

DSE Loan Application (Stage II)

Submission ID	3915131667311056312
Submission Date	2018-01-11 15:52:50
Social Enterprise Name	Visible Clothing Company
Your email	andysr@visible.clothing
Physical address	9015 Galena Drive El Paso Texas 79904 United States
When did your social enterprise begin operations?	2014
How many paid employees do you have?	37.5
Ownership status	Multiple shareholders
Legal status	C-corp
Year legally incorporated	2014
Legal Registration Certificate (Articles of Incorporation, Articles of Organization)	The Visible Clothing Company - Bylaws.pdf
What problem are you trying to solve? (2-5 sentences)	The clothing sector is typically characterised by oppressive sweatshop conditions with little or no transparency. We operate differently providing total visibility and empowering our tailors and partners through visible fair trade practices, so they can be lifted out of poverty. We also provide opportunities and a platform for emerging ethical designers. By owning our tailoring centre we can guarantee a DNA of fairness that is shared with consumers via our two e-commerce sites www.Visible.Clothing , www.EternalCreation .
What is your Business Model and how does it solve this problem? (2-5 sentences)	We own our own tailoring centre and provide visibility into every aspect of how clothes are made. From the people behind the products to the pricing and the tailoring process we provide complete access. We guarantee that all tailors are able to provide for a better future for their families, and work in an inclusive environment that is fair, safe, and non-exploitative earning a dignified living regardless of their race, caste, religion, gender, or age.
Where do you operate/what does your market look like? (2-5 sentences)	We are a USA company with a tailoring centre in Dharamshala, India. The majority of our production partners are also in India. The artisan and clothing sector is the second largest employer in the developing world. We have two e-commerce sites, www.EternalCreation.com caters to the seasonality of the southern hemisphere and the Australian market; and www.Visible.Clothing is an ethical fashion marketplace that caters to the rapidly growing demand in the northern hemisphere.

Why are you better than your competition? (2-3 sentences)

Visible People - We provide personalized order updates & live feeds so customers can see who made their clothes.

Visible Products - We produce to order, storing fabrics and patterns from multiple designers/brands maximizing choice and minimizing waste.

Visible Pricing - We breakdown costs so customers can trust that their purchases make a difference.

Who supports you so far? (2-5 sentences)

Visible is supported by our 7,000+ customers, 50+ wholesalers, 200+ crowdfunding supporters, and four convertible debt investors. We have 4 strategic women empowerment partnerships based in India - Freeset Fabrics, Hand Knitting Ladies of Gamru, Handmade Recycled Paper Workshop, MasterG Design & Skill Development . We also have a number of strong connections with emerging designers, and western based design schools.

What are the major risks in both your business model and with this loan? (2-3 sentences)

Our biggest risk is managing external relationships. www.Visible.Clothing provides exciting opportunities for new designers and so is reliant on new designers wanting Visible to produce for them. www.EternalCreation.com is an established brand but needs to expand its customer base. The Indian government may adopt policies that create difficulties and additional costs to export clothing.

Please share a brief summary of your social enterprise in 250 words or less. (Try to answer the problem you wanted to solve, how you solve it and what the impact of the loan is.)

Visible is a unique company because it bought an existing brand and tailoring facility (hence the slightly unique numbers in the financials with most of the initial convertible debt being used to pay the previous owner). Over the past two years we have done an overhaul of the production facility with a desire to bring in more brands and entrepreneurs to the ethical clothing sector.

Our goal is to radically alter the clothing industry. This partnership with Kiva will allow Visible to expand its presence in the sector while bringing in additional tailors, entrepreneurs, designers, and partners. We look forward to working with Kiva to both impact individual lives as well as the wider sector. (we tried countless times to upload images here is a link to the photos (<https://drive.google.com/open?id=1PgHH1PULBteuBTTs-WRtj8c3M4otZae>))

If you have a Business Plan/5-year Strategy or similar document, please attach it here, otherwise the following questions are mandatory

[Blank Visible Deck.pdf](#)

Please describe your current and future sales strategy (3-5 sentences)

Our distribution channels include: our e-commerce sites; a subscription model; 50+ wholesale accounts in Australia, the U.S., and Europe; and companies making bulk purchases. We will continue to grow our wholesale accounts in all geographical areas. Following our 2017 pilot, we will be equipping and enabling new ethical designers and entrepreneurs to develop, produce and sell their products using our platform as well as utilizing their networks.

Please state your average days sales outstanding/days receivables

All retail and wholesale customers purchasing through our e-commerce sites pay when they place the order. Wholesale customers purchasing through agents pay within 30 days of receiving the order.

Please describe your current and future supply chain strategy (3-5 sentences)

All our fabrics are locally sourced and include organic cotton and repurposed fabrics. We are a zero waste production facility and therefore we regularly analyse sales data to offer new fabrics in our new and existing styles. We also regularly launch and test new styles from other designers, partnering with, and sourcing fabric from organisations that share our values of employing women and the marginalised.

Please state your average days payable outstanding

Our invoices are paid within the time limit agreed with suppliers, which is usually 30 days. There has only been one situation when this wasn't achieved due to a variety of factors, mostly external and a payment plan was agreed to, which suited both parties.

What is the most important social impact metric/KPI that you track?

We have KPIs in 4 categories - a) Sales & Revenues; b) Operations & Production; c) Zero Waste & Environmental and d) Social impact on workforce. Our primary goal is to grow a workforce of happy and motivated tailors. The more ethical clothing that is sold, the more customers are able to buy in line with their values and the more workers can be treated fairly. This allows for them to receive medical care, payment of school costs, and training.

