



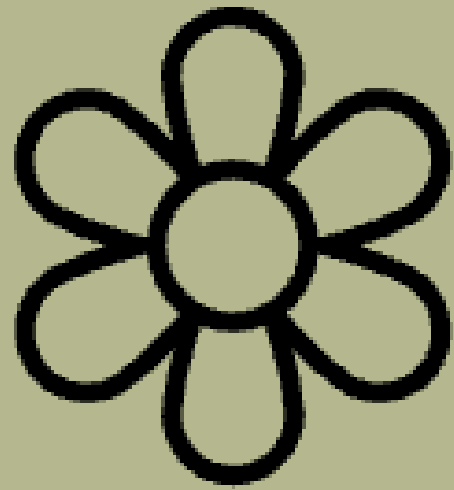
# WILT & WATER

IMPROVING MENTAL WELL BEING  
THROUGH REPURPOSED FLORAL  
WATERCOLORS

Maddy Kmiecik & Sambhav Lamichhane

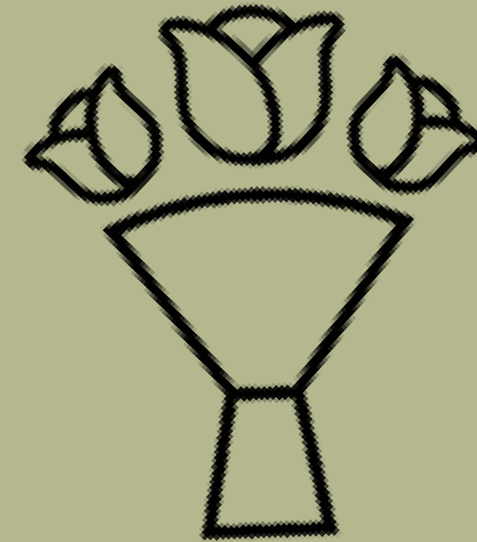


- FLORAL WASTE



**41.18 M lbs**

**OF FLOWERS GO UNSOLD  
FROM FLORISTS ALONE**

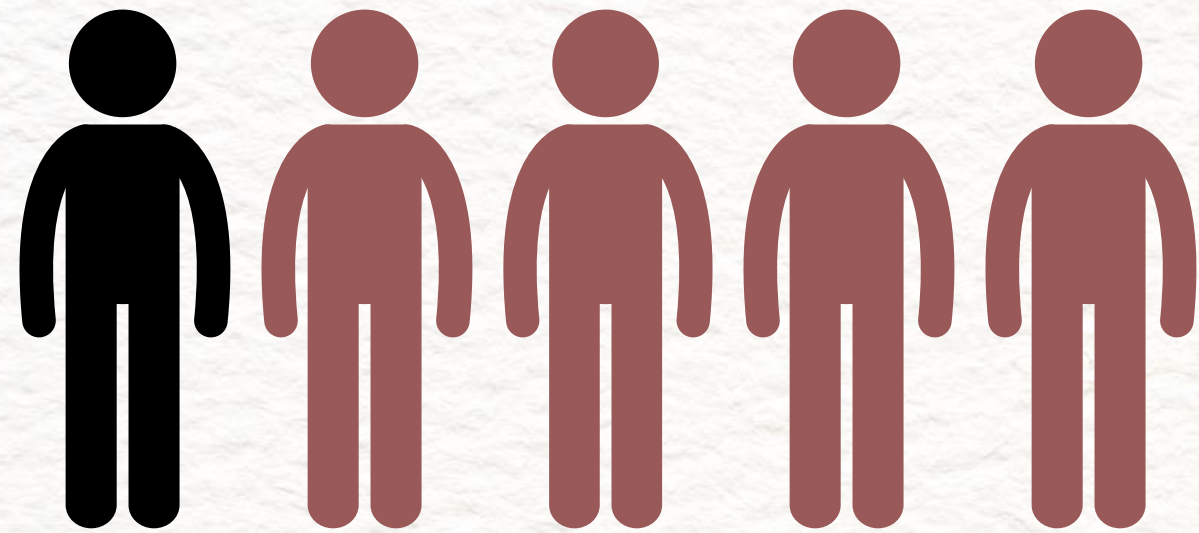


**45%**

**OF ALL FLOWERS GROWN ARE  
THROWN OUT BEFORE BEING  
SOLD IN THE US**

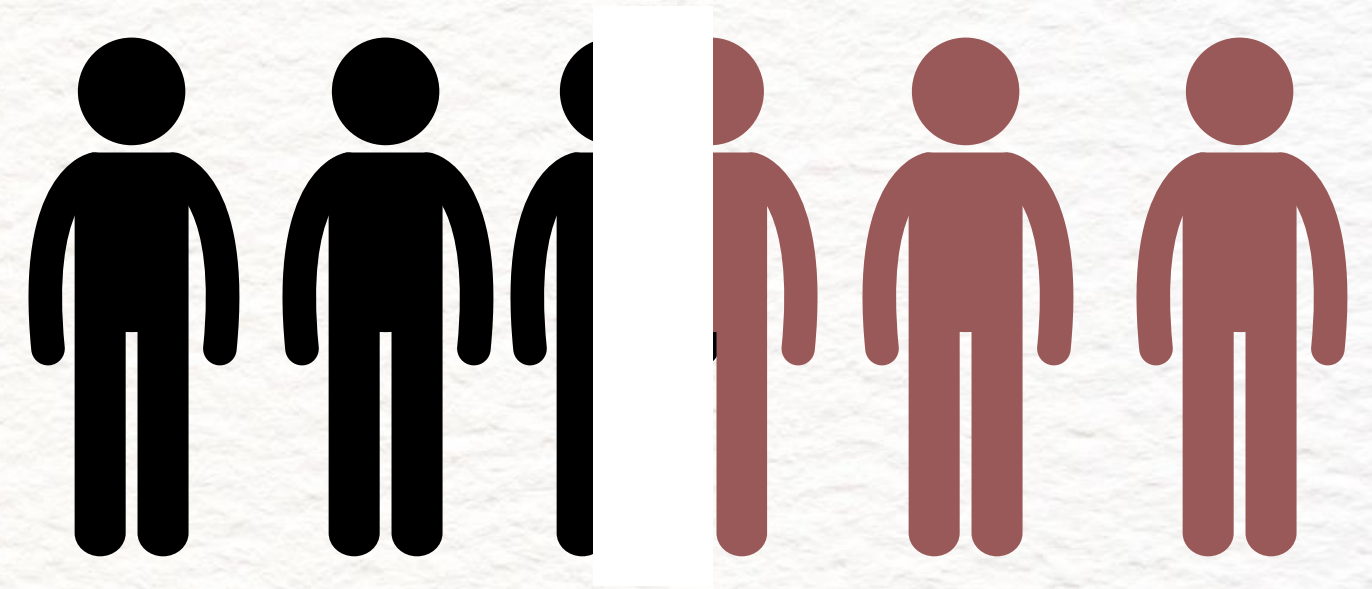


## 2. MENTAL ILLNESS



**1 in 5**

**AMERICANS SUFFER  
FROM MENTAL ILLNESS**



**50%**

**OF TEENAGERS DEAL WITH SOME  
FORM OF MENTAL ILLNESS**



# WHO DOES IT IMPACT?



Those struggling with  
mental health:

Many people face daily challenge like anxiety  
and depression that contribute to their mental  
state

Floral Shops:

Financial loss, additional cost of inventory  
management and disposal

Environment:

Squandering value of resources, additional  
waste



# WILT & WATER







# Our Mission

Repurpose floral waste into  
eco-friendly watercolors to  
promote mental well-being



