



FRUGAL

General information

The principal objective of our business is to use coconuts' trash to create new materials from it. In fact, coconut is currently used to make food and some beauty products. Our business would exploit every part of the coconut so we can make clothes, home furniture and beauty products.

Core team

Arthur Charpentier : Business Analytics
 David Laflamme : Accounting & Finance
 Félix Leblanc : Marketing & Design

Problem

Nowadays, the fibrous husk of coconut is subject of wasting. The producers of Coprah (coconut Oil) are the main responsible, they are only using the meat.

The objective is to avoid the waste of fibrous husk and transform it into a bio textile.

The company will only focus on the use of organic products; for example, even the bottles used for the coconuts' products will be biodegradable.

Therefore, the company will use the reputation management.

Also, the company is going to create many jobs in the small developing countries; where the coconut usually grows.

Business/revenue model

The revenue model is based on a retail model where the company is going to make profit on the sell of the products through retailers. In average the marginal benefit for our products will be about: 60% for the clothes and 300% for the home furniture and 80% for the beauty products.

Current status

Market analysis and early prototype development.

Market:

We decided to start in French Polynesia, where the raw material (Coconut) grows in large quantity. A high workforce is available, and the local demand of bio-products is growing day after day.

The production takes place only in French Polynesia, but the consumption will spread all around the world.

Key milestones

1. Implanting Micro Business atolls
2. Create prototypes
3. Process legal statements
4. Funding Kickstarter
5. Produce first products for kickstarter's command
6. Sell through marketing
7. Ask funding at the bank.
8. R&D

Financing

- Kickstarter with clothes made from coconut (45%)
- Bank (45%)
- Personal Investment (10%)

Access to market:

Access to market through the retailers and our website.

Marketing via:

- Influencers (Natural Beauty Products)
- Google adwords
- Social networks ads
- SEO (Search Engine Optimization)