



Serendipity

**MORAL  
HIGH FASHION**

[www.serendipity.garden](http://www.serendipity.garden)



# CONSCIOUSNESS CALLING



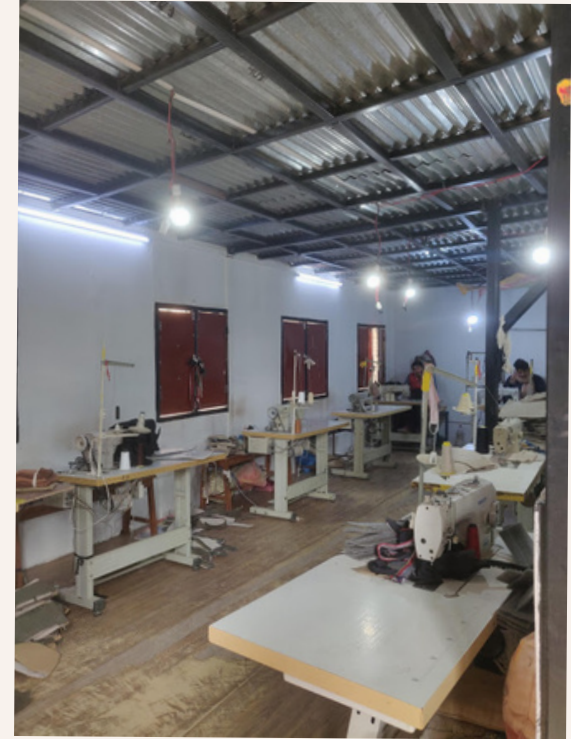


# Nepal & Hemp



**2021- Nepal exported \$97.2k in Hemp Fibers**





# Hemp Room







Our Product





Our Product





Our Product



85 %

of all textiles end up in  
landfill every year

2nd

largest consumer  
of the world's  
water supply

FASHION INDUSTRY

It pollutes the  
ocean with  
microplastics

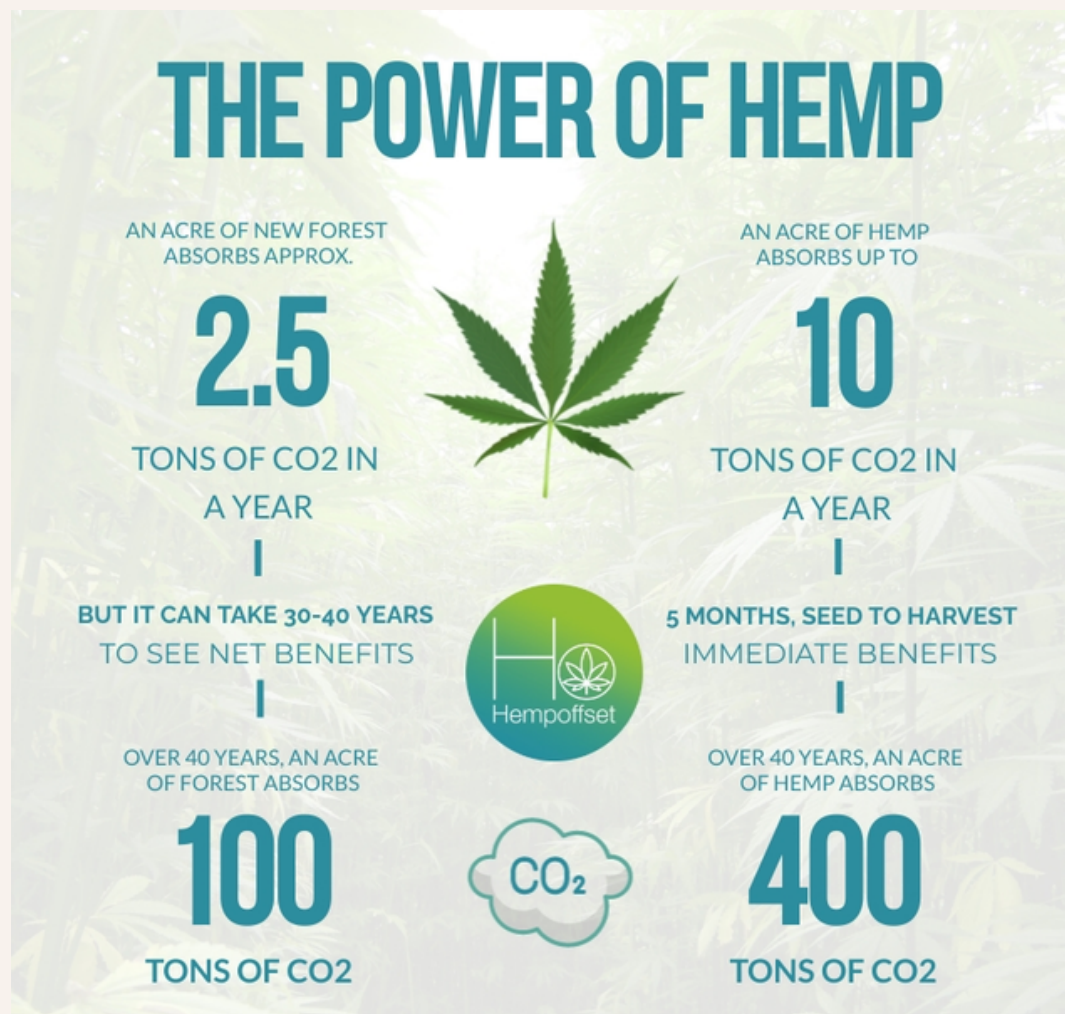
10%

of all of the world's  
carbon emissions

**FAST FASHION MADNESS**

Source: <https://gpn.greenpeace.de/konsum/fast-fashion-muss-aufhoren/>





Hemp May Be the World's  
**Most Sustainable Crop**

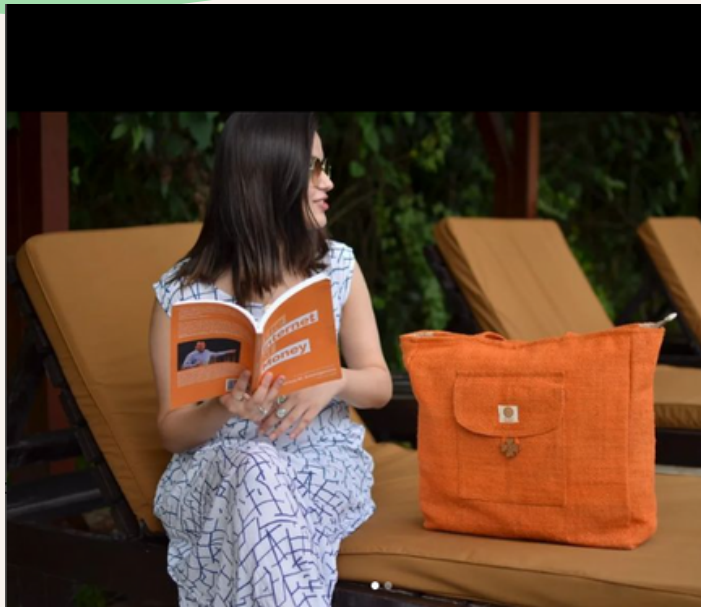


# Our Solution

Fashionable,  
Functional and  
Durable

High-Quality  
Natural  
Fabrics Bag

Customisation for bulk  
orders



Beneficiaries

Sustainable Sourcing  
and Fair Wage



# WHY NOW?



## FACTS AS EXAMPLE:

67% of companies have started using more sustainable materials, such as recycled materials and lower-emitting products. - Deloitte

## IN ADDITION

Our product respond an environmental sustainability growing trend that have been arrived to stay in the routine of consumers.



# Persona



**ASHMA**  
**- PROJECT MANAGER -**

## ABOUT ME

Ashma is a 26 year old corporate employee who tends to use various sustainable products everyday.

## MOTIVATION

Ashma is self aware and also follows various sustainable pages. she believes that we can change the world - STEP BY STEP.

