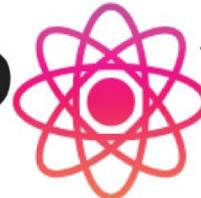


EmpowerALLS



Presented by: Carly Graverson
Reba Georgetown
Sharath Giri



THE MARKET



As the presence of women in traditionally male-dominated industries, such as construction and oil & gas, continues to grow, it is evident that protective clothing designed for men are not adequately suitable.



OUR PRODUCT

Empoweralls is the first female - centric safety clothing brand. Empoweralls is driven by the recognition that confidence and comfort are pivotal parts of job performance. Central to this is the belief that having the appropriate tools for the job is essential, and among these tools, properly fitting safety clothing stands out as a crucial part.



VISION

Vision



This product is for female chemists who are working in industrial manufacturing and engineering facilities, who are in need of flame retardant clothing, but only men's style clothing are available. Empoweralls has flame retardant clothing that is specifically designed with women in mind, that has cuts more flattering for the female frame. Unlike the current offerings of Dickies and Wolverine, which all are only offering the cuts for men, Empoweralls has worked with designers that have worked hard to make sure the flame retardant coveralls are tailored to women.

Target Group

Female chemists who work in industrial R&D

Needs

- Current fire retardant coveralls are built for men's bodies
- This product will enable women to be more efficient and comfortable in industrial chemical lab environments

Product

Flame retardant coveralls in Women's cut

Business Goals

- Become the primary supplier for a chemical company, such as Dow
- Move to retail and expand operations globally by 2025

Competitors

- Dickies
- Wolverine
- National Safety Apparel
- Wrangler
- strength - each of these have strong network connections
- weakness - do not cater to female bodies/chemists

Revenue Streams

Sale of women's cut FRCs driven by Value-Based pricing

Cost Factors

- Production cost
- Overhead cost for designers, Sales, Marketing and IT

Channels

- Account-Based marketing will drive establishment of B2B sales channels through corporate deals and by creating sales portal for SMEs using various CRM tools
- Followed by venturing into ecommerce retail space

STRATEGY

Problem-coveralls in men's cut only causing:

- chemical spills
- lack of confidence
- workplace harassment and mockery



Current Solutions

- rolling sleeves and pant legs
- women wearing less professional clothing

Our Solution
safety clothing in a women's cut

Our Unique Value
Empoweralls makes you feel safe, smart, and do it all while dressed as confidently as you deserve.



High Level Concept
The Ann Taylor for women's safety clothing

Our Advantage

- product made for women, by women
- combined over 30 years of industry research experience

STRATEGY



Early Adopters

- 21 to 40 year old women
- Early career lab technicians in engineering and science industries
- Well known engineering industry small and medium enterprises



Channels

- Business to Business sales through corporate partnerships
- Sales portal for small and medium enterprises
- Future ventures into e-commerce retail space



Cost Structure

- Production cost
- Overhead cost for designers, sales, marketing, and IT



Revenue Streams

- Sale of women's safety clothing driven by value-based pricing



Objective

Become the trusted brand of safety clothing for women



Key Result

\$1 million in sales revenue in the first 2 years of business

ROADMAP

NOW



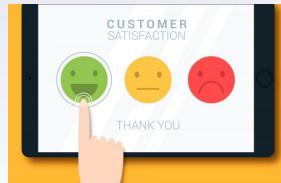
The user will feel like the product she is wearing fits her body. She will have the ability to work more efficiently at work while feeling comfortable.



NEXT



The user will be able to choose how the product expresses her personality while she completes her job.



LATER



The user will be able to dress for the job she wants, while efficiently performing the job she currently has. She will feel empowered to work in the lab comfortably while still wearing high quality, business appropriate clothing.



DISCOVERY



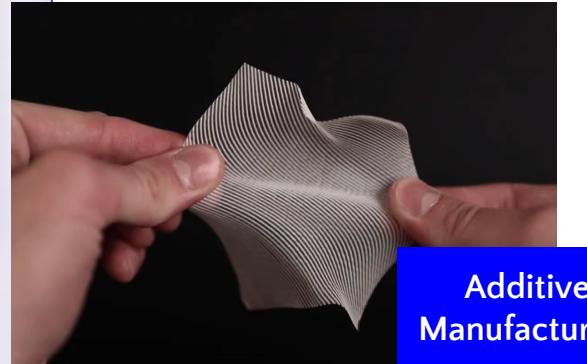
Customer Interview

- Tell me about the fit of your current overalls
- Have you experienced safety issues or inconvenience due to your current safety clothing?
- How comfortable is your safety clothing? Does it make you feel professional?



