

TreeLoop



The Issue

The Pacific Northwest faces real environmental challenges, including declining tree canopy, habitats, and reduced ecosystem health which has been caused by urban development from humans and climate change. Many of these areas being affected by the most are poorer communities where they are experiencing the side effects of not having a strong tree canopy in their communities.

Mission

TreeLoops mission is to restore damaged forests, improve tree equity in under deserved communities, and strengthen local ecosystems by funding the planting of native trees and supporting land conservation through every sale.

Strategy Statement

TreeLoop will begin as an online only business where we will conduct most of our advertisements online through social media platforms, as well as connecting with outdoor lifestyle influencers to promote our hammocks. But after the first year, we plan to connect with local outdoor stores where we can move away from being only direct to consumers, to more retail, where we will continue our online sales, but begin to focus more on getting into more local outdoor stores. Our goal is to have steady growth year after year and expand more into outdoor stores each year and begin to work with more environmental non-profits to have a greater effect on the world.

From each sale of our hammocks, we will donate 10 dollars to the Mountains to Sound Greenway to plant 2 trees and restore the forests. They are a large non-profit that works with many volunteers to conduct amazing work on the environment. We will make 4 donations each year, accumulating the \$10 from each sale to give one large donation every 3 months, allowing us to easily measure social impact. Example for year 1: \$2,500 estimated to be the cause. $\$2,500 / 4 = \625 , $625 / 10 = 62.5$, $62.5 * 2(\text{trees}) = 125$ trees in a quarter.

Financial Plan

Year	1	2	3
Units Sold	250	600	1500
Sales Revenue	\$ 45,000	\$ 108,000	\$ 270,000
Cost of Goods Sold	\$ (10,000)	\$ (24,000)	\$ (60,000)
Social Cause	\$ (2,500)	\$ (6,000)	\$ (15,000)
Taxes	\$	\$ (33,470)	\$ (88,550)
Net Income	\$ 32,500	\$ 44,530	\$ 106,450