Executive Summary for Linen Visions
Taking upcycled napkins with seemingly no purpose and turning them into a blank slate for a creative’s painting palette.

<table>
<thead>
<tr>
<th>Development stage</th>
<th>Seed</th>
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<td>Year founded</td>
<td>2019</td>
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**Funding Opportunity**
Prize money will be used to properly establish the business, and create initial operation setup and marketing of the sustainable prototype product.

**PROBLEM/OPPORTUNITY**

Josco products is trying to divert 2000+ lbs per month of VISA-type napkins with a high polyester content from the landfill. Their Eco-Rags business cannot use the material, so it is currently accumulating in their warehouse in need of a non-landfill solution.

Linen Visions is made up of a number of savvy entrepreneurs that have concluded a solution and will be able to capitalize on this ready-made resource.

**SOLUTION/PRODUCT**

Our company will provide a sustainable means to reuse the polyester napkins with very little carbon footprint and minimal manufacturing process.

Linen Visions will pre-prime the polyester napkins making it ready and available for entry level artists to be able to frame for painting canvas. The company will take advantage of the current surplus of materials and will promote the use of recycling to eco-conscious artists. The product also helps makes readily available art supplies for student art programs that face difficulty of funding of supplies.

Polyester fabric napkins will be pre-treated with gesso and sold in packs of 10 called Napcanvas. The product can be stretched on a frame and provides a workable medium for acrylic and oil paints.

**POTENTIAL RETURN/REVENUE MODEL**

Austin is a creative hub and home to thousands of sustainably-minded artists. There are dozens of city-wide art shows that allow for these individuals to showcase their creativity. These customers regularly seek local hand-crafted sustainable material and cost effective solutions.

The product provided by Linen Visions is quick to make which provides minimal labor cost. The fabric source is provided at no cost which keeps COGS extremely low. The company expects a gross margin of over 76% during the first year of operations. As sales grow the margin is expected to remain the same in consecutive years.

**COMPETITION**

Currently artists must shop from mass retailers or order DIY materials. Artists are not paid much and are always interested in the lowest cost of material. The product our company provides allows not only relief from burden to the environment but will also give artists immediate time for creativity.

Napcanvas is a polyester product which does not warp with varied temperature and humidity. It is art archival quality and can keep a drum tight stretch across frames.
ENVIRONMENTAL IMPACT

The product our company provides will be put into the hands of people that create a valued craft. The artist materials will be shown on walls in homes and art galleries instead of contributing to the mass of the landfill.

ECONOMIC IMPACT

Napcanvas product will be locally made, utilize local resources and will be a commodity to a number of job sets while contributing to the local economy. The product can be affordably offered and can help numerous art programs.

THE TEAM

is a creative engineer with the knowledge and background to be able to connect the product with the creatives and businesses that will use Napcanvas most.

is head of marketing and media relations. She has extensive experience in public speaking and exudes charisma in front of an audience.

is in charge of business development and has extensive knowledge of an array of different industries. He is a successful business owner, small business coach, educator and networking expert.

EXECUTION PLAN/GO TO MARKET STRATEGY

Prize money will be used to properly establish the business. Initial inventory will be setup and a brand ambassador will be engaged to assist with marketing of the sustainable product.

Marketing activities include hosting art shows, vending at artist events and even sponsoring galleries and live painting in the local area.