

Origin Hair Collective — Official Launch Party Plan

Saturday, June 13, 2026 | Mississauga, Ontario

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1. WHY JUNE 13, 2026

The launch party date is strategically chosen based on the Origin Hair Collective business plan roadmap:

Milestone	Timing
Business plan finalized	February 2026
Phase 1: Foundation (legal, suppliers)	Weeks 1-4 (~Feb-Mar 2026)
Phase 2: Brand Building (website, content)	Weeks 5-8 (~Mar-Apr 2026)
Phase 3: Inventory & Launch Prep	Weeks 9-12 (~Apr-May 2026)
Phase 4: Soft Launch (website goes live)	Week 13 (~May 5-12, 2026)
Official Launch Party	Saturday, June 13, 2026
Phase 4: Early Growth continues	Weeks 14-16 (~May-Jun 2026)

Why this date works:

- **~5 weeks after soft launch** — enough time to fulfill initial orders, collect first reviews/photos, and validate product-market fit before a public event
- **Real social proof available** — early customers can attend and share their experiences; have actual before/after content to showcase
- **Weather** — mid-June in Mississauga is warm and ideal for an outdoor or indoor/outdoor event
- **Before summer vacations** — catches the GTA audience before July/August travel season
- **Saturday evening** — maximizes attendance for working women (core demographic: 18-45)
- **Cultural timing** — aligns with wedding/event season when demand for premium hair peaks

2. EVENT VISION & GOALS

Vision

A high-energy, culture-forward celebration that introduces Origin Hair Collective to the GTA market. The event should feel like an exclusive VIP experience — not a sales pitch. Think: music, cocktails, live hair demos, influencer meet-and-greet, photo moments, and a curated luxury unboxing experience.

Goals

Goal	Target	How to Measure
Brand awareness	50-100 attendees	Headcount + RSVP list
Social media reach	50,000+ impressions from event content	Instagram/TikTok analytics
Email list growth	50+ new sign-ups at event	Klaviyo list tracking
Launch-day sales	\$1,500-\$3,000 in on-site + online orders	Shopify + Square POS
Influencer partnerships	3-5 new ambassador sign-ups	Follow-up conversations
Salon leads	3-5 salon owners/stylists attend	Business card collection
Media/press	1-2 local media mentions or blog features	Outreach tracking
Community building	Build initial loyal customer base	Post-event engagement

3. VENUE OPTIONS

Requirements

- Capacity: 50-100 guests
- Location: Mississauga or west Toronto (accessible to Peel Region + GTA)
- Aesthetic: Modern, clean, good lighting for photos/video
- Amenities: Electrical outlets, mirrors (for hair demos), parking, washrooms
- Availability: Saturday evening (5:00 PM - 10:00 PM)
- Budget: \$500-\$2,500 for venue rental

Venue Options (Mississauga / West GTA)

Venue	Type	Capacity	Est. Cost	Pros	Cons
Small Banquet Hall (Mississauga)	Private event space	50-120	\$800-\$2,000	Full control, catering options, parking	Higher cost
Restaurant Private Dining Room	Semi-private	30-60	\$500-\$1,500 (min spend)	Built-in catering/bar, atmosphere	Less customizable
Salon/Barbershop After-Hours	Partner salon	30-50	\$0-\$500 (barter/partnership)	Authentic setting, mirrors, chairs	Limited space

Community Centre (Mississauga)	Multi-purpose room	50-150	\$200-\$600	Affordable, parking, accessible	Less glamorous (needs heavy decor)
Art Gallery / Loft Space	Creative venue	40-80	\$1,000-\$2,500	Aesthetic, great for photos	May need outside catering
Outdoor Pop-Up (park/patio)	Open air	50-100+	\$200-\$500 (permits)	Weather-dependent buzz, free-flowing	Weather risk, limited power

Recommended

Option 1 (Budget-Friendly): Partner with a local salon for an after-hours event. Exchange promotion, product gifting, and a commission code for free or reduced venue cost. The salon setting is on-brand and provides built-in mirrors and styling stations for live demos.

Option 2 (Strong Launch): Rent a small banquet hall or loft space in Mississauga (\$1,000-\$1,500). Full creative control, better capacity, and a more "official" feel for press and influencer content.

