



Sustainable fashion you can trust

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1. Executive Summary

Cikis is the first vertically integrated platform that provides you sustainable fashion you can trust.

Problem.

Fashion is part of our culture, expressing our identity, personality and values. However, it is also an expression of waste and disregard toward the environment. Fashion is the second most polluting industry in the world (Iso Morrish D., 2017, p. 280). This is why sustainable fashion has become the new trend. 62% of Italian customers are interested in sustainable fashion. Currently, only 11% always buy sustainable fashion. This is because they face problems: low availability of sustainable brands, low reliability of brands' claims and low fashionability of sustainable products.

If we consider a traditional t-shirt, it impacts environment and society on multiple sides: materials, production, distribution, transport, packaging. Sustainable brands are introducing great innovations such as orange fiber and recycled plastics; however, one innovation is usually not enough to make the whole supply chain sustainable and this is why customers face difficulties finding sustainable brands and trusting their claims.

Solution.

This is why Cikis was born. Cikis raises awareness on true sustainability in fashion. Sustainable fashion is made with recycled, low impact and recyclable materials; production is efficient, zero waste and with reduced use of chemicals; distribution has a high sale to production ratio; production is made close to the point of sale and transport is carbon neutral; packaging is recycled or compostable; finally, it does not include workers exploitation and often gives jobs to disadvantaged people.

We raise awareness through the Cikis Sustainability Index (CSI): we test brands' impact, we analyze each phase of the lifecycle and we rank brands and collections.

We put the CSI at good use in the Cikis platform. Brands take the online test and get the ranking; if they are above our standards they enter the platform; based on results they understand in which areas they need to improve and they can buy our sustainability packages ranging from green shipping to flyers and emission compensation and take advantage of our consulting services.

Customers get on the platform and browse products with filters and ranking; they discover products thanks to high quality pictures and stories; they buy and enjoy a sustainable buying experience with our sustainable features and services such as zero-emission website, green shipping and recycled packaging.

We solve customer needs and we allow brands to understand how to improve impact and sales.

Competitive drivers.

The potential of the market is evident from the fact that some existing rankings and marketplaces are focusing on sustainable fashion; however, Cikis is different. With respect to other rankings, Cikis combines an analysis of the whole supply chain and provides tailored test and services which are accessible to both small and big brands; with respect to consulting firms, Cikis is accessible to small and big brands and communicates brands' sustainability to final customers, increasing the value for brands; with respect to sustainable ecommerce and marketplaces, Cikis combines fashionability and sustainability analysis.

Cikis has a competitive advantage because it is reliable thanks a scientific-based ranking, is accessible to small and big brands and provides a truly sustainable buying experience. As a consequence, it reaches a larger brand and customer base, provides a better customer experience and therefore sets new standards for sustainability.

Business model.

Cikis has multiple direct sources of revenue: a fee for sustainability ranking, packages and consulting and a commission on sales made on the platform.

Market analysis.

The market of sustainable fashion is growing worldwide and in Europe. We will target LOHAS (Lifestyle of Health and Sustainability), who currently are 20% of European customers (www.lohas.se). Thanks to our reliable scientific-based test and our transparent information we will attract that percentage of LOHAS customers who does not always buy sustainable fashion due to the challenges faced. The number of LOHAS 18-44 who purchase fashion online amounts to 1,965,403 in Italy and 16,572,956 in Europe. Considering the trend of sustainable fashion, it is also reasonable that the number of customers who will purchase sustainable fashion will increase in the meantime, therefore increasing our potential market.

Marketing plan.

Cikis will be promoted in three ways. First, through digital marketing and influencers; second, with partnerships with sustainability institutions and associations and with sustainable companies in other sectors such as organic cosmetics; third, with ambassadors, sustainability enthusiasts who will raise awareness among their peers.

We will share efforts and gain brand and customer base.

First feedbacks.

The idea of cikis was built at The Startup Training after interviews and analysis of customer comments on social media which confirmed customers' needs.

We contacted ten brands and they all accepted to be part of the platform.

We won 15k at the #sostenGO competition and a free website from Studio Pyxis.

Action plan.

We will complete the team and start the beta test in March 2019, we will launch the official version in June 2019 in Italy to then expand to Europe in 2021 and increase services to brands and to customers such as swapping.

Financials.

Thanks to economies of scale, increase of brands and increase of territories served, Cikis will be profitable in 2021.

Team.

Serena is the founder and has experience in management and marketplace. During the UniVenture program she was supported by Karim Fazal, Bianca Steiner, Ismahen Kalai and Simone Burton. She was also supported by the advisor Alberto Giacobone who is the founder of the web agency Axura and has followed various startups and companies.

Conclusion.

Cikis gives customers sustainable fashion they can trust.

For **sustainability enthusiast** who want to discover the beauty of sustainable fashion, Cikis is the go-to platform that allows them to look good while purchasing brands they trust.

Unlike existing platforms that do not provide analysis on the whole supply chain and are not accessible to both small and big brands, Cikis offers a **synthetic brand score** that allows customers to recognize at a glance **transparent information** regarding the overall environmental and social impact of brands of any size and that allows companies to understand how they can **improve their impact**. It aims at being the point of reference in the transition towards sustainable fashion, which will allow everyone to look good while trusting what they are buying.