User Prototyping

- Initial coverall designs tested by women in simulated work environments
- Quick production of various coverall types to figure out where users want must have features (buttons, pockets)



Value Testing

- Value creation for women is the center of the Empoweralls
- Can women picture themselves switching from their current safety clothing to our solution?



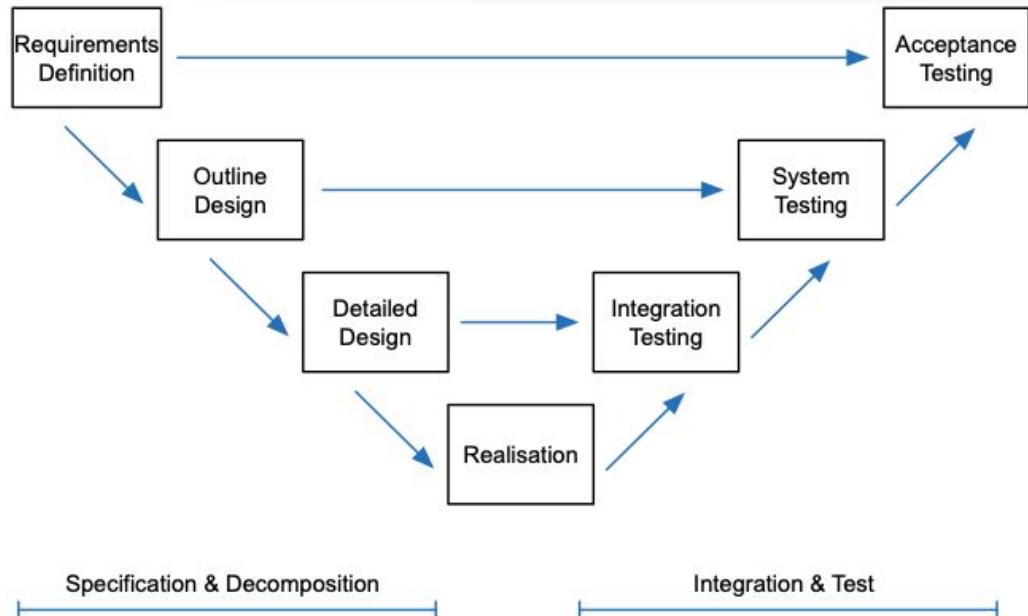
DELIVERY



Systems Engineering

-define requirements based on customer needs and safety standards in decomposition

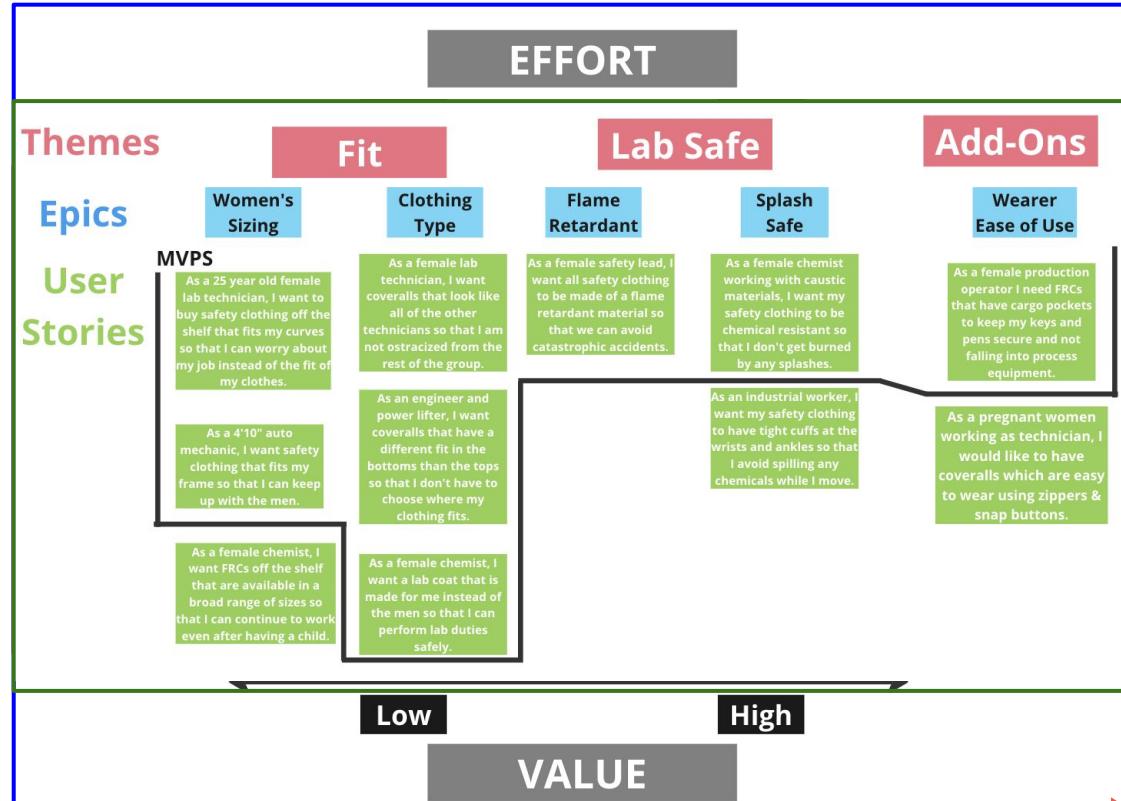
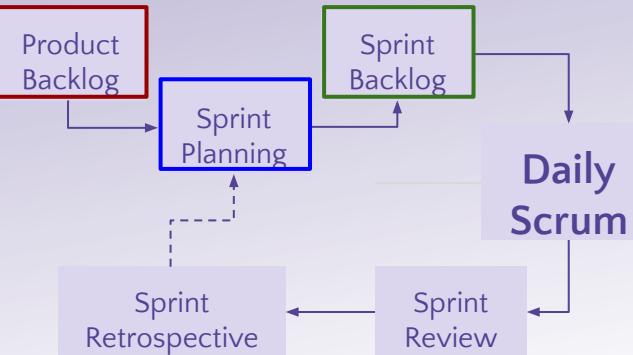
-matching integration phases ensure that the product meets all requirements



