



# Your Company Name Business Plan

Create a Strategic Path to Success for Your Business

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Company Website:

[www.agilesourcing.ca](http://www.agilesourcing.ca)

Date Prepared:

**January 31, 2024**

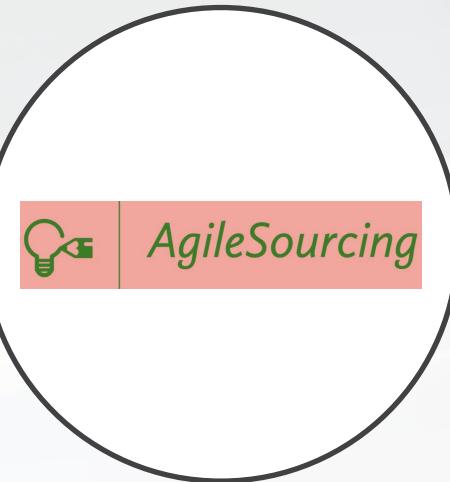
Team Member Names & Titles:

**Muhammad Mahmudul Islam, CEO**

**Emtiaz Haque, CFO**

**Fazilatun Nessa, COO**

**KM Zahirul Ameen, CTO**



Company Logo

Preparer Names (*if different from Team Members listed above*):

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# EXECUTIVE SUMMARY



**Include a high-level description of your business. It should highlight the industry and your business thesis. Do not include detailed descriptions of your products features or specific services you provide here.**

## Include the following elements:

- Objective
- Products & Services
- Target Audience
- High-level Revenue Targets (for three-year period)
- Marketing Overview
- Competitive Overview
- Operational Overview

### Objectives

AgileSourcing is a platform utilizing generative-AI to transform the clothing manufacturing process into a highly efficient and sustainable supply chain. It is created to empower fashion designers to produce consumer-driven designs utilizing sustainable apparel suppliers. By leveraging real-time social media engagement data, AgileSourcing enables brands to validate design ideas by creating mock-ups and AI-generated models, and then measuring their impact once broadcast on social media platforms.

AgileSourcing enables fashion brands to deliver sustainably-sourced, ethical fashions according to the staying trend of social media. Contrary to the fast-fashion movement that produces numerous styles per season, AgileSourcing focuses on timeless designs that are currently trending on social media, i.e., according to the capsule wardrobe and minimalist trend.

### Products and Services

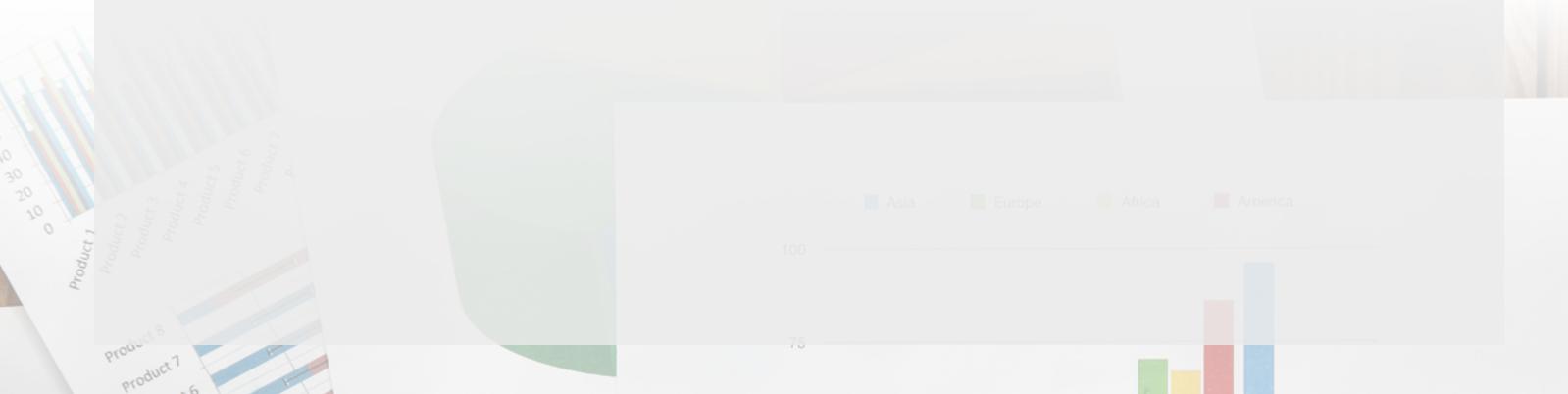
The SaaS platform analyzes real-time social media engagement data to create and provide iterative design mock-ups and updates, along with the style on 2D virtual models. The designs will thus be based on real-time market trends. In addition, AgileSourcing functions as a marketplace that connects fashion brands with sustainable, ethical manufacturers through the platform, ensuring a streamlined and efficient procurement process.

### Target Audience

The platform empowers designers and fashion houses to instantly access popular, staying trends on social media and incorporate these elements into their design mock-ups and models. It further delivers online marketplace access to sustainable, ethical manufacturers to gain visibility of fashion designers and boutique stores in North America.

### Revenue Target

Within its first year, AgileSourcing anticipates generating \$203k in revenue with the support of initial staffing of three (3) employees in addition to the co-founders. The Company plans to grow revenue to \$2 million and increase hiring to six (6) employees by the end of year 3.



