



# ASLEE

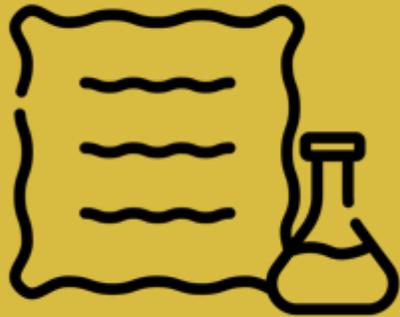
“  
Good brands have charm  
Great brands have soul  
”

ASLEE • SUSTAINABLE LIVING

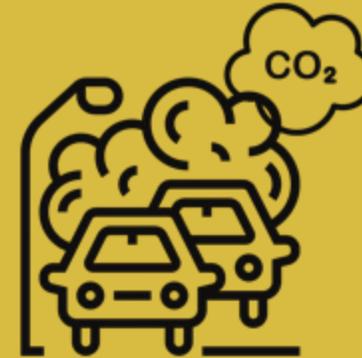
ASLEE



Synthetic fabric extracted from oil and have a carbon footprint of 2.1 billion tonnes of CO2 annually.



This is equivalent to the pollution generated by 45,67,07,817 cars in the same timeframe.



**ASLEE aims to be part of the solution and not the problem.**



PROBLEMS

& SOLUTIONS

# INDUSTRY PROBLEMS



- ▲ Lack of availability to address the consumer interest
- ▲ Scattered market of ecologically responsible Fashion wear for Millennials and Gen Z.
- ▲ Sustainable industry majorly focused on cotton
- ▲ Environmental degradation due to increasing Carbon footprint of textile industry.
- ▲ Water pollution due to harmful chemicals across processes

# OUR SOLUTIONS



CARBON NEGATIVE  
FABRICS



BIO-DEGRADABLE  
PRODUCTS



COMPETITIVELY  
PRICED & SCALABLE



FABRIC  
INNOVATION



SEASON NEUTRAL  
PRODUCTS



A close-up photograph of a person's hands operating a traditional wooden loom. The person is wearing a dark blue long-sleeved shirt and a black watch. The loom is made of dark wood and has many threads stretched across it. The background is slightly blurred, showing a brick wall and other parts of the loom.

# VISION & MISSION

We're bringing an alternate lifestyle to our consumers, one that is powered by materials that do more good than harm.

At ASLEE we are making a REAL effort to nudge the textile industry and its consumers back to renewable and natural materials..

We believe, at this point in our civilization, there's no reason to NOT be ASLEE.

# WHO IS ASLEE?





# OUR TEAM



**ZOYA WAHI**  
CO-FOUNDER

***Zoya manages operations, outreach and partnerships for Aslee.***

She spent most of her career as a digital marketing consultant, specializing in converging storytelling and digital marketing. Turning her interest in sustainability into an occupation through Aslee, she focuses on driving awareness about the need to make better consumption choices and shift to a more eco-conscious lifestyle.



