



The Green Collective

From Our Home,
To Your Horizon.

THE STRATEGIC LAUNCH OF VERDE LIVING

We've Mastered the Sustainable Home.



65%

Customer Retention
(vs. 45% Industry Avg)

40%

Revenue from our
"Eco-Home Starter Kit"



ECO-FRIENDLY



TRUSTWORTHY



ACCESSIBLE



RELIABLE



MINIMALISTIC

Competitors Force a Choice Between Convenience and Connection.

Convenience

Highly Accessible

Niche & Local



Accessible, but lack a deep, personal connection.



Our Position: We are the only brand delivering both trust and accessibility at scale.

Local Boutiques

High-trust, but inconvenient and geographically limited.

Mass Market

High-Trust

Brand Connection

A ~656,000 Person Market is Waiting in BC & QC Alone

British Columbia Market: ~342,000 prime prospects (25-44 yrs) with high interest in eco-premium goods.

Quebec Market: ~314,000 prime prospects (25-44 yrs) in our target demographic.

Conclusion: This is a validated, sizable opportunity in markets known for their environmental consciousness.



Verde Living: Your World, Refilled.



The Concept: Minimalist, refillable cleaning and body care for a life in motion.

The Evolution: We are expanding our core value from **Trust** within the home to **Freedom** in the world.

The Product: Lightweight aluminum vessels. Water-activated concentrate tablets. The same clean ingredients our customers already trust.

Our Go-to-Market is a Strategic Mix Designed for Adoption and Scale.



Product

Refillable vessels & high-margin concentrate refills. Smart, light, and sustainable.



Price

Accessible entry point (\$35 Starter Kit) to drive trial. Profitable recurring revenue (\$5 Refills) to drive loyalty.



Place

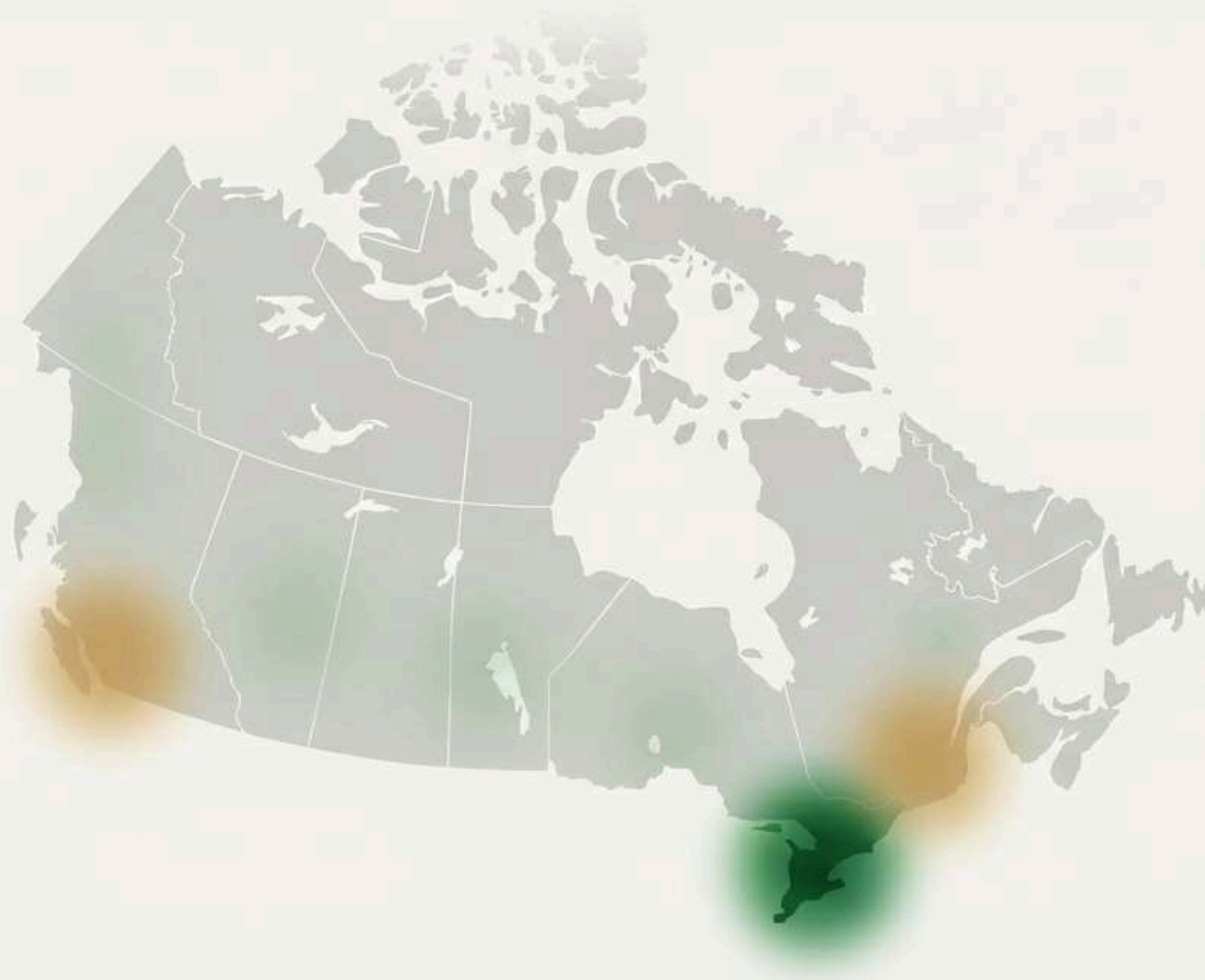
A phased rollout focusing on high-density, high-affinity urban hubs.



