



Pitch Proposal Template

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| Name of Enterprise | Color Silk Enterprise |
| Name of Lead | Ngorn Vanntha |
| Email of Lead | colorsilk.community@gmail.com |

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|-------------------------------------|-------------------|-------------------------|--|
| Investment Amount (Currency) | <i>USD 95,000</i> | Investment Terms | <i>Loan</i> |
| Enterprise Location | <i>Cambodia</i> | Timeframe | <i>Enterprise start/end dates 2009</i> |

Briefly answer the below questions. (Bullet points are encouraged; 4 pages max.)

- 1. Our Mission: We bet on people and high-impact, investable ideas that have the potential to demonstrably improve the lives of women and/or girls. With that in mind, what is your innovative idea?** *Create new weaving center, and silk workshop in Takeo province where there is no formal weaving silk workshop production. This ide to create more jobs for vulnerable women and girl in the rural by train them to be weaver and silk producer professional.*
- 2. What problem are you solving for the community/your customer?**

For community:

- women empowerment through job creation and income generation
- safe work for women and gild
- reduce illegal immigration rate especial women and girls
- contribute to rural economic development
- women and girls will become a important resource for society

For customer:

- Provide environmentally friendly products to customers
- Made out of 100% Cambodian natural dye.
- The products are NON toxics, NOT allergy to health
- Fairtrade products
- ethical fashion products
- customize products we flexible what customers want and need (color and design)

3. Who is your customer? What is their quality of life if your intervention/company doesn't exist?
(Include reasons they will buy from you and the price paid.)

The potential types of our clients and markets are those from developed countries around the world such as wholesalers, retailers, boutiques, tour agencies, fashion show, embassy, craft association that help to promote hand-made products around the world, online E-shopping, based in USA and other clients based in Europe such as France, Australia , Denmark , Germany and in Asia such as Japan Singapore, Malaysia Because clients from those countries are the core and strongly aware of and care for their health and environment. Since they care about the products rather than price, they also care about the quality and social impact. The clients also mentioned and think about how products are made and the producers' history and livelihood, when they want to order our natural silk products, they always raise a question like: can producers find raw materials in a way that is not harmful to people's health or living situation? Will there be no bad impacts to the society from the production side? Does women earn enough income from their work ? This work will help women and girls can develop their living condition out of poverty ?

4. What specific benefits will women derive from your product/service?

Weaving is one of the crucial income sources for poor people in the rural, now mostly old women who continue this work. The project aims to provide silk weaving place and silk workshop to young rural women and this will direct impact to:

- Women live in the rural with Non- educated, vulnerable, disabled person and women who live with HIV/ADS.
- 16 to 50 years gilds and women which can earn less than 0.5 USD per-day.
- Women will have voice in developing their society, equality in earning income
- Women and girls will stay safe in community with employment opportunity
- women and girls can access formal training skill in the community.
- women can work with good working condition and good working environment.
- women and girls will less interesting to immigrate to city and abroad to find a job which is high risk to them.
- women and girls will become an important human resource and role player in leading their own life and family.

5. Who are you, and how are you qualified to lead this enterprise? What motivates you? (If you have multiple people on your team, please include their names and roles.)

- **Founder**
- **International Trade Marketing and Sale**
- **Administration and Accountant**
- **Fashion Designer**
- **Community leaders : 15 of community leaders**
- **Weaver Specialist designer**

6. What is your progress to date? (Include any prior funding, investment, grant or proof of concept.)

We currently in the growth stage, we do not have loan or dept.

Our program are funding by our partner with grand support

- 2011 grant support from Starbucks Foundation
- 2013-2014 grant support from ICCO cooperation
- 2015 grant support from Maybank Foundation

7. Who is your competition, and why are you better? (Also consider similar models in different markets/locations.)

-Imported products from outside country that look similar to Khmer silk with lowest price, but poor quality. We address this challenge by produce a unique of cambodian silk products by using our organic golden silk with free chemical dye and nayural dye color, new pattern mixed tradition and modernization. our price are competititive and flexible to adapt what customer want and need. we accept with costumize product for buyers too.