## Competitive Summary

AgileSourcing anticipates a mild competition with the absence of a Canada-based fashion design and outsourcing software that delivers real-time intelligent analytics to deliver on-demand design mock-ups and seamless integration with sustainable and ethical fabric suppliers and apparel manufacturers. AgileSourcing is uniquely distinguished by the provision of end-to-end features encompassing real-time data analytics based on social media listening to generate design mock-ups and models, as well as integration with suppliers and production.

### Direct competitors include:

- Refabric utilizes AI to assist fashion creators in crafting precise, trend-setting styles, but without the use of real-time social media listening and real-time data analysis; it offers no access and intelligent search to best-fit suppliers.
- Meltwater offers comprehensive media monitoring and analysis across online news, social media, print, broadcast, and podcasts. Nonetheless, Meltwater is not created for the fashion industry and thus does not produce real-time mock-up designs, let alone provide marketplace access to fabric and apparel suppliers.
- Vmake is an AI-powered solution for generating lifelike fashion models based on garment mannequins. Vmake utilizes AI to recreate a lifelike model but does not provide design recommendations based on real-time data, nor does it offer access to suppliers.
- CALA is a fashion supply chain interface that has been providing fashion brands and retailers with an all-in-one platform for fashion design and the supply chain process, providing cross-team collaboration: ideation, designing with AI, fabric selection, manufacturing, fulfillment, e-commerce enablement, and branding/marketing. Even though providing AI-generated designs, they are not based on real-time social media listening.
- Midjourney is a generative-AI tool that transforms text prompts into visual art. It operates through the Discord chat app. Midjourney designs fashion styles based on the request of users but is not driven by real-time social media listening. It is also not designed to link fashion designers with suppliers.

## Marketing Overview

AgileSourcing implements a B2B business model and thus its marketing campaigns are directed to businesses, i.e., fashion designers, boutique shops and international fabric suppliers and apparel manufacturers. The Company will reach out to fashion designers in North America and promote the platform by highlighting the platform's potential to transform their design and manufacturing processes by expediting the design and production process and roll-out real-time consumer-driven fashion picks for the next seasonal collections. The Company will also reach out to textile suppliers and apparel manufacturers and highlight the modern marketplace to significantly enhance their marketing channel and branding among international brands.

The Company's go-to-market strategy will be a combination of direct marketing and digital marketing - the former by reaching out to fashion designers and boutique stores by networking with the Fashion Design Council of Canada and Fashion Designers Association of Canada to leverage their network as AgileSourcing's target audience. The Company will utilize a paid advertising campaign and SEO to generate web traffic among fashion designers as well as ethical and sustainable suppliers.

## Operational Overview

AgileSourcing will be incorporated in Ontario and operate from a leased office space to facilitate the software development and marketing, as well as employee and client meetings. The Company's four co-founders will hire six employees by the end of its third year to support the launch and growth of the start-up.

# COMPANY OVERVIEW

i

## Company Mission & Vision Statement

- Provide the rationale for the reason your company came to be.
- Provide a summary of the overall purpose of the company.

**Mandatory:** Include key details about the business' purpose, legal structure, short/long term goals, and any plans for future growth.

- Where did this idea come from?
- For pre-existing companies, include business history.

AgileSourcing will be a federal incorporation registered in the Province of Ontario. The Company's four shareholders are the co-founders of the business.

### Vision Statement

To transform the fashion design and production industry with generative AI that leverages a wealth of social media data, garnering a reputation for boosting competitiveness and profitability among fashion brands.

### Mission Statement

- To provide fashion designers and boutique stores with real-time market intelligence to guide design selections for ensuring on-demand picks for seasonal collections
- To provide an advanced marketing platform and advertising tools to fabric and apparel manufacturers in marketing to global fashion brands

### Business Purpose

AgileSourcing is created to harness the power of generative AI and the wealth of the Internet, particularly social media data, to generate mock-ups and models based on on-demand data-driven analysis. AgileSourcing will transform the supply chain of sustainable clothing by facilitating a streamlined and efficient procurement process. It empowers fashion designers to design collections based on staying-trend picks on social media, and delivers feedback to designers and fashion houses in the form of customized posts to highlight iterations that deliver the best-fit designs. It thus ensures market demand, revenue maximization and waste minimization.

AgileSourcing further leverages its strong sourcing connections with sustainable and ethical suppliers to connect brands directly with the recommended suppliers.

# COMPANY STRUCTURE

Do you have an existing company operating in your home country?  Yes  No



• If yes: Include company tax returns for the last two years.

• If yes: Do you plan for the Canadian entity to be an extension of your current company? (Click which one applies)

Parent Company  Subsidiary Company  Unrelated

What type of business are you? (Click which one applies)



Hardware  Software  Service  Retailer/Distributor

If hardware, do you: (Click which one applies)



Manufacture  Contract Manufacture  Assembly

If software, do you provide: (Click which one applies)



Software as a Service (SaaS)  Licensing Software



# PROBLEM STATEMENT



**As concisely as possible, explain everything you know about the current problem. Address not only the problem but also why it's a problem and why it's important to solve it. When explaining the problem, consider the following questions (include the citations).**

- What is the problem? What is currently happening in the market?
- When, where and how often they face this problem?
- What is the impact of the problem? (physical, emotional, cost)
- What is/are the existing solution(s)?