## INTERESTS

Slow fashion ☐

Creativity ☐

Sustainability ☐

## HOBBIES

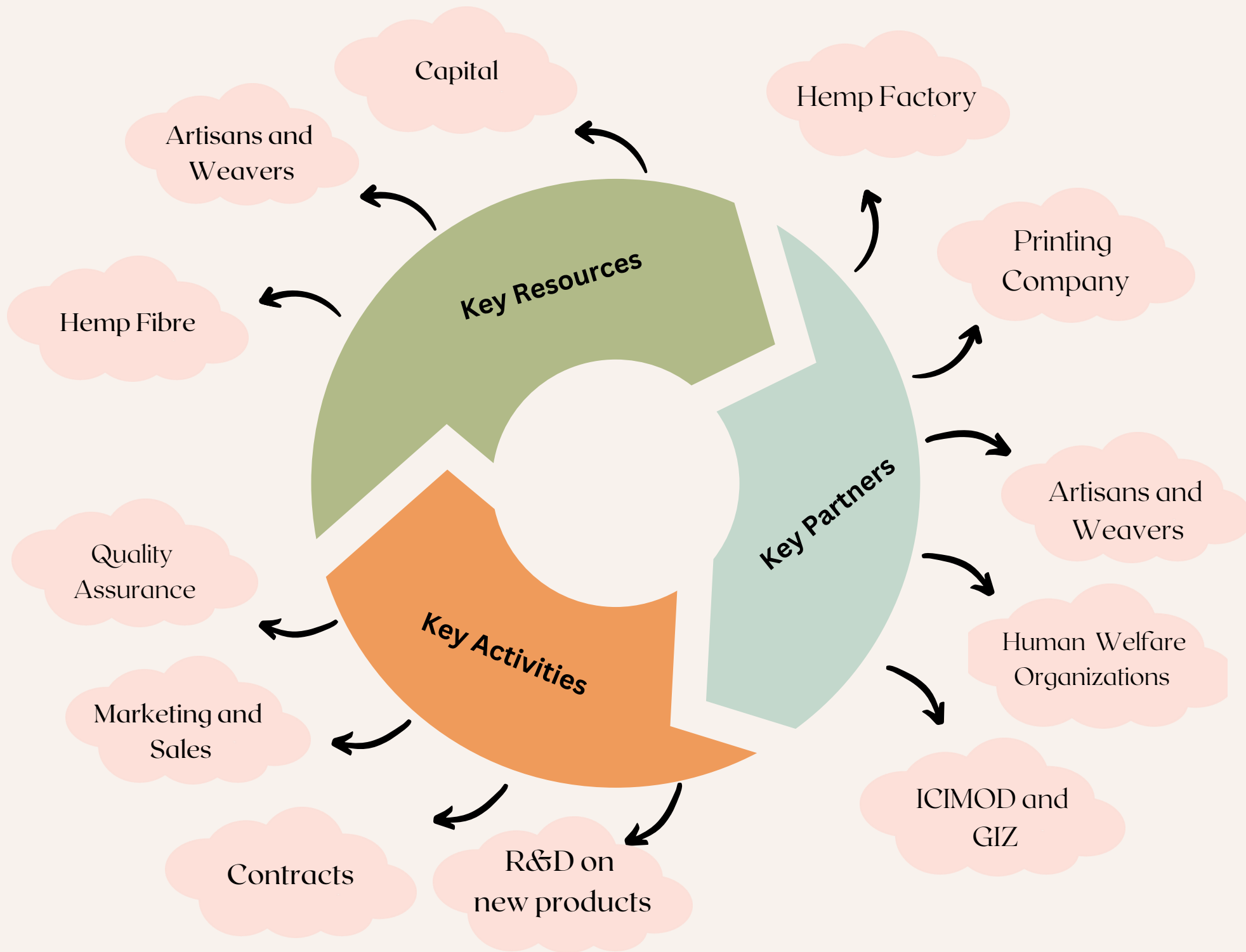
Travelling  
Reading  
Painting

**"IF NOT NOW THEN  
WHEN?  
IF NOT YOU THEN  
