

*JSE International LLC. dba*  
**JET SET ESSENTIALS**

## **Grant Proposal 2023**



*Join us in our quest to redefine travel luxury.  
Experience the comfort and peace of mind that our  
disposable luxe linens offer. We invite you to embark  
on your next adventure with JSE International LLC -  
your trusted companion for health-conscious travel.*

***Travel Clean.***

### **Company Information**

JSE International LLC.  
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## ABSTRACT

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### EXECUTIVE SUMMARY

JSE International LLC., a Black-women owned, Wellness Company founded in 2022 by Corporate Flight Attendants; Jasmine Carr and Ayanna Henry, who recognized a distinct need within the realm of luxury travel products. Created to fill a void with travelers who prioritize wellness during their journeys, with a strong commitment to sustainability.

Doing business as, Jet Set Essentials, our company produces elevated travel products. As avid travelers ourselves, we understand the importance of comfort and well-being during your trips. That's why we have devoted ourselves to creating eco-friendly disposable luxe linens for travelers alike.

Our linens are crafted from high-quality materials that are not only soft and comfortable, but also hypoallergenic. We believe that everyone deserves to enjoy the luxury of hotel-quality linens, without exposing themselves to allergens that can disrupt their travel experience.

### MISSION STATEMENT

At JSE International LLC, we are driven by our passion to enhance the travel wellness experience. Our mission is to provide exceptional sustainable disposable linens that are not only luxe but make a positive impact on the environment.

### VISION STATEMENT

#### "Travel Clean"

At JSE International LLC, we firmly believe a healthy globetrotter is a happy one. Our vision is to provide a comprehensive range of eco-friendly travel essentials for the jet setting community.

Jet Set Essentials is more than just a brand – it's a lifestyle.

## STATEMENT OF NEED

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With an ongoing concern for health and cleanliness following the pandemic, an increasing number of travelers have implemented wellness practices during their flights and hotel stays. With heightened awareness of the dwindling sanitization procedures from airlines and hotels, it has become imperative to be proactive in protecting our health.

Whether you are on a long-haul flight, staying at a luxury hotel, or enjoying a cruise, Jet Set Essentials' high-quality linens will transform your travel experience into a truly indulgent one.

"According to a 2016 *Inside Edition* investigation, three out of nine hotels tested secretly didn't change sheets. Disturbingly, an *Inside Edition* report from June 2020 found the same unnerving results in at least three hotels in New York City—the Hyatt Place in Times Square, the Hampton Inn Times Square Central, and Trump International. These hotels didn't change all the linens or clean thoroughly between visits, the report found, despite the stringent COVID-19-related cleaning measures that hotels should be following right now." \* *Reader's Digest* - '14 Gross Things Hotels are Doing to Save Money'

"The standard operating procedure is for towels and sheets to be changed between every guest, according to Joe McNerney, president of the American Hotel & Lodging Association. Towels are also swapped out every day at some, but not all properties."

"Some do, some don't," he says. "It's a management decision." \* *Seattle Times* – 'Are You Using Unwashed Towels of Previous Hotel Guest

Jet Set Essentials are meticulously crafted from the finest fibers that are processed in safe and sanitary conditions. Our essentials are the ultimate travel companion in combating germs and cross contamination while redefining comfort and cleanliness on the go.

JSE understands the importance of providing travelers with the utmost care and attentiveness including the convenience of ethically sourced travel size packaging. We recognize that travelers have limited space in their bags and need products that are not only compact but also easy to carry and use on the go.

With over 17 years of experience combined, founders Carr and Henry recognized the need to use disposable linens after continuous unhygienic hotel stays paired with dirty bed sheets, stained towels and germ surfaces. Their extensive knowledge brings a deep understanding of the unique demands and expectations of discerning travelers. This expertise in providing exceptional service and attention to detail has allowed Carr and Henry to curate a collection of travel essentials that cater specifically to the needs of frequent flyers.