AgileSourcing addresses the complex challenges faced by fashion designers in North America amidst sky-high inflation weighing heavily on brands, a declining demand with consumers tightening their budgets as the cost of living rises and intensified concern around issues such as sustainability, inclusivity, fair pay, and working conditions. They must stay agile in their design and production process to address these uncontrollable external changes.

**Micro-level Problem.** Fashion brands must ensure addressing the interests of all stakeholders — investors, employees, customers, and society alike — and committing to overcoming issues such as environmental impact, lack of diversity and distrust, while navigating the short-term economic challenges.

Specifically, fashion e-commerce rates of return have seen an unprecedented rise following the increase in online shopping post-COVID pandemic. Globally, returned goods cost businesses an estimated USD 550 billion annually. Returns are primarily the result of product clarity, with up to 70% of returns due to poor fit or style. While brands have aided in the area of fitting by providing comprehensive sizing information, and implementing features such as live chat to assist customers in finding their right size, poor style still contributes to a large majority of returns.

**Macro-level Problem.** AgileSourcing further addresses the environmental and economic challenges faced by fashion industry players.

**Environmental.** The industry ranks among the world's most polluting industries, contributing 8-10% of global carbon emissions, according to the UN. Despite the significant environmental cost of producing garments, much of it is deposited into a landfill within 12 months. Globally, fashion creates 40 million tons of textile waste annually, according to the Ellen MacArthur Foundation.

**Economic.** The cost of manufacturing and distribution impacts the profitability of many apparel brands. According to McKinsey, 15% of industry leaders were fearful of the margins and profitability that posed some of the greatest threats to the fashion industry in 2023. To minimize disruption, companies must rethink their sourcing strategies and build greater flexibility into their supply chains.

# SOLUTION & DESCRIPTION



## Product & Services

- What products or services are you selling?
- Please provide an end-to-end description from the user's perspective. Describe features and interaction.
- Are there any additional products or services you hope to offer in the future?
- What is the value proposition and innovation?
- What is your plan to deal with technological trends in your industry?

**The Platform.** AgileSourcing allows designers to analyze the demand for their initial designs prior to manufacturing for a consumer-driven design that reduces waste due to fast-moving fashion trends and consumer preferences for fabric and ethical and sustainable sourcing.

**User Experience.** Designers upload their initial design, and the system performs generative-AI analysis on the mock-up design against real-time data gathered from social media listening and current runway models. The system generates posts on social media pages, where their respective followers can respond by liking, commenting and sharing the designs. Their response will be used as feedback on AgileSourcing's algorithm, which will generate three designs based on the social media listening and other Internet-data sources. Designers can select the best design by using the recommended feedback and their professional judgment. The system will subsequently match the designs and other inputs provided by the designer with a worldwide sourcing database to identify the best-fit fabric/textile manufacturers and apparel manufacturers that meet the designer's criteria.

**Future Developments.** For future developments, AgileSourcing is envisioned to facilitate ordering and payments between fashion brands and their suppliers on the platform. For the MVP stage, the platform simply provides access to the AI algorithm for brands to identify and contact suppliers.

**Value Proposition.** AgileSourcing is uniquely distinguished through its advanced generative-AI technology, real-time data analysis and online collaboration with sustainable suppliers to create seamless apparel manufacturing for the fashion industry. The end-to-end platform benefits the fashion design and production ecosystem in increased productivity and efficiency. AgileSourcing not only focuses on delivering on-demand fashion trends but also other complementary properties such as fabric and ethical and sustainable sourcing.

**How the Company Keeps Up with Technological Trends.** AgileSourcing is revolutionizing fashion production from the more traditional approach that has been used for decades to a data and AI-analytics-driven design and production method. The former involves designers creating a collection of designs based on their own creative ideas, market research and industry trends. These designs are then manufactured and produced in large quantities, without much regard for consumer demand or market trends. In today's age, data-driven fashion production is a more modern approach that uses data analysis and insights to guide the manufacturing and production process. This method involves analyzing data on consumer behaviour, market trends and product demand to determine which designs and products are most likely to be popular. Based on this analysis, designers can create collections that are more likely to sell, and manufacturers can adjust production schedules and inventory levels to optimize for the demand. AgileSourcing is thus applying the next-gen technology by integrating the platform with social media partners and incorporating social media data into its generative-AI analytics. AgileSourcing utilizes customer engagement data to understand user preferences and interests. Brands can create design mock-ups and AI-generated models, which are then showcased on social media platforms. By analyzing the engagement metrics such as likes, comments and shares, brands can gather real-time market feedback to validate their design ideas before investing in production. In order to facilitate production of selected designs, sustainable sourcing options for the material required will be provided to the platform.

# SOLUTION & DESCRIPTION

CONTINUED

Do you have a prototype?

Yes  No



If yes: Please include pictures/video.

Do you have a starting inventory?

Yes  No



If yes: Please provide the details.

Click here to fill in the information requested. Approximately 100 words maximum for this page.

Do you have existing customers?

Yes  No



If yes: Please provide your current sales and list of customer's names. (Include in appendix)

Does your business have intellectual property (IP)?

Yes  No



If yes, include the copy of your IP. (Include in appendix)

If not, what stage are you at in acquiring your IP? (Click which one applies)

- Application not submitted to date.
- Application has been filed awaiting approval. (include date of submission)
- Awaiting arrival in Canada to submit application.