WHO?"**

## FAVORITE BRAND

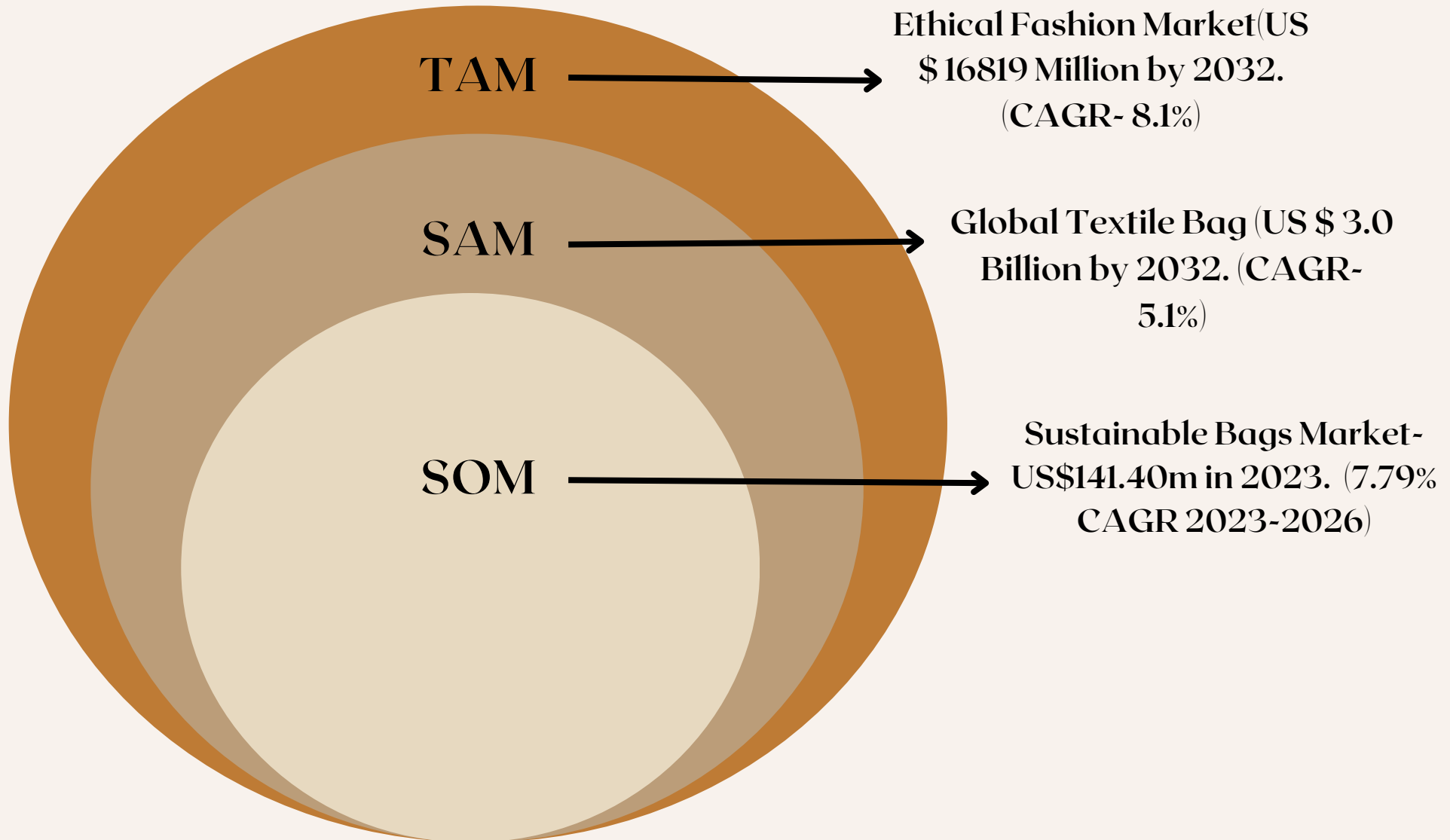








# Market Size





# Competitors

KOLPA

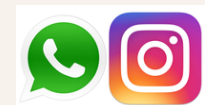
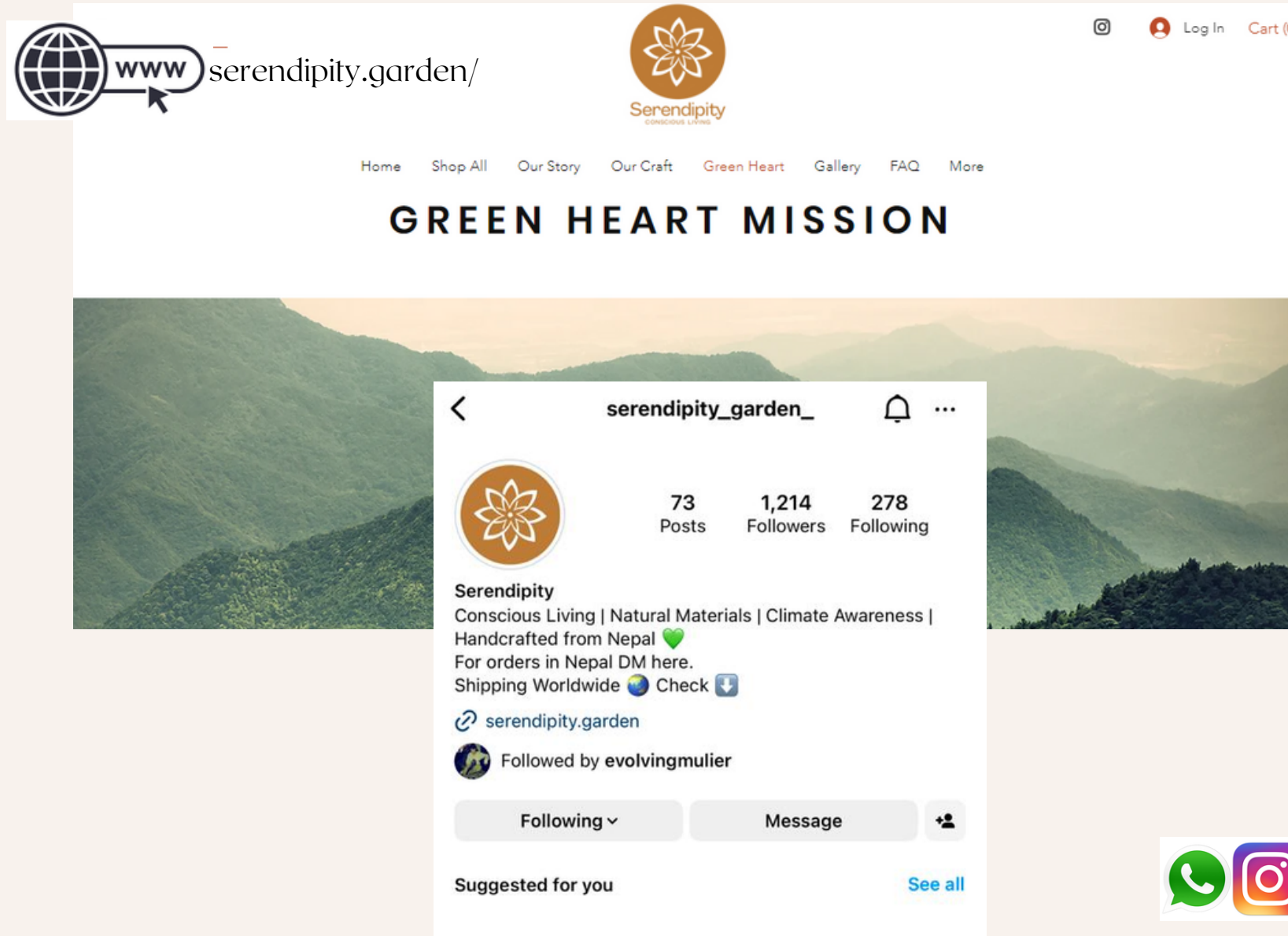