**NITIJ SINGH**  
CO-FOUNDER

***Nitij manages production, sourcing, packaging and finance for Aslee.***

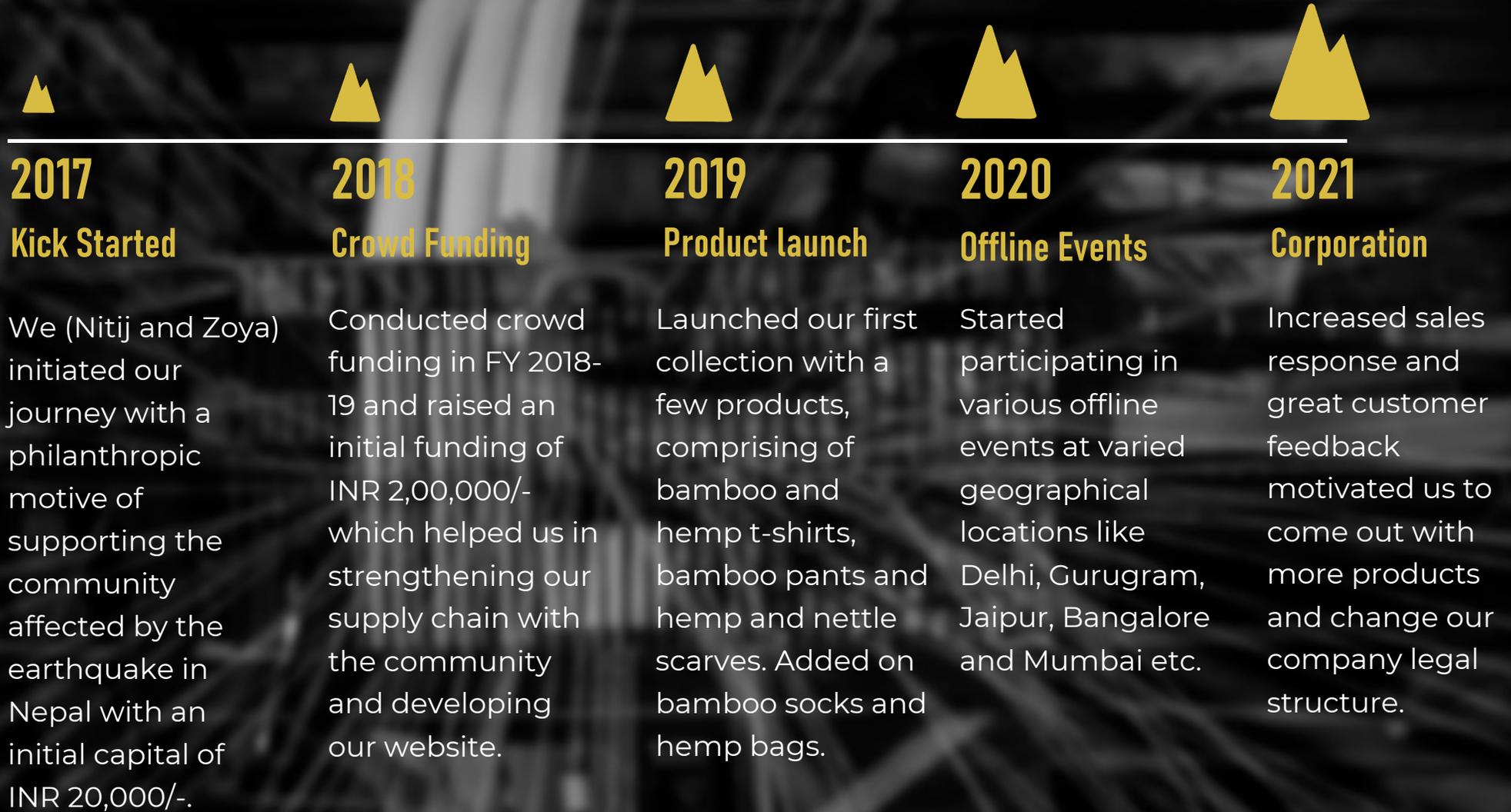
As an ex-public policy consultant he has project management experience of more than 10 years. He's worked across multiple countries on projects related to sustainable development, renewable energy, digital health and biodegradable manufacturing.