# TECHNOLOGY READINESS LEVEL CHART (TRL)

**i** Check off your business' TRL and explain. What actions will be taken to advance?

1	<input type="radio"/> BASIC PRINCIPLES OF CONCEPT ARE OBSERVED AND REPORTED	A software development team with proven experience in Generative AI will be selected.
2	<input checked="" type="radio"/> TECHNOLOGY CONCEPT AND/OR APPLICATION FORMULATED	A software development team with proven experience in Generative AI will be selected.
3	<input type="radio"/> ANALYTICAL AND EXPERIMENTAL CRITICAL FUNCTION AND/OR PROOF OF CONCEPT	A software development team with proven experience in Generative AI will be selected.
4	<input type="radio"/> COMPONENT AND/OR VALIDATION IN A LABORATORY ENVIRONMENT	A software development team with proven experience in Generative AI will be selected.
5	<input type="radio"/> COMPONENT AND/OR VALIDATION IN A SIMULATED ENVIRONMENT	A software development team with proven experience in Generative AI will be selected.
6	<input type="radio"/> SYSTEM/SUBSYSTEM MODEL OR PROTOTYPE DEMONSTRATION IN A SIMULATED ENVIRONMENT	A software development team with proven experience in Generative AI will be selected.
7	<input type="radio"/> PROTOTYPE READY FOR DEMONSTRATION IN AN APPROPRIATE OPERATIONAL ENVIRONMENT	A software development team with proven experience in Generative AI will be selected.
8	<input type="radio"/> ACTUAL TECHNOLOGY COMPLETED AND QUALIFIED THROUGH TESTS AND DEMONSTRATIONS	A software development team with proven experience in Generative AI will be selected.
9	<input type="radio"/> ACTUAL TECHNOLOGY PROVEN THROUGH SUCCESSFUL DEPLOYMENT IN AN OPERATIONAL SETTING	A software development team with proven experience in Generative AI will be selected.

# MARKETING PLAN



## Industry Overview & Technological Trends

- What is happening in the primary market (Canada) and secondary market (Global) (i.e., market growth, market declining, outside influencing factors, etc.)?
- What market research and/or validation has been done to demonstrate a need for this product or service?

### Primary Market in Canada - Market Trends

1. Highly competitive retail landscape. AgileSourcing capitalizes this opportunity as fashion brands now need to improve their internal processes and minimize their costs. With Canadians having already reached peak consumption with a myriad of purchasing options in every category and with more foreign entrants having come into the market, designers have to enhance the efficiency in their design and manufacturing process, while ensuring that their designs will be well accepted by the wider consumer segments.

2. Designers can demonstrate their products virtually and adjust digital models in real time. Customization can also be achieved on a larger scale by using data analytics and AI to identify patterns in customer choices and preferences. AgileSourcing can help fashion brands and boutique stores to reduce costs by automating its iterative designs through producing on-demand mock-ups and models to send to a network of sustainable suppliers on the platform.

3. Meeting the Demands of the Future Consumer. Customer needs and desires are evolving quickly, and retailers need to keep pace by using digital tools to identify and track their preferences. For example, online ratings and reviews will be increasingly important for gaining insights into customer expectations and using them for competitive advantage.

4. The Rise of the Experience Economy. Younger generations are showing a marked preference for spending their money on doing things rather than owning things, AgileSourcing will meet the expectations among rising fashion design talents, in that it will present them with real-time, AI-generated mock-ups and models that they can immediately push through to production on AgileSourcing, according to best-fit recommendations. Younger people also have increasing environmental consciousness. AgileSourcing will address their environmental concerns by the platform's ability to widen access to sustainable apparel sourcing.

Canadian Fashion Designers. Canadian fashion designers are shifting their design and manufacturing approach to sustainability - not only the materials, but also how to approach design so that consumers can wear the product for many years, after which they can give it to someone or sell it. Canadian fashion designers produce fewer products than fast fashion retailers, many of which launch a new line on a weekly or monthly basis. AgileSourcing is well-positioned to focus its real-time social media engagement analysis on identifying a staying trend among Canadian fashion designers and providing AI-generated recommendations on sustainable suppliers.

Secondary Market – United States. AgileSourcing will be further positioned to strengthen the performance of the fashion industry in US and around the globe. A McKinsey's report entitled The State of Fashion 2024 explains that "the most prominent sentiment among fashion industry leaders in 2024 is uncertainty, reflecting the prospect of subdued economic growth, persistent inflation and weak consumer confidence. Against this backdrop, businesses will be challenged to identify pockets of value and unlock new drivers of performance." AgileSourcing will enhance the cost efficiency of fashion designers and studios by automating designs, applying designs to online models and providing direct access to sustainable suppliers through the platform.

AgileSourcing has validated the problem along with the tested and proven solution by means of secondary market research, i.e., reputable industry reports, supported by economic and environmental news pertaining to the fashion industry. Moreover, the co-founders' experience within the fashion sourcing industry in Bangladesh has given them a firsthand experience. The Company has validated, through a technology consultant team, the feasibility of the real-time data analysis.



## Target Customer

- Describe your top 3 ideal customers; be specific (demographics; age, geographical location, sector, lifestyle, etc.)