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# Customer Channels

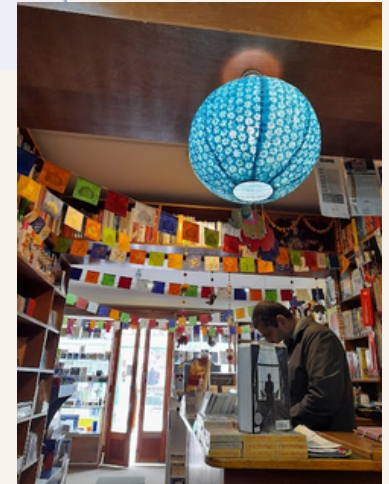
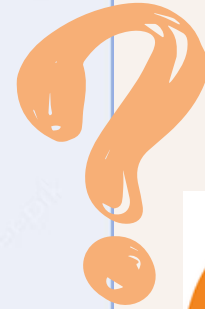
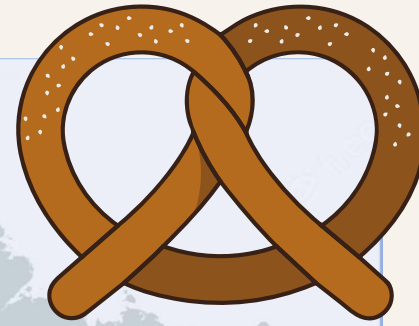