Based on this KPI, what has been your impact to-date?

We currently employ close to 50 people at our tailoring centre and impact 50 more through partner organisations, who love what they do, are motivated to excel, and take great pride in their work. We have a team culture that fosters collaboration and respect. We provide a safe, fair, and steady work environment where inclusion is mandatory and people feel empowered. Through our fair trade committee and an anonymous suggestion box, we encourage our tailors to voice their opinions. We provide healthcare, pay 50% of the school fees for every child who has a parent at our tailoring centre, equip tailors with training and skill development, provide paid annual leave, annual bonuses, and on-site nursery care.

Based on this KPI, what is your anticipated future impact in the next one to two years?

Working with a variety of new designers we will be able to bring more entrepreneurs and brands into the sector and increase the number of customers able to buy in line with their values. We plan to grow the number of tailors we currently employ, allowing us to provide more dignified jobs, free of exploitation, to double the number of tailors we have in one year and triple that number in two years. We are also deepening our strategic partnerships to have an impact on another 100 women, who are working from home or for various reasons can not come to our production facility.

Do you track any other social impact KPIs?

Yes

What is another impact social impact metric/KPI that you track?

We have an environmental awareness program that includes being a zero waste production facility.

Total Equity contributions (all time)

\$425,000 (convertible debt

List of Shareholders (For all shareholders with more than 5% ownership)

	Name	% of Shares	Year	Amount Contributed	Notes
1	Andy Lower	48	2015		
2	Andy Showell-Rogers	48	2015		
3	Stephanie Kent	2	2017		
4	Jenny Foust	2	2018		
5					
6					
7					
8					
9					
10					

Which of the following have contributed equity to your organization?

Self
Individual Investors
Investment Funds

If your loan was posted on Kiva, estimate how many individuals from your personal, social, and business networks would lend to you.

200? based on our previous kickstarter and crowdfunder campaigns

How would you promote your loan to prospective lenders within your personal, social, and business networks?

We would use our current sales network (both for www.visible.clothing and for www. eternalcreation.com) social media presence and work with network in the sector.

List of funders

	Name of Funder	Funding Source	Type of Funding	Amount	Year	Tenor	Financial Covenants	Notes
1	ADAP Capital	Fund	Convertible Note	125000	2015	3 years		
2	Scott Satterwhite	Individual	Convertible Note	200000	2015	3 years		
3	Martin Acosta	Individual	Convertible Note	50000	2015	3 years		
4	Kyle Fisher	Individual	Convertible Debt	50000	2015	3 years		
5	Julia Sze	Individual	Debt	25000	2016	2 years		revenue repayment connected with 2017 clothing collection
6	Lassen Investments	Individual	Debt	25000	2016	2 years		revenue repayment connected with 2017 collection
7								
8								
9								
10								

Revenue/Net Profit Actuals & Projections

	Year	Revenue	Net Profit
Year 1	2016	274246	-55,978
Year 2	2017 (YTD-Oct 31st)	256,781	-47,407
Year 3	2018 (projections)	582,243	33,010
Year 4			
Year 5			

Historical financial statements, including Income Statement, Balance Sheet, Statement of Cash Flows, and Notes (audited or unaudited)

[DSE ZeroTool - Loan Application.xlsx](#)

Leadership 1

Andy Showell-Rogers, Co-Founder, MD & CEO
<https://visible.clothing/pages/watch-our-story>

Leadership 2

Suganda Dhalaria
Production Manager
<https://visible.clothing/pages/meet-our-team>

Leadership 3

Andy Lower - Co-Founder and MD
<https://www.linkedin.com/in/alower/>

Names, titles, and LinkedIn profiles of all members of the Management team - include organizational chart if available

[Visible Clothing Company Org Chart.pdf](#)

Names, titles, and LinkedIn profiles of all members of the Board

[249_Visible Clothing Company Org Chart.pdf](#)

Name

Brooke Da Cruz

Email

info@brookedacruz.com

Phone Number

+61426899453

Relationship

Visible has supplied for her brand <https://www.brookedacruz.com/collections>

Name

Gayatri Jolly

Email

gayatrijolly1@gmail.com

Phone Number

+91 7065004590

Relationship

We co-produced (sampling and production) and will be employing more women from their program as we increase our production capacity.

Your logo

[visible hanger logo copy.pdf](#)

Image 1



[4_subdhra.jpg](#)

Image 2



[a_21.jpg](#)

Image 3



[copy_of_a_22.jpg](#)

Image 4



[copy_of_a_29.jpg](#)

Image 5



[dsc_0170.jpg](#)

Please use this area to input any additional comments, questions, etc. that you feel are relevant.

DNA of Fairness

Every step of production at Visible has a DNA of fairness. Visible's fabric is ethically made or sustainably sourced, by partnering with organisations and companies like FreeSet.

Next, Visible works with partner organisations such as MasterG, which provide job training skills. Women who graduate from this program can then work for Visible Clothing as a tailor earning a dignified living.

Then, our tailors and partner organisations take any excess fabric from our designs and turn that waste into beautiful notebooks, rugs, and hairbows. The entire process from start to finish is done ethically, just the way the clothing industry should work.

This loan will help continue to fund this movement to put an end to exploitation in the garment industry. Alongside Visible Clothing Company's partner organisations, women will learn the skills they need to become master tailors and artisans and earn a living they are proud of.

The women we employ now have the freedom to have a family and work, since we provide on-site childcare, they also feel safe and valued. We'd be happy to share stories of our tailors and in the meantime, you can meet our team here: <https://www.eternalcreation.com/pages/whomademyclothes>.