### Top 3 Customers:

1. Canadian and US Fashion designers, including 483 in Canada and 26,541 in US. AgileSourcing empowers them to stay competitive by providing them with real-time data analysis gathered from social media accounts, as well as integration with a vast database of sustainable clothing suppliers. They can quickly roll out new designs according to market demand, from certified sustainable, ethical and eco-friendly manufacturers.

2. Clothing Specialty Stores in North America. AgileSourcing will market to 4,988 women's clothing stores in Canada and 178,366 clothing boutique businesses in US. They are seeking valuable consumer feedback for their purchasing department. They can benefit from feedback on trending designs on social media to govern their next season's picks.

Global Sustainable, Ethical Apparel Suppliers. The Company will focus on early adopters of over 200

3. Canadian brands and sustainable manufacturers. Globally, approximately 2.2% of 28,544 fashion producers are considered sustainable. These suppliers will benefit from AgileSourcing's database of fashion designers and its marketing platform where they can showcase their certification, production capability, customer portfolio, and others.



## Market Size & Segment

### TAM

**Total Addressable Market**  
which represents revenue opportunities at 100% market share (total market size of North America)

**TAM is equal to \$535,239,360**  
representing revenue opportunities from total target markets (fashion designers, clothing stores and sustainable suppliers) in three-year revenue period.

### SAM

**Serviceable Addressable Market**  
which represents the portion of the TAM that can be serviced by the company's product and services (total market size of Canada)

**SAM is equal to \$33,982,092,**  
representing the portion of TAM in North America that can be reached by the Company's marketing campaign.

### SOM

**Serviceable Obtainable Market**  
which represents the portion of the SAM that can be realistically captured and served (total market size of the target Province)

**SOM is equal to \$3,111,246,** which represents the portion of SAM that can be realistically served in North America.



## Regulatory Compliance

- List any Canadian laws that could impact your business?
- List the licenses/certifications required and plans to obtain them. Include their cost on the *Financial Workbook*.

The Company is not required to apply for a special permit or license, except for an Ontario business name registration and provincial incorporation. The platform will provide to brands the necessary information pertaining to Section 3 of the Textile Labelling Act. It will seek the brand's agreement on the platform to conform with the Textile Labelling Act.

"Section 3 of the Textile Labelling Act prohibits a dealer from importing into Canada consumer textile articles without a disclosure label. However, Section 8 of the Regulations allows a dealer to import incompletely or improperly labelled consumer textile articles and label them in Canada, provided a Competition Bureau officer is notified at the time, or in advance of importation, of all pertinent details on the nature and quantity of the importation, the date and port of entry and the address of the premises where the re-labelling will be completed. On completion of the re-labelling, the dealer must notify the officer and provide a reasonable opportunity to inspect the labelled goods prior to resale."



## Competitors & Type of Competition

- Using the chart included on the next page, list Canadian/American competitors and features.
- State value proposition below. How is your product/service different from the competitors?

AgileSourcing anticipates a mild competition with the absence of a Canada-based fashion design and outsourcing software that delivers real-time intelligent analytics to deliver on-demand design mock-ups and seamless integration with sustainable and ethical fabric suppliers and apparel manufacturers. AgileSourcing is uniquely distinguished by the provision of end-to-end features encompassing real-time data analytics based on social media listening to generate design mock-ups and models, as well as integration with suppliers and production. Direct competitors include: Refabric. Refabric leverages AI fashion design to assist fashion creators in crafting precise, trend-setting styles; it utilizes artificial intelligence. Some features are Image to Design, Pattern to Design.

Meltwater. Meltwater offers comprehensive media monitoring and analysis across online news, social media, print, broadcast, and podcasts to monitor, research and analyze content across the entire social web.

Vmake is an AI-powered solution for generating lifelike fashion models based on garment mannequins. It is designed for fashion studios to create professional modelling photoshoots. Vmake utilizes AI to recreate a lifelike model but does not provide design recommendations based on real-time data, nor does it offer access to suppliers.

CALA. CALA is a fashion supply chain interface that has been providing fashion brands and retailers.

Even though providing AI-generated designs, they are not based on real-time social media listening.

Midjourney. Midjourney is a generative AI-tool that transforms text prompts into visual art. It operates through the Discord chat app. Midjourney designs fashion styles based on the request of users but not driven by real-time social media listening. It is also not designed to link fashion designers with suppliers.