Promotion

A digital-first campaign built on authentic, user-driven storytelling.

We Will Win the Urban Core First, Then Expand.



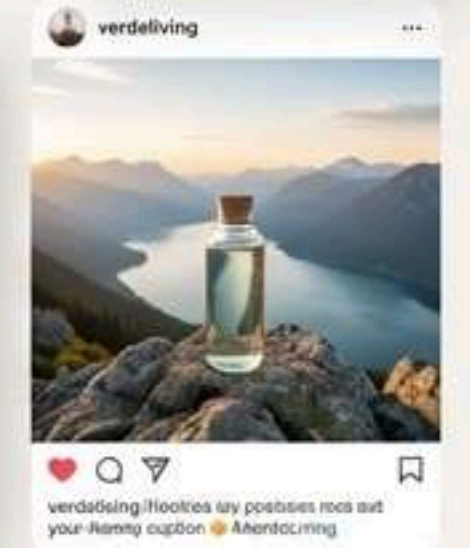
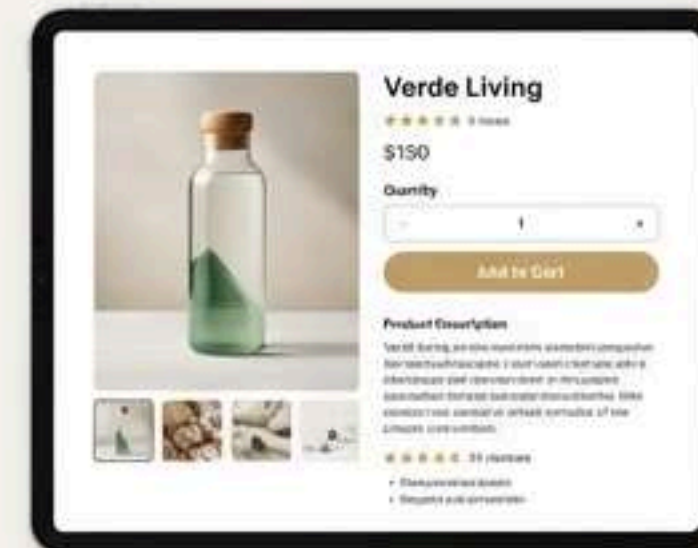
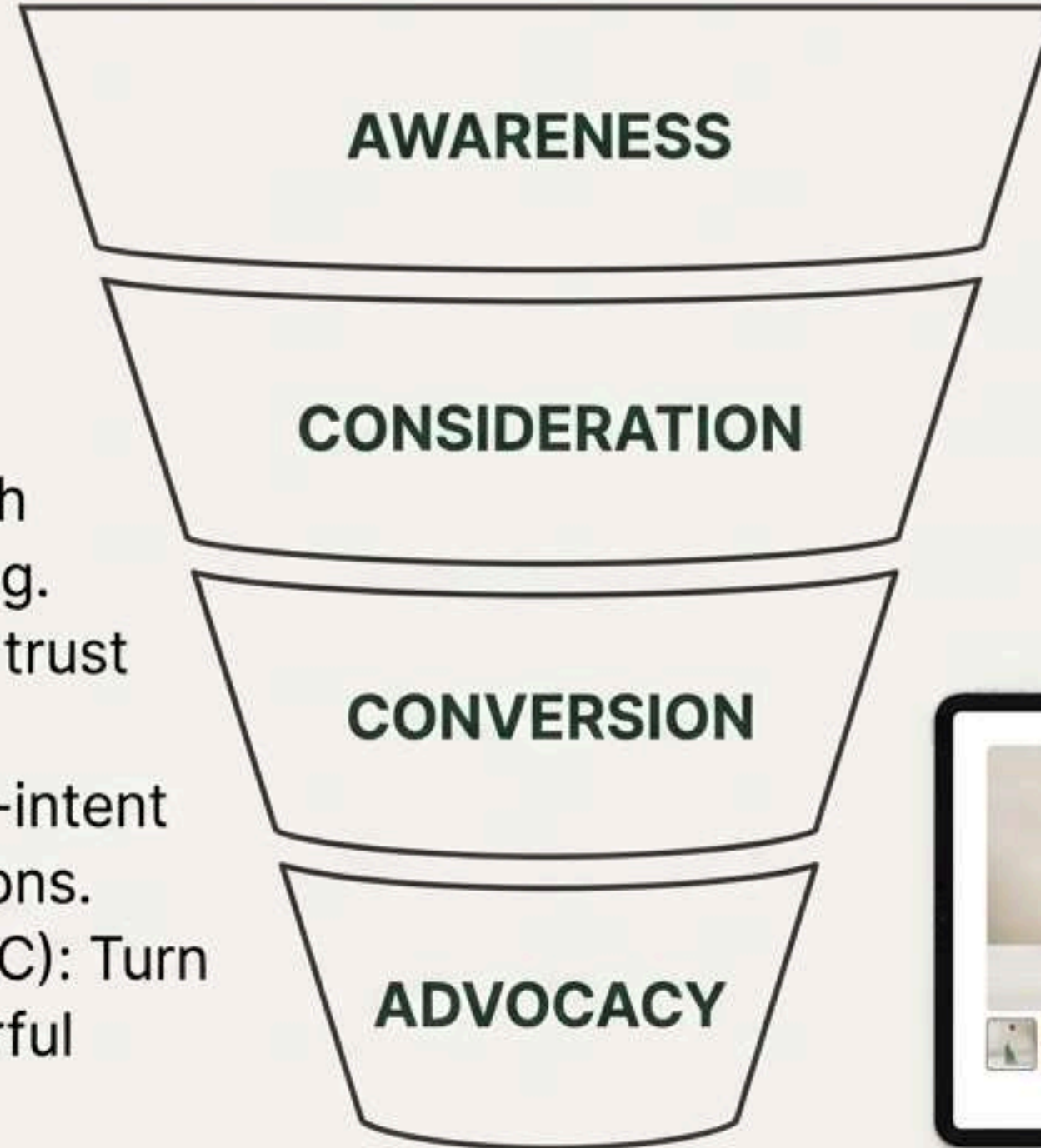
- **Primary (60% Effort): Greater Toronto Area.**
Our home turf. Leverage existing loyalty with pop-ups and local activations.
- **Secondary (30% Effort): BC & QC.**
Target dense urban centers (Vancouver, Montreal) with high eco-affinity, validated by our market data.
- **Tertiary (10% Effort): Rest of Canada.**
Build a baseline of awareness through targeted e-commerce.

