



Rahmel Jackson is a writer and emerging entrepreneur with a strong interest in data analysis, and digital marketing. Rahmel accomplishments include winning Harlem Hackathon 2016 and working with Mozilla to teach about big data, and the effects social media.

“Fashion is one of the most personal and political things about us, however, is covered very shallowly”



# Fashion Police

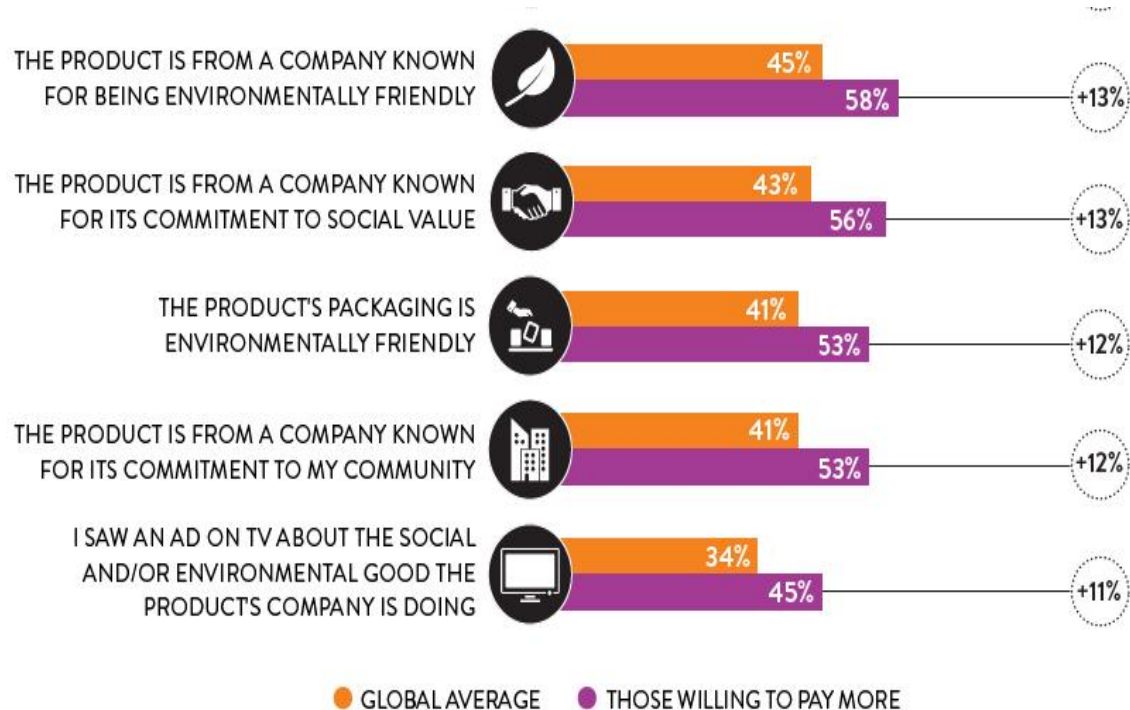
Locking up the fashion world

**Founder, Rahmel Jackson**

# Value Proposition

- Educate consumers on ethical and environmental dimensions of the fashion industry
- Promoting sustainable fashion products and businesses

