



The new platform for sewing and quilting in Germany

# The Opportunity

## We have a new way of retailing

- We create engaging, exciting and stimulating retail offerings
- Concerned and passionate employees, customer focused on providing expertise and “entersalesment”
- Building a community of loyal customers, fully engaged in our business, in regular communication with us and each other
- Igniting a neglected market and accessing their high disposable income.



Discover • Order • Experience • Share



# The Problem

There is a large group of 18m sewing enthusiasts in Germany who are badly served by current retail offering.

Department stores are reducing floor space for fabric and loosing sales.

Specialist retailers offer a good service but are few and far between.

Online stores show range but offer little in advice & inspiration.





**9,95 €/m** [Versandkosten](#)  
inkl. MwSt.

**Auf Lager**  
Lieferzeit: ca. 2 - 5 Werktage.

**IN DEN WARENKORB** 

[Muster bestellen](#) 

Gewünschte **Menge** bitte im nächsten Schritt eingeben.

**DETAILS** | **BESCHREIBUNG**

<b>Material:</b>	100% Baumwolle
<b>Breite:</b>	150 cm
<b>Rapport:</b>	Breite: 18 cm Höhe: 8 cm
<b>Gewicht (g/m²):</b>	115,0
<b>Farbe:</b>	wallweiß
<b>Merkmale:</b>	leicht, weich
<b>Verwendung:</b>	Babydekoration, Homeaccessoires, Kinder Deko, Kissen/ Tagesdecken, Patchwork, Tagesdecken, Taschen, Vorhänge
<b>Griff/Fall:</b>	weicher Fall, weicher Griff, glatter Griff
<b>Herstellungsort:</b>	gewebt





# The target group

18 million Germans sew as a hobby. (Source: Statista.de 2018)

Women aged 50 and over (although not exclusively).

This target group can be characterized as follows:

They have an above average disposable income.

The children have left the home.

They have the time to devote themselves to a hobby they love - sewing.

They are more interested in quality than price.

Over 65% of those over 50 are members of a social network.

(Source: Social-Media-Atlas der Hamburger Kommunikationsberatung Faktenkontor und Marktforschungsinstitut Toluna 2017)





# Advertising channels by age group

Television is still relevant for the target group and combined with social media will enable us to contact our customers despite the changes in media use over the next 10 - 20 years.

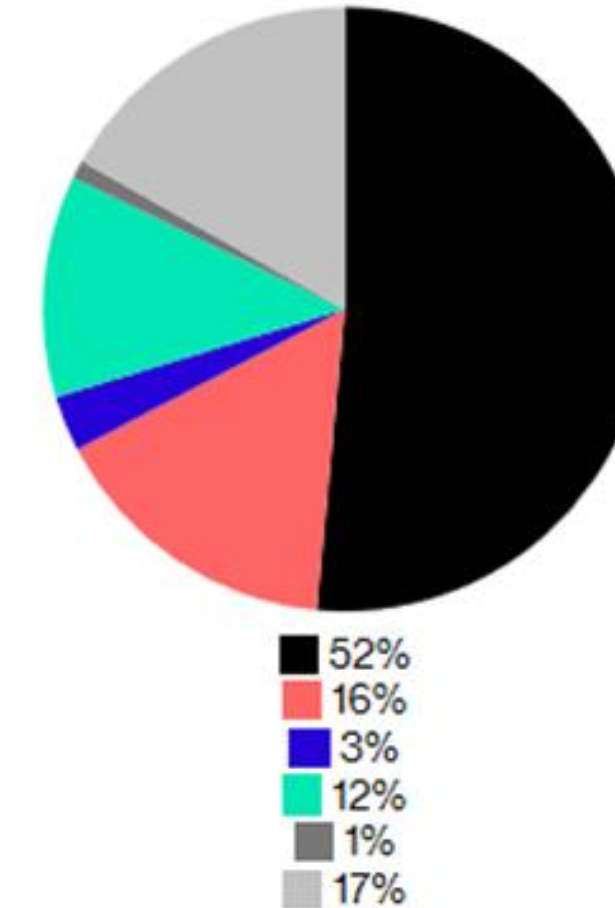
Project Sew's video content will be available via an app, YouTube and social media from the outset.

