



RHBHacks Hackathon Pitch Deck 2023

We Mean Green (WMG):
“Live green anytime, any day.”

About Us

- WMG, also known as **We Mean Green**, is a team that focuses and prioritises on repurposing preloved materials and/or clothes to a new and usable object for the community!
- We are working towards the Singapore Green Plan 2030, which aims to heighten awareness about sustainable living to possibly achieve a long-term net zero emissions as soon as viable!



Our Team



Abdul Hairudin

Chief Executive Officer

Responsible for going through administrative matters and oversees general operations.

Idealistic



Pride



Our Team



Arinah Adaha

Marketing Executive

Responsible for ensuring that marketing operations are smooth and refined.



Ryan Ziqri

Product Design Executive

Responsible for the designing of products and ensuring they are of guaranteed quality.

Passionate

Goal-oriented

Our Team



Siti Aishah

Sales Executive

Responsible for the consistency of successful sales and accuracy of sales records.



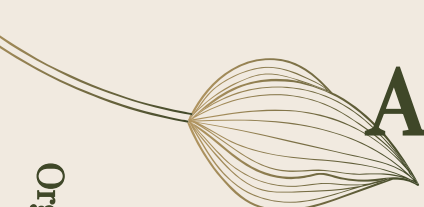
Kai Hui

Customer Sales Executive

Responsible for dealing with customer-related transactions and working hand-in-hand with Sales Executive.

Active

Idealistic



About Our Target Audience

C

Children

Children aged 5 - 12 as they require a pouch to store their coins to purchase school food!

T

Teenagers

Teenagers aged 13 to 19 require a storage device to store their post-it notes and cards!

Y

Young Adults

Those aged 20 to 35 require a portable wallet to store cash and their cash cards!

M

Middle Aged Adults

Those aged 36 to 54 onwards need a storage device to store small and precious items such as necklaces and jewellery!

E

Elderly

Those aged 55 onwards may use this pouch to store their cash, cards, jewellery and payment necessities!



4Ps: Product

Product Description



Product Name:	Sustapouch. (<i>Just-a-pouch = Sustainable pouch</i>)
Materials used:	Recycled clothes, rubber bands, and buttons!
Unique Selling Point:	Culturally-fused fusion design yet sustainable!
Design Inspiration:	Singaporean Culture: Chinese + Malay!
Additional Features:	Multi-purpose, small storage pouches!

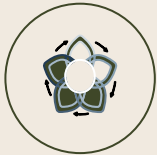
4Ps: Product

Reasons, Aims & **Benefits**



Encourage and Motivate!

To educate our target audience on the importance of sustainability and how it can beautify and bring benefits to our lives!



Fashionably Sustainable!

With its vibrance and its unique craftsmanship, it is able to turn heads with just a glance! Moreover if it is fused with Singapore's rich culture!



Attractive Product Features!

Besides the above, it is also lightweight, informative, graphical, useable and contains rich cultural significance too!



4Ps: Product

How will different age groups use our product?

Ages 5 to 12

Kids might use this product to stuff their little toys and collectibles in this pouch!

Ages 13 to 19

They might use this product to store special collectible cards such as Pokemon cards, Ez-link cards and Post-it notes!

Ages 20 onwards

Young adults, middle aged adults, and Elderly may use this pouch to store their cash, cards, jewellery and payment necessities!



Greenhouse



Informational Card

(to be placed inside each pouch)

Did You Know?

This pouch was made by old clothes and jeans. The importance of sustainable living is essential in this polluted world. Carbon emission gases and fossil fuels burnt are enough to cause global warming and environmental issues. Because of this, we hope that you, a respected customer who purchased this pouch, can help the earth by reducing plastic usage and heightening green and eco-friendly product usage like this pouch in your very hands! Together, we can mean green!

Did You Know?

It can take 2,700 litres of water to produce the cotton needed to make a single T-shirt? Exercise reusing of clothes whenever you can!

Link



How Does Our Product Link to Reimagining Green Living?

- Our products are upcycled and brought over from donated materials e.g clothes, shoelaces and buttons!
- **Our product will contain a memo that can educate people about sustainable living and its benefits!**
- That's not all! Our product also encourages innovation and revolves around a unique design to not only make it appealing and sustainable, but to also add a tint of culture!