# VALUE PROPOSITION



Repurpose floral waste



By making eco-friendly  
water-colors



Promoting mental  
well-being





# Art Therapy

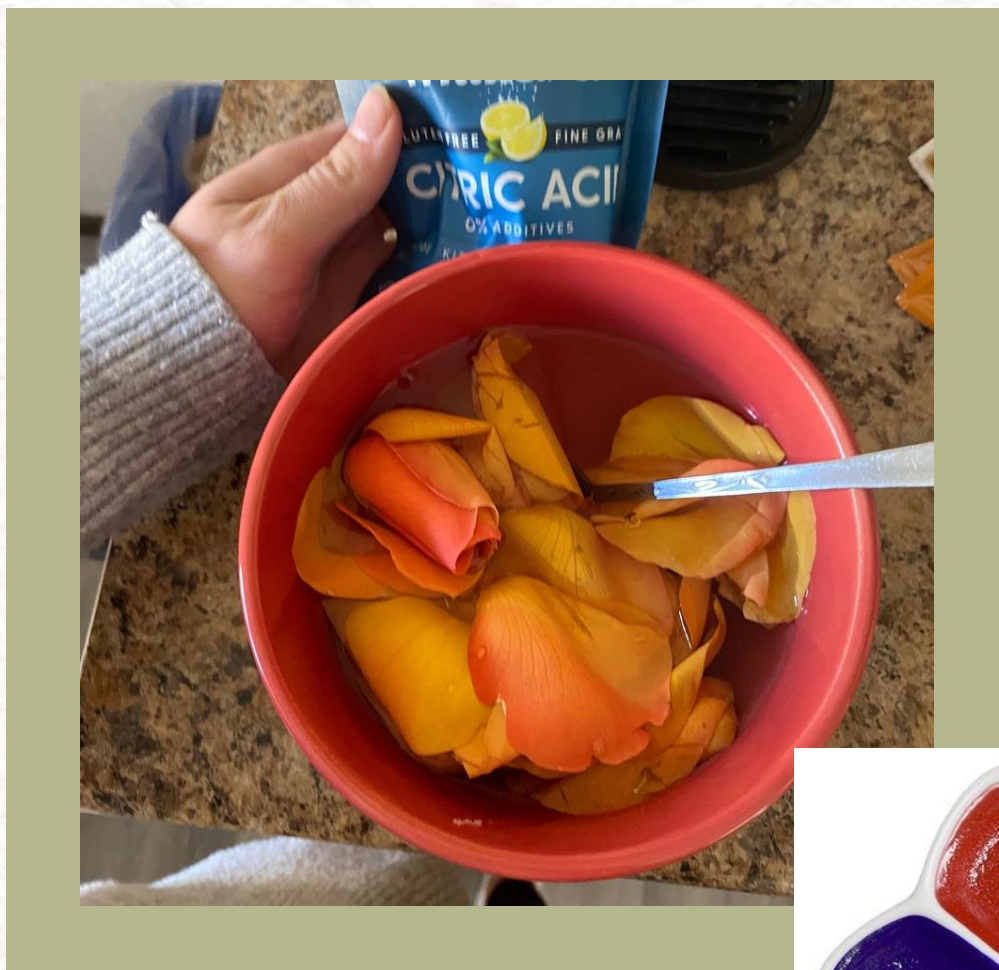
**81%**

**EXPERIENCE BENEFITS AFTER A  
SESSION OF ART THERAPY**





# THE PROCESS





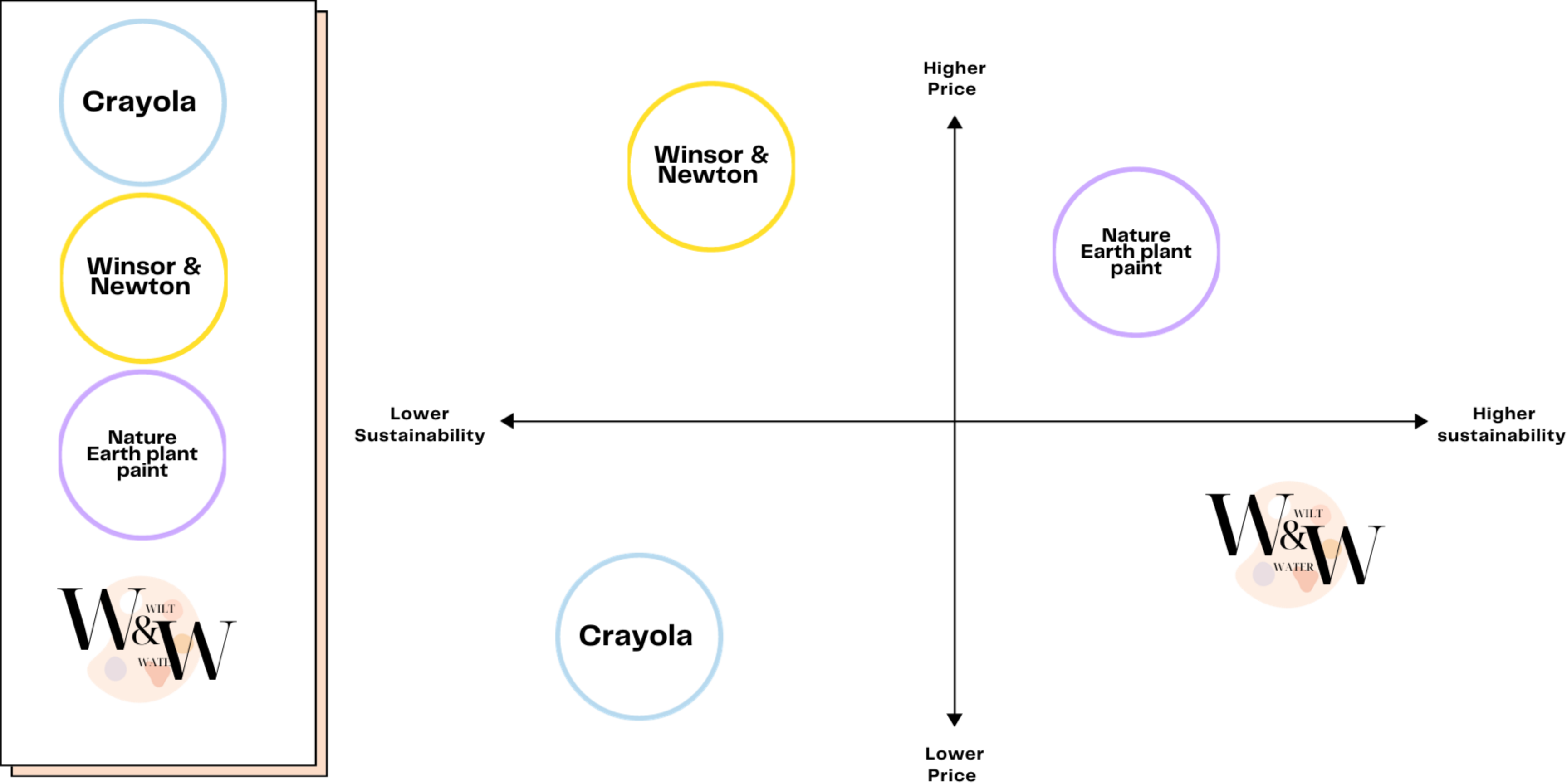
# Compelling Advantage

- Safe for all users
- Sustainable
- Promotes mental wellbeing
- Give back to the community



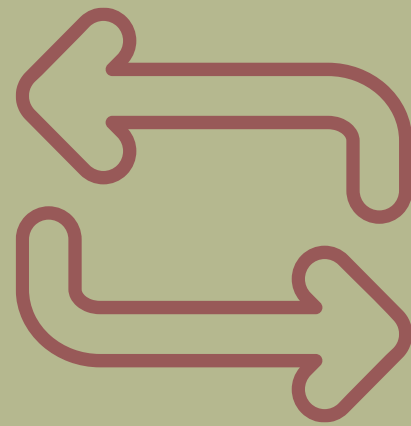


# Competitive Analysis





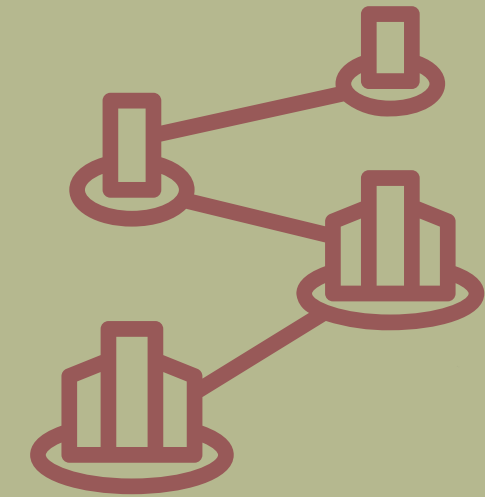
# Business Model



Obtain the flowers for free  