4. EVENT FORMAT & SCHEDULE

Event: 5:00 PM - 10:00 PM (5 hours)

Time	Activity	Details
5:00 - 5:30 PM	Doors Open / Red Carpet Arrivals	Photo wall, welcome drinks, DJ playing, step-and-repeat with Origin Hair Collective branding
5:30 - 6:00 PM	Mingle & Shop	Guests browse product displays, touch and feel textures, explore the collection
6:00 - 6:15 PM	Welcome & Brand Story	Founder speech: the Origin Hair Collective story, mission, what makes the brand different
6:15 - 7:00 PM	Live Hair Transformation Demo	Professional stylist installs hair live on a model — before/after reveal. Audience watches + films
7:00 - 7:30 PM	Influencer Panel / Q&A	2-3 local influencers discuss hair confidence, styling tips, and their experience with Origin Hair products
7:30 - 8:00 PM	Giveaway Draws	Raffle prizes: free bundles, bundle deals, styling sessions, gift cards
8:00 - 9:30 PM	Open Shopping + Networking	DJ, cocktails, product sales, networking. Stylists and salon owners can discuss wholesale
9:30 - 10:00 PM	Last Call & Thank You	Final shopping push, distribute swag bags, collect emails, group photo

Key Experience Touchpoints

- Product Touch Bar** — Every texture and length displayed on mannequin heads with labels. Guests can run their fingers through the hair, compare textures, and feel quality
- Unboxing Station** — A curated display showing the premium packaging experience (satin bags, magnetic boxes, branded bonnets)

- **Photo Booth / Selfie Wall** — Branded backdrop with ring lights; guests tag @OriginHairCollective for a chance to win
 - **Hair Consultation Corner** — Founder or stylist offers free 5-minute consultations on which products fit each guest
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5. GUEST LIST & INVITATIONS

Target Guest Categories

Category	Target #	How to Invite
Friends, family, personal network	15-20	Personal text/call + formal invite
Early customers (from soft launch)	5-10	Email + DM with VIP invite
Local nano/micro influencers (1K-10K)	10-15	DM + email pitch with details
Mid-tier influencers (10K-50K)	3-5	Personalized DM + gifted product
Local salon owners/stylists	5-10	In-person visit + printed invite
Beauty bloggers / content creators	5-8	Email pitch + press kit
Local media (bloggers, community press)	2-3	Press release + invite
General public (social media followers)	20-30	Instagram/TikTok event announcement + RSVP link
Total target	65-101	

Invitation Timeline

When	Action
May 11 (5 weeks out)	Save-the-date posts on Instagram/TikTok
May 18 (4 weeks out)	Send formal invitations to influencers, stylists, media
May 25 (3 weeks out)	Open RSVP to general public (Eventbrite free event or limited tickets)
June 1 (2 weeks out)	Reminder posts + Stories countdown
June 8 (5 days out)	Final reminder email + DM to confirmed guests
June 12 (1 day out)	"See you tomorrow!" story + logistics reminder

Invitation Design

- Digital invite designed in Canva matching brand colors and aesthetic
 - Include: date, time, venue address, dress code (elevated casual / "come cute"), RSVP link, social handles
 - Physical printed invites for VIP guests and salon owners (premium card stock matching business cards)
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6. VENDOR & PARTNER COORDINATION

Essential Vendors

Vendor	Purpose	Est. Cost (CAD)	Notes
DJ	Music, vibe, MC announcements	\$300-\$600	Local DJ; could barter for social media promotion
Catering / Food	Light bites (charcuterie, finger foods)	\$300-\$800	Consider Caribbean/African-inspired options to reflect community
Bartender + Drinks	Signature cocktails + non-alcoholic options	\$200-\$500	"The Origin" signature drink; check venue liquor license
Professional Stylist	Live hair transformation demo	\$200-\$400 + free product	Partner with a local stylist; they get promotion and product
Model	Live demo recipient	\$0-\$100 + free hair	Use a friend, customer, or aspiring model
Photographer	Professional event photos	\$300-\$600	3-4 hours; delivers edited gallery in 5-7 days
Videographer	Event recap video for social media	\$400-\$800	60-90 second recap reel for Instagram/TikTok
Event decor / florist	Balloons, florals, signage	\$150-\$400	Gold/black theme; balloon arch for photo wall

