



# THE PROBLEM

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- In the continental United States and Canada there are few year round, reliable and easily located channels outside of Hawai'i for families, friends and loved ones to purchase a variety of leis for sacred, celebratory and bereavement occasions.
- Leis are commonly sold as a street product during graduations. Schools and colleges, are seeking a more formal relationship between lei vendors and themselves to prevent potential harm and liability to families in the same way graduation regalia, class rings and personalized invitations are sold.
- Consumers are becoming more aware of the impacts of cheap labor and the large carbon foot prints of the products they purchase, and so they are seeking a more regeneratively grown, locally sourced and equitably produced lei.

# THE SOLUTION

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The Lei Company Cooperative, Inc. headquartered in Oakland, California provides a solution to all of the previous problems because:

- We will provide a year round avenue for consumers to purchase a variety of leis from our Oakland, Ca production and distribution facility.
- We mitigate potential liability and harm to schools, graduates and their families and loved ones by providing more formal purchasing avenues via on-site school sanctioned pre-graduation day sale of leis and online ordering avenues via our website and branded Amazon store.
- All our nonperishable contemporary leis are made with high quality *Made In America* materials and our perishable botanical leis are made with as much locally sourced flora as possible. Our starting wage is \$15 an hour. Well above our local minimum wage. We also source specialty lei materials and nonperishable leis from Vanua Levu, Fiji and Lamotrek - Yap, Federated States of Micronesia and contribute to the economies of our home islands.

# THE MARKET SIZE

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OUSD



**\$135K**

Alameda  
County



**\$322K**

State of California



**\$2.9M\***

# How does this market fit with the graduation retail season?

National Retail Federation reports that in 2017 graduation spending reached an all-time high at \$5.6B, topping the previous year's record at \$5.4B.

# COMPETITION

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Our competition includes:

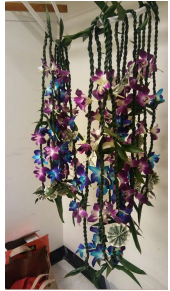
- Hawaiian lei companies that export leis to the continental United States.
- Local florist shops
- Big Box and grocery store chain floral departments like Costco and Safeway
- Independent sellers that sell leis as part of the street/underground economy

However, in OUSD and Alameda County, we have **NO COMPETITION** in the school sanctioned pre-graduation day sales.

# THE PRODUCT

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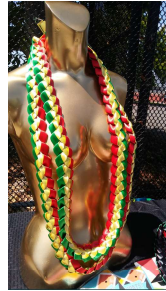
## 6 Lei Categories



Botanical



Bandeaux



Braided



Bankroll



Bereavement

\***Bonbon** Candy Leis not shown.

### Other Revenue Streams

- Wholesale Bulk – 2 locations - Oakland & Southern Alameda County
- Lei Kits
- Workshops / Events
- Professional Certification (Planned for 2021/2022)

### Sales & Distribution Channels

- School sanctioned onsite pre-graduation day ordering
- Company ecommerce store
- Branded Amazon Store. We are the first to bring Money Leis to the Amazon Marketplace.

## COMPETITIVE ADVANTAGES

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- We offer a consistent avenue to purchase a diverse array of perishable and non-perishable leis a part from the floral industry and Hawaiian lei companies
- We can easily access and drive the market for leis on the Continent
- Company function from a 100 year business plan
- Integrative Business – Spirit, People, Planet & Profit
- Empower cultural preservation and evolution of leis, lei making and lei makers
- Products are developed with compassion and empathy
- Rooted locally and internationally and are global thought leaders in the Pacific cultural industries



# REVENUE FORECAST

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Forecast uses graduation season sales targets as the bedrock of the projected revenues and is dependent on whether we can raise the needed funding to implement our marketing and sales strategy.

	2019	2020	2021	2022
Revenue	\$307K	\$392M	\$450K	\$2.9M
Net income	\$59K	\$76K	\$98K	\$176K
5% Yearly Dividend <small>(based on future cap table including this current raise.)</small>	\$11,250	TBD	TBD	TBD

2018 Focus: Oakland Unified School District

2019 Focus: All 9 Counties of the San Francisco Bay Area

2020: All Northern California Counties

2021: State of California

## **RAISED TO DATE: \$75K**

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\$75K Nonvoting Preferred Memberships, 5% targeted yearly dividend – Private Equity

### **Future Plans**

Cooperative will invest heavily in building and implementing our marketing and sales strategy which includes hiring dedicated marketing and sales staff.

**Raising: \$1 Million**

# USE OF FUNDS

- Marketing
- Personnel
- COGS
- Production Facility
- R&D for Funeral & Wedding Industry
- Coop/Business Development\*\*



# MANAGEMENT TEAM

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**Tiffany Rose Naputi Lacsado, MBA**

**Founder & CEO**



**Manumalo Ala'ilima**

Advisor – Culture  
Portland, OR



**Corey 'S' Dishmon, JD**

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## CONTACT US



**We are raising capital**

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