



KONSCIOUS.

Sustainably United, Locally Guided

About Us

KONSCIOUX.
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Founder

I am Amy Alfred a 3rd year student attending the University of Guelph for Mathematical Science with a passion for sustainability and fashion. Recognising the negative impacts of the fashion industry and identifying a gap in the market, I wanted to build a dynamic platform that alleviates the vicious and continuous circulation of unsustainably made products in Canada.

Enactus and Team

Enactus is a global social entrepreneurship competition. It encourages and equip students to use business as an avenue to solve crucial social and environmental challenges. Koncioux is currently one of three projects of the Enactus student club on the University of Guelph's campus for the Fall 2023/Winter 2024 year.

OVERVIEW

Problem

The fashion industry is one of the five largest industries in the world (Bhogi et al., 2022) and is also one of the largest contributors to the negative environmental and ethical effects seen globally. The core issue our business aims to tackle centres around the fragmentation in the sustainable fashion market, specifically in Canada. Despite 92% Canadians saying they love having small businesses in their community only 13% do most of their shopping at small businesses (Canadian Federation of Independent Business, 2023). Local ethical and sustainable brands struggle to gain visibility and accessibility, as they are overshadowed by larger, conventional fashion entities, limiting consumers' awareness of these ethical alternatives. The lack of a centralized platform compounds this problem, leaving both consumers and local brands isolated in their pursuit of sustainable fashion choices. Our business recognizes this critical gap and seeks to address the challenge by offering a comprehensive solution that connects consumers with local sustainable brands while fostering a collaborative ecosystem involving various stakeholders.

Solution

The way the business would like to bridge the identified gap revolves around creating a unifying platform that addresses the fragmented nature of the sustainable fashion market in Canada. Our innovative solution entails the development of a heavily focused fashion online publication, a comprehensive database, and an intuitive app that harmoniously connects consumers with local ethical and sustainable brands. By integrating these tools, we aim to bridge the existing gap, offering consumers a centralized hub to explore, engage with, and purchase from sustainable brands. Furthermore, our platform fosters a collaborative ecosystem that extends beyond mere transactions, incorporating various stakeholders, organizations, NGOs, and sectors. This unified approach not only promotes sustainable choices but also cultivates an inclusive community, facilitating collective action and mutual support in the pursuit of a more ethical and environmentally conscious fashion industry.

CONTACT US

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