# Customer Insights

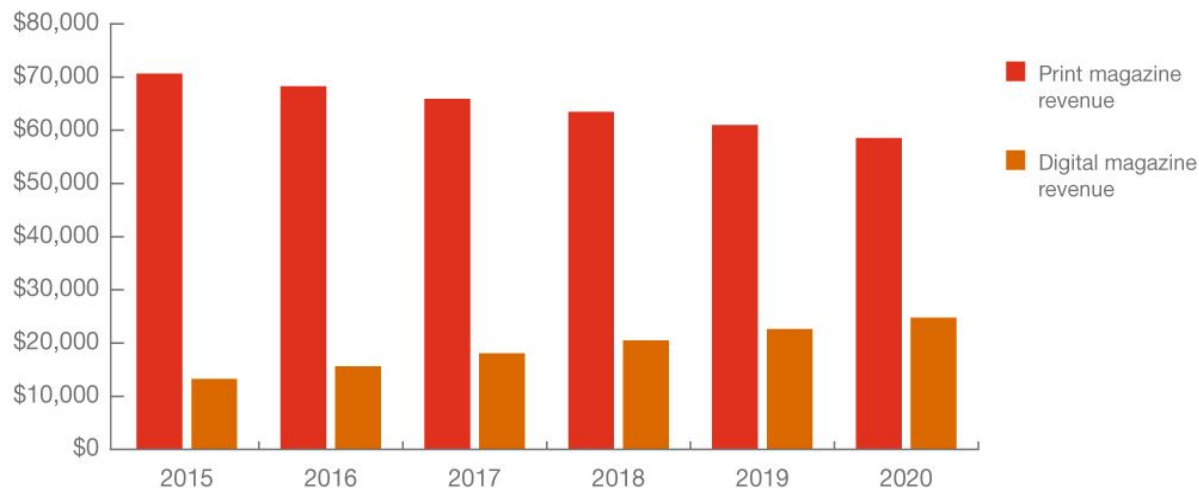


“  $\frac{2}{3}$  of people Aged 18 – 34 prefer sustainable brands “

“ $\frac{1}{4}$  always consider the social and environmental ethics of brands when making purchasing decisions.”

# Opportunity

Print and digital magazine revenue (US\$m), 2015–2020



Source: Global entertainment and media outlook 2016–2020, PwC, Ovum

\$3 trillion global

apparel market

Sustainability is now a

permanent part of

70% of corporate

agendas (MIT, 2011)










# Revenue Model

- Advertising Sponsored Content
- Site Ad Revenue

# Strategy & Milestones

<i>Deadline</i>	<i>Milestone</i>	<i>Strategy</i>
<i>Aug - Sept 2017</i>	Release of final version of blog; 1,000 weekly average site visitors after Fashion Week launch	Establish relationships with a mix of startups and industry leaders on the future of sustainable fashion; Post video and writing content on a daily basis, create an email list; Outreach to emerging designers to write content; Promote ahead of Fashion Week 2017

# The Business Model Canvas

<div><div>Key Partners</div><div></div><div><p>Sustainable apparel manufacturers, designers, retailers</p><p>Labor rights activists</p><p>Online fashion retailers</p><p>Fashion schools (FIT)</p></div></div>	<div><div>Key Activities</div><div></div><div><p>Relationship Building w/ designers and manufacturers</p><p>Video Content Creation</p></div></div> <div><div>Key Resources</div><div></div><div><p>Small scale Manufactures</p><p>Sustainably clothing,(tailors, resellers)</p><p>Labor rights activist</p><p>Website platforms for individual sellers</p><p>Schools for fashion</p></div></div>	<div><div>Value Propositions</div><div></div><div><p>Educate consumers on fashion ethics &amp; sustainability</p><p>Promote sustainable fashion products and businesses</p></div></div>	<div><div>Customer Relationships</div><div></div><div><p>Video Content</p><p>News Content</p><p>Interviews(video, audio, Annotated)</p><p>Sponsored content</p><p>Links to other fashion websites or apps</p></div></div> <div><div>Channels</div><div></div><div><p>Website</p><p>Video Content on various platforms.</p></div></div>	<div><div>Customer Segments</div><div></div><div><p>Environmentally, ethically conscious fashionistas</p><p>Designers</p><p>Apparel companies</p><p>Fashion retailers</p></div></div>
<div><div>Cost Structure</div><div></div><div><p>Web/App Development, Sales &amp; Marketing, Legal Writers, Fashion Journalists</p><p>Video Content Creation</p></div></div>			<div><div>Revenue Streams</div><div></div><div><p>Advertising, Sponsored content, Affiliate marketing links, Site Ad revenue, Crowdfunding (Indiegogo)</p></div></div>	



# How it works

- View content
- Comment
- Share