



Way Collective

Enabling **African manufacturing** to
scale across the world.

Producing ethical fashion is almost impossible



Lucy is **deeply conflicted** with the negative social and environmental impact that fashion has on the world. But **she can't find the fair and sustainable fashion** that she is looking for. That's why she starts her own ethical fashion label. Soon she learns that **producing ethical fashion is almost impossible**. She doesn't have resources to ensure transparency and she also **feels uneasy producing in Asia**. All other alternatives are however, too **expensive**.



Producing ethical fashion is very expensive.



Global supply chains are intransparent and oppressive.



Alternatives are difficult to find or build.

Africa's fashion industry is **massive***, and ideal for **ethical production.**

...and almost **untouched**.**

*The textile market within Africa is worth more than \$31 billion; it accounts for the second largest number of jobs in developing countries after agriculture. (Fashion Africa Sourcing Trips, AFDB)

**Africa currently accounts for just 1.9% of global manufacturing. (AFDB)

Why ethical production in Africa is a huge opportunity

#1

Truly fair & sustainable

Not entrenched in exploitive mass production. Truly sustainable natural resources.

#2

Judged* & untouched

Millions of self organized producers only serving the local market.

#3

The time is now

Fast tech adoption is enabling effective supply chains like never before.



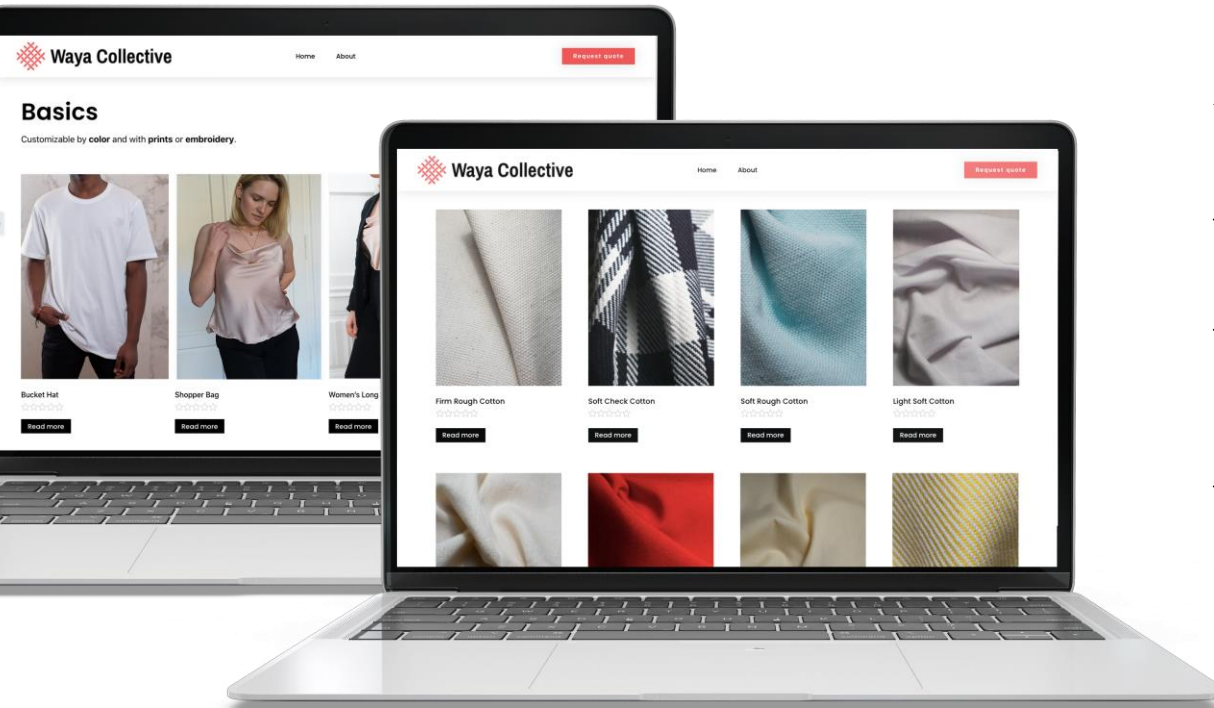
How can this potential be unlocked?



**We are building
a decentralized
production
network and
supply chain.**

**Enabled by
blockchain.**

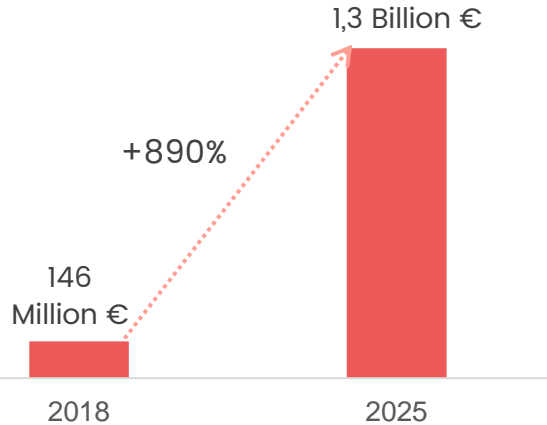
Ethical Fashion Production as a Service



- ✓ 100 % transparent
- ✓ Flexible order sizes
- ✓ Fabric sourcing & product development
- ✓ Guaranteed ethical production

Our market is growing rapidly

Growth in Consciousness



Fairtrade Fashion Market in
Germany

Global fashion market



The **TAM** (Total addressable market) is the revenue we can capture of the global fashion market. Our services make up about 60% of the cost of a garment.

European fashion market



The **SAM** (Serviceable available market) is the revenue we can capture of the German fashion market.

Revenue in 3 years



The **SOM** (Serviceable obtainable market). Our entry market are small labels which make up about 5% of the market. If we capture 1% of them in 3 years, that revenue is our SOM.

What we have **achieved** so far



Acquired 3 customers



Network of textile producers and sourcing database



MVP in progress and launching in August



Published White Paper



Shared vision and received a lot of interest



Built strong advisory board



Hired first 2 employees

We are the **perfect team** for this task



Antonia Lorenz

Co-founder & CEO

- › Passionate entrepreneur
- › Lives in Uganda to build operations
- › BSc in industrial engineering



Carolin Baltzer

Co-founder & CFO

- › Experienced in finance & legal
- › Passionate about sustainability
- › BSc in business & mathematics



Chris Hiatt

Co-founder & CTO

- › Blockchain expert
- › Passionate about building systems
- › Computer science
BSc & MSc

There's one more thing...

...we are not just solving a problem in fashion.

We are solving a massive supply chain problem.

- Supply chains in many African industries are decentralized and ineffective.
- Countless middlemen, corruption, lack of standards and quality are common issues.
- Few African industries are connected to the global market.

We are building the **Alibaba** for African products.

Our supply chain solution makes now ineffective industries competitive.

We are making African products accessible to the global market.

We are building the sourcing platform for ethical products.

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Why start with **fashion**?

- > Easy market entry
- > Many actors which can be modeled
- > Can be leveraged to other industries
- > Ethical fashion is a big problem

Other industries

- > Agriculture produce
- > Furniture
- > Electrics



Way Collective

**We make Africa
the ideal place to
produce fair and
sustainable
products.**



Get in touch

Have we sparked
your interest?

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<https://linktr.ee/WayaCollective>