The luxury travel industry has long been criticized for its lack of diversity. People from marginalized communities often feel underrepresented in this space, which has perpetuated a narrative that caters primarily to a specific demographic. However, there is a growing need for change and a demand for inclusivity. As a Black-women owned Wellness Company, we recognize the imperative role we play in transforming the narrative of the luxury travel industry. Our presence and unique perspective allow us to bring forth experiences that cater to a diverse audience, ensuring that everyone feels represented and welcome.

## PRODUCT DESCRIPTION

Jet Set Essentials are the perfect travel companion for a touch of luxe wellness on the go! Elevate your travel experience with our premium collection of face towels, bath towels, and bed sheets crafted from various high-quality fibers.



**FACE TOWELS:**

Pamper yourself wherever you are with our plush face towels. The combination of soft and eco-friendly fibers ensures a gentle touch on your skin, leaving you feeling refreshed and revitalized after every use. Compact and disposable, they're the ideal addition to your travel essentials.



**BATH TOWELS:**

Indulge in the ultimate post-adventure relaxation with our luxurious bath towels. The unique blend of fibers provides a perfect balance of absorbency and quick-drying properties. Whether you're by the beach or exploring the city, these disposable bath towels offer the perfect solution for your on-the-go bathing needs.



**BED SHEETS:**

Experience a restful night's sleep, no matter where your journey takes you. Our disposable bed sheets provide comfort and perform as a safeguard. With breathable fibers our bed sheets are lightweight and easy to pack. Transforming any sleeping arrangement into a cozy haven.

## OBJECTIVES

### Marketing Strategy & Methods

Jet Set Essentials will market our products using a plethora of platforms and retail outlets that target the large global community of green-minded travelers.

- |                                      |                         |
|--------------------------------------|-------------------------|
| ➤ Google Ads                         | ➤ Amazon                |
| ➤ Airport Conferences                | ➤ Fixed Based Operators |
| ➤ Airport Spas                       | ➤ TikTok Shop           |
| ➤ Priority Pass or P/S collaboration | ➤ YouTube               |
| ➤ Instagram                          |                         |

One of our methods will be leveraging the funds we receive from your organization to properly edify the unaware traveler. Our ad campaign will not only highlight the benefits of our essentials but educate uninformed travelers of the poor sanitary procedures that many hotels, Airbnb properties, cruise lines and airlines practice.



## EXECUTION PLAN & TIMELINE

Jet Set Essentials' initial launch will include disposable face and bath towels followed by the release of bedding and additional travel essentials within the first 18 months. As we scale and continue to grow, we will introduce our Motherland Initiative, using premium materials from various African countries. As diaspora, it is of utmost importance that we embrace the rich culture and craftsmanship that exists within these communities.

### Projected 6-Month Timeline

#### December 2023 - March 2024

Ongoing Funding Period  
(grant applications, investor pitch)

#### March 2024

Launch Campaign – 30 Day  
Aggressive Marketing  
Website Launch – Mailing List  
Product Shipped to Wholesalers  
Press Release

#### February 2024

Teaser Marketing Campaign  
Product Production – Order  
Be Relax Spa Promotional Pop Up  
AXN Airport Conference - Dallas, TX

#### April 2024 – June 2024



## **FINANCIAL SUMMARY**

This is Jet Set Essentials projected budget for the upcoming 18-month period. This budget is a detailed plan that outlines our estimated expenses and revenues, allowing us to forecast our financial situation and make informed decisions. Our projected budget serves as a financial roadmap for our organization. By carefully analyzing our market trends and future goals, we have developed this comprehensive budget to guide us towards achieving our objectives while maintaining financial stability.

DESCRIPTION	COST
Manufacturing	\$15,000
Marketing	\$3,750
Contractors	\$500
DBE/ACDBE Certification	\$2,500
Operational Costs	\$3,000
Total	\$24,750



## ***EVALUATION AND IMPACT***

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With the continued expansion of the global disposable linen market, Jet Set Essentials is poised to enter the industry with a strong presence and the ability to meet the evolving demands of its customers. In recent years, there has been a significant rise in luxury travel, alongside this trend, there has also been a growing awareness of health consciousness among travelers.