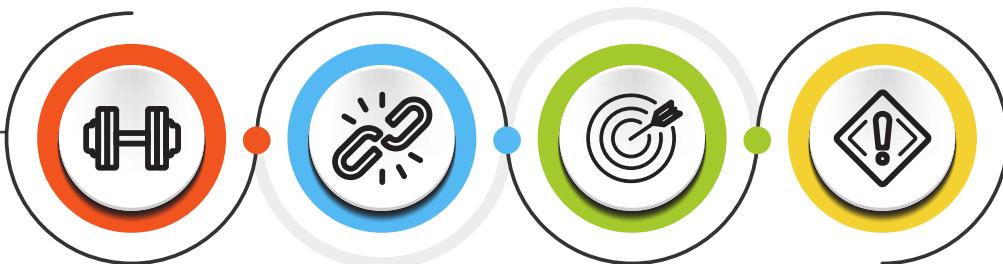
## COMPETITIVE ANALYSIS CHART

FEATURE	AgileSourcing	Refabric	Meltwater	Vmake AI	CALA	Midjourney
Fashion industry specialization	✓	✓	□	✓	✓	□
Real-time market validation	✓	□	□	□	□	□
AI-generated design mock-ups and models	✓	✓	✓	✓	✓	✓
Social media engagement analysis	✓	□	✓	□	□	□
Seamless sourcing and production integration	✓	□	□	□	✓	□
Iterative design refinement	✓	□	□	□	□	□
Sustainable sourcing marketplace	✓	□	□	□	□	□
	□	□	□	□	□	□
	□	□	□	□	□	□
	□	□	□	□	□	□
<b>BUSINESS MODEL/ UNIT PRICE</b>	Monthly Subscription - Fashion Designers and Stores at an average of \$60; and to Suppliers at an average of \$225	Monthly subscription from \$39/month	Essentials, Advanced, Suite, Enterprise - at an estimated \$10,000 +/year)	Professional at \$0.26/credit; and Flexible \$0.8/credit	Beginning from \$13/month, Professional \$130/month	Annual subscription: Basic: \$10/mo; Standard: \$31/mo; Pro: \$62/mo; Mega: \$125/mo

\*To add your own information, click the chart, then edit text.

# SWOT Analysis Template

Fill the Chart Below



## STRENGTHS

## WEAKNESSES

## OPPORTUNITIES

## THREATS

### List Your STRENGTHS

- Advanced platform that facilitates comprehensive market-driven mock-up design and models that allow for reiterative design process.
- Seamless integration for sourcing and production.
- Generative-AI analytics on real-time social media listening.

### List Your WEAKNESSES

- Platform within ideation stage. The co-founders plan on quickly commencing the MVP development for completion in Q1 2025.
- Low awareness among fashion designers and suppliers. AgileSourcing will develop case studies, gather customer testimonials and launch digital marketing to quickly amass web visitors.

### List Your OPPORTUNITIES

- Lack of data-driven analysis utilizing social media listening for designing mock-ups and models.
- Growing awareness of fashion industry's environmental impact.
- Consumer's fast-changing preferences and currently no real-time data source for fashion designers to incorporate design ideas.

### List Your THREATS

Potential competitors utilizing generative AI to create on-demand fashion mock-up designs and models.



## Marketing Strategy

- List methods you will use for marketing your products and/or services (advertising and promotion).
- How do you plan to reach and sell to your ideal customer (print media, social media, or combination)?

AgileSourcing implements a B2B business model and thus its marketing campaigns are directed to businesses, i.e., fashion designers, boutique shops and international fabric suppliers and apparel manufacturers. The Company will reach out to fashion designers in North America and promote the platform by highlighting the platform's potential to transform their design and manufacturing processes by expediting the design and production process and roll-out real-time consumer-driven fashion picks for the next seasonal collections. The Company will also reach out to textile suppliers and apparel manufacturers and highlight the modern marketplace to significantly enhance their marketing channel and branding among international brands.

The Company's go-to-market strategy will be a combination of direct marketing and digital marketing - the former by reaching out to fashion designers and boutique stores by networking with the Fashion Design Council of Canada and Fashion Designers Association of Canada to leverage their network as AgileSourcing's target audience. The Company will utilize a paid advertising campaign and SEO to generate web traffic among fashion designers as well as ethical and sustainable suppliers.

AgileSourcing will create a branding as a next-generation, AI-driven fashion design and online marketplace that empowers fashion designers to design and manufacture consumer-driven and sustainably-sourced collections, and deliver this benefit in an expedited manner that significantly reduces manual labour and its associated costs. AgileSourcing will improve manufacturers' revenue as they produce market-driven styles with ready buyers.

### Digital Marketing

AgileSourcing will outsource an SEO agency to execute a digital marketing strategy that maximizes targeted traffic to the website.

The Company will set the following objectives for its e-commerce site:

- Targeting new customers based on current customer demographics
- Optimizing the sales funnel from first point of contact to sale
- Optimizing customer follow-up to generate more sales and positive customer feedback
- Optimizing and scaling PPC campaigns on AdWords, Facebook, Instagram, Pinterest, and more

### Direct Marketing to Suppliers

AgileSourcing will hire sales representatives whose responsibility will encompass following up and closing sales leads generated from the website and social media platforms. Direct marketing to ethical and sustainable apparel manufacturers overseas will be imperative for driving the interest from among fashion designers. The Company's sales representatives will further discuss the terms and conditions of partnerships prior to signing the contract.

### Social Media Advertising

AgileSourcing will optimize the use of social media networks such as Facebook and Instagram for rapidly propagating its brand awareness among fashion brands, boutique shops and textile and apparel manufacturers. It will further utilize automated apps, such as Sprout Social, CrowdFire and Archie to post and engage daily with users on Facebook, Twitter and Instagram.

# OPERATIONAL PLAN



## Location

- Describe the space you need to conduct your business (i.e., office, warehouse, retail, commercial space).  
Include the costs, size, location, etc.
- Include the cost in your *Financial Workbook*.

AgileSourcing will operate from a leased office in Toronto, ON. The location in Ontario will be highly strategic to provide direct access to over 24,000 Toronto-based designers and boutique stores to promote the platform. In addition, AgileSourcing will easily initiate an outreach with the Toronto Fashion Incubator and Fashion Design Council of Canada to network with their members.

