

**eliminating racism
empowering women**

ywca

Hartford Region

Social Enterprise Accelerator
January 26, 2022



Our Foundation

YWCA Hartford Region is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. For more than 150 years, we have been dedicated to building family economic success. A mission needed now more than ever.



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Our Vision

Our Vision is to Become a
Community
with **Unlimited**
Opportunities to Un-limit
Opportunity

Our Story

- **YWCA Hartford Region serves nearly 2,000 women, girls and families each year in the Greater Hartford region.**
- **Programs address racial, social, and gender disparities that have historically prevented marginalized people from succeeding in life.**
- **We are creating a community where all women and girls, especially women and girls of color, are free from racism and sexism and are able to fulfill their potential and thrive.**



Our New Now

- **Mission advancement through Social Enterprise**
- **A special opportunity for women to work their way into independence**

Problem

- **Businesses/individuals want to use their purchasing power for social impact and community reinvestment**
- **Impact of COVID-19 on women in the workforce**
 - **Women are reimagining their career paths through entrepreneurial endeavors**
 - **A need for skill development for women**
- **Scarcity of flower shops in the “Neighborhood”**
 - **Number of floral shops that have closed**



Our Solution

Persimmon Petals Boutique

“Flowers that Empower”

Why Flowers?

- Revenue opportunity that will be reinvested into programs
- Flowers are woven into the most significant moments in peoples lives which is mission aligned
- Each flower is unique and diverse as the women and families we serve



Target Markets

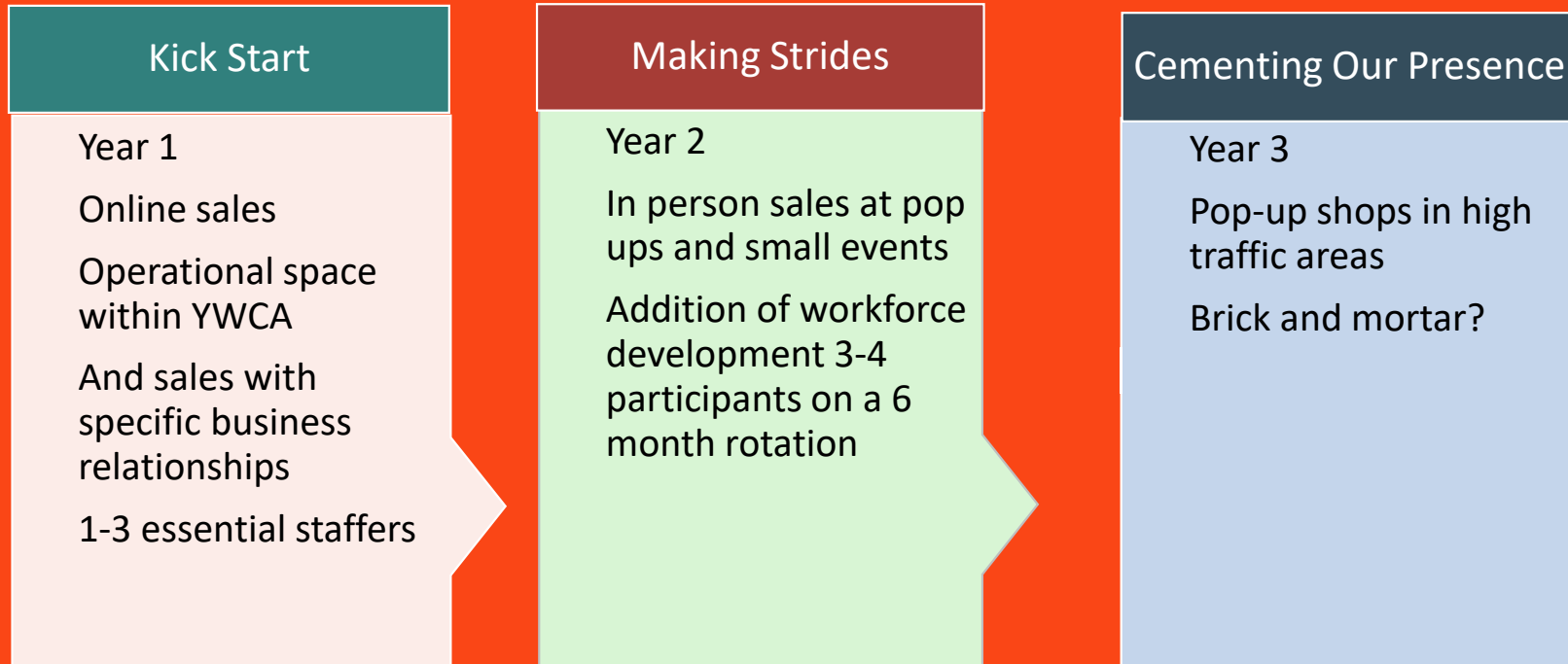
- **Gift givers**
- **Those looking to pamper themselves**
- **Those decorating their home**
- **Small businesses that need to decorate event spaces – weddings, small events, funeral services, etc.**
- **Those that support YWCA Hartford Region with a purchase**

Competition

- **Other florists**
- **Grocery and buying clubs**
- **Gift shops and wine shops**
- **Online retailers**
- **Card shops**
- **Edible Arrangements**



Phased Approach



Unique Differentiator

Persimmon Petals, unlike a traditional flower shop provides flowers, arrangements and unique gifts for the person who wants to make someone feel special (including themselves) while equipping women with business management, financial acumen, and other skills transferable across industries.



Marketing and Sales

- **Develop brand and graphic guidelines**
- **Promote prior to opening through YWCA Hartford Region marketing channels**
- **Develop Persimmon Petals website – both informational and sales**
- **Advertise on social media, through supporters, email, newsletters etc.**



Next Steps

- **Finalize Business Plan**
- **Finalize the case for support**
- **Gain investors to support the launch**
- **Hire staff to open the shop**

YWCA
IS ON A
MISSION