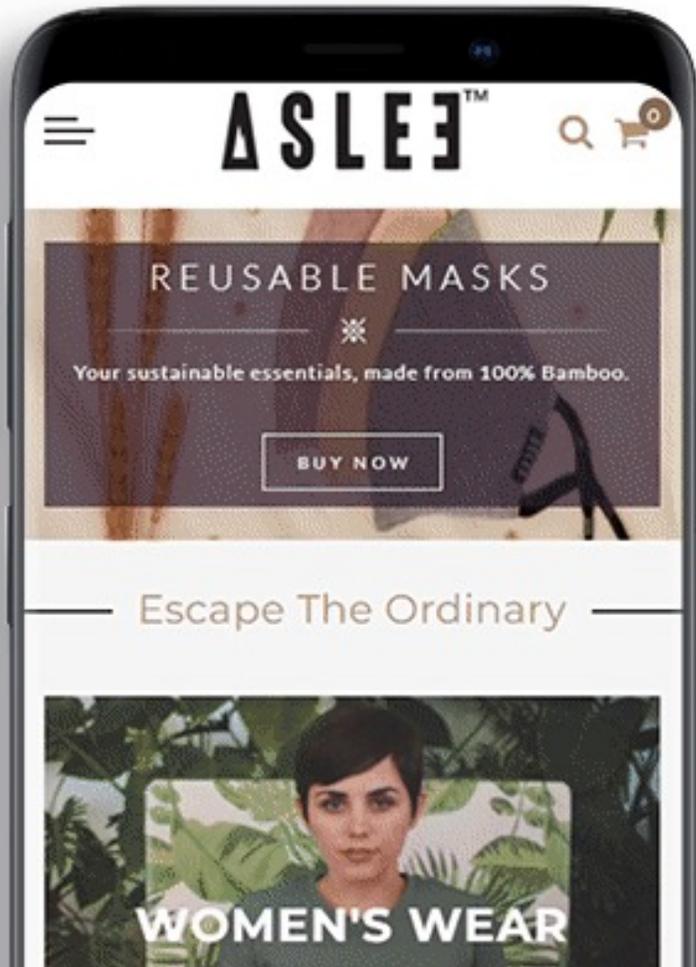
**NARENDRA NAG**  
ADVISOR

***Narendra is the founder and CEO of Laminar Global Limited, UK — a PaaS for media companies wanting to launch a Netflix-like service. He currently advises five startups — Kati Patang Beer, Slay.Coffee, Gather.Network, Savikalpa.com and Aslee.in. He has ~25 years of experience across consulting, tech, marketing, advertising and journalism and has worked in global roles in Europe and Asia.***

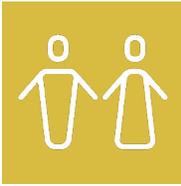
# JOURNEY SO FAR



# OUR USPs



UV Protective, Anti-microbial and odour-resistant products made of **Bamboo and Hemp**



Gender neutral and season agnostic products



Competitive pricing across key categories with over 200% margin in few products



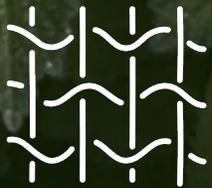
Experienced suppliers and diversified supply chain to mitigate risks



Scalable with fabric innovation



# HEMP



# NETTLE



# BAMBOO

**Soil loves Hemp!** It requires very little water, restores vital nutrients and absorbs Co2 super quickly. Hemp fabric just gets softer and more comfortable to wear with every wash.

**Nettle is the protector of the mountains.** It holds soil in place, preventing erosion and landslides. Nettle stays cool in summer and warm in the winter due to its hollow core and lasts very long because of its super strength

**Bamboo is the greenest grass in the world,** growing wild without the use of any harmful chemicals. It requires minimal water for growing and takes in nearly 5 times the amount of greenhouse gases and produce 35% more oxygen. Bamboo fabric is anti-bacterial, anti-microbial, anti-fungal and odour resistant.