8. What is the potential market size for your product/service? (Consider scalability)

The trend of increased dedicated by the high demand from the international market.

9. What are your top barriers to market entry/gaining traction, and how will you overcome them?

- Similar product from other countries s which is made by manufactory
- Price competitive
- Factory can accept with large volume and short time production

Color Silk Enterprise overcome this challenge by :

- produce unique silk products with is focus on environmentally friendly silk products by using organic golden silk and using free chemical and natural dye.
- flexible with order (color and partner)
- select target customer to working with (our target are mainly in developed countries)
- Produce high quality products for international market

10.What are your marketing, distribution, and retention strategies?

- wholesale to international buyers
- our clients are fashion , retail shop , hotel , tour agency and department store

11.In what ways will performance metrics be measured on a monthly basis? How will you know if you're successful or when to pivot?

- **our sale record**
- **production capacity by monthly and sale out**

12. What is the timeline for this enterprise? (Indicate by month and milestones you plan to achieve; help us visualize your progress over the year. Feel free to use the table below.)

| Month(s) | Milestones |
|--------------------------------|--|
| Sep-Nov 2017 | construction building the center (for weaving and workshop center) |
| Dec 2017 | set up new looms , machine and equipment |
| Jan 2017 | announcement and recruitment weavers to train and work at the center |
| Feb-2018 | launch weaving center and start full operation |
| Post-Pilot: Scaling Milestones | |
| | |
| | |

13. How will the funds be used? (Indicate no more than 5 buckets, please.)

| Bucket/Expense | Estimated Budget (Currency) |
|---|-----------------------------|
| 1. Construction on building | USD 35000 |
| 2. Set up loom 30 looms , machine and equipment | USD 25000 |
| 3. Buy raw material | USD 12500 |
| 4. Operation cost for 18 months | USD 20000 |
| 5. Others | USD 2500 |

14. Why Angels of Impact? Other than money or a ton of time, how are we positioned to help you?

We consider to get fund from AI because we hope the condition of loan is much better than the bank , low interest rate good condition with pay back and period of payment .

15. What are your projected financial milestones? (Help set our expectations for your enterprise's growth, break-even point, and revenue.)

| | 2016 Actual/Projected | 2017 | 2018 | 2019 | 2020 |
|------------|--------------------------|-------------|-------------|---------------|--------------|
| Revenue | USD 350000 | USD 402,500 | USD 462875 | USD 69431.25 | USD 79,845.9 |
| Expenses | USD 252000 | USD 289800 | USD 333,270 | UDS 49,9990.5 | USD 57,489.0 |
| Net Income | USD 98000 | UDS 112,700 | USD 129,605 | USD 19,440.75 | USD 22,356.8 |

16. At the end of the investment term, your enterprise will either:

(Please give the likelihood of these 5 outcomes. % of each, 0% is ok; should add up to 100%.)

| | |
|---|-------------|
| Fail | 0% |
| Launch into sustainable business | 100% |
| Need more time and raise funds from Funder _____ | 10% |
| Spin-in (i.e. be adopted and scaled by established enterprise _____) | % |
| Other: (please describe "other" in a way that we can picture it in our mind) _____ | % |

17. At the end of the investment term, what have we both learned?

| 3 Wonderful Lessons (Possible successes) | 3 Hard Lessons (Potential pitfalls, harsh realities) |
|--|--|
| 1. getting to understand investor vision | 1. when proposal not approve |
| 2. loan procedure | 2. high interest rate and short term pay back return |
| 3. long term pay back | 3. exchange rate |

18. If our answer is no, what would you do that night? The next morning? Where do you go from here?

19. How did you hear about Angels of Impact? Did someone or an organization refer you to apply? meet up with co-founder of Angel Of Impact

20. What haven't we asked?

N/A

****Please submit with Enterprise Lead's CV/resume to team@angelfofimpact.com**