

True Potential

Expresses Creativity & Style

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The Problem

Keeping new generational
design for customers who enjoy
true potential clothing

Supply & Demand (Financing)

Rushing Your Brand - Creating a
flaky brand identity that does not
succeed in connecting with the
customers for your product



The Solution

Shop from sustainable and ethical fashion brands. Buy less often and buy high quality

Provide the customer with access to the clothing before buying and allowing them to feel the clothing

Take my time, get feedback

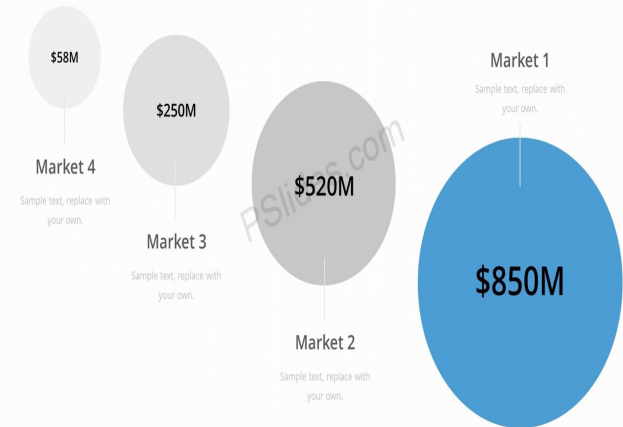
Market Size

TAM(The Total Addressable Market) : Global clothing market is 567b

SAM(Serviceable Available Market) : North america's market is 98b

SOM(Serviceable Obtainable Market) : True Potential Clothing will hold 3% of north america's market by 2027 which is 2.94b

MARKET SIZE PPT DIAGRAM



Business Model

Types Of Pay I Take:

- Apple Pay
- Zelle
- Paypal

\$74 thousand
I plan to start with
\$74,480 which is
0.000076 of
98,000,000,000

%9.7 Avg. Fee
9.7 is the amount of all
of my products added
and divided by the
amount of products I
have

\$2.88 billion dollars
Revenue on clothes sold, 2.94% of available
market projected by 2027



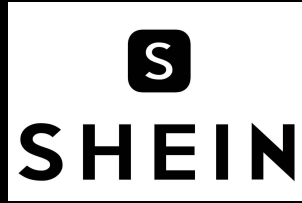
Proprietary Technology/Expertise

The material I am going to be using is cotton for my clothing, this is probably the most common material that is used for clothing so I wanted also use this type of material



Competition

- Shein
- H&M
- Nike



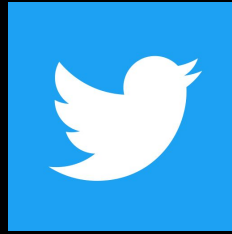
What sets apart other businesses from mine is that I will try and be creative and a little different and do designs that are not seen often.

Why Us?

Our mission is to open a clothing brand that people are more interested in or comfortable with buying, selling different types of clothing.

Market Plan

- I plan to use social media apps such as Instagram, Tik Tok or Twitter to help my business connect with customers, increase awareness about my clothing brand, and boost my leads and sales.
- To ask friends and family to help support my business with telling their friends or family members about my business to help people become more aware of my business



Fundraising and Milestones

For my clothing I would be looking for up to
\$25,000-\$50,000

Milestones:

1. Allow me to get a good start on my business
2. Help me get the products and designs I will need for my clothing

Founding Team



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Of
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