Lastly, a physical office will enable AgileSourcing to hold promotional events for fashion designers in the province, particularly those within the Greater Toronto Area (GTA).



## Suppliers

- Identify your suppliers and logistic providers.
- List items and their costs.
- Have you started any discussion or relationships with your suppliers?

This section is not relevant to AgileSourcing as an SaaS.

# OPERATIONAL PLAN

## **CONTINUED**

**Equipment & Technology Requirement**

- What equipment do you need to operate your business and how you will source them?
  - Include the cost in your *Financial Workbook*.
  - What technology do you need to operate your business (i.e., internet service, business software, IT infrastructure, etc.).
  - Include the cost in your *Financial Workbook*.
  - Use the chart below to list of Capital Equipment and Software Licenses.

## **Capital Equipment & Software Licenses**

# MANAGEMENT & ORGANIZATION



## Management Team (roles & positions)

- List names of the team members, their position, responsibilities, previous work experience and education. Include resumes in appendix.

### NAME:

Muhammad Mahmudul Islam, CEO

**Responsibilities:** Establish strategic partnerships and secure contracts with fashion designers, fabric and apparel manufacturers; ensure the appropriate systems, processes, budgets, strategic plans, and forecasts are developed and executed to meet or exceed company revenue and profit goals

**Work Experience:** 17 years of senior merchandising roles, with expertise in procurement, lean manufacturing and global sourcing policy. Mr. Islam has been the CEO of Tex Challengers Asia for over five years.

**Education:** Bachelor of Arts, Master of Arts and Executive MBA.

### NAME:

Fazilatun Nessa, COO

**Responsibilities:** •

- Hire and train employees, and develop incentives for employees
- Provide oversight and ensure proper execution of daily business operations
- Develop and refine internal processes and KPIs

**Work Experience:** HR Manager at Gallant Printing Ltd. (2016 to present)

**Education:** Bachelor of Social Science (2010) and Master of Social Science (2011).

### NAME:

KM Zahirul Ameen, CTO

**Responsibilities:** • The technology platforms, architecture, design, and quality assurance of the products  
• Define, deploy and drive sustainable and repeatable process improvements through the entire product development lifecycle

**Work Experience:** 22 years of wireless device sales at GrameenPhone Ltd. including as the Owner of Omni Tel, the franchisee of GrameenPhone Ltd.

**Education:** Bachelor of Arts and Masters of Arts in Islamic History and Culture.

### NAME:

Emtiaz Haque, CFO

**Responsibilities:** Managing budget, tracking cash flow and financial planning.

**Work Experience:** 17 years of senior roles within the banking industry, including 15 years in a progressive Vice President roles. Mr. Haque is currently serving as the Senior Vice President & Unit Head Centralized Credit Administration Division at the Chattogram United Commercial Bank Plc.

**Education:** Bachelor of Science (1996) from Government Science College and Masters in Bank Management (2000) from the Bangladesh Institute of Bank Management.

### NAME:



## Don't forget!

- Team Member
- Position
- Responsibilities
- Previous Work Experience
- Education



## Advisors

- List any lawyers, accountants, financial advisors, trade/distribution consultants, external sales representatives, other consultants that offer you advice and support for your business?

The co-founders will seek leaders within the fashion industry as well as lawyers and accountants in Canada and assign them roles on the Board of Advisors within the second year of launch. They will contribute market and technological knowledge, and offer their expertise to ensure the right direction for AgileSourcing. The Board of Advisors and the CEO will conduct quarterly meetings to discuss the progress of AgileSourcing and its direction based on ongoing market dynamics and technological advancements.



## Staffing (Hiring Plan)

- What employees are integral to your business?
- How many Canadians will you be hiring in the next 3 years?
- List your Canadian hires (roles/responsibilities and start date).

Include details of the start date, salaries, etc. in the *Financial Workbook*.

The Company plans on hiring a total of six employees in the next three years, including:

- Software Developer, whose primary responsibilities encompass developing, maintaining and improving the functionality and features of the software.
- Account Manager, whose primary responsibilities will be to establish and maintain new partnerships with fashion designers, boutique stores as well as fabric suppliers and apparel manufacturers.
- Sales and Marketing Representative, who will be responsible for following up sales leads and closing sales with target customers, including following up on digital marketing campaign and other initiatives.
- Customer Support Representative, who will be responsible to provide technical and customer service to business accounts.

