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# Orange: Read&Go

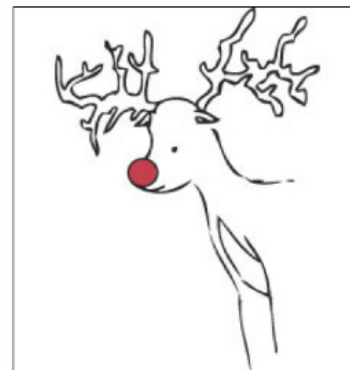
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# *Introduction*

ERICA MILLS

- Passion artist
  - Self-taught graphic designer
- WARM FUZZ CARDS
- Started in 2007
  - Non-traditional cards
  - Most for no occasion
  - Philosophy: "you send a card just for the fun of making someone smile" :)



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# ***The Problem***

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## PRIMARY ISSUE:

- Fast growth vs. Slow growth

## ISSUES RELATED WITH FAST GROWTH:

- Employees
- Inventory

## ISSUES RELATED WITH SLOW GROWTH:

- Competition

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# *Current Strategy*

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- CURRENTLY SLOW GROWTH
- PRODUCT
- MARKET
- FINANCING
- OPERATIONS

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## ***Fast Growth Option***

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- Connection with senior executive of a large national chain of stores
- Invest in Inventory & Employees

### ***Inventory***

- The chain has: 85 large store, 160 smaller stores
- 20 designs per large store, 10 designs per small stores
- Each design ordered in quantities of 6

= 19,800 as initial inventory

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- Cards sell in 3 months, require inventory that is 30% of initial inventory

### ***Employees***

- Mills passionate about sales
- 3 different employees:
  - ACCOUNTANT
  - MARKETING
  - FREELANCE DESIGNER

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EQUITY  
- Venture  
- Private i

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# *Financing Investments*

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## BUSINESS STRUCTURE:

- Partnership

## DEBT FINANCING:

- Intermediate/Long term loans
- Bank financing and leasing

## EQUITY FINANCING:

- Venture capitalists
- Private investors (Business Angels)

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