

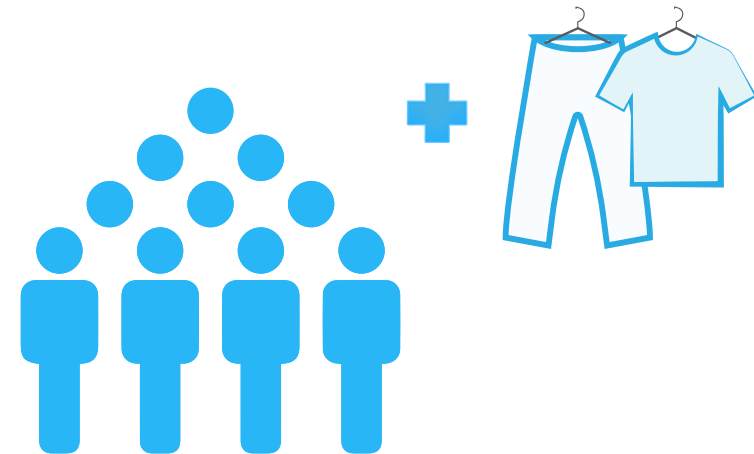
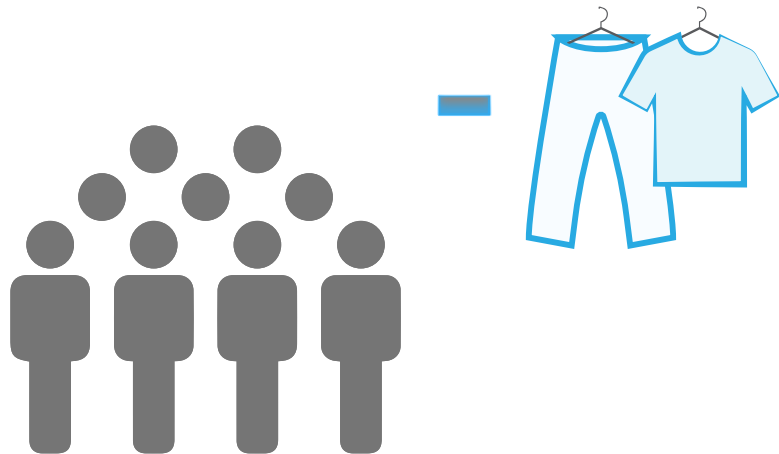


FabricAID

PROBLEM

In Lebanon, **2.5 million** people can't afford buying first-hand clothing. That's why they resort to buying second-hand items.

In parallel, **3 million** people have a lot of clothing that they no longer want but can't find a proper way to donate them to those in need.



EXISTING SOLUTION

Existing second-hand clothing are well known to be of **low quality** and **relatively expensive**.

NGOs can collect clothing but **lack the resources, experience, and capacity** to do proper **sorting** and **effective distribution**.