# Customer Channels







## Personal Networks, Trade Fairs



# Relationship with Beneficiaries

Physical (In person visit) with Local craftspeople

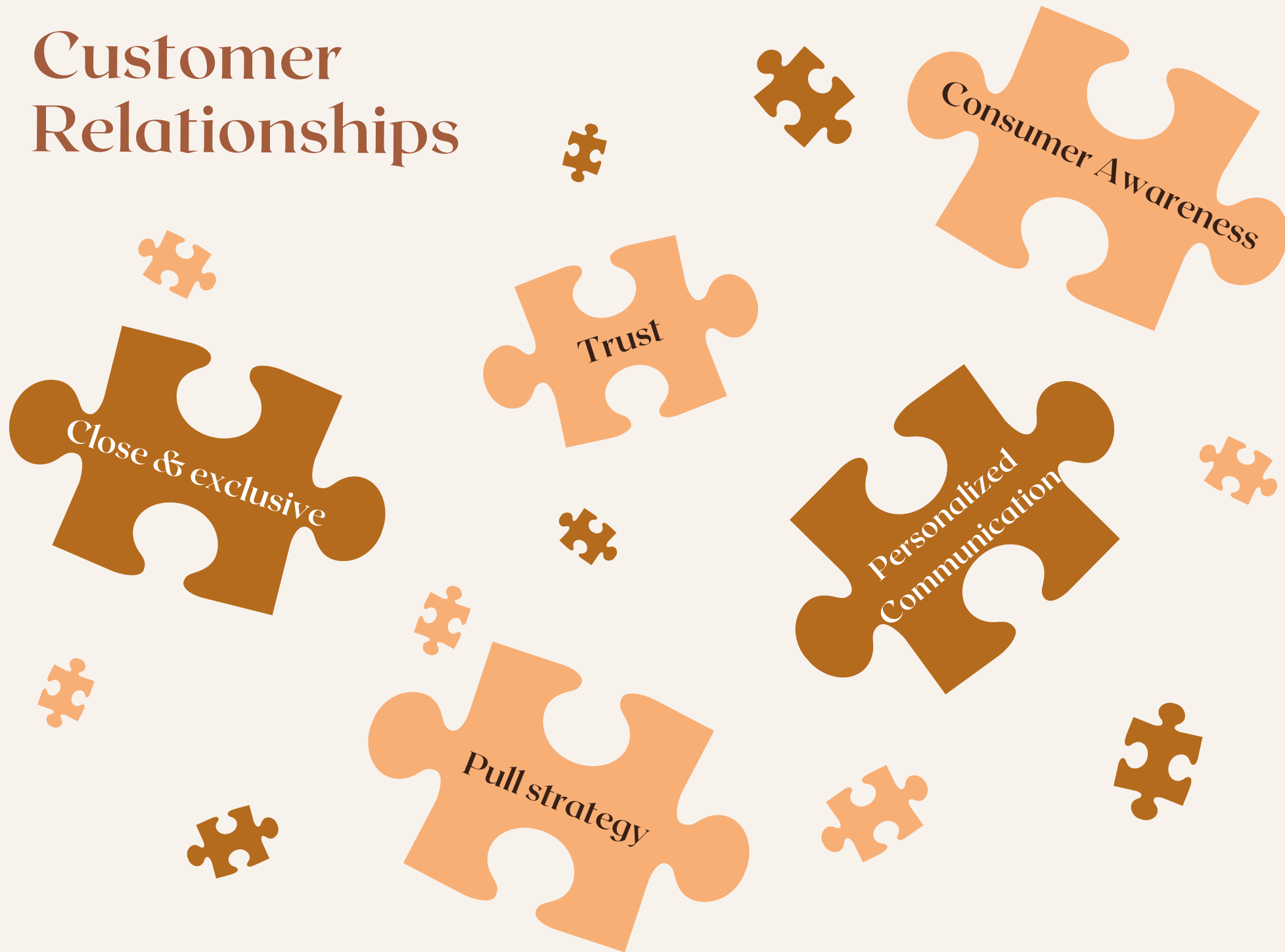
Middle person with Farmers



Trust

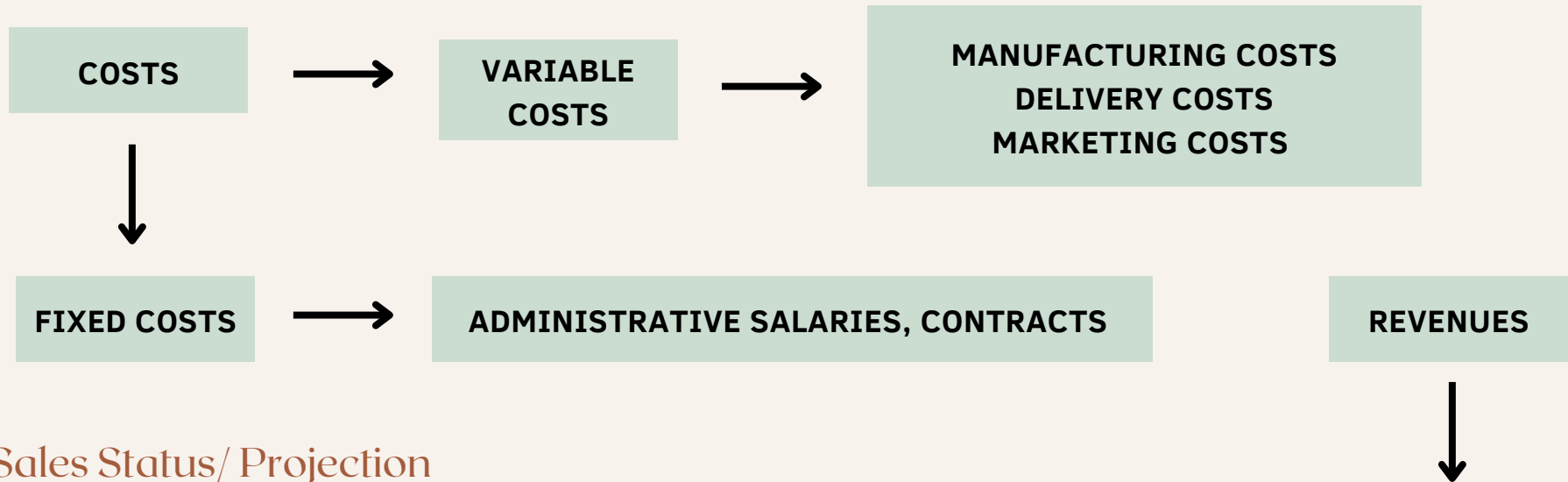


# Customer Relationships





# Financial Sustainability



## Sales Status/ Projection

2022- July 2023	Aug 2023- Dec 2023	2024
1000 bags	1000 bags	6000 bags



## Profit Margin

30-50% based on the category of the bag

**8** DECENT WORK AND  
ECONOMIC GROWTH



Fair Wage

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Fair Sourcing;  
Research and use of  
Natural fibre

**13** CLIMATE  
ACTION



Climate Advocacy

**Sustainable Development Goals**



# Interviews



**Marco, 38**  
**Italy**

**Anastasia, 31**  
**Italy**



**Jacques, 21** **Simon, 22**  
**Belgium** **Belgium**



**Vlada, 25, Spain**



**Tom, 25, UK,**

# Online Interviews

## 8 Questions

### Eco- mindset

#### Sustainability Survey and feedback

Hi All

We are the group of students who are working on sustainable business model canvas at **Technical University of Munich, Germany** and need your little help to get sustainable mindset about our business model and awareness.

For more you can visit our website:

<https://www.serendipity.garden/>

daniela7olivera@gmail.com [Cambiar de cuenta](#)

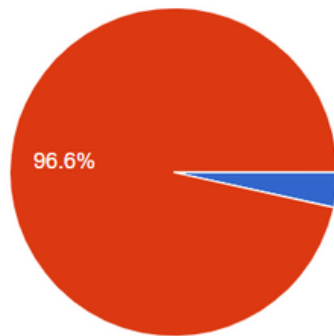


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# Sustainability Survey

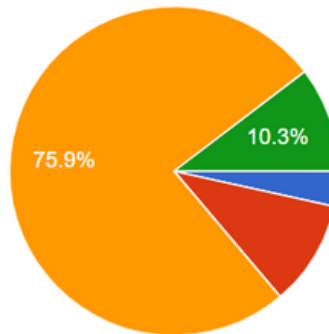
What is your view on sustainability in today's world?



- A passing trend with little significance.
- A vital concept for the present and future well-being of our planet.
- An outdated concept with no practical applications.
- A term used only by environmental activists.



