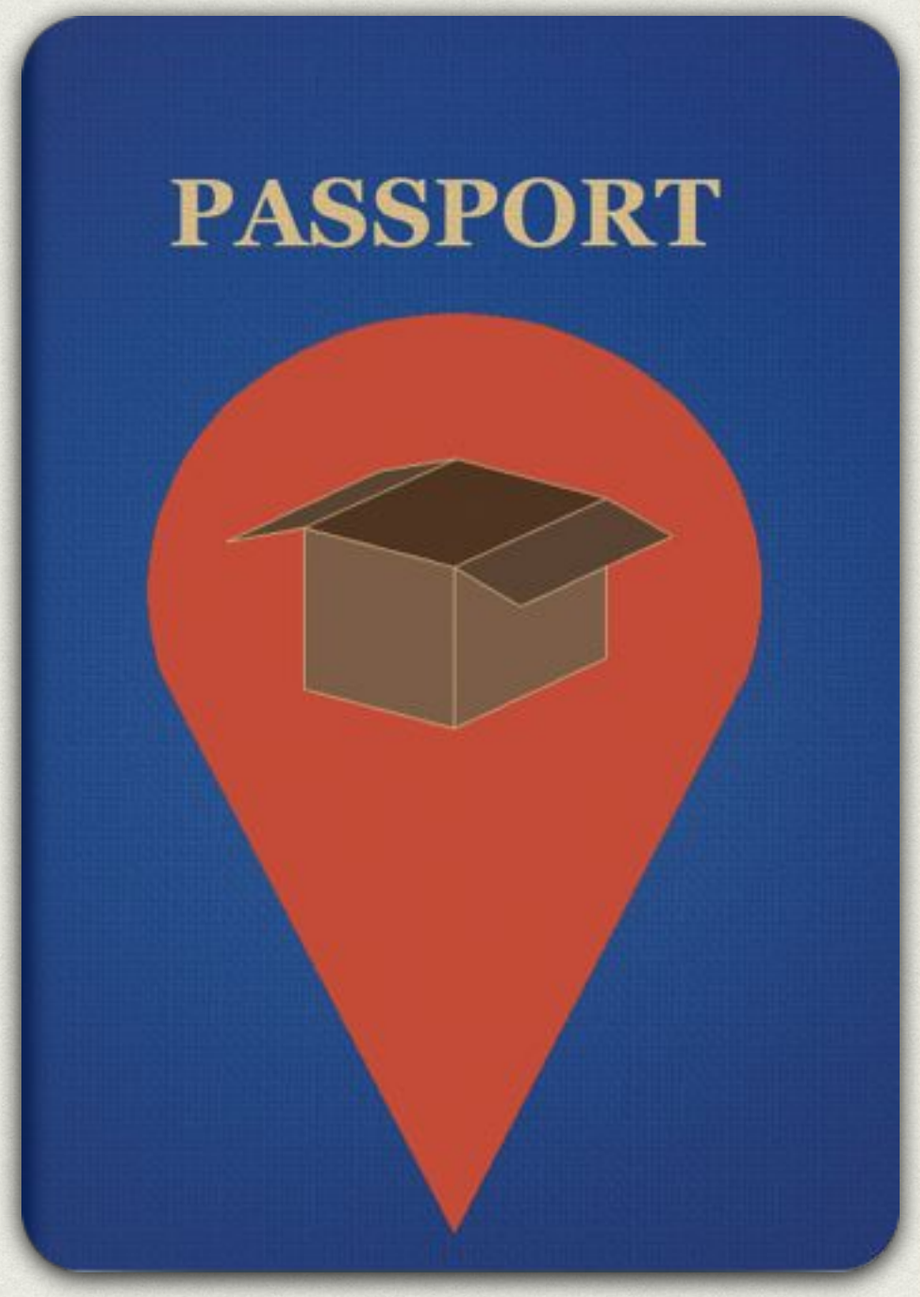
BORDER BUSTERS

EXPLORE THE WORLD IN A BOX!



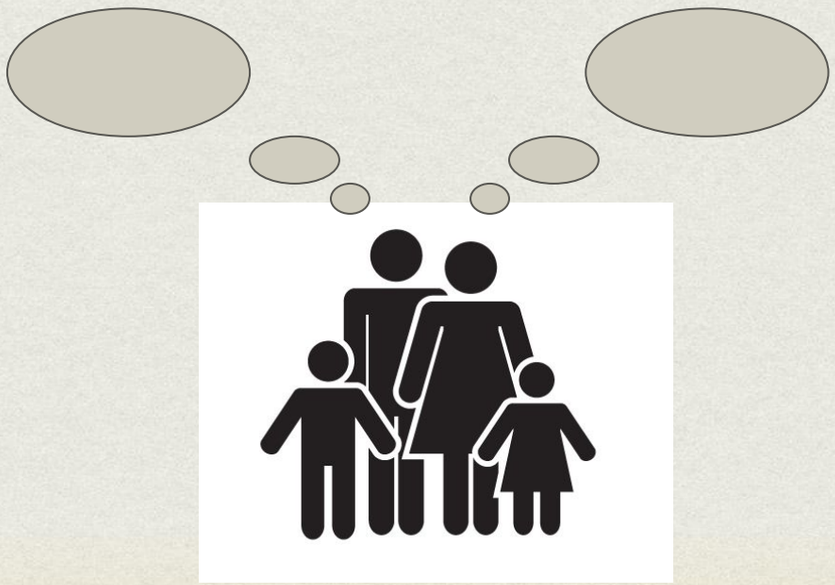
AISHWARYA ANAND, CO-FOUNDER
DAVID HENNIGAN, CO-FOUNDER
PRIYANKA PRAKASH, CO-FOUNDER

