

EXECUTIVE SUMMARY

Maternity wear is an unavoidable expense for the temporary reality of pregnancy. Freya Maternity offers a fresh approach to maternity clothing with an e-commerce rental service that provides stylish and sustainable options as a convenient alternative to traditional purchases. Women are dignified through access to a rotating wardrobe, and in a time where a woman's sizing needs are changing more rapidly, keeping up with those changes can be both frustrating and costly. The variety provided by Freya allows women to express themselves through every stage of pregnancy. We target upper-middle-class women ages 25 to 37 by providing stylish, comfortable, well-fitting clothing options. Our innovative model extends the lifespan of garments that are inherently short-lived. Our goal is to become the leading maternity wear company for expectant mothers by providing a hassle-free rental experience and curating a wide range of inventory.

We recognize our social responsibility to consider every pregnant woman's needs. We commit to donating a portion of our inventory to women's shelters in Seattle to fulfill the needs of women unable to attain maternity wear due to cost barriers. This ensures that every woman has access to dignifying and sustainably sourced clothes.

Freya Maternity's garments are competitively priced; renting clothing is more cost-efficient than purchasing a wardrobe to fulfill a temporary need. Our financial plan is based on precise earnings projections and marketing budgets. In year three, our net income reaches \$55,834. This will be achieved by selling 578 monthly subscriptions in year one, 1358 in year two, and 2621 in year three. After three years we will have sold nearly 4600 monthly subscriptions.

Our dedication to style, eco-friendliness, and the empowerment of all women regardless of income places us at the forefront of the developing maternity wear market, propelling long-term growth and business success. Freya Maternity is an innovative alternative to the stagnant state of the maternity industry.

Vision

To simplify the life of every pregnant woman.

Mission

To empower and dignify pregnant women with sustainable and fashion-forward maternity wear through a rental and donation service.