

Spreading Happiness: Warm Fuzz Cards

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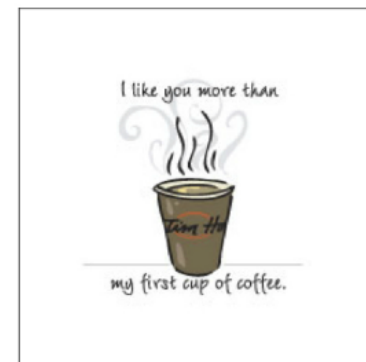
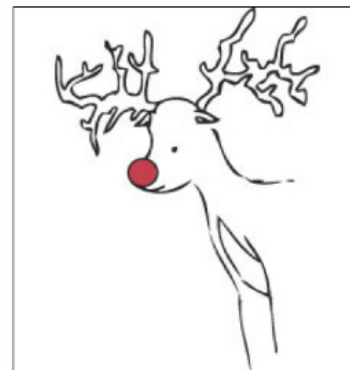
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Introduction

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

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

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

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Fast Growth Option

- 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

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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