Rethread Executive Summary

Vision and Mission

Rethread aspires to create a world with limited textile waste and circular fashion. Our mission is to end textile waste through teaching individuals how to repurpose garments and textiles. Helping empower Utah towards a sustainable future.

The Problem and Opportunity

The global fashion industry is a leading contributor to environmental degradation, with approximately 92 million tonnes of garments ending up in landfills every year. In Salt Lake City alone, residents generate over 1,200 tons of textile waste annually. While young consumers increasingly value sustainability, they often lack the technical skills required to repair or upcycle their own clothing. Rethread addresses this by providing the specialized education and resources necessary to make sustainable fashion accessible and practical for students in all age groups.

Business Model and Strategy

Rethread operates as a social venture using a "service-as-a-product" model designed for high liquidity. We maintain a lean operation by utilizing a community residency strategy, partnering with local churches to use studio space for free in exchange for providing them with free use of equipment. To further protect our cash flow, we lease 10 industrial sewing machines for $500 a month. This lean approach allows us to project a strong financial trajectory, aiming for $27,720 in sales in Year 1 and growing to over $57,000 by Year 3.

Products, Services, and Social Impact

Our primary offering is education through workshops that teach everything from basic mending to advanced technical skills. These classes serve as a direct pipeline for our retail inventory; through our commission-based "Maker’s Model," our students are paid a commission to transform post-consumer waste into the unique, durable clothing and accessories we sell. They will be sold via our online shop and local Utah vintage markets. By doing this, Rethread aims to divert 3,000 pounds of textiles from local landfills annually, serving as a community-driven solution to a global waste crisis.