DELIVERY



Agile Scrum



GO TO MARKET PLAN

Our Unique Value

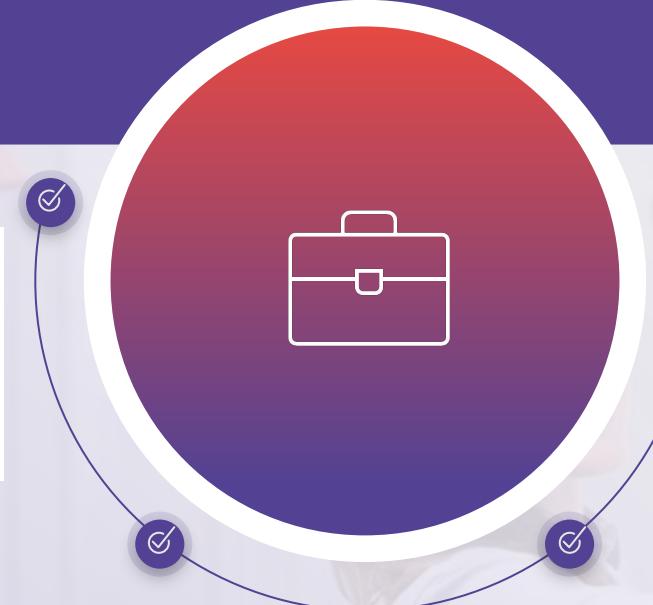
Empoweralls makes you feel safe, smart, and do it all while dressed as confidently as you deserve.

Made For

21 to 40 year old women in engineering and science, oil fields, and mechanic shops

In a \$2 Billion Market,

where 25% of flame retardant safety clothing is coveralls and NONE are made specifically for women



Empoweralls clothing meets industry safety standards and passes quality control testing
AATCC Method 42, ASTM F903, NFPA 701 & 2112

Developing a Strong Brand, through competitive corporate and group pricing via corporate agreements, e-commerce, trade shows, and vendor catalogs.

Providing Top Tier Customer Support

through hassle free returns and exchanges, robust sizing guides, and easy to use email and chats with real employees.

DATA DRIVEN INSIGHTS



Plan the Campaign

- Provide 10% off code for filling out post-sale survey
- Ask information regarding customer profession
- Allow customer feedback for future product types
- Collect catalog purchase information for future industrial partnerships

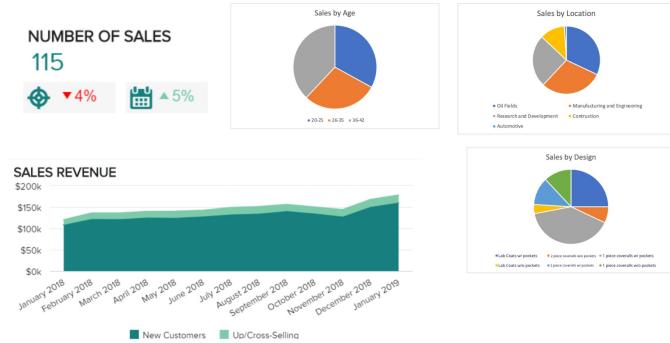


Activate Data Channels

- Launch e-commerce survey
- Collect industry data from sales to small and medium enterprises
- Pull information from existing market data