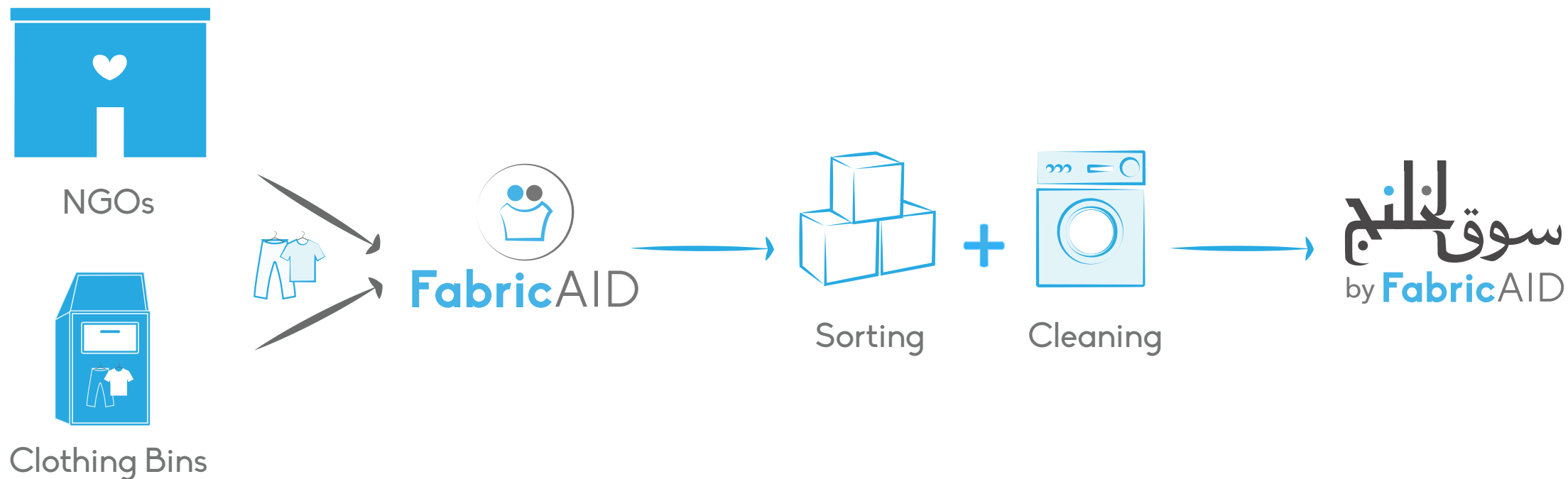


Distribution



Sorting

SOLUTION



We collect clothes from **NGOs** and through our **smart clothing collection bins**.

For every **kg** of clothes collected, a partnering NGO gets **0.5\$**.

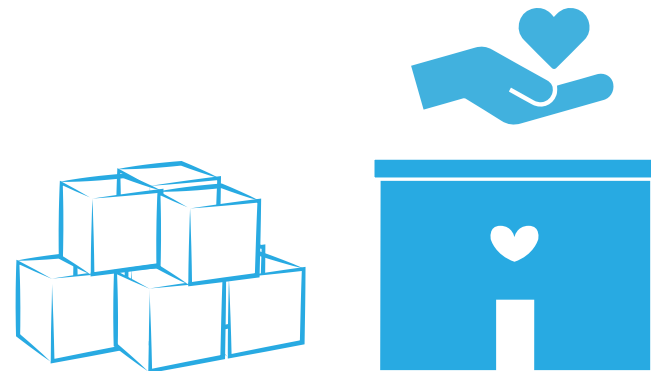
Collected clothes are sorted and cleaned to be sold at prices between **0.3\$** to **2\$** per item.

VALUE PROPOSITION

Underprivileged communities can now afford a **better quality** of clothing for a **quarter** of the typical market price, while choosing from a diverse selection in a dignifying manner.

NGOs now see clothing collection as a source of sustainable income instead of a draining expense.

In fact, our partnering **NGOs** that used to collect **60 kg/month** are now collecting **500 kg/month**.



DISTRIBUTION

سوق للخليج

by **FabricAID**

In the last few months,

31 popup markets

35,000

items sold

4,500 beneficiaries



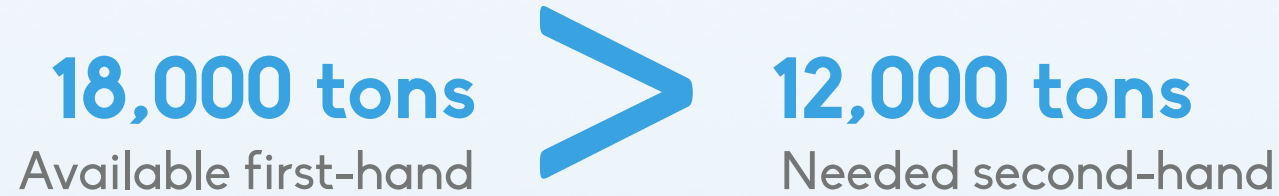
RemAID BY FABRICAID

The revealing and poor quality clothing that can't be sold to our target market, are **up-cycled** into new clothing items through a collaboration with **Esmod** and sold for prices ranging between 50\$ and 150\$ through fashion exhibitions.