## Advertising Avenue

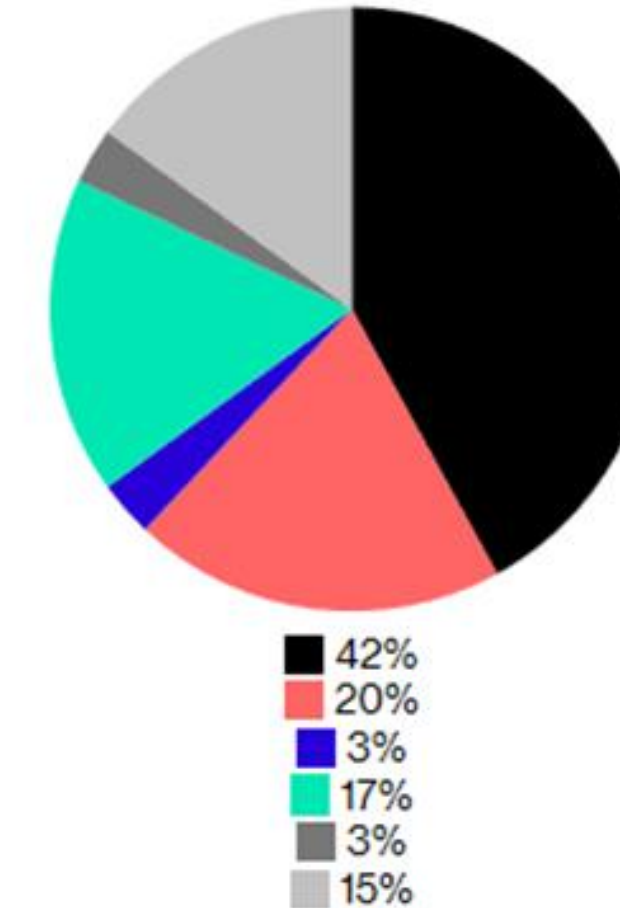
Gen Z primarily finds out about new products on social media, not TV

■ Social media ■ TV ■ Newspapers or magazines ■ Word of mouth ■ Blogs  
■ Other/No opinion