Strategic Partners

Partner	What They Provide	What You Offer
Local salon	Venue or stylist for demo	Promotion, product, wholesale pricing
Makeup artist	Touch-up station for guests	Social promotion, cross-marketing
Local Black-owned businesses	Cross-promotion, swag bag items	Vendor table, exposure to your audience
Beauty school	Student volunteers for help	Experience, portfolio content, networking

7. BRANDING & DECOR

Theme & Aesthetic

- Color palette:** Black, gold, and white (luxury, elegant, high-end)
- Accent:** Rose gold or champagne tones
- Vibe:** Upscale but welcoming — Black girl luxury meets community celebration
- Mood board references:** Sephora launch events, luxury brand pop-ups, beauty influencer meet-and-greets

Decor Checklist

Item	Qty	Est. Cost
Step-and-repeat banner (8'x8') with logo	1	\$100-\$250
Balloon arch (black, gold, white)	1	\$50-\$150 (DIY) or \$150-\$300 (vendor)

Mannequin heads with styled hair	5-8	\$40-\$80 (reusable investment)
Table linens (black or white)	4-6	\$30-\$60 (rental)
Gold/acrylic signage ("Welcome," "Shop," "Touch Bar")	3-5	\$30-\$80 (Canva + local print)
String lights or LED strip lighting	As needed	\$20-\$50
Fresh flowers (gold vases)	3-5 arrangements	\$40-\$100
Branded napkins/cups	100	\$30-\$60
Product display shelving/risers	2-3	\$30-\$60
Ring light (selfie station)	1-2	Already owned
Total decor		\$370-\$890

Swag Bags (For First 50 Guests)

Item	Cost per Bag
Branded tote or satin pouch	\$2-\$5
Mini hair care product (oil or leave-in sample)	\$2-\$4
Discount card (15% off first order)	\$0.15
Business card	\$0.10
Branded sticker	\$0.10
Hair bonnet or scrunchie (branded)	\$2-\$5
Total per swag bag	\$6.35-\$14.35
Total for 50 bags	\$318-\$718

8. CONTENT CAPTURE STRATEGY

The launch party is as much a content creation event as it is a celebration. Every moment should be captured for weeks of social media content.

Content Plan

Content Type	Platform	Captured By	Deliverable
Professional event photos	Instagram, website	Hired photographer	50-100 edited photos (5-7 day turnaround)
Event recap video (60-90 sec)	Instagram Reels, TikTok, YouTube Shorts	Hired videographer	1 polished recap video (3-5 day turnaround)
Behind-the-scenes stories	Instagram Stories, TikTok	Founder (you)	Real-time posting throughout event

Guest testimonials (selfie-style)	TikTok, Instagram Reels	Guests + prompting	"What do you think of Origin Hair?" clips
Live hair transformation	Instagram Live, TikTok Live	Tripod + phone	20-30 min live during demo segment
Photo booth content	Instagram, TikTok	Guests (self-serve)	User-generated content tagged @OriginHairCollective
Product close-ups	Instagram, Pinterest	Photographer + phone	Texture shots, packaging, display setup
Influencer content	Their own platforms	Attending influencers	Their own posts/stories tagging the brand

Hashtags for the Event

- Branded:** #OriginHairLaunch #OriginHairCollective #OriginHairCanada
- Event:** #OriginLaunchParty #OriginHairGTA
- General:** #hairextensions #gtahair #mississaugaevent #blackownedcanada #blackownedbusiness #torontohair #launchparty

Content Calendar (Post-Event)

Day After Event	Content
Day 1 (June 14)	Thank you post + best group photo
Day 2 (June 15)	Recap reel / video
Day 3-4	Photo carousel: highlights from the night
Day 5-7	Individual influencer feature posts
Week 2	Hair transformation before/after from the live demo
Week 2-3	Repost guest content (UGC)
Week 3-4	"In case you missed it" recap + ongoing promotion

9. LAUNCH PARTY PROMOTIONS & SALES

On-Site Sales Setup

- POS system:** Shopify POS (included with Shopify plan) + card reader (\$49 one-time or use Shopify Tap to Pay)
- Cash box:** For cash sales (have \$100 in small bills for change)
- Product display:** Full range organized by texture, length, and price point
- Price tags:** Clear, branded price cards on each display

