Crewsades Meeting

Agenda

* General overview
* Why and company Values
* Marketing & Clothing Ideas
* Advertising
* Accounting
* Assignments and roles
* Schedule

General Overview of Crewsades

* Broke even on 3500

Why and Company Values

* Crusade-Enlightenment
* Brotherhood
* Philosophy-Simplicity is the ultimate sophistication-
* Finding truth → the inner you, treading your own path, being yourself
* Impactful on peoples lives
* Artful simplicity
* Giving and providing value to individuals-expecting nothing in return
* High Quality

Marketing and Clothing

* Shirts-High quality, low margin, high orders
* Everything we sell has to be about the message; ex. Dogtags with philosophical quote on it, stickers
* Selling a message not a shirt

What are we actually going to sell

* Shirts
  + Short sleeves
  + Baseball
  + Long sleeves
  + Polos, long/short
  + shoodies
* Hats
  + Beanies
  + Dad caps
  + 5-panels
  + Buckets
* Jackets
* Sweatshirts
* Vests
* Specialty
  + Overalls
  + Ties
  + Socks
  + Rainboots
  + swimsuits

Business Plan

Printful-1 item 40% discounted

American wholesale

Chinese wholesale

Sales

Marketing-instagram and other social media

What were selling

Seasonal drops

1st Month January 2020

What were selling

* short sleeve t-shirts
* Beanies
* Hats in general
* Longsleeves
* Stickers
* Dog tags
* Hoodies
* Polos

Next 3 months official spring drop

* Baseball button up tees
* Socks
* Short sleeve polos

Summer drop

* Swimsuit

Fall drop

Marketing

* Instagram
  + personal/rivers edge
  + @crewsadecompany brand page
    - 5-7 posts a week
    - Videos
    - Pictures
    - Models either dont show face or a discreet persona
  + Advertising
* Youtube
  + Interviews
  + Team edits
  + Plan out videos
  + Always be filming
  + Ideas for long form content
  + Plan a trip
* Facebook

Financials, roles. And assignments

Dallin Bledsoe CEO, researching, marketing, video and photo...

Levi Hassan design, marketing, researching and ideas… Chief Style Officer

Johnny Wilcox CFO, accounting

Evan Spendlove design, custom embroidery, inventory Chief Supply Chain Officer

Cameron Suttner Chief Social Media Officer

Dallin

* Research t-shirt manufacturers >
* Make lists
* Send johnny asset list >
* Send levi list of product options and what options we have >
* Add up costs
* Apply for wholesale >
* Fix website >

Cam

* Create instagram account @crewsadescompany
* Start following people
* Make list of video or photo ideas for rivers edge or crewsades
* Come up with designs

Levi

* Decide what we want to sell regarding what money we have
* Come up with designs

Johnny

* Put together balance sheet
* Investments
* Come up with designs

Evan

* Learn from Dallin all about manufacturing and how the process works
* Figure out what money we have
* Come up with designs