The rest are shredded to be used as **stuffing** to create **Fabric based products** (pillows, mattresses, couches...) through a partnership with the **Orphan Welfare Society**.



MARKET SIZE

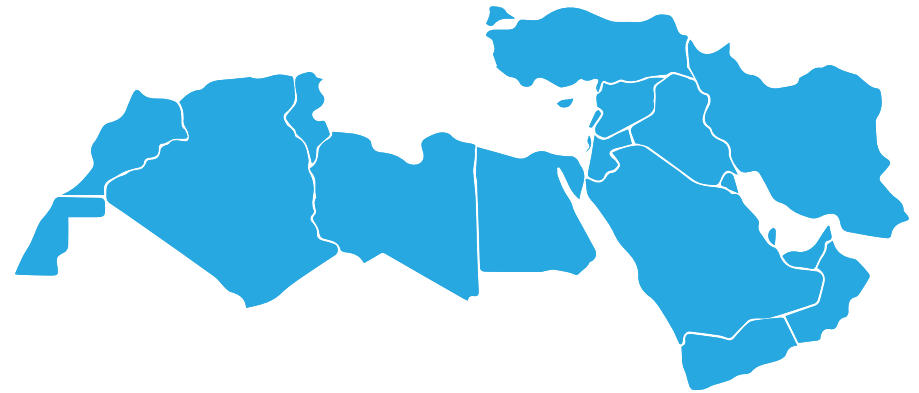


In Lebanon, there are more than **250** retail second-hand shops and a dozen of wholesalers who import around **12,000 tons** of second-hand clothing per year worth more than **80 million dollars**.

At the same time, Lebanon imports **18,000 tons** of first-hand clothing which means that the local need of consuming second-hand clothing can be fulfilled by the first-hand clothing already available in the market.