Launch Party Exclusive Deals

Promotion	Details	Purpose
Launch Day Bundle Deal	3 bundles + closure for 20% off	Drive high-value orders

First 20 Orders	Free branded bonnet with purchase	Create urgency
RSVP Discount	15% off online orders for event attendees (code: ORIGINLAUNCH)	Drive post-event online sales
Referral Cards	"Give \$15, Get \$15" cards in every swag bag	Seed the referral program
Ambassador Sign-Up	Interested influencers can apply on-site	Grow ambassador network
Salon Wholesale Info	Printed wholesale pricing sheets for stylist/salon attendees	Generate B2B leads

Email Capture

- Tablet or phone at registration table for email sign-up (Klaviyo form)
 - Incentive: Sign up = entered in raffle for free bundle set
 - QR code on table displays linking to email sign-up
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10. BUDGET

Minimum Budget (DIY-Heavy)

Category	Cost (CAD)
Venue (salon partnership/community centre)	\$200-\$500
Food & drinks	\$300-\$500
DJ / music	\$0-\$300 (Spotify playlist as backup)
Decor	\$200-\$400
Photographer	\$300-\$500
Videographer	\$0 (DIY with phone)
Swag bags (50)	\$318-\$500
Stylist for demo	\$0-\$200 (product exchange)
Printed materials (invites, signage)	\$50-\$100
POS equipment	\$0-\$49
Miscellaneous	\$100-\$200
TOTAL MINIMUM	\$1,468 - \$3,249

Recommended Budget (Strong Impression)

Category	Cost (CAD)
Venue (banquet hall/loft)	\$800-\$1,500
Food & drinks (catered)	\$500-\$800

DJ	\$300-\$600
Decor (balloon arch, signage, florals)	\$370-\$600
Photographer	\$400-\$600
Videographer	\$400-\$800
Swag bags (50)	\$500-\$718
Stylist for demo	\$200-\$400
Printed materials	\$80-\$150
POS equipment	\$49
Miscellaneous	\$200-\$400
TOTAL RECOMMENDED	\$3,799 - \$6,617

Ideal Budget (Premium Launch)

Category	Cost (CAD)
Venue (upscale loft/event space)	\$1,500-\$2,500
Food & drinks (full catering + bartender)	\$800-\$1,500
DJ + MC	\$500-\$800
Decor (professional event styling)	\$600-\$1,000
Photographer	\$500-\$800
Videographer	\$600-\$1,000
Swag bags (75-100)	\$750-\$1,435
Stylist + model for demo	\$400-\$600
Printed materials + signage	\$150-\$250
POS equipment	\$49
Influencer gifting (10 VIP bags)	\$400-\$750
Event insurance	\$100-\$200
Miscellaneous	\$300-\$500
TOTAL IDEAL	\$6,654 - \$11,384

Budget Context

From the business plan, the recommended startup budget allocates \$1,930-\$3,660 for 3 months of marketing. The launch party replaces a portion of Month 2-3 marketing spend and serves as the single highest-impact marketing event of Year 1. At the recommended tier (\$3,799-\$6,617), it is a significant but justifiable investment that generates content, press, leads, and sales that compound over months.

11. ROADMAP & TIMELINE

8-Week Launch Party Preparation

Week 1 (April 20-26): Planning & Venue

- Finalize launch party date (June 13, 2026)
- Define budget tier (minimum / recommended / ideal)
- Research and contact 3-5 venue options
- Visit top 2-3 venues in person
- Book venue and sign contract / pay deposit
- Create event planning spreadsheet (budget tracker, vendor contacts, timeline)

Week 2 (April 27 - May 3): Vendors & Partners

- Book DJ
- Book photographer
- Book videographer (if budget allows)
- Reach out to local stylist for live demo partnership
- Contact 2-3 potential partner businesses for cross-promotion / swag bag contributions
- Identify and reach out to model for live demo
- Research catering options and request quotes