# PRODUCTS RANGE



## ACCESSORIES

Nettle Scarves  
Unisex Socks  
Hemp Purses

Hemp Scarves  
Hemp Tote Bags

## HOME ESSENTIALS

Bamboo Towels- Bath/Hand/Face/Baby  
Bamboo Toothbrushes

## B2B

Custom Hemp Tote Bags  
Hemp Slippers  
Fabrics

## APPARELS

Men's T-shirts  
Women's T-shirts

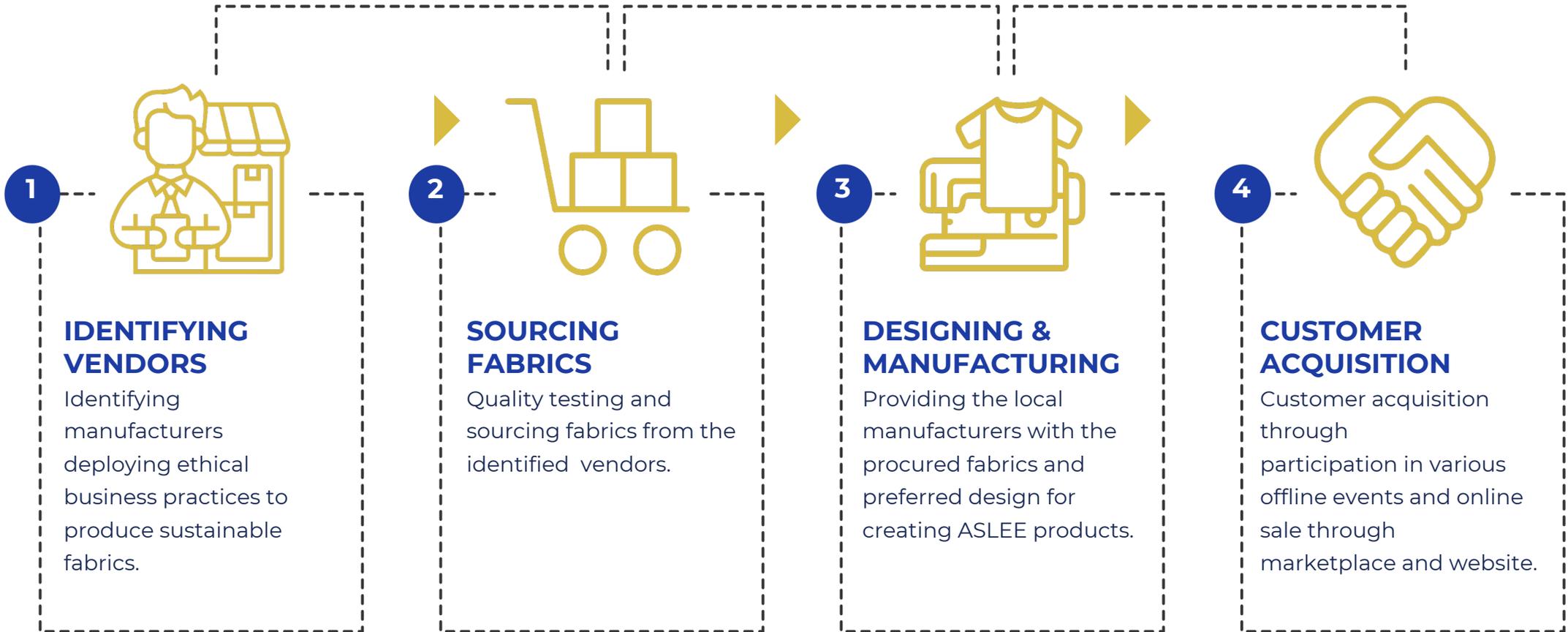
Women's Pants  
Unisex Hemp Boxers



# MARKET VALIDATION & AFFILIATION

- ▲ 65% Gross Margin even at a small scale
- ▲ Under 3% Return rate across categories
- ▲ Zero rupees spent till date on ads to acquire customers
- ▲ 2X YOY growth while still being 100% bootstrapped