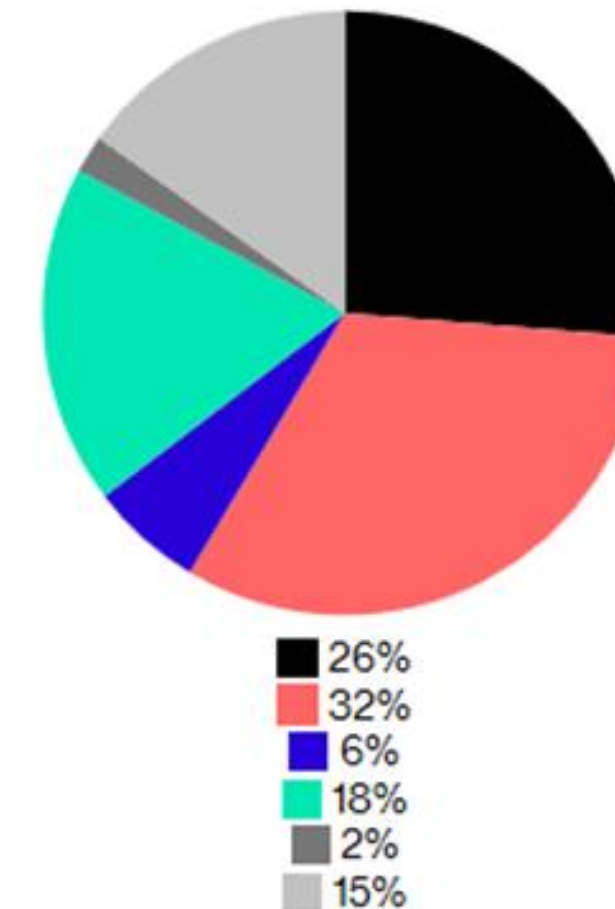
Gen Z: 18-21



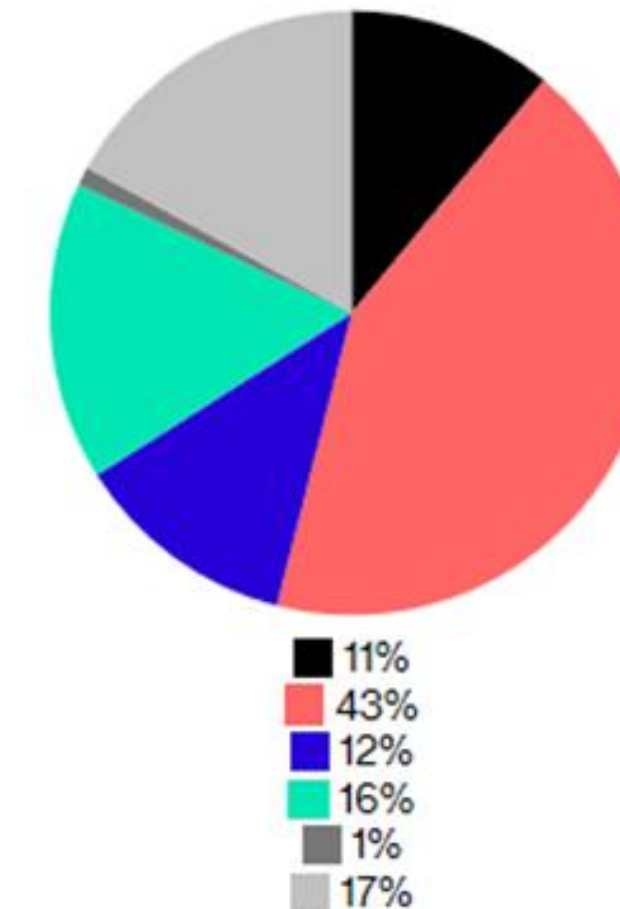
Millennials: Age 22-37



Gen X: Age 38-53



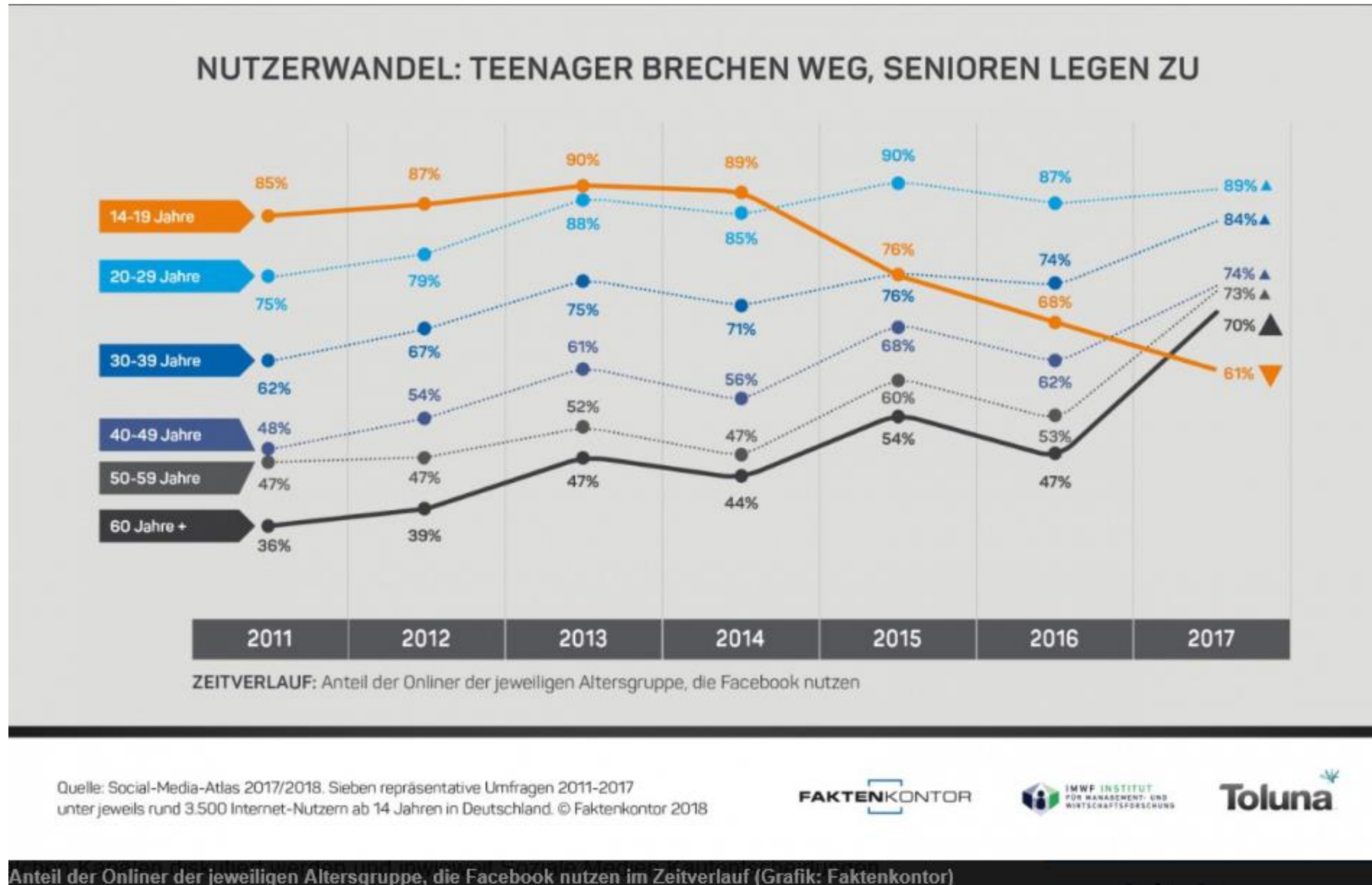
Boomers: Age 54-72



Source: Businessweek/Morning Consult survey

Note: Data excludes other and don't know/no opinion. Chart shows where cohorts say they primarily find out about new products.

