

Trending: Reports Call for Fashion to End Its Wicked Ways

Only 1% of clothing is recycled

“The sad-truth, despite high-profile attempts, fashion has failed to reduce its planetary impact in the past 25 years.”

Harvard Business Review

**92M Tons of waste per year,
translating to an estimated \$92 Billion in lost value
due to unsold inventory, underused garments, and linear production models.**




The Real Impact of Fashion's Piecemeal Attempts

Current solutions address < 10% of fashion's waste & emissions:

- Estimated \$92B of clothing is discarded annually
- Resale market is \$40B with limited impact
- Eco-materials have had marginal adoption
- Most transparency pilots remain experimental and non-scalable, though a few rare successes prove exceptions exist

Leaving \$80B+ in inefficiencies untouched every year



Weslynn: Ripping Off the Band-Aids in the \$1.84T Fashion Industry

The world's first sustainable fashion eco-system.

We are building the future of fashion with AI-powered technology, fully traceable and vertically integrated from local manufacturing to global distribution.

\$1.84T Market With Accelerating Opportunity to Innovate Sustainably



Sustainable Fashion Projected to be 53 Billion by 2032.

Sustainable fashion is growing fast but still <1% of the market, presenting a massive untapped opportunity for disruption and leadership.

We're Reengineering The Foundation Into A \$110B Opportunity

Our integrated ecosystem replaces today's wasteful,
linear system with:

- Digitized distribution to recapture lost revenue
- AI-powered traceability for end-to-end visibility
- Local manufacturing to cut waste and lead times

We're building fashion's first integrated,
automated, and self-reinforcing circular
ecosystem to scale value, transparency, and
sustainability.



Built For This Moment And Proven Under Pressure



Tara-Lynn Sabourin

Founder and CEO

- Scaled a fashion startup from \$500K to \$11M in 24 months
- Grew revenue 22x with just \$1.5M in capital
- From Sales Rep to CEO of North America for a global sustainable footwear brand
- Deep experience across wholesale, retail, supply chain, and tech
- Long-standing relationships with factories, suppliers & industry leaders

Key Team Members



Design

- Designer Horst UK and Buffalo Jeans.
Oversees Design, Patterns, Sourcing and fabrics.



Sustainability

- 10 years in sustainability at Burberry.
Oversees supply chain and product sustainability for 1B company