from the sellers



Partner with schools and  
organizations to promote  
mental health practices

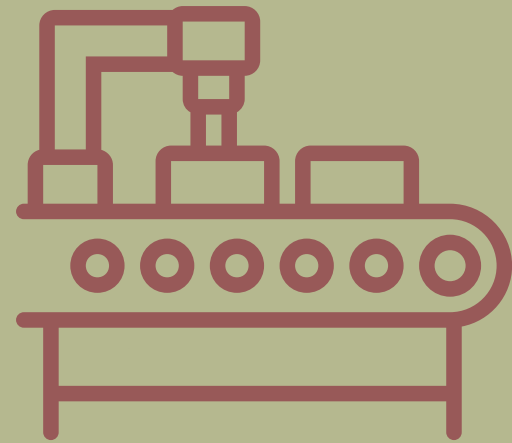


Introduce it to grocery stores  
and supermarket





# COST



**\$4.30**  
**Cost**



**\$11.00**  
**Selling Price**



**60.9%**  
**Gross Profit**





IDEAL CUSTOMER:  
LISA



# Market

- Adults and kids suffering from mental health issues
- Nursing homes
- Schools
- Mental health organizations
- Disability centers





# Market - Quantified

## TAM

\$11 selling price \* People who need care for mental health or are in old age home

