

ethikli
package-free goods.

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Founder

“The Problem”

- ❖ Ethikli was born out of my frustration for the abundance of waste, suffering, abuse, lack of inclusivity and greed behind the everyday products we've been brainwashed into buying in excess.
- ❖ *According to the EDF (Environmental Defense Fund) the US throws away 160 billion pounds / 35% of our food supply*
- ❖ *According to CalRecycle, CA produces 23 million pounds of organic waste - 5 to 6 million pounds of food waste per year*
- ❖ Organic waste emits methane as it decomposes (25 x greater impact on global warming than CO₂). 3rd largest source of methane in US.
- ❖ This food is often wrapped in plastic packaging that is not recyclable or just doesn't end up getting recycled
- ❖ Plastic packaging is made from fossil fuels
- ❖ Packaging and product manufacturing in foreign countries often coincides with hazardous, underpaid, and child labor

“The Solution”

Mission:

To make ethical, sustainable, and vegan shopping simple and accessible to ALL.

To decrease and, eventually, eliminate single-use packaging and food waste.

- ❖ Brick and mortar grocery retail
- ❖ Customers bring and weigh own containers for package-free shopping
- ❖ Hi-tech tare tagging for a seamless shopping experience
- ❖ Vegan, sustainable, with preference for local suppliers
- ❖ Conscious sourcing from ethical and minority-owned businesses



Business Model



- ❖ 30-50% margin on most items
- ❖ \$11k gross revenue per month (Q3)
- ❖ 26% customer return rate (Q3)
- ❖ \$20 average order
- ❖ Opened Feb 2022

COVID-19 Impacts

- ❖ Ethikli opened during pandemic, so we have no pre-pandemic sales data for comparison.
- ❖ However, it seems likely that the pandemic has suppressed some grocery sales.

Grant Expenses

Cost	Item
\$1,200 - \$1,500	Materials for local grocery delivery initiative (re-usable bags, additional recycled containers, labels)
\$700	Staff and consultant time for implementation of grocery delivery initiative
\$1,000 - 2,000	Yelp/Google/Social media advertising/influencers
\$1,500 - 3,000	Professional marketing services
\$500 - 1,000	Promotional and educational community events at the shop i.e. 2nd Saturday events, “How/what to recycle/compost”
\$2,100-\$3,800	Purchase additional refrigerator unit to improve customer experience and offer more high demand products
\$1,000	Upgrade to electronic loyalty/points program + bottle/jar take back
\$1000 - 1,500	<i>BONUS: Hire local artist to paint signage on front windows</i>
\$7,500 - 13,000	Total

- ❖ 50% sales growth (\$16k monthly)
- ❖ Increase average order size to \$30
- ❖ Fully operational online delivery
- ❖ Improve supply redundancy to reduce out-of-stock issues
- ❖ Expand community education about sustainability
- ❖ Streamline food donations and compost drop-off

Bonus: 2023 Goals

