

eliminating racism
empowering women

ywca

Hartford Region

Unlimiting Opportunities to Un-limit Opportunity



Fast Pitch
March 9, 2022

Our Team Welcomes you!



Adrienne W. Cochrane
Chief Executive Officer



Cathy Zeiner
Chief Strategy &
Operations Officer



Donna Sodipo
Chief Program Officer



Sharon Bellinger
Director, Impact
Communications
& Strategic Marketing



Melinda Johnson
Director, Community
Engagement & Advocacy



Andrea Barton-Reeves
Board Chair



Racquel Santana
Board Vice Chair

Welcome!

Our Mission

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.



Expanding Our Vision

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

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The Need

Kim is an...

- Entry level
- Talented professional
- Single mother of two young children

At the height of the pandemic Kim..

- Had children at home
- Switched to night shift
- Then left the workforce

Today Kim is...

- Looking to get back to work
- Considering entrepreneurship
- In need of digital and business management skills



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Introducing: Persimmon Petals Boutique

“Flowers that Empower”

- An online floral and gift boutique that un-limits opportunities for women
- Provides field experience for women developing digital and business management skills
- Revenue opportunity that will be reinvested into mission advancement



The Opportunity

- **Online flower shops are a growing market**
- **Businesses/individuals want to use their purchasing power for social impact and community reinvestment**
- **Women are reimagining their career paths**



Persimmon Petals' Social Impact

- 50 women per year complete tech training and find jobs through YW Tech Lab
- 8 Tech Lab women per year gain transferable skills in web and user experience design in Persimmon Petals
- Floral customers leverage their purchasing power for a purpose



Target Markets

- Gift givers
- Subscribers to monthly services
- Funeral homes
- Engaged couples
- Those looking to pamper themselves
- Those decorating their home
- Small businesses that need to decorate event spaces
- Those that want to support YWCA Hartford Region with a purchase



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Competitor Analysis

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



Unique Differentiator



Persimmon Petals, unlike a traditional flower shop, provides flowers and unique gifts, while reinvesting in the community.

Equipping women with web development and design skills paired with workforce training.

Our Advantage

- **Our online presence will be amplified by our brand recognition**
 - **Thousands of social media follows**
- **Key strategic partnerships**
 - **Leveraging our broad network of stakeholders and board affiliations**



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Our Need

To kick start our new now we are seeking...

\$185,800 Start Up Capital



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Phased Approach

Kick Start

2022

Hire Manager & Designer (June & Sept)

Set-up POS, website & marketing development (June -Aug)

Renovate work space within YWCA and begin subscription sales (Sept)

Soft launch (Nov)

Official launch (Dec)



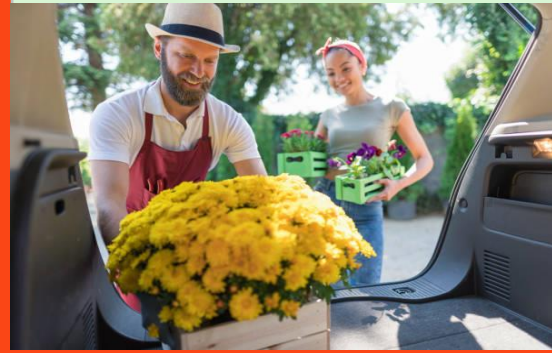
Add Impact

2023

Begin funeral, wedding, and small event sales

Begin pop-ups at small events

Provide field experience to 2 cohorts of 4 each YW Tech Lab participants



Reinvest

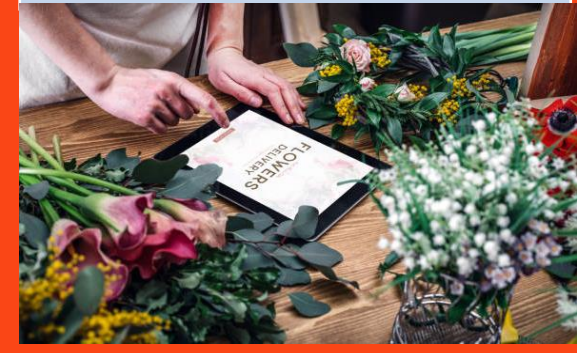
2024

Begin pop-up in high traffic areas

Expand sales regionally

Generate profit

Reinvest profit (above what is needed for business) in programs and services of YWCA



Financial Projections

Year 1 (2022)

Revenue \$137,330 (\$16k sales + \$121k start-up)

less Expenses \$137,330 = Breakeven

Year 2 (2023)

Revenue \$351,808 (\$287k sales + \$64k start-up)

less Expenses \$351,808 = Breakeven

Year 3 (2024)

Revenue \$393,695 (all sales)

less Expenses \$367,279 = Profit \$26,417

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Start Up Expenditures

Expenses	2022	2023
Personnel	\$60,800	\$47,495
Marketing	\$23,110	
Technology and POS system	\$9,455	
Initial Floral Supplies	\$5,440	
Renovations, Furniture and Equipment	\$22,500	
Customized Website		\$15,000
Carts for Pop-Ups		\$2,000
Annual Total	\$121,305	\$64,495



\$185,800 Total Start Up Capital

Where Do We Go From Here?

- **Distribute business plan to potential investors**
- **Individual follow up conversations with all of you**
- **Secure start up capitol by mid-April**
- **Persimmon Petals' manager search begins end-April**



Why Invest?

Your support of Persimmon Petals is an investment into our mission advancement. Today you have an opportunity to help un-limit opportunities for women like Kim.

- **Skills, credentials and experience to fulfill her dreams**
- **Steps into competitive job markets or starts her own business**
- **Uses her new skill set to adapt to a changing market while providing for her family**



Join Us

INVEST TODAY TO CREATE OPPORTUNITIES FOR TOMORROW

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Thank You



Special note of thanks to the **Hartford Foundation for Public Giving, **No Margin, No Mission**, **Sara Leonard Group** for shepherding our team through this process. **

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Questions?



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