4Ps: Pricing

Price of Product:	\$8.00 (Big) \$5.00 (Small)
Price of Materials:	\$100 (\$50 for string, \$50 for thread)
Pricing Strategy used:	Value-added Pricing
Profit/order:	1 string = \$1 1 thread = \$1 1 pouch = 2 string and 1 thread \$2 + \$1 = \$3 Profit for small = \$5.00 - \$3.00 = \$2.00 Profit for big = \$8.00 - \$3.00 = \$5.00

4Ps: Promotion

Marketing through TikTok

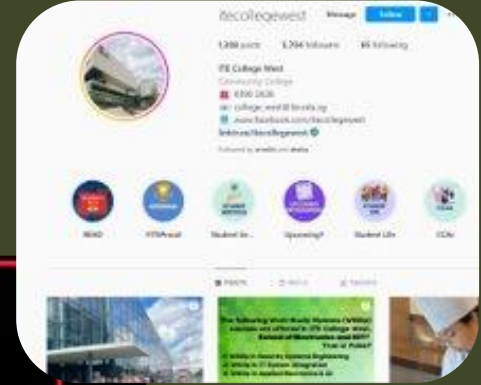
We can promote our products via TikTok as they have high user traffic! These TikToks can be in forms of videos and photos of the product/process of making them!

Word of Mouth

Word can be spread amongst friends, family and lecturers too!

Instagram Marketing

We can use Instagram to upload photos and videos and price our products accordingly! Live broadcasts can also be conducted to showcase our products and sell them through the livestream! Awareness can also be easily spread from there onwards!

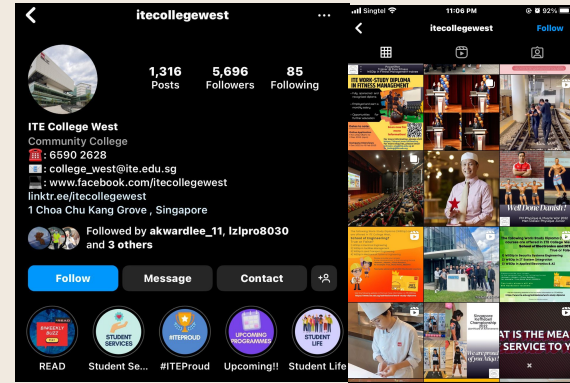


4Ps: Place



Bbox @ ITE CW

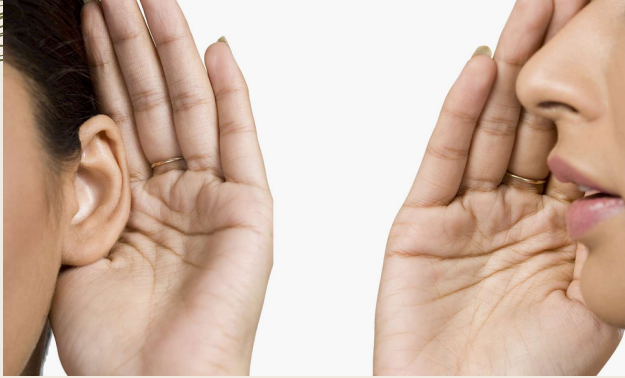
A place to conduct live-streaming sessions as well as to generate sales for our product!



Instagram Marketing

A marketing platform that will be used to advertise products and facilitate sales and exchange of customer queries!

4Ps: Place



Word of Mouth

A traditional way to spread awareness about our product!



River Hongbao

A place to sell our product through operating manned stalls, a good way to increase exposure!

Charity

Charity chosen:	Zero Waste SG
Course sponsored:	Educational talks on recycling in Singapore/workshop on upcycle T-shirt tote bag
Reason for selection:	To get people to know the importance of recycling
What we can learn:	Recycling, food waste, plastic disposables





Competitors



Re-Store SG

Singapore-based company with a social purpose of restoring the environment and helping people in need.

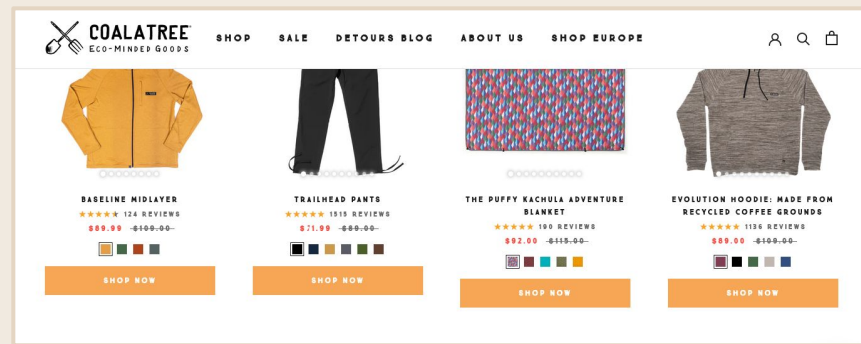
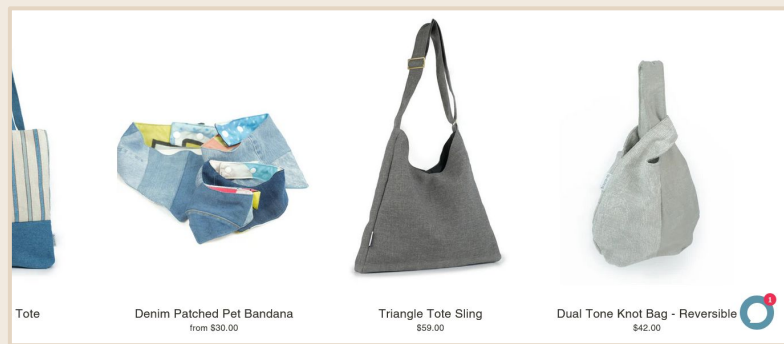
Tagline: Where Sustainability meets Compassion: Repurpose, rebuild, restore.