Week 3 (May 4-10): Invitations & Marketing Collateral

- Design digital invitation (Canva)
- Design physical VIP invitations (for influencers, salon owners)
- Create Eventbrite page or RSVP landing page
- Design step-and-repeat banner artwork and order print
- Design event signage (welcome sign, product labels, photo booth sign)
- Order swag bag items (bonnets, tote bags, sample products)
- Book caterer / finalize food and drink menu

Week 4 (May 11-17): Outreach Begins

- Post "Save the Date" on Instagram and TikTok
- Send formal invitations to influencers and media (email + DM)
- Visit local salons with printed invitations (target 5-10 salons)
- Send invitations to personal network (friends, family)
- Email early customers / soft launch buyers with VIP invite
- Confirm all vendor bookings and share event timeline
- Order printed materials (invites, price cards, referral cards)

Week 5 (May 18-24): Content & Promotions Setup

- Create launch party promotional content (countdown graphics, teaser videos)
- Set up launch-day discount codes in Shopify (ORIGINLAUNCH)
- Prepare wholesale pricing sheets for salon attendees
- Design and print raffle tickets

- Create ambassador application form (Google Form or Typeform)
- Set up Klaviyo email sign-up form for event tablet
- Plan and script the founder speech (3-5 minutes)

Week 6 (May 25-31): Public RSVP & Buzz Building

- Open RSVP to general public (share Eventbrite link)
- Post 3-4x per week about the launch party on Instagram/TikTok
- Share behind-the-scenes prep content (picking decor, packaging swag bags, venue preview)
- Confirm guest list and track RSVPs
- Order any remaining supplies (cups, napkins, decor items)
- Confirm caterer headcount and final menu
- Prepare product inventory for on-site sales (count, label, organize)

Week 7 (June 1-7): Final Preparations

- Send reminder emails/DMs to all confirmed guests
- Post daily countdown Stories on Instagram
- Assemble swag bags
- Set up Shopify POS and test card reader
- Prepare cash float (\$100 in small bills)
- Create event-day run sheet with minute-by-minute timeline
- Confirm all vendors: DJ, photographer, videographer, caterer, stylist
- Prepare mannequin heads with styled hair for display
- Do a test run of the founder speech
- Charge all devices (phones, ring lights, card reader)

Week 8 (June 8-13): Event Week

Monday-Thursday (June 8-11):

- Final social media push ("This Saturday!" posts)
- Send "See you Saturday!" email to guest list
- Pick up any remaining supplies
- Confirm final headcount with caterer

Friday, June 12 (Day Before):

- Load car with all supplies, decor, products, equipment
- If venue allows: set up decor, displays, photo wall evening before
- Charge all devices overnight
- Lay out outfit for tomorrow
- Get a good night's sleep

Saturday, June 13 (Event Day):

- See Day-Of Checklist below

12. DAY-OF CHECKLIST

Morning (9:00 AM - 12:00 PM)

- Final social media post: "Tonight's the night!" with venue/time reminder
- Confirm all vendors via text (DJ, photographer, videographer, caterer, stylist)
- Gather all supplies and load vehicle

Setup (1:00 PM - 4:30 PM)

- Arrive at venue
- Set up photo wall / step-and-repeat banner
- Set up balloon arch / decor
- Arrange product display tables with mannequin heads
- Set up "Touch Bar" with texture samples
- Set up POS station (card reader, cash box, bags)
- Set up email sign-up tablet at registration table
- Arrange swag bags at exit area
- Set up selfie station with ring light
- Set up DJ equipment and test sound
- Set up food/drink area
- Set up stylist station for live demo (mirror, chair, tools, products)
- Place signage throughout venue
- Test lighting and adjust for best photo quality
- Do a walk-through of the full guest experience
- Brief any volunteers/helpers on their roles

Doors Open (5:00 PM)

- Start Instagram Live / TikTok as doors open
- Greet every guest personally
- Ensure photographer is capturing arrivals
- Have registration table staffed (email sign-up + raffle entry)
- Distribute welcome drinks

During Event (5:00 PM - 10:00 PM)