# HOW ASLEE WORKS



# MARKET ANALYSIS AND OPPORTUNITIES

 12 BILLION USD

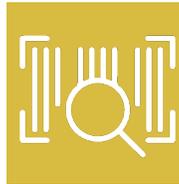
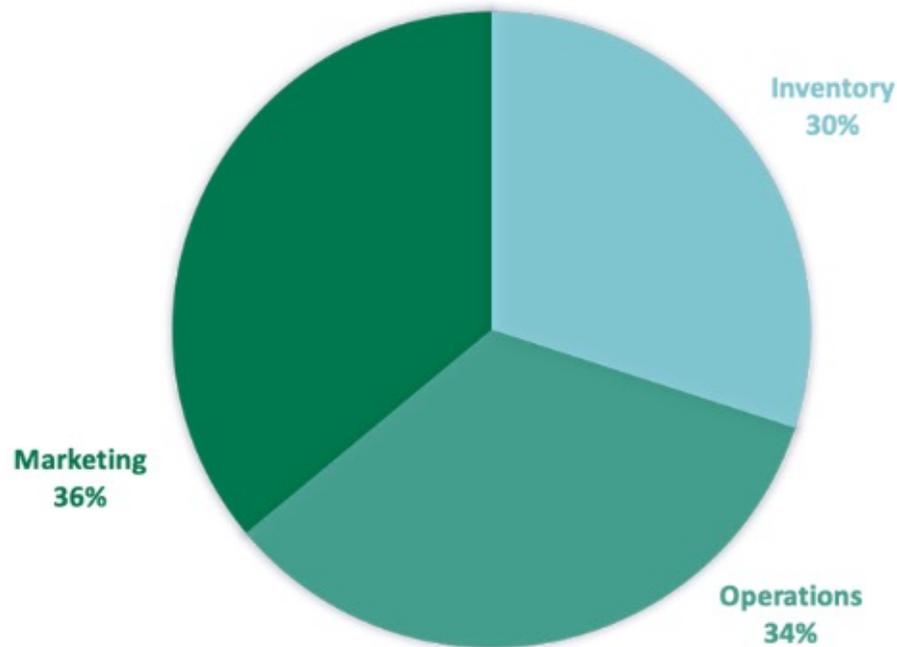
- ▲ Sustainable fashion is gaining momentum across the world. The global market for ethical wear is expected to grow at a CAGR of 6.8% from 6.35 Billion USD in 2020 to 12 Billion USD by 2025.
- ▲ **Aslee's vision is to be a major global player in the eco-conscious fashion and lifestyle segment by creating products that don't just look and feel good but are consciously created and sustainably sourced.**



# FUTURE ROADMAP

 <b>2022</b>	 <b>2022</b>	 <b>2022</b>	 <b>2023</b>	 <b>2024...</b>
<b>Raise Funding</b>	<b>Building Inventory</b>	<b>Strategic Scaling</b>	<b>Branding Visibility</b>	<b>Market Leader</b>
<p>Till date we have invested INR 9 Lakhs in Aslee. After incorporation, our primary goal is to partner with strategic investors who along with financial support will also bring their business expertise to scale operations.</p>	<p>As our primary target is to build inventory to bring down the bottom-line, match market demand and keep continuous traction going across marketplaces.</p>	<p>To increase visibility through listing across more marketplaces, participate in offline events to capture new audience and invest in tech and marketing.</p>	<p>To strengthen ASLEE's position as D2C brand, with intelligent marketing, selective offline events and strategic international retail partnerships.</p>	<p>To emerge as a market leader in Indian and global markets through expansion of select categories, fabric innovation and health focused product development.</p>

# FUNDS UTILISATION FOR EXPANSION



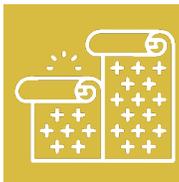
Add more SKUs and inventory to high-margin categories like towel and socks.



Increase marketing effort through paid outreach and technology deployment.



To launch ASLEE's towels, socks and pants in international markets starting from Germany, UK and USA.



Expand home decor portfolio with the introduction of Bamboo bed linen. Build portfolio of health focused apparel backed by scientific study and testing.

**THANK  
YOU**

**ASLEE**