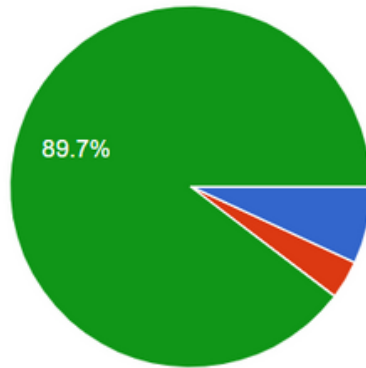
What is "Slow Fashion"?



- A fashion trend that involves wearing clothing at a slower pace.
- A term used for fashion designs that are outdated and no longer in style.
- An approach to fashion that emphasizes conscious and sustainable practices.
- A type of fashion that focuses on fast-paced production and quick consumption.

# Sustainability Survey

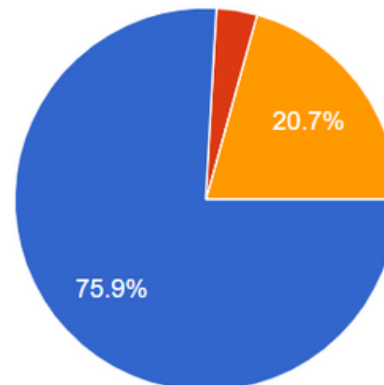
What do you know about exploitative practice of "Fast Fashion"?



- A sustainable and ethical approach to fashion production.
- A business model that focuses on creating durable and timeless clothing.
- A practice that promotes fair wages and safe working conditions for garment workers.
- A system characterized by rapid production, low-cost garments, and often unethical labor practices.



Are you willing to try for premium sustainable products made up of Hemp fiber?

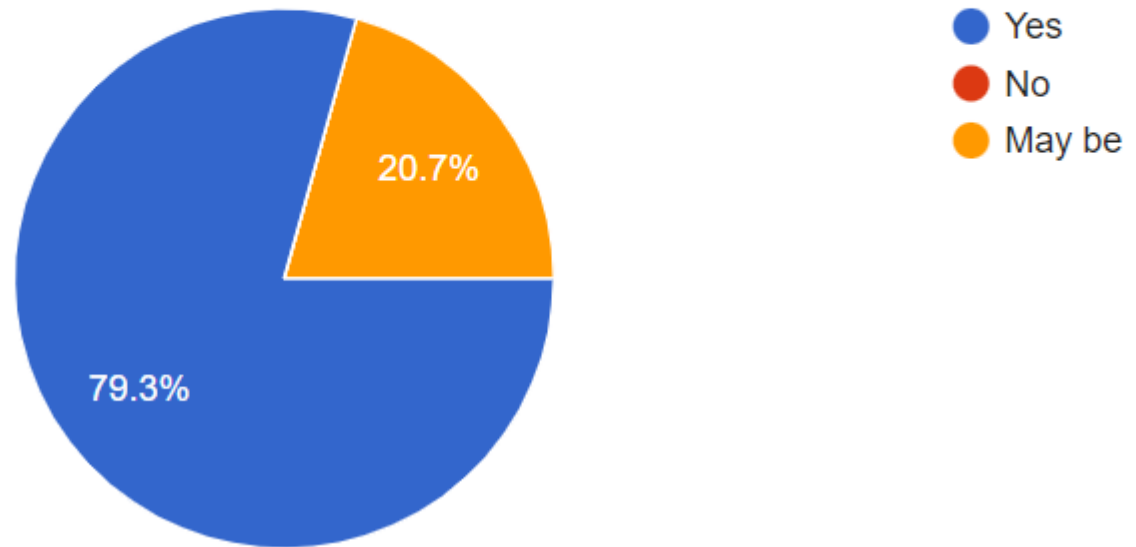


- Yes
- No
- May be



# Sustainability Survey

Would you adopt sustainable fashion if choices are available?







52 €



49 €

Munich  
Market  
Analysis

39 €







10 €

## Munich Market Analysis



140 €



39 €



32 €



# Munich Market Analysis





# Creative Team Members



**Princi**

**CEO  
MBA**

**Eswar**

**CTO  
MBA**

**Afomia**

**CTO  
Engineer**

**John**

**CFO  
MBA**

**Daniella**

**Biologist  
support**

**Akash**

**Materials  
Engineer**

# Call to Action/Help

International Sales  
Logistics/Delivery  
Invested Investment





**"EMBRACE EARTH'S THREADS,  
HEMPILY EVER AFTER"**