

# GALGA LION

“Affordable aesthetic to encourage wild  
creative mind” - Kymari



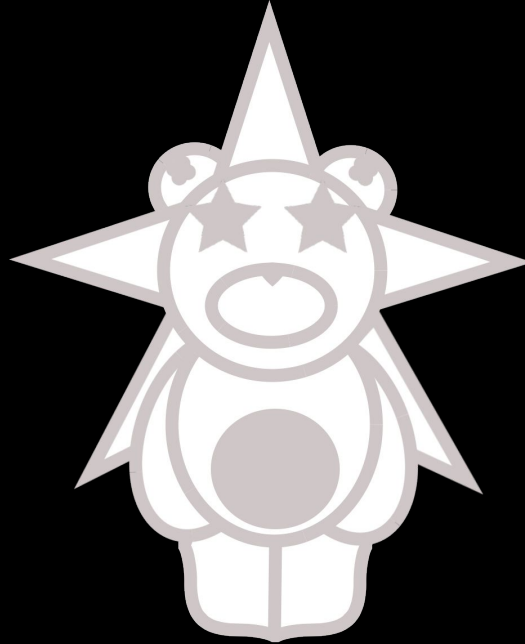
# STORY



- My name is Kymari Rhodes
- I am 15
- I am from East Oakland
- I wanted to create a brand that helps me cope with my issues and express my artistic aesthetic while being an advocate for my community giving back to the people who are in need.

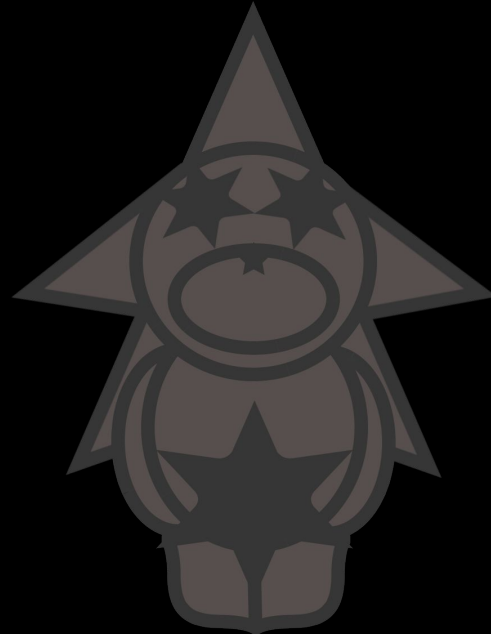
# PROBLEM

- The lack of creativity
- Scraping designs
- No Ambition
- A place to collaborate with artist.
- Affordable clothing



# SOLUTION

- Make multiple views of aesthetic clothing.
- Make people feel comfortable standing in different clothing.
- Create bonds with Galga Lion



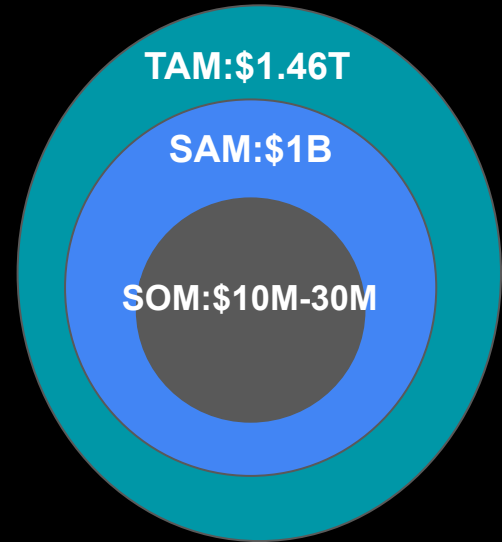
# MARKET

The Global clothing market is worth  
1.46T In year 2020



# TAM/SAM/SOM

- Tam: \$1.46T
- Sam: \$1B
- Som: \$10M-30M



# HOW IT WORKS

[Home](#)[Product](#)[GALGA CLOTHING](#)[About us](#)[Contact](#)

[ JUNGLE VERSEN x  
GALGA BLACK T- SHIRT ]



14.99

[BUY NOW](#)

[ SOULESS BEING x GALGA  
BLACK T-SHIRT ]



24.99

[BUY NOW](#)

[ SOULSTAR x GALGA  
FULL ZIP HOODIE ]

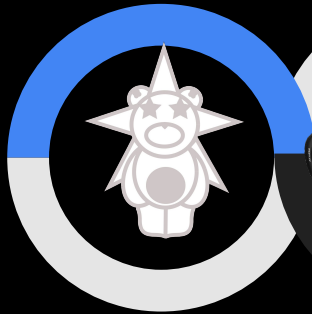


26.99

[BUY NOW](#)

# CUSTOMER JOURNEY

1. Marketing



2. Awareness



3. Comparing



4. Build Trust



5. Purchase





# BUSINESS MODEL

## PRICES OF CLOTHING

T-Shirt

\$14<sup>99</sup>

GALGALION SHIRT  
T-SHIRT

Zip Up Hoodie

\$26<sup>99</sup>

GALGALION UNIVERSAL  
SPLIT ZIP UP

Sweat pants

\$24<sup>99</sup>

GANGALION  
MANDINGO  
TRACK PANTS

# MARKET COMPETITORS

## MARKET POSITION



**GALGA**

VS



**BAPE**

# TEAM



Founder and  
CEO of  
GALGALION