Wholesale and Retail Sales

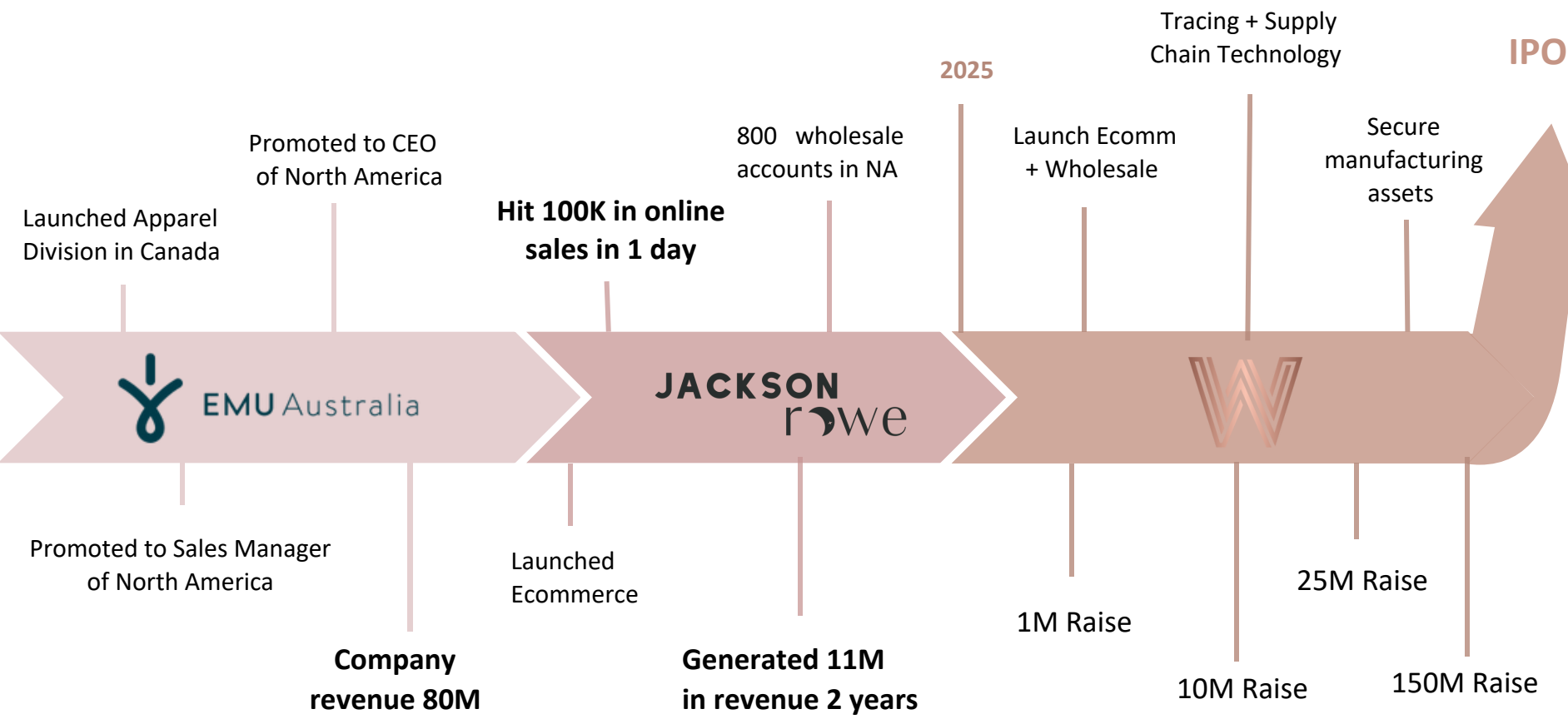
- 15 years experience in apparel wholesale and retail. Relationships with over 500 retailers



CTO Supply Chain Engineer

- Currently Senior Engineer of distribution/warehouse efficiency at \$1B unicorn fashion company

The Founder's Experience Provides Strong Record Of Performance



Fast-Track to Revenue: Leveraging Our Proven Distribution Ecosystem

	2025	2026	2027	2028
Wholesale	565K	2.8M	5.8M	12.1M
Ecommerce	625K	3.7M	9.1M	19.3M
TOTAL REVENUE	1.2M	6.7M	14.9M	31.5M
COGS	547K	2.7M	5.6M	11.4M
<i>Gross Profit</i>	<i>678K</i>	<i>4.0M</i>	<i>9.3M</i>	<i>20.1M</i>
Operating Costs	503K	1.8M	3.8M	7.6M
Customer Acquisition	219K	1.2M	2.8M	6M
EBITDA	-44K	1.0M	2.7M	6.5M

**** Profits will be redistributed into technology and local manufacturing models**

\$11M Demand Powered by Proven Pipeline in 24 Months

Online CAC = \$58

Avg. Order = \$146

LTV = \$438



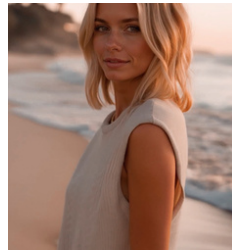
KNOW

Brand Exposure;
Connecting emotionally
and begin building the
relationship



LIKE

Adding value to your
customers lives by driving
emotion and creating
experiences



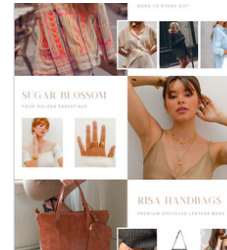
TRUST

Bring them into the
community and learn the
customers wants and
needs from the brand



CONVERT

Optimizing the time to
convert and true
acquisition cost, creating a
seamless approach



LIFETIME VALUE

Increase the frequency of
purchases and learn areas
to improve from
customers



DATA & ANALYSIS

Use data on various
platforms to ensure we
create efficiency for all
variables in the pipeline