Coalatree

Coalatree designs eco-minded gear and apparel for the adventurer in everyone, from athletes and photographers to your average city folks and weekend warriors.

Tagline: Eco-minded goods for adventure!



Our Production and Delivery Plan



Production

- Estimation on the number of pouches needed to be produced.
 - Minimum 50 pieces each of different sizes.
- 5 people in our team
 - Each member sews 20 pieces each.
- Materials needed:
 - Recyclable clothes
 - String
 - Thread
- Number of sewing machines needed.
 - (Loan from the school)

Delivery

- No delivery service is provided.
 - Customers would have to arrange for meetup by choosing one of the 2 locations for pick-up.
- Customers can buy on-site or on the stall that will be opened up at the River Hongbao.

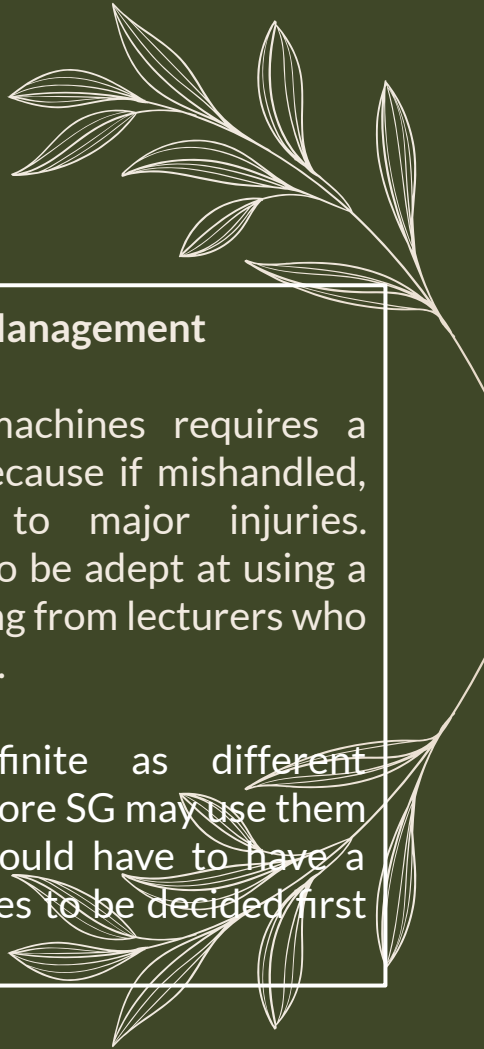


Business Model

- Operations will be carried out through the different roles assigned based on **Slide 3 - 5: Our Team** to make sure the operations of the store and production go hand in hand and ensure that proper duties assigned are dutifully carried out.
- Resources such as thread and materials are sufficient as these items can be compiled from donations.
- Sufficient manpower even though each member has a role to accomplish e.g with production and manning the store. Fortunately, manpower and other resources can be obtained with the help of friends e.g ITE CW students and lecturers.
- The pricing model is based on the amount of labour and effort used, price of materials and price of use of machines and technology after elaborate and careful calculation.
- Return Of Investment (ROI) calculated:
 - 37.5% (**big pouch**)
 - 60% (**small pouch**)



Sustainability and Risks



How is the business sustainable?

We place a **spectacular** emphasis on recycling second-hand materials from our community to make something **grandiose** and **practical** for anyone of any age to use.

Materials and equipments used for making these pouches are recyclables including strings and preloved clothes such as jeans, threads, and are put together through the use of sewing machines.

Risks and Risk Management

Working with sewing machines requires a specific level of ability because if mishandled, could lead to minor to major injuries. Therefore, a person has to be adept at using a sewing machine by learning from lecturers who are experienced in sewing.

Recyclables may be finite as different competitors such as Re-store SG may use them in bulk. Therefore, we would have to have a definite amount of pouches to be decided first before producing them.