

Funding Application

Business Name:	Baby Hatty																				
Business:	Making custom shower hats for babies																				
Team:	Amanda Kelly																				
Capability:	Creative design and stock management																				
Funding requirements:	\$ 25,000.00																				
Reason for funding:	<p>I need to increase my output capacity because I am struggling to keep up with my orders.</p> <p>I will need to improve my marketing strategies, employ two extra staff and rent a bigger place to store my products.</p>																				
Turnover (2019-2021):	<table border="1"> <thead> <tr> <th></th><th>2019</th><th>2020</th><th>2021</th></tr> </thead> <tbody> <tr> <td>Q1</td><td>15K</td><td>45k</td><td>120k</td></tr> <tr> <td>Q2</td><td>20K</td><td>80k</td><td>145k</td></tr> <tr> <td>Q3</td><td>30K</td><td>100k</td><td>135k</td></tr> <tr> <td>Q4</td><td>50k</td><td>90k</td><td>125k</td></tr> </tbody> </table>		2019	2020	2021	Q1	15K	45k	120k	Q2	20K	80k	145k	Q3	30K	100k	135k	Q4	50k	90k	125k
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Q4	50k	90k	125k																		
Time in industry:	3.5 years																				
Competitors:	https://www.kiddiecountry.com.au/																				
Ratings: out of 5																					
Founder:	2																				
Industry:	1.2																				
Traction:	1.1																				
Gut:	0.5																				

Baby Hatty

My name is Amanda. Hatty Baby has evolved since having my first child. I design cute shower hats for babies to ensure that showering your baby is as easy as 123. Protect your baby or toddler's eyes from shampoo and water. When washing your baby's hair, water will not run to the baby's face.

Shower hats in bright colours & stylish designs which can also be used for sun protection and hair cuts!

Please visit my website: babyhatty.com