- Post Stories every 30-45 minutes
- Ensure photographer captures key moments (demo, speech, crowd shots, product displays)
- Introduce influencers to each other and to the brand
- Collect guest testimonials on camera ("What do you think of Origin Hair?")
- During speech: thank attendees, share the brand story, announce promotions
- During demo: ensure crowd can see; encourage filming
- Draw raffle winners and announce
- Circulate and network with salon owners/stylists
- Monitor product sales and restock display as needed
- Have fun and enjoy the moment

Wrap-Up (9:30 PM - 10:30 PM)

- Announce last call for shopping
 - Distribute swag bags to remaining guests
 - Take group photo
 - Thank DJ, photographer, videographer, caterer, stylist
 - Begin breakdown and cleanup
 - Collect any leftover supplies, signage, unsold product
 - Settle vendor payments (if not pre-paid)
 - Post a final "Thank you" Story from the venue
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13. POST-EVENT FOLLOW-UP

Immediate (Day 1-3)

- Post thank you message on Instagram with best group photo (June 14)
- Send thank you email to all attendees with discount code reminder (ORIGINLAUNCH - valid 7 days)
- Share event recap reel on Instagram and TikTok (June 15)
- DM every influencer who attended — thank them, ask about their experience, discuss ongoing partnership
- Follow up with salon owners/stylists who expressed wholesale interest
- Follow up with ambassador applicants

Week 1 Post-Event

- Post photo carousel of event highlights
- Repost guest UGC content (tag and thank them)
- Share individual influencer features
- Publish blog post: "Inside the Origin Hair Collective Launch Party"
- Add event photos to website gallery

Week 2-4 Post-Event

- Post hair transformation before/after from the live demo
- Continue sharing UGC and event content
- Convert launch party leads into customers with targeted email follow-ups
- Onboard new brand ambassadors
- Send wholesale proposals to interested salon owners
- Analyze event ROI: total spend vs. sales + email sign-ups + social growth + leads generated

Metrics to Track

Metric	How to Measure
Total attendance	Registration count
On-site revenue	Shopify POS + cash sales

Online revenue (ORIGINLAUNCH code)	Shopify discount code analytics
New email subscribers	Klaviyo list growth
Instagram follower growth (launch week)	Before/after count
TikTok follower growth (launch week)	Before/after count
Event content impressions (2 weeks)	Instagram + TikTok analytics
UGC posts created by guests	Hashtag tracking
Ambassador sign-ups	Application form submissions
Salon/wholesale leads	Business cards collected + follow-up responses
Media mentions	Google Alerts + manual tracking

14. RISK MITIGATION

Risk	Likelihood	Impact	Mitigation
Low attendance	Medium	High	Over-invite by 30-40%; create FOMO with "limited spots" messaging; personal follow-up with RSVPs
Weather (if outdoor element)	Low-Medium	Medium	Have indoor backup plan; June weather in Mississauga is generally reliable
Vendor no-show	Low	High	Confirm all vendors 1 week + 1 day before; have backup DJ playlist; know a backup photographer
Product sells out	Low	Medium	Bring 20% more inventory than expected; take orders for anything out of stock
Tech failure (POS, WiFi)	Low-Medium	Medium	Have cash as backup; bring portable WiFi hotspot; test all equipment day before
Low on-site sales	Medium	Low	The event's primary value is brand awareness and content, not same-day revenue; post-event code captures delayed purchases
Negative social media	Very Low	Medium	Deliver a great experience; address any concerns immediately and professionally
Over budget	Medium	Medium	Track all expenses against budget weekly; identify "nice to have" vs. "must have" items early

KEY TAKEAWAYS

- 1. June 13, 2026 is the ideal date** — 5 weeks after soft launch, great weather, before summer vacations, Saturday evening for maximum attendance
- 2. Budget \$2,000-\$5,000** for a strong launch event (recommended tier) — this is your single biggest marketing moment of Year 1
- 3. Content is king** — the event will generate 3-4 weeks of social media content; invest in a photographer at minimum
- 4. Start planning 8 weeks out** (mid-April) — venue booking and influencer outreach need lead time
- 5. The launch party is a brand-building event, not primarily a sales event** — focus on community, experience, and relationships

6. Follow up aggressively — the real ROI comes from post-event conversions, ambassador partnerships, and salon wholesale leads

This launch party plan is designed to complement the Origin Hair Collective business plan roadmap. All costs are estimates in CAD and should be confirmed with local vendors.