Our "Clean Freedom" Campaign Will Guide Customers to Advocacy

Objective: Position Verde Living as the essential companion for an active, stylish, sustainable life.

Channels:

- Social Media: Build desire with minimalist, aesthetic storytelling.
- Influencer Marketing: Borrow trust from authentic voices.
- SEO & Content: Capture high-intent customers searching for solutions.
- User-Generated Content (UGC): Turn customers into our most powerful storytellers.



We're Partnering with Authentic Voices to Tell Our Story



The West Coast Explorer (Liam, BC)

Vibe: Van-life, hiking, rugged minimalism.

Role: Showcases product **durability** and **freedom** in nature.



The Urban Minimalist (Sophie, QC)

Vibe: Zero-waste city life, design, aesthetics.

Role: Highlights product **style** and **trust** in a modern, urban context.

We Won't Just Tell Them It's Portable; They Will Show Us.



The Hook:

The #MyVerdeLife Challenge, inviting customers to share where they take their Verde Living kit.

The Incentive:

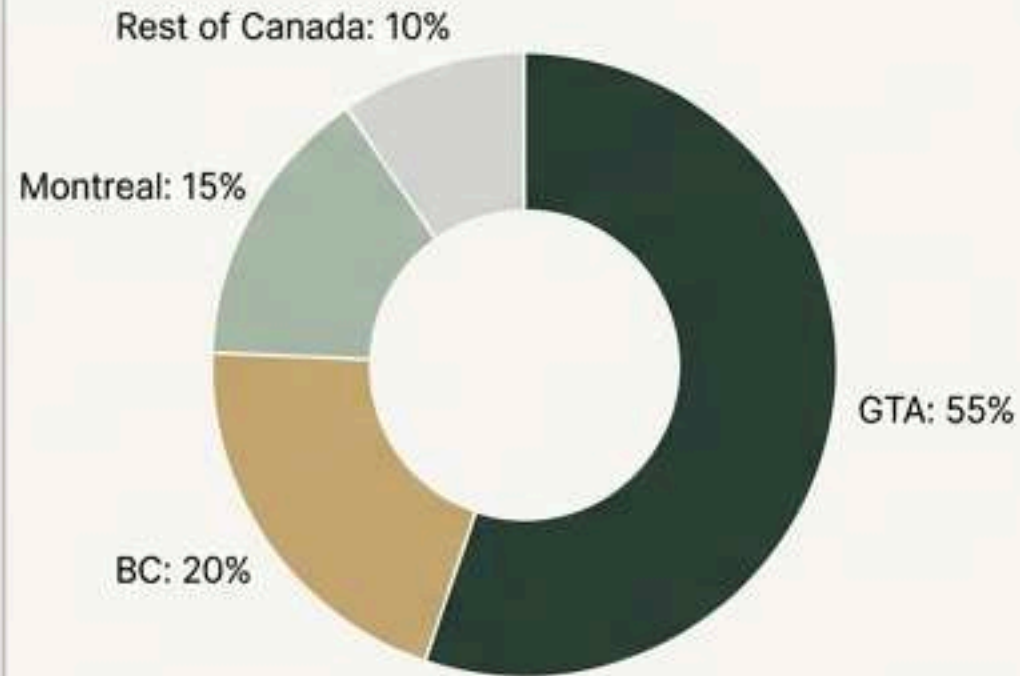
A monthly prize for the most creative post ('A Year of Refills').

The Goal:

Build a powerful library of social proof and community. The best UGC will be featured on our homepage to boost conversion.

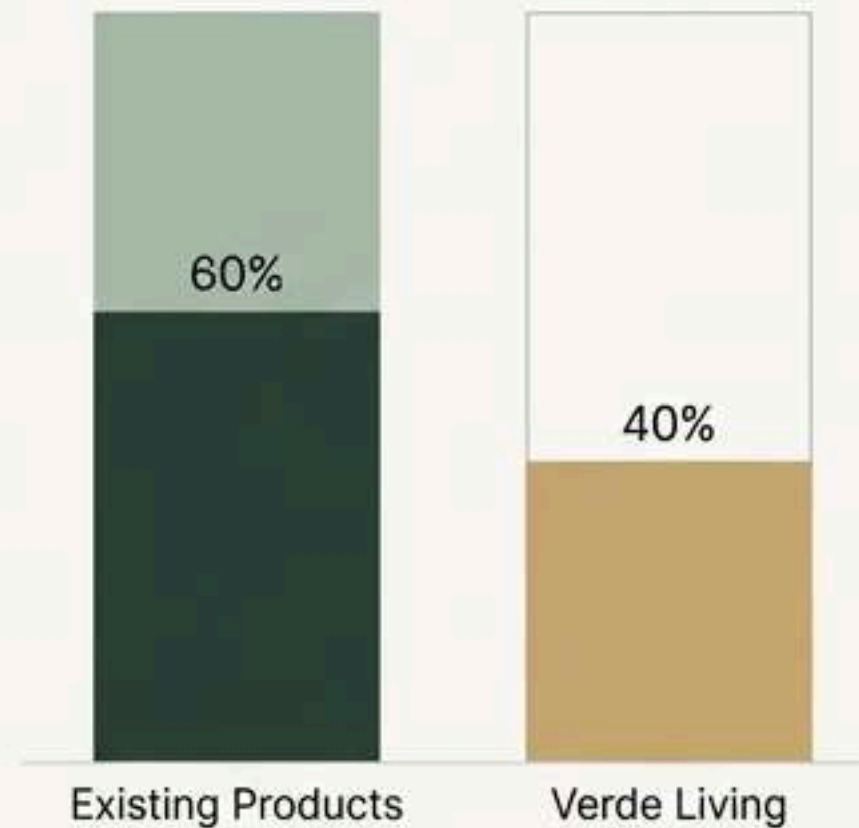
Success is Defined, Measured, and Tracked