Data Visualization



Enable Change

- Forge and reinforce connections with highest revenue industries
- Continue marketing high selling products with emphasis placed on relevance to a target industry



VALUE: Maximize the product sales dependent on customer industry or profession

EMPOWERALLS IN 4.0



Big Data Analytics:

Empoweralls will use big data analytics to determine what features are most relevant to our design and sales based on market data as well as relevant company data that comes from our target customers



Cybersecurity:

Will be used protect sensitive customer data & the designs and features that makes our safety clothing unique compared to competitors like Dickies or Wrangler

EMPOWERALLS IN 4.0



Edge Computing:

Used to provide resources for chemical and oil companies to keep their employees safe by implanting sensors into Empoweralls safety clothing which will detect potential falls or health emergencies using captured data



Cloud Computing:

Empoweralls will use cloud computing to maintain IT infrastructure at much lower cost which allows enables scaling up option with high flexibility

EMPOWERALLS IN 4.0



Augmented & Virtual Reality:

AR/VR will be used to let customers virtually try our products and gain confidence



Robotics & RPA:

Using RPA tools Empoweralls will create bots which will address majority of the concerns from the customers via webchat, call or emails without having them to wait for too long.

EMPOWERALLS IN 4.0



Blockchain technology:

Consortium Blockchain technology will be used to maintain contracts and all the transactions made between Empowerallz and the business client



Platform Technology:

Empowerallz will develop an integrated platform that has a customer portal that allows users to track orders

PRESS RELEASE & CUSTOMER STATEMENTS

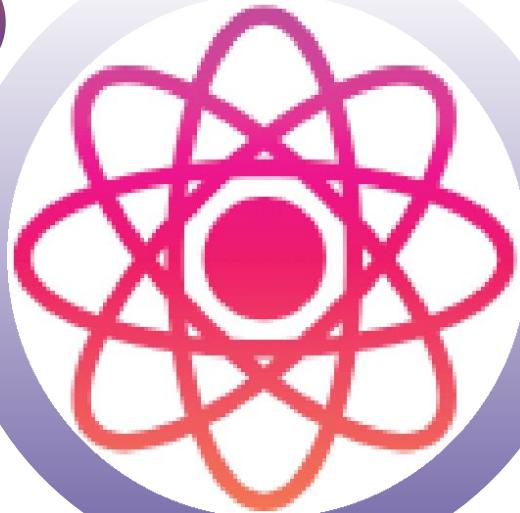
Houston, 28th Nov 2023 – Empoweralls, a Houston based start-up, today launched a apparel collection for females who are working in industrial manufacturing and engineering facilities, who are in need of flame retardant clothing, but currently only men's style clothing is available. Unlike the current offerings of Dickies and Wolverine, which all are only offering the cuts for men, Empoweralls has worked with designers and is proud to announce the launch the flame retardant coveralls which are tailored to women. Wearing apparels which are not of correct shape and size not only leads to discomfort but also has an impact on confidence level and limits one to express themselves. This is a constant struggle which female chemist working in industrial manufacturing sector has to face as the current supply of apparels only cater to men.

Empoweralls has worked with renowned designed and with many women in the industry to understand the requirements to launch this collection of apparels which cater to women. Comfort, safety, easy of wearing & removing, different shapes, colours, patterns and sizes were the core threads which weaved this collection. Not only does Empoweralls allow women to be confident, safe and professional at work space but also express themselves. All the products of Empoweralls are very easy to use and they all come with a feature guide which pictorially demonstrates the use of every feature. Since women requirements is the fundamental issue Empoweralls is addressing, any issue with shape or size of any apparel can be requested for an exchange at no cost through our online portal.

“My sleeves were always folded at work and not because I was doing some heavy lifting at work but because my coveralls were always too big for me. After using Empoweralls my confidence increased tremendously and feel so comfortable to express myself. Empoweralls not only supports my body shape but also made my restroom visits so much more comfortable. Thank you Empoweralls” – Katrina Kaif, Empoweralls user.

“As a woman myself and coming from a male dominated industry, I totally understand the physical and psychological issues faced by female chemists in industrial manufacturing. This presented us with a profitable, sustainable and sociable opportunity. I am proud of the whole Empoweralls team which worked with individuals on ground to understand the problem and deliver a solution which is embraced by all.”

– Daisy Duck, COO – Empoweralls.



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ANY QUESTIONS?