$\$11 * 93,893,216$

## SAM

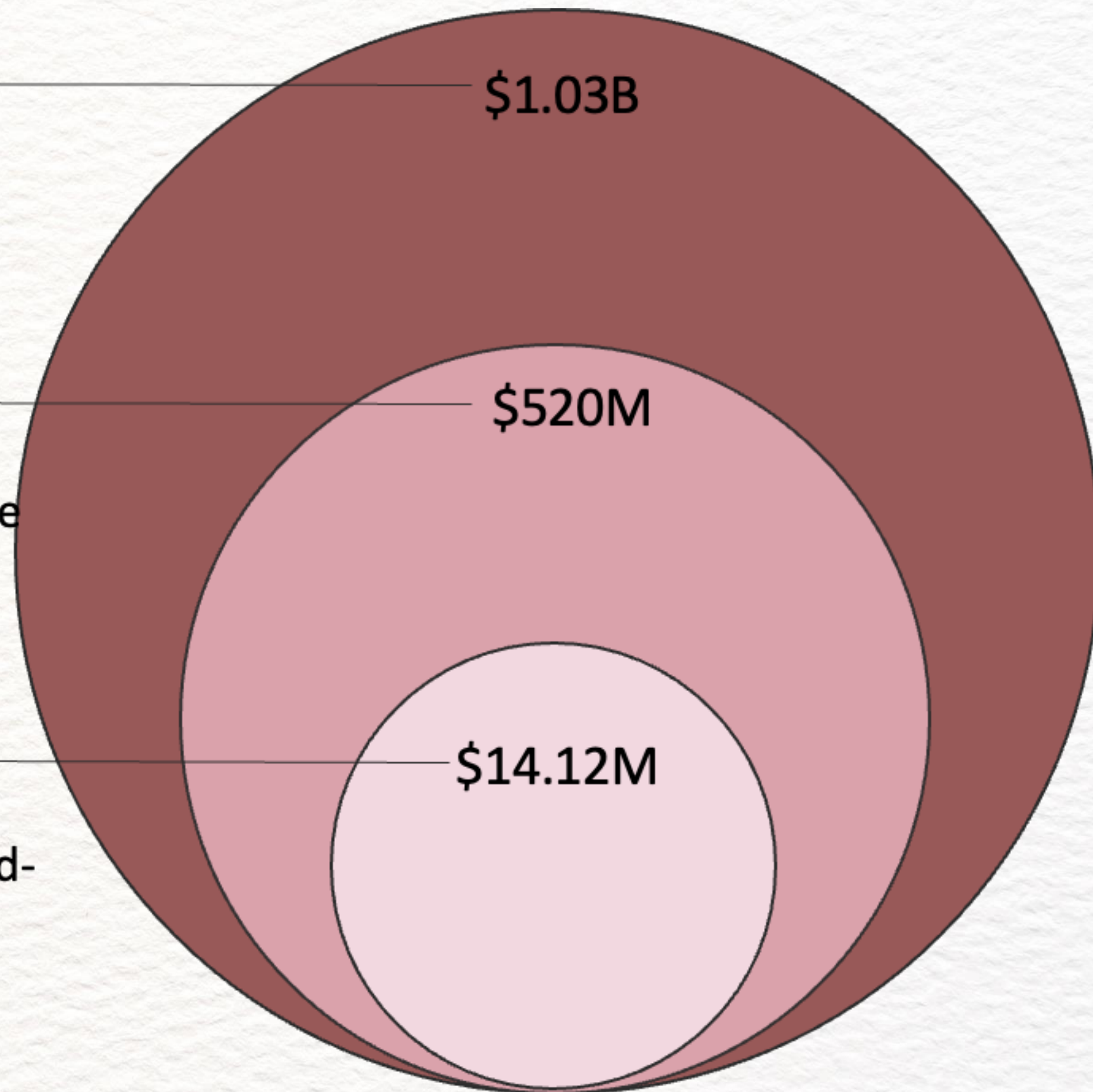
\$11 \* People who are actually getting help or in old-age home

$\$11 * 47,336,108$

## SOM

\$11 \* People in Minnesota getting mental help or in old-age home

$\$11 * 1,284,046$





# SOCIAL IMPACT?



## Mental Health Impact

Creating a product curated to benefit mental health and donating products to mental health institutions

## Environmental Impact

Repurposing floral waste and prioritizing our biggest stakeholder, the Earth!





## Maddy Kmiecik

Co-founder & CEO  
Owner of Centerpeaces  
Schulze innovation Scholar  
Entrepreneurship & Marketing  
Majors



## Sambhav Lamichhane

Co-founder & CFO  
Salesman & Marketing Intern  
Served as First-Year Class  
President  
Finance & Data Analytics Majors



# Thank You!

From blooms to brushes cultivating calm with every stroke

