**Elevator Pitch**

We produce a safer perfume alternative for those who are environmentally conscious, by eliminating harmful chemicals in the production process and utilising native plants.

**Problem**

Harmful chemicals in perfumes, non-native plant-based perfumes (ecosystem disruption), animal testing.

**Solution**

Collaborate with indigenous partners for authentic resources, eliminate use of harmful chemicals, only test on volunteering humans.

**Audience**

We serve environmentally conscious people and highly educated females all over Australia. The environmentally conscious are our most important customers. These people are drawn towards products that promote the advantages of their sustainability.

**Channels**

Our main presence will be on eBay. Our target audience is highly engaged in social media and expect social media presence of brands. In addition to promoting our product on social media, we will send (non-intrusive) personalised marketing emails to our consumers.

**Differentiator**

No harmful chemicals, collaboration with indigenous organisations to obtain authentic resources, use of only native plants, social enterprise and subscription value

**Revenue**

Our revenue model will consist of a web catalogue and subscription-based services for our customers. We will collect payment from our customers by utilising credit/debit card payments, PayPal and Afterpay. In addition, 20% of our net revenue will be contributed towards the Nature Conservancy Australia.

**Costs**

The costs and activities that will be necessary for our business include: payments to employees, manufacturing and warehousing costs, contributions towards the Nature Conservancy Australia, advertising and costs associated with website maintenance.

**Key Metrics**  
The following metrics will be used to measure how well our products are meeting customer requirements:  
1. Product discovery metrics: impressions, reach and engagement  
2. Consideration metrics: email click-through, cost per acquisition, and organic acquisition traffic  
3. Conversation metrics: shopping cart abandonment rate, checkout abandonment, average order value  
4. Retention metrics: customer retention rate, and refund and return rate.

**Business Boosters**

Unfair advantage: We will be entering a unique partnership with an aboriginal social enterprise that specialises in

Australian native plants to share resources and knowledge. As our business is a social enterprise in a very niche market,

it will be difficult for other businesses to copy our products.