

Hearth

Executive Summary

Winter should not mean a choice between warmth and survival. At Hearth, we offer distinctive, sustainably produced blanket products to our target audience while also delivering an essential service to low-income individuals and those who are unhoused in a simple yet impactful way through e-commerce and wholesale retail partnerships. Our blanket products will attract people with an active, outdoorsy lifestyle who enjoy activities hiking, camping, and stargazing as well as those seeking alternative heating solutions for winter. What sets Hearth apart is our sustainability efforts, affordability, and quality.

Because of fast fashion and constantly changing trends, textile waste has reached alarming levels, with an estimated ninety-two million tons of textile waste generated globally each year. Additionally, decomposing textiles release harmful greenhouse gases like methane and can leach toxic chemicals into the soil and water, exacerbating environmental damage. Furthermore, as heating costs rise, many households and unhoused individuals are unable to afford adequate heating during winter, leading to increased risks of hypothermia and mortality. Within our local community, Seattle has seen a spike in homelessness. The impacts of climate change have caused extreme temperatures, specifically harsher winters from the months of December to as late as April, accounting for 40% of the year. By partnering with local churches and nonprofits in Seattle, Hearth will distribute blankets we will donate and provide critical support to these vulnerable communities.

Hearth's blankets are affordably priced between \$65 to \$85 and will feature three unique products. A classic style blanket, a version of our classic blanket that includes tarp-like waterproof material to one side, and a nap sac style blanket that incorporates buttons along three sides to create a makeshift sleeping bag. Our financial plan is based on notable trends and growth within the market. In year three, our net income reaches \$34,214. This will be achieved through selling 1,080 blankets in year one, 1,360 in year two, and 2,440 in year three. After three years, we will have successfully sold 4,880 blankets.

Our dedication to quality, affordability, and supporting low-income and unhoused people while simultaneously putting forth efforts to mitigate textile waste puts our company in a unique and niche position within the market. While currently led locally, we aspire to grow Hearth into a national initiative with a larger team that shares our enthusiasm and commitment. Together, we can bring warmth and hope to those in need.

Vision

To provide comfort to households and warmth to those in need by offering sustainably crafted blankets that embody care and compassion.

Mission

To provide a source of warmth for those who are low income and/or unhoused by providing an ethical, sustainable quality product to consumers.