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.

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Sorting</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Q</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price</th>
<th>Quality</th>
</tr>
</thead>
</table>

FabricAID.me
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.
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**.
In the last few months,

31 popup markets

35,000 items sold

4,500 beneficiaries
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.
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.
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)
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

<table>
<thead>
<tr>
<th>Projections</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection Target (tons)</td>
<td>250</td>
<td>500</td>
<td>1,000</td>
<td>1,300</td>
</tr>
<tr>
<td>Quantity Sold (tons)</td>
<td>102</td>
<td>253</td>
<td>448</td>
<td>578</td>
</tr>
<tr>
<td>Expenses (USD)</td>
<td>500k</td>
<td>790k</td>
<td>1,330k</td>
<td>1,630k</td>
</tr>
<tr>
<td>Revenues (USD)</td>
<td>322k</td>
<td>800k</td>
<td>1,400k</td>
<td>1,950k</td>
</tr>
<tr>
<td>Profit (USD)</td>
<td>-178k</td>
<td>10k</td>
<td>70k</td>
<td>320k</td>
</tr>
</tbody>
</table>
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.
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

<table>
<thead>
<tr>
<th>ZERO FABRIC WASTE</th>
<th>JOB CREATIONS</th>
<th>AFFORDABLE CLOTHING</th>
<th>NGO SUSTAINABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabric constitutes 5% of Lebanese solid wastes currently ending up in landfills</td>
<td>Create 30 jobs by the end of 2019</td>
<td>Enabling underprivileged people to get decent clothing at prices they can afford</td>
<td>$125,000 towards partnering charities by 2019</td>
</tr>
</tbody>
</table>
MEET THE TEAM

OMAR ITANI
General Manager

LYNN ABI AAD
Chief Communications Officer

HUSSAM HANOUNI
Chief Operations Officer

VALENTINE DUBAIL
Volunteer

Connect with us: admin@fabricaid.me
+961 76 900 230