

Quati

QUATI, LLC, ELEGANCE AND CONSERVATION



People enjoy wearing beautiful accessories, but they lament the lack of quality and originality in many mass market products. They are also concerned about the environmental and social impact of fashion retail products, an industry known for its pollution, waste, and harsh working conditions. Currently, there are few options available for people who wish to display their sense of style and connection to place while knowing that their purchases make a positive impact.

Quati provides a solution for these buyers in the form of accessories, such as scarves, shawls, pouches, handbags, and ties, crafted with ethical production processes and designs that reflect the natural beauty of the local or regional environment. Moreover, as a benefit corporation, Quati is committed to giving a significant portion of its profits to environmental charities, demonstrating its mutual goals of profit and purpose.



Target Market

Quati will provide products for women and men who appreciate distinctive luxury accessories that convey a sense of place. The target market includes three groups: people who enjoy accessories that reflect the place where they live, travelers seeking mementos to remind them of their experiences, and nature enthusiasts interested in accessories that reflect their values and interests.

The Quati Solution

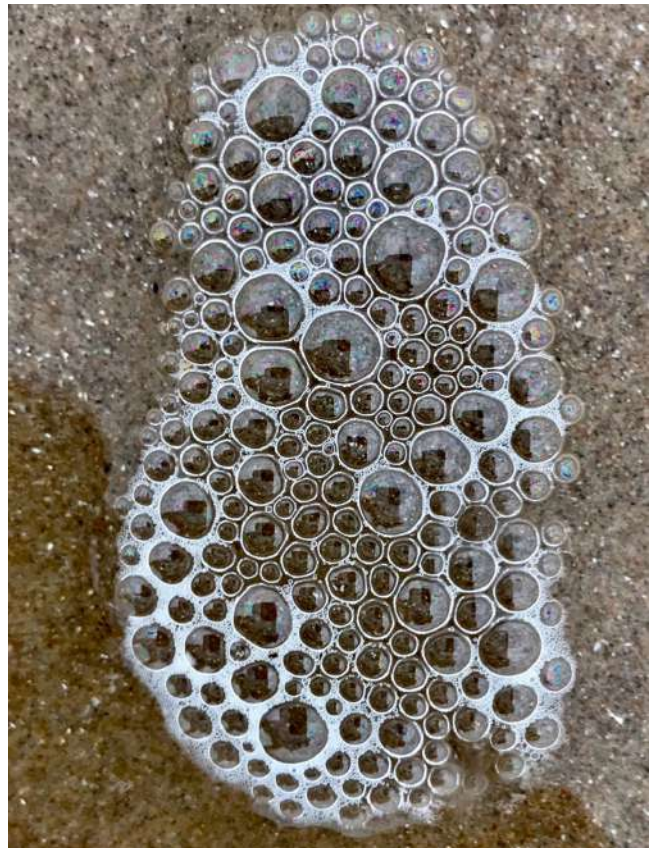
Quati will fill these gaps for the target market by manufacturing beautiful, nature inspired, locally resonant, and responsibly produced accessories.

The *Quati team* is ideally suited to bring these products to market.

LORENZO J. DE ROSENZWEIG PASQUEL is a retired conservation professional with a marine biology background. He has 35+ years of experience in conservation finance, knowledge sharing and network learning. He is the founder and ex CEO of the Mexican Fund for the Conservation of Nature and the Mesoamerican Reef-Fund, and current CEO of Terra Habitus A.C. These leading environmental funds have a shared endowment of close to 200 million dollars and a spending record in grant giving of 190 million dollars in 26 years. Lorenzo is also a recognized photographer, designer and watercolorist.

JENNIFER GOODEN is a land conservation professional, and has been a long-time advocate for local economies, sustainability, and place-based design. Jennifer works in conservation philanthropy, restoration and research and has ten years' experience as a partner in a retail business in Oklahoma City. She has Ph.D. from the University of Oxford, expertise in conservation psychology and human behavior, and enjoys wildlife photography, nature-inspired design and travel.