## CHART 1: BUSINESS MILESTONES



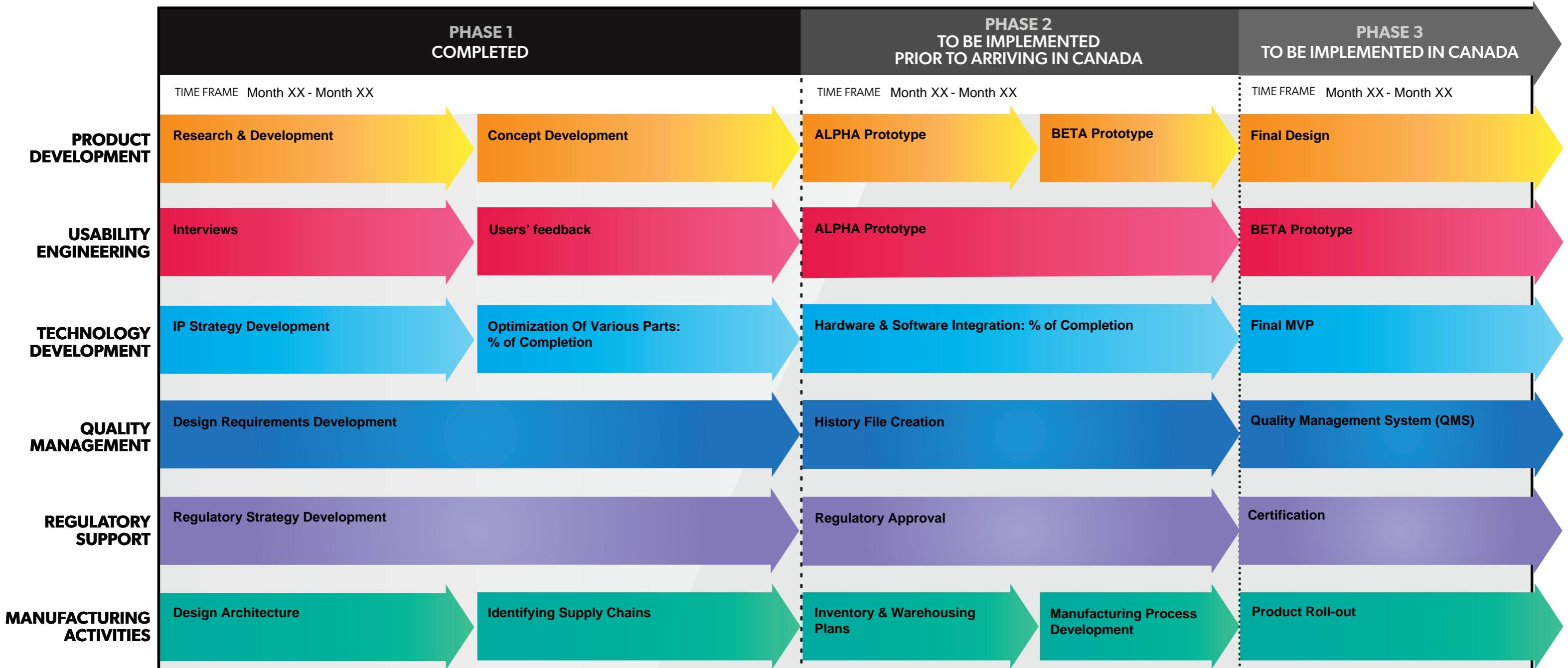
\*To replace the sample milestones with your own, click the chart, then edit text.

## CHART 2: SOFTWARE DEVELOPMENT



\*To replace the sample milestones with your own, click the chart, then edit text.

### **CHART 3: HARDWARE + SOFTWARE DEVELOPMENT**



\*To replace the sample milestones with your own, click the chart, then edit text.

# FINANCIAL PLAN



## Financial Plan Details & Explanation

- What portion of overall revenue does each product or service represent?  
If you have multiple products/services, speak to the difference in price and features.
- Explain the product cost and startup cost detail.
- What is the total investment the team is bringing?
- List revenue earnings from different streams.

### Revenue Model

**Basic-Tier Membership Offered to Designers and Fashion Stores from \$40:** These include access to essential features like collaborative workspaces, design iteration tools, and a curated supplier network. The package pricing is offered based on the number of users or usage level.

**Premium Tier Membership from \$100:** Advanced features including AI-powered design suggestions, real-time market intelligence, and enhanced supplier management tools. Higher pricing is offered for businesses with complex design and sourcing needs.

Additional Services – pay per use at \$1,275, including:

Implementation Packages: Tailored onboarding, training, and configuration services.

Integration Services: Seamless integration with existing enterprise systems.

Custom Advisory: Tailor AgileSourcing to unique business needs and provide consultation.

Analytics and Reporting Enhancements: Advanced analytics and reporting capabilities.

### Basic-Tier Membership - Suppliers

Supplier Subscriptions at \$150:

Monthly subscription plans for fabric suppliers and apparel manufacturers to market their products and services to fashion designers on the platform. The tiered packages are provided according to the level of marketing scope and tools.

Supplier Promotion Services - additional \$50-100 monthly, including:

The add-on pricing is added to monthly subscriptions to boost visibility among fashion designers, including featured listings, targeted advertising, and lead generation programs.

Revenue Contribution.

The Company expects the monthly membership from designers and fashion stores to contribute 43% of total revenue, followed by add-on premium services from designers and fashion stores (33%) and monthly membership from suppliers (24%).

Start-up Investment.

The co-founding team anticipates investing \$150,000 into the start-up venture.

# CITATIONS LIST



## List All of Your Sources

- Please include URL and the page location it refers to.

Page 7:

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# APPENDICES TO INCLUDE

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## Mandatory Requirements to Include:

- Resumes (mandatory)
- Attach your Market Research Analysis Report (mandatory for Pioneer Program Graduates)

## Other items to include if applicable:

- Pictures of the products
- Letters of interest from potential customers
- Business Income Tax returns for past 2-3 years (for existing companies)
- Brochures and advertising materials
- Trademark and patent documents
- Industry and market studies
- Blueprints and plan
- Organizational chart
- Maps and photos of location
- Detailed lists of equipment owned or to be purchased
- Copies of leases and contracts
- List of assets available as collateral for a loan
- Any other materials needed to support the assumptions in this plan