"The global disposable linen market is expected to register a staggering double-digit CAR of 7.8% by garnering a market value of US\$ 490 Billion. The market's growth can be attributed to:

- ❖ Increasing demand for hygiene and cleanliness in healthcare settings, a growing preference for disposable products in the hospitality industry, and the convenience and cost-effectiveness of disposable linens.
- ❖ Advances in materials and manufacturing techniques have made disposable linens more comfortable and durable, further fueling market growth." - FutureMarketInside.com

Jet Set Essentials is more than just a wellness company, together we strive to make a positive impact in our communities through educating and connecting green-minded consumers with our marketing initiatives.

Jet Set Essentials is deeply committed to sustainability and aims to redefine the disposable linens, they actively contribute to reducing waste and promoting eco-friendly alternatives

JSE International's success will serve as an inspiration for aspiring entrepreneurs and demonstrates the impact that Black women can have in various industries.

## THE CREW

### JASMINE CARR | CO-FOUNDER



A graduate of Alabama State University with a degree in business management, Jasmine Carr brings a unique blend of academic excellence and hands-on experience to her role. With a passion for providing exceptional service and a keen eye for detail, Jasmine Carr is a Corporate Flight Attendant specializing in VIP in-flight service, cultural awareness, meal presentation, and customer comfort. Prior to being a flight attendant Jasmine's service details steams from her years of experience working in fast paced and evolving sports markets, including the NBA, WNBA, and NFL. During her tenure in sports arena Jasmine oversaw promotion planning, community outreach, recruitment and on-site training for sporting events. Driven by her desire to make a positive impact, Jasmine is now channeling her expertise and passion for exceptional service into the luxury travel wellness industry. With her combined work experience and educational background, she is poised to revolutionize the way individuals experience travel, bringing a touch of elegance and comfort to every journey.

### AYANNA HENRY | CO-FOUNDER



Meet Ayanna Henry, a seasoned Certified Travel Advisor and Corporate Flight Attendant for high profile clientele.

As a Certified Travel Advisor, Ayanna is more than just a planner - she's an architect of dreams. Her extensive knowledge of diverse destinations and cultural nuances allows her to curate bespoke travel experiences that transcend the ordinary.

Henry's expertise doesn't stop on land; it takes flight. As a Corporate Flight Attendant, she brings a touch of luxury to the skies. With safety as her top priority and hospitality as her mantra, Ayanna transforms air travel into an unforgettable affair.

Embarking on a new chapter in her travel-filled journey, Ayanna Henry seamlessly transitions into her role as Co-Founder of Jet Set Essentials, a groundbreaking travel product company focusing on wellness. Ayanna now extends her passion beyond itinerary planning and takes a leap into the world of tangible travel enhancements.

## **CONCLUSION**

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Jet Set Essentials is a dynamic start-up company that aims to be a beacon of wellness and luxury in the realm of travel products. With a primary focus on catering to the discerning globetrotter with a penchant for opulence, we strive to transform travel into a delightful and indulgent experience. Our mission is to enhance your journey by offering a touch of luxe sophistication, while also ensuring your safety from unwanted pathogens.

Our flagship product is our meticulously crafted disposable face and bath towels made from the finest fibers. JSE disposable towels are designed to provide you with a posh travel experience while keeping you safe. These disposable towels offer a plush and absorbent sanctuary, elevating the post-adventure rituals of every globetrotter. At JSE, we understand that travel is not merely a journey but an immersive experience, and our linens perfectly embody this philosophy.

While our disposable towels are our core offering, we also plan to provide a range of disposable bed linens that complement our towels seamlessly. Crafted with the same dedication to quality, our bed linens promise a silky-smooth embrace, ensuring that even amidst the hustle and bustle of jet-setting, you can enjoy the comfort and well-being of home.

We believe that every aspect of travel should be an opportunity to indulge in the finer things in life. Whether you are a frequent flyer or an occasional explorer, Jet Set Essentials invites you to join us on your lavish travel journey. Experience the comfort, sophistication, and opulence that our disposable linens and towels bring to your adventures. Indulge in the finer things in life and elevate your travel experience with Jet Set Essentials. Remember, travel is not just a journey; it is an immersive experience, and we are here to make it extraordinary. Discover our range of exquisite travel products and redefine your idea of luxury in travel. Travel Clean!