KARINA UGARTE is an expert in communications and social networks. For the last 15 years, she successfully contributed to civil society organizations in different roles including leading communication campaigns, and performing management roles for resource mobilization, project design and project implementation. She is highly qualified in corporate reporting, graphic design and websites architecture. Formed as a lawyer in Paraguay, she carried out a master degree in environmental sociology in the United Kingdom with further environmental studies in Germany. She currently collaborates with Citi Foundation Mexico.



ALEXA FIRMENICH is a conservation leader and ecology communicator whose work is driven by the calling to reconnect humanity to the natural world. She is an investor and founder of **Ground Effect**, an animist investment studio. Her work and efforts wake up to the factual collapse of living systems with corresponding urgency and diligence by investing without compromise in a way that addresses the planet as a living subject with which we can all become indigenous.

DANIELA FROGHERI is Dean of the School of Architecture and Habitat Sciences at the Universidad de Monterrey (UEM), from its foundation in 2019. She is also a professor of Architecture from 2013, and a professor of the Master in Advanced Architectures. At the Universidad de Monterrey, she has previously served as Head of the Department of Architecture and Director of the Master in Advanced Architectures. Daniela's doctoral studies give her a spearheading expertise in nature-inspired innovation and design as well as functional architecture.



Quati's unique value proposition is quality.

The highest standards will be applied to design, product specifications, and quality control. In addition, Quati aspires to be recognized as a benefit corporation (B-corp), providing external verification of its ethical production standards and profit-sharing model.

Business Model

DESIGN

Quati's accessories will highlight imagery and patterns that reflect nature's textures and patterns, terrestrial, marine and aquatic as well as flora and fauna patterns, colors and designs of the regional environment, with a specialty in native product lines. For example, products sold in Monterrey, where the line will be launched, may feature maroon-fronted parrots and the distinctive tails of our namesake coati, while products sold in desert environments will feature native cacti, succulents, and sand spoor.

MANUFACTURING

Products will be manufactured with organic or sustainably produced natural fibers, highlighting silk and silk blends, and will be produced in facilities with ethical, transparent labor standards. In the beginning, Quati will contract the production of bespoke accessories with a company such as Cocccoon Crafters and Loom, which utilize ethically sourced, organic silks and silk blends. Future efforts will look into highly innovational endeavors such as "Biocouture", "Victimless Leather" and a "Biological Atelier".

BUSINESS PROCESSES

Quati will launch with a lean start-up model, including rapid testing and rapid response to the target market. As the company grows, business processes will emphasize creativity, structure, and great attention to detail.





Competitive Analysis

Pineda-Covalin produces accessories that showcase Mexican cultural and biological heritage. The company now sells in multiple markets (North America, Europe, and Asia) and the U.S. division has an annual revenue of \$8.1 million. However, Pineda-Covalin donates only a minimum of profits for social or environmental causes, and the company is currently embroiled in controversy for profiting from indigenous designs that they did not have permission to use. Consequently, there is potential to disrupt this market with products that are more appealing to Quati's target audience.

Quati will have the additional advantage of tapping into sales partners throughout Latin America and the Caribbean through RedLAC, a network of environmental funds of this region with 20 years of experience in conservation finance and conservation marketing.

Marketing *and* Distribution

The product line will initially launch in Monterrey, Nuevo León, Mexico, and spread outward through Latin America and the southeastern United States. Quati has chosen Monterrey for its initial launch because of the presence of our target market and the Quati founders' contacts within the urban community.

Target distributors will be boutique retailers, museum shops, and Quati's own online shop. While physical retail outlets will feature locally inspired designs, the online shop will include the full range of products, including limited-run collections. Co-branded products will support conservation organizations, celebrity conservationists' causes, and local/indigenous communities through profit share.

Quati will also explore a potential partnership with the National Geographic-Lindblad Expeditions alliance to market Quati products on board the alliance's 12+ adventure travel and exploration ships.

Packaging will reflect the quality of the product. Products will be packaged beautifully using materials with post-consumer recycled content. People will be proud to give a Quati product as a gift.

Quati recognizes that people in our target market seek products that tell a story. Our story, conveyed through a blog and Instagram account, maintained by expert storytellers, will also accompany each product, reminding buyers of the power of Quati's purpose. An online platform will describe in detail progress and impact of conservation projects funded by Quati's profit sharing scheme.