Facebook is the most popular social media platform among the over 50s.





# A unique platform

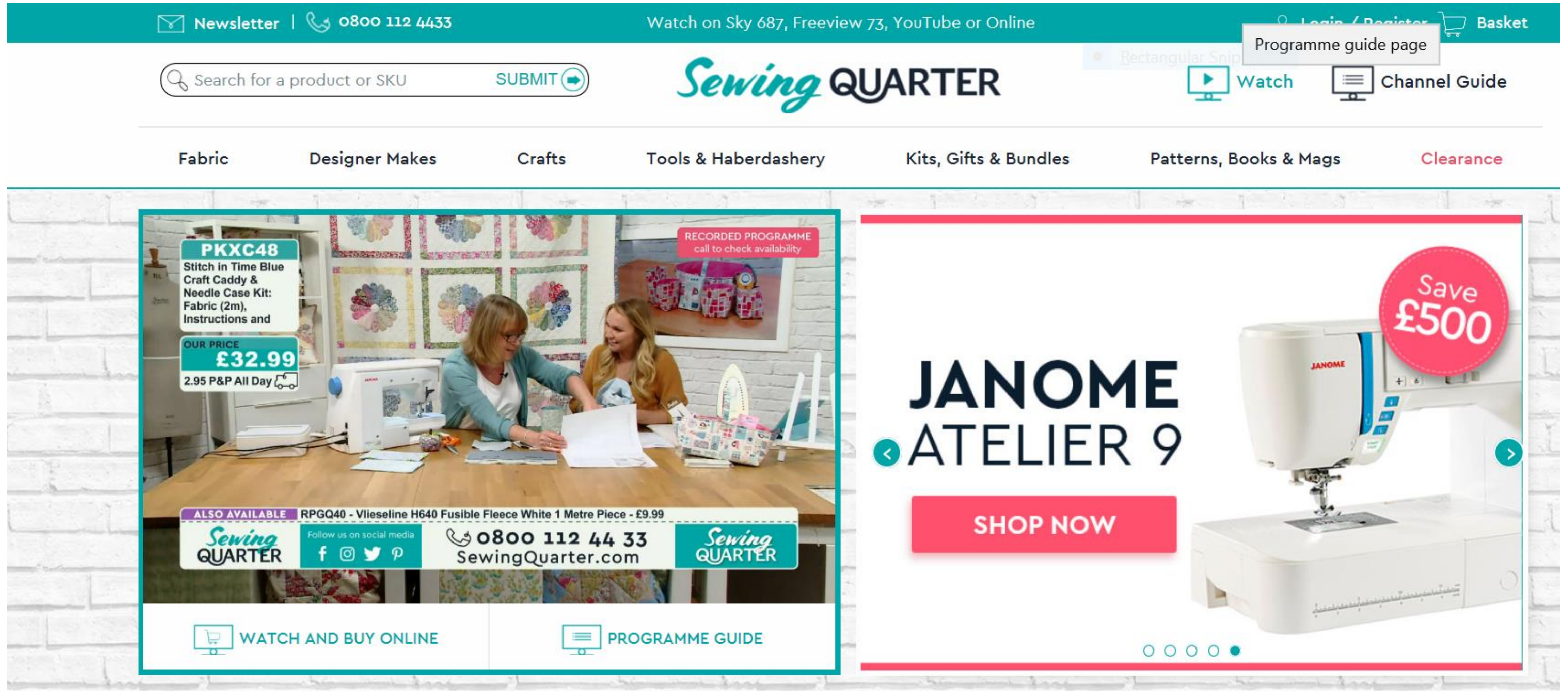


- There is no dominant player on the market
- Market Volume : > 1.2bn Euros
- 18 million hobby sewers in Germany

- The target group has great affinity to TV and Social Media
- This group has a high disposable income



Project Sew is based on the British shopping channel Sewing Quarter





# Key Highlights

## Founding Team



### Simon Leach

- Purchasing
- Technical setup
- Sewing market
- (start-up "Sewing Quarter")