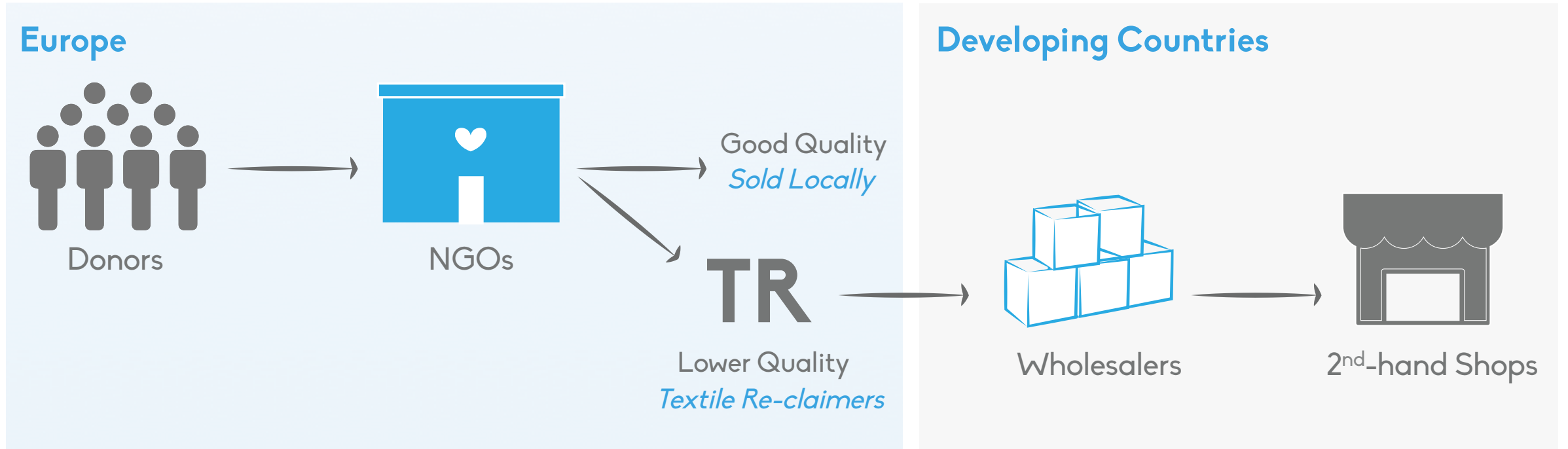
BEYOND LEBANON

In the **MENA Region**, there are more than **75 million** people who are in need of affordable clothing and there are **millions of tons** of decent clothing going to waste.



We are working on expanding the model through social franchising it to other MENA countries and exporting clothes from **Lebanon to Syria**.
(A market for than 10 million second-hand clothing users)

UNFAIR ADVANTAGE



NGOs, textile re-claimers, wholesalers, second-hand shops, customs and shippers are making money from each second-hand clothing item sold in developing countries.

At **FabricAID**, we collect from local donors where we have less logistic costs enabling us to sell a better quality for **3\$ per kg** compared to **6\$ per kg** in the traditional market.

FINANCIAL PROJECTIONS

Projections	Year 1	Year 2	Year 3	Year 4
Collection Target (tons)	250	500	1,000	1,300
Quantity Sold (tons)	102	253	448	578
Expenses (USD)	500k	790k	1,330k	1,630k
Revenues (USD)	322k	800k	1,400k	1,950k
Profit (USD)	-178k	10k	70k	320k

MILESTONES

Since July 2017, we have won more than **140,000\$** in competitions.

In 2018, we have collected more than **35 tons** of clothing and signed MOUs with all major NGOs.

We have also produced and distributed **12** smart clothing collection bins that fit **160 kg** of clothes.

+ 140k in Funding

SOUK.LB
Scale Enterprise Hub



bootcamp
from idea to investment
STARTUP SPRINT



GLOBAL SOCIAL VENTURE COMPETITION

elevate
impact accelerator

ISME Programs
by KAFALAT SAL

MIT ENTERPRISE FORUM ARAB STARTUP COMPETITION
Empowering Entrepreneurs

+ 35 tons of Clothes Collected



مؤسسة عامل الدولية
amelassociation International



arcenciel.org
participer au développement



Basmeh & Zeitooneh
Relief & Development



caritas



الجمعية الاحمر الصليبي
Croix Rouge Libanaise



SOCIÉTÉ DE SAINT-VINCENT-DE-PAUL
FONDÉE PAR FREDERIC OZANAM



Toi, mon frère
أنت أخي
Anta Akhi



UNITE LEBANON YOUTH PROJECT

Rotaract
Rotary Club Partner



12 Collection Bins Installed

BeitMisk

BLCbank
FRANSABANK GROUP

dar

aramex

SARADAR

UNITE LEBANON YOUTH PROJECT



Beirut Digital District



جامعة البلمند
UNIVERSITY OF BALAMAND



بلدية بعقلين
1875

مستشفى حمود
Hammoud Hospital
مركز طبي جامعي
University Medical Center



SORTING FACILITY

18 individuals work at FabricAID; 13 of them come from underprivileged backgrounds. Our sorting facility has the capacity of sorting more than **1,000 kg** of clothing per day.



SOCIAL IMPACT



ZERO FABRIC WASTE

Fabric constitutes **5%** of Lebanese solid wastes currently ending up in landfills



JOB CREATIONS

Create **30** jobs by the end of 2019



AFFORDABLE CLOTHING

Enabling underprivileged people to get decent clothing at prices they can afford



NGO SUSTAINABILITY

\$125,000 towards partnering charities by 2019

MEET THE TEAM



OMAR ITANI
General Manager



LYNN ABI AAD
Chief Communications Officer



HUSSAM HANOUNI
Chief Operations Officer



VALENTINE DUBAIL
Volunteer

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