Sales by Region



To validate our geographic strategy

Product Mix



Target: Verde Living to be 40% of total sales by EOY

Acquisition Efficiency

CAC < \$25

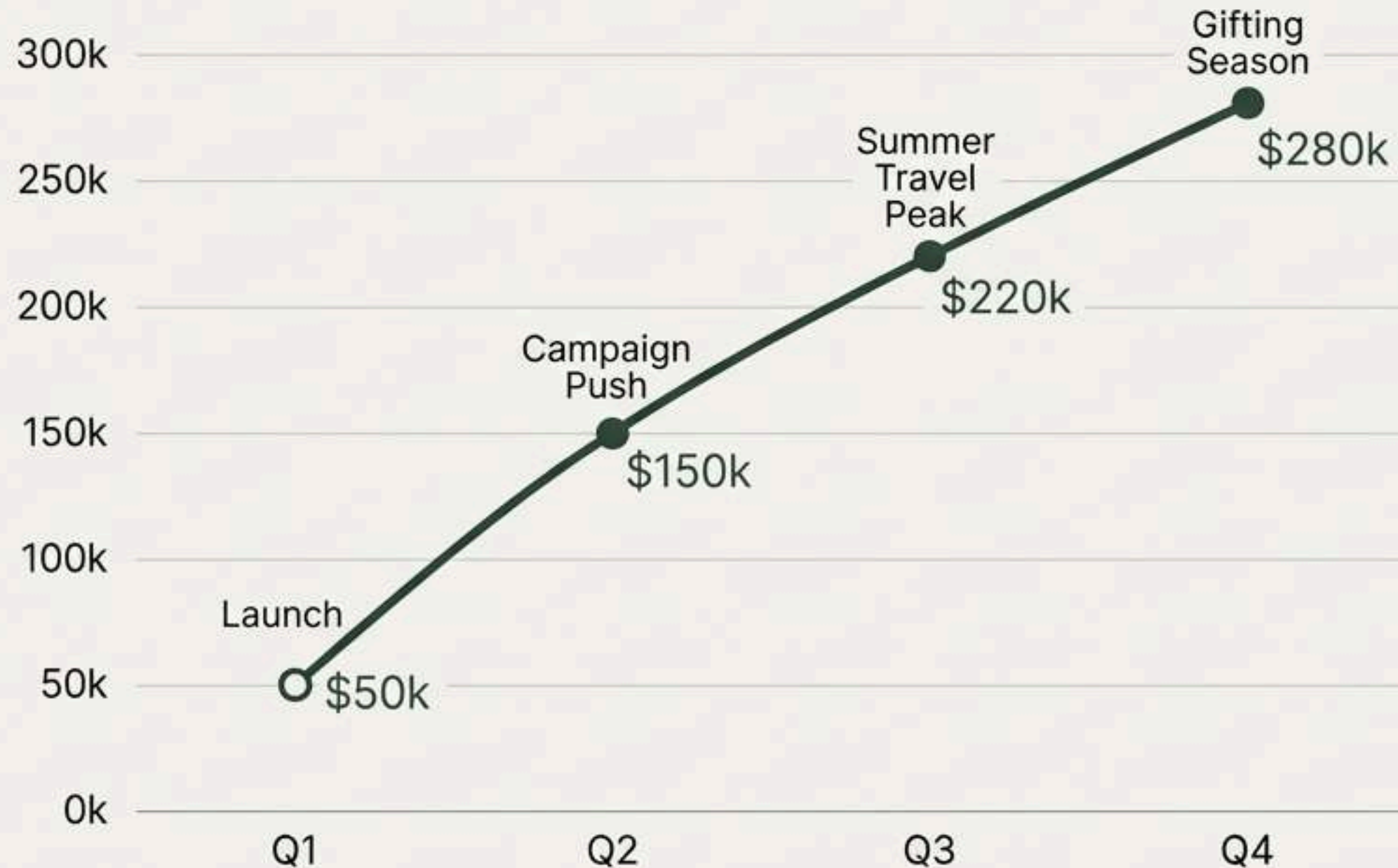
Customer Acquisition Cost

Rate > 3.5%

Conversion Rate

To ensure profitable growth

Projecting a \$700,000 Revenue Opportunity in Year One



Q1 (Launch): \$50k
Q2 (Campaign Push): \$150k
Q3 (Travel Season): \$220k
Q4 (Gifting): \$280k

Key Driver: Refill subscriptions are projected to account for 40% of Verde Living sales by Q4, creating a predictable, high-margin revenue stream.



The Future is Clean. The Future is Verde.

Summary:

We are leveraging our brand's deep-seated **trust** to launch an innovative product line that unlocks a large, validated market.

The Ask:

We are seeking a **\$50,000 marketing budget** to activate our influencer strategy and secure key pop-up locations in the GTA.

Final Statement:

Verde Living doesn't just expand our portfolio; it expands the world of our customers.

**The Green
Collective**

Thank you!