



Tulip and Twig Executive Summary

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The Vision

To style little ones and make a big impact by providing parents with a hassle free preloved children's clothing rental subscription service and resale opportunity.

The Problem

Rapidly growing kids leave parents responsible for sorting, selling, donating, and sometimes throwing away old items at expense to their time, money, and the environment.

The Value Proposition

Our competitors in the second-hand children's market don't provide a time efficient option to sell clothing with a significant return and an option for obtaining curated, preloved children's clothing designed specifically for parents.

The Solution

Tulip and Twig is a two-sided marketplace that purchases preloved mid/high end children's clothing for ages 2 to 8 from parents to rent out in bundles through a subscription service. To sell, parents fill out a form on our webpage telling us more about the items they would like to sell. We provide them with a quote in cash or rental subscription credit and a mailer to send us the specified clothes.

Parents who wish to rent out preloved clothing select a renting membership specifying the number of items and frequency of boxes. They then fill out a style profile for their child. We curate a custom box of clothing and ship it to their doorstep to be returned and swapped out once the rental period is up.

Market Research

We have conducted a dozen interviews in the Boulder area, scoured numerous parent blogs and forums, and analyzed the current competition in the second-hand children's market to firmly understand the parent's mentality when shopping for children's clothes.

Market Opportunity

The US second-hand clothing market is expected to grow from \$21 billion currently to \$70 billion by 2027, outpacing growth in the standard apparel market by 9 times. Although there are competitors in the space, including ThredUp and Hand Me Up, no one holds a monopoly over the market, making this the perfect time to become a fast follower.

The Team

Rhiannon Martin, the CEO, contributes her experience as a second-hand clothing shop owner and knowledge from working closely with the Business Entrepreneurship Center at CU Boulder. Jasey Chanders, the CTO, majors in Computer Science, minors in Design and interns for OnX Maps in software development. Alma, the COO, majors in international affairs and has gained skills working in entrepreneurial ambiguity through her Operations internship for the startup Energize Colorado.