OPTIMIZE

Constantly improving the
feedback loop to optimize
for the best results

Wholesale CAC = \$750

Avg. Order = \$2,825

LTV = \$5,650

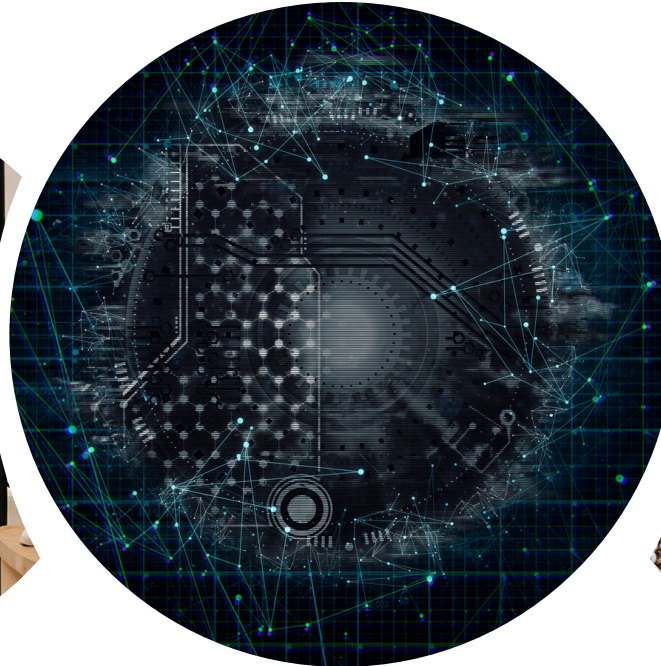
Year 1 Metrics based on previous
model executed to scale to 11M

Taking A Holistic Approach, We Will Own The Entire Eco-System



DISTRIBUTION VEHICLE

Weslynn brand will be distributed through our proprietary network



TECHNOLOGY INFRASTRUCTURE

Traceability, supply chain efficiency and AI empowered solutions streamlining operations + profitability



VERTICAL INTEGRATION

From raw materials to recycling, provides total control and on-demand production

Global Distribution Through Our Proprietary Network



We will open source our proprietary distribution network, which includes:

- Growing network of over 800 premium global retailers
- Our online platform for direct-to-consumer sales
- Leased space in Weslynn retail locations in premium markets

Projections: \$1.2M (2025) → \$31.5M (2028), 25% CAGR

Revenue will be generated from our multi-channel network of
Wholesale, Online, and Retail

AI-Powered Platform for Growth And Profitability



Our AI-powered platform and block chain technology will revolutionize the industry by leveraging data analytics, machine learning, and real-time insights to solve critical industry challenges.

Key Features:

- Forecast inventory, optimize cash flow, helping reduce waste by 30%
- Track supply chains, enhance efficiency, and boost sustainability
- Visualize customer pipelines to drive acquisition, build loyalty, engagement, improve retention and LTV

Revenue Model: Tiered subscriptions, targeting \$10M by 2028.

Revenue will be generated through a tiered subscription-based model

Enhancing Efficiency through Vertical Integration



Our vertically integrated model reduces dependency on foreign supply chains, insulating the business from rising tariffs, delays, and global instability.

Key Benefits:

- End-to-End control from production to distribution
- Direct profits from manufacturing capabilities
- 20–25% reduction in logistics and import costs
- Investments in land and regenerative practices
- Stable pricing and cash flow through supply chain control

Revenue will be generated through manufacturing capabilities, supported by investments in factories, land and regenerative practices.

Rising Demand for Weslynn's Private Label Sustainable Brand

- **\$37K in pre-orders** signaling strong retailer demand.
- 20,000 units PO for large vendor
- Preparing to launch pre-orders to our entire wholesale database
- Priced competitively, offering premium, responsibly made products from ethical factories.

20,000 unit Purchase Order for single account
after 2 weeks of launching





Investment Required To Accelerate Our Distribution Ecosystem

1M RAISE VIA SAFES

**With this round of financing, we will focus on
building our distribution model:**

Online Customer Acquisition - 200K

Wholesale Customer Acquisition - 200K

Core Team Development - 250K

Technology + Tracing Architecture - 250K

Fulfill Manufacturing Orders - 100K