### Olaf Kliem

- Planning
- Staff management
- Marketing
- (start-up "The Jewelry Channel")

## Sales projection

Year 1	Year 2	Year 3
€ 2,5 m	€ 10,2 m	€ 26,8 m

## EBITDA projection

Year 1	Year 2	Year 3
€ -2,1 m	€ -0,9 m	€ 2,4 m

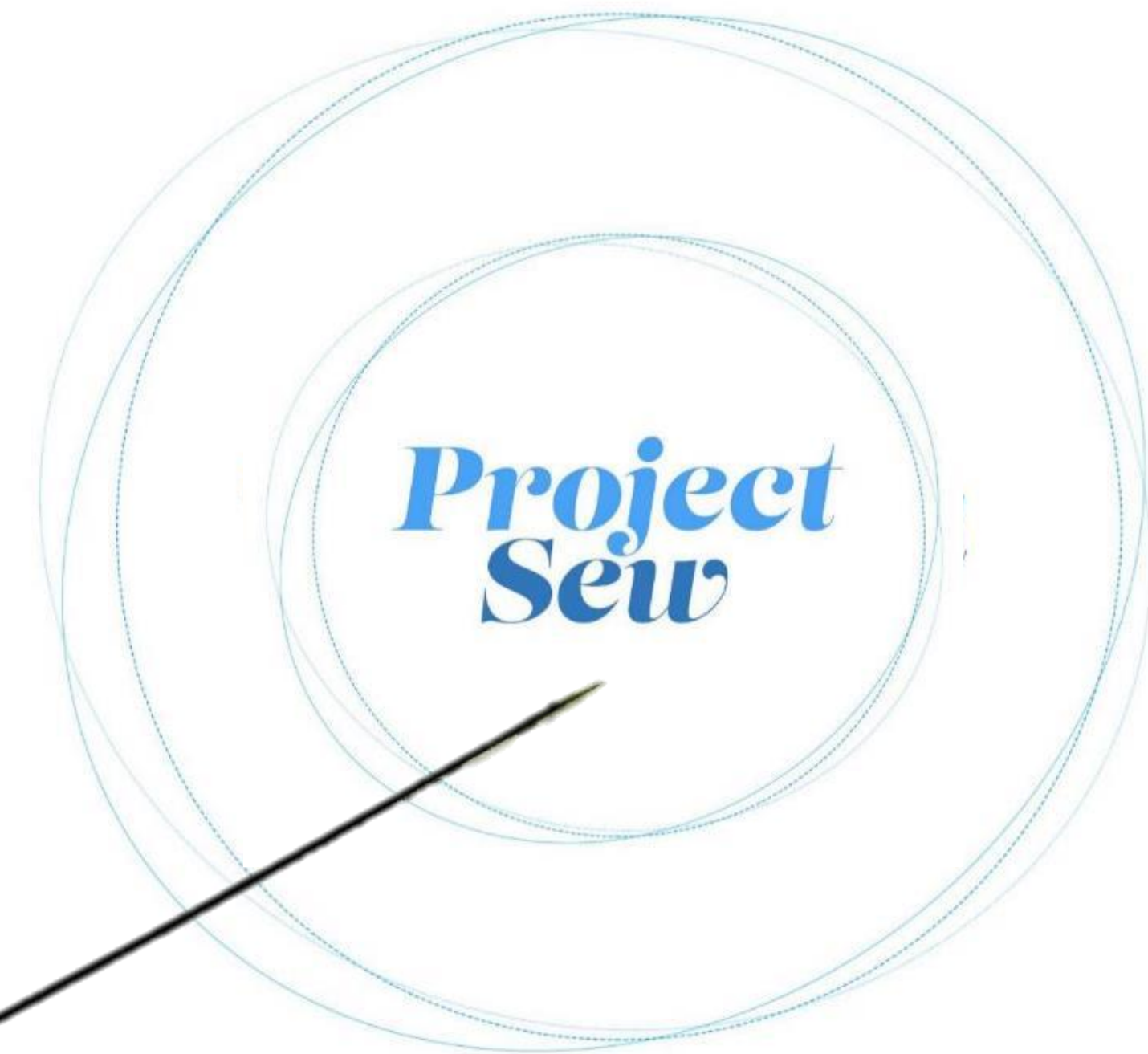
## Paid-in capital

4 rounds of € 1 m



# Summary:

- The time is ripe for this market worth €1.2bn to be ignited by a new and vibrant platform.
- Passionate, innovative and committed founders who understand the customer and how to engage with them
- Business model is easy to scale into other countries.







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