landing pages, what's their CTA?
- What keywords are they using for paid advertising?
- If they're using the GDN (Google Display Network) where are they?
- Do they use remarketing on any networks?
- How long have they been advertising, how often do they change their ads, landing pages, keywords?
- Do they have a blog, if so what kind of content is being produced and at what schedule, what is their goal?
- Have they ever developed content/resources – White Papers, FAQs, Guides, Videos, etc. Once we determine that there are some viable competitors we will then place these sites into our watch list by adding their Company names, Company key figures and keywords into our Google Alerts.

Competitive Analysis:

Understanding competitors and knowing who is doing online marketing correctly, can save massive amounts of time and money. There will be some companies (as there always are), that spend money in online marketing without utilizing conversion tracking, remarketing and clear CTA's (Calls To Action).

Our goal is to recognize these companies quickly and not base our insights from their efforts. Our goal is to find the one or two real players in the field that are doing everything correctly.

Once these couple companies are identified, reverse engineering can be conducted.

Insights gained from reverse engineering will be all of the changes they have made in their marketing since they started marketing.

One main focus is upon all of the keyword changes. - here we are looking for the keywords that haven't changed, this is where we focus on outliers or anomalies in their keyword campaigns. This suggests that those are the converting keywords. If we are able to confirm this between two competing companies then we know we have found the competitor's secret sauce.

From this insight, focus moves to their landing pages and ads. If they have optimized for the CTR, they will make landing pages and ads as relevant as possible.

We evaluate the amount of landing page changes over time and the ad changes over time. In the end their attention to detail and their transparency will become our jumping off point.



RETAIL SALES PROJECTIONS FOR PLENTIFUL PACK UNITS

Below are the projected units of Plentiful Packs 25 stick packs per unit sold through given retail channels within a given year.

RETAIL:	Number of Stores	Plentiful Units Sold Overall	Units Per Store
PUBLIX	1,100	80,300	73
WHOLE FOODS	350	354,000	1011
CHAMBERLINS	13	780	60
TARGET	1,934	1,005,680	520
BABIES R'US	864	64,800	75
BUY BUY BABY	90	6750	75
MACROBABY	2	150	75
		Totals	Totals
		1,512,460	1889

Competitors Per Dose Information:

Traditional Medicinals Mother's Milk \$.30 per dose

Emergen-C \$.50 per does
Upspring \$.83 per dose

Market can stand to sell Plentiful up to \$1.31 per dose at \$32.95
Predicted Retail PP: \$20.81 per unit \$.83 per dose



Listed below is the current sales records for Amazon where we can predict through the sales numbers the amount of sales coming to each of our competitors.

How We Obtain These Numbers

Aggregated data from private amazon sellers.

From this finding of hundreds of sellers in different categories, a mean estimate was developed for each category.

The current category that Earth's Love Tea would be in if selling on Amazon would be Health & Personal Health Care. Below is a screen shot of the sorting that was done by the group:

Category	<1,000	1k-3k	3k-5k	5k-10k	10k-20k	20k-25k	25k-35k	35k-40k	40k-50k
Arts & Crafts	30	25	20	15	15	12	10	5	2
Everything Else	75	60	50	40	25	25	10	10	5
Grocery	150	100	60	45	35	30	30	10	10
Health & Beauty	180	120	90	50	30	25	20	10	10
Home	240	200	150	100	60	50	40	30	15
Home Improvement	75	60	40	30	30	25	10	8	5
Kitchen	200	120	80	50	40	35	25	15	10
Office	60	45	40	35	30	20	10	8	5
Patio, Lawn & Garden	60	40	30	25	20	15	10	6	4
Pets	60	40	30	20	20	15	10	6	3
Sports & Outdoor	150	120	100	80	50	45	35	20	15
Toys	250	150	90	60	45	30	20	12	8
All figures are estimated unit sales per month (30 days)									
Figures assume FBA competition <5									
During relevant holidays, allow a 50-150% increase									
For top 100 items, multiply x 5									



Earth Mama Angel Baby Organic Milkmaid Nursing Tea, 16 Teabags/Box

Amazon Best Sellers Rank: #1,766 in Health & Personal Care (See Top 100 in Health & Personal Care)
#9 in [Home & Kitchen](#) > [Kitchen & Dining](#) > [Coffee, Tea & Espresso](#) > [Coffee & Tea](#) > [Tea](#) > [Herbal](#)

Using rough estimations we can assume that they are selling at least 150 - 180 units per 30 day cycle. At a price of $\$12.27 * 150 = 1,840.50$ Gross Income

Motherlove: More Milk Plus Vegetarian Capsules, 120 Caps

Amazon Best Sellers Rank: #2,038 in Health & Personal Care (See Top 100 in Health & Personal Care)
#5 in [Health & Personal Care](#) > [Health Care](#) > [Medications & Treatments](#) > [Pain Relievers](#) > [Hemorrhoid Care](#)
#732 in [Health & Personal Care](#) > [Vitamins & Dietary Supplements](#)

Using rough estimations we can assume that they are selling at least 120 - 80 units per 30 day cycle. At a price of $\$41.75 * 80 = 3,340$ Gross Income

Traditional Medicinals Organic Mother's Milk, 16-Count Boxes

Amazon Best Sellers Rank: #72 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)
#1 in [Home & Kitchen](#) > [Kitchen & Dining](#) > [Coffee, Tea & Espresso](#) > [Coffee & Tea](#) > [Tea](#) > [Herbal](#)

Using rough estimations in the Grocery category, we can assume that they are selling at least 180 - 120 units per 30 day cycle. At a price of $\$20.34 * 150 = 3,051$ Gross Income



All of the previous competitors are cross-competitors, not direct competitors. The following is an example of a competitor who would a direct competitor in the stick-pack category.

There are many reasons why Earth's Love Tea - Plentiful © would be a better option than UpSpring. One reason is that the majority of new mothers are Millenials and the facts are - Millenials buy Organic. UpSpring isn't Organic and not built by Millenials, Earth's Love Tea is both of those things.

Information to backup the case are the following links:

The Atlantic - <http://www.theatlantic.com/business/archive/2014/09/how-millennials-spend/379713/>

Forbes - <http://www.forbes.com/sites/bethhoffman/2012/09/04/how-millenials-are-changing-food-as-we-know-it/>

Below is the information on how well UpSpring is currently doing:

UpSpring Baby Milkflow Fenugreek Blessed Thistle Drink Mix

Amazon Best Sellers Rank: #4,922 in Health & Personal Care ([See Top 100 in Health & Personal Care](#))
#4 in [Grocery & Gourmet Food](#) > [Herbs, Spices & Seasonings](#) > [Single Herbs & Spices](#) > [Fenugreek](#)

Using rough estimations we can assume that they are selling at least 100 - 80 units per 30 day cycle. At a price of \$14.99 * 80 = 1,199.20 Gross Income

ABOUT THE TEAM



Frances Titus

Founder



Emily Ruff

Plentiful formulator, Herbalist



Candace Cottet

PR & Social Media



Paige Branson

Team Member