May 4th, 2017

PROBLEM



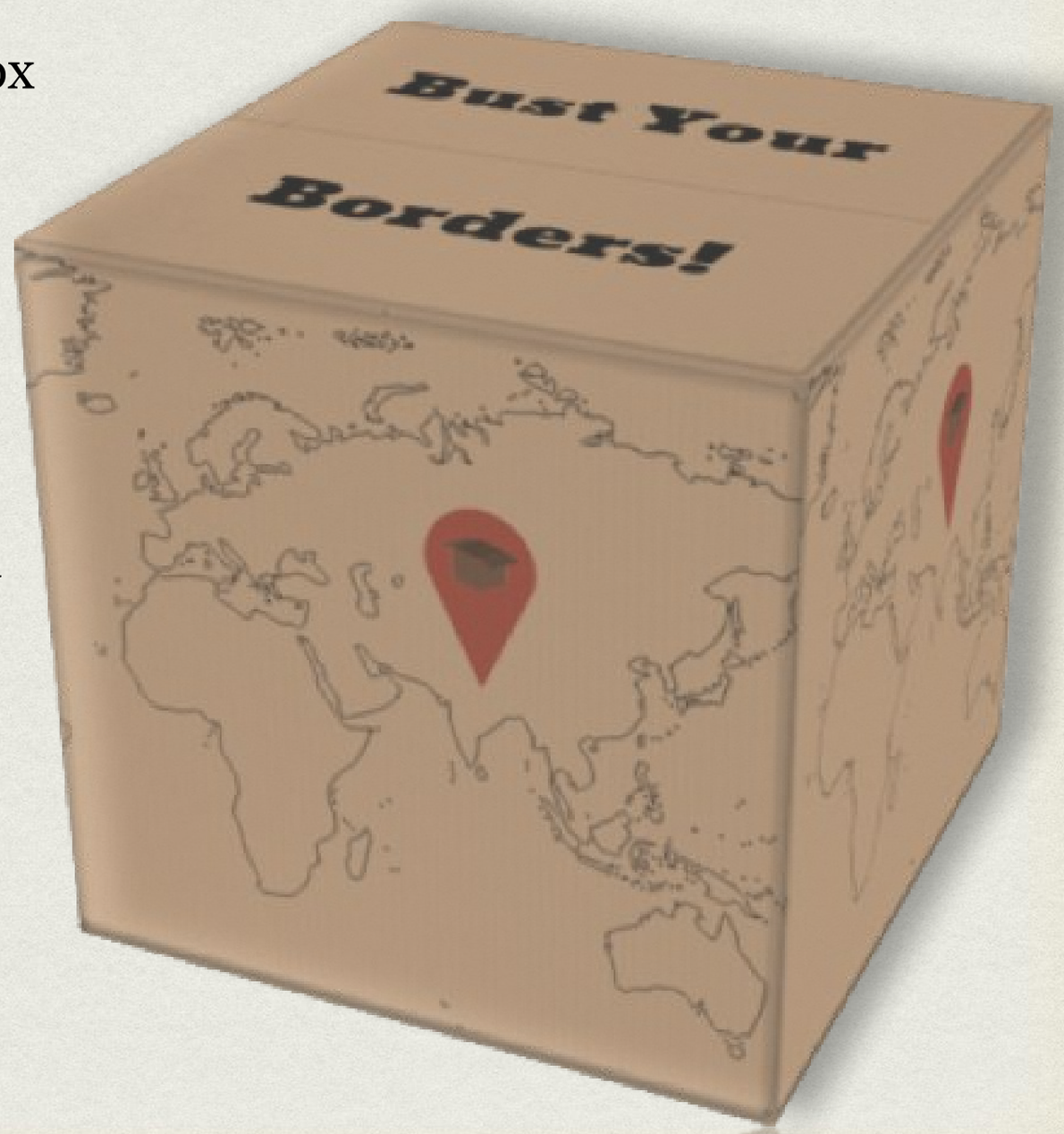




SOLUTION

BREAKING DOWN BORDERS ONE BOX AT A TIME!

- Providing **cultural immersion** in a box
- **Authentically-curated culture**
  through our network of Border Busters



What is a **Border Buster?**

- Born and raised in destination country
- Spent at least 2 years in the USA
- Fluently bilingual
- Has a story to tell!

WHAT'S INSIDE



<u>Each Box Includes (per person):</u>

1 Artisanal Good

1 Piece of Clothing

1 Accessory

1 Activity

<u>Each Crate includes:</u>

4-8 Treats (Sweet, Salty, Savory)

1 Game for entire family

1 Meal (Traditional Ingredients & Recipes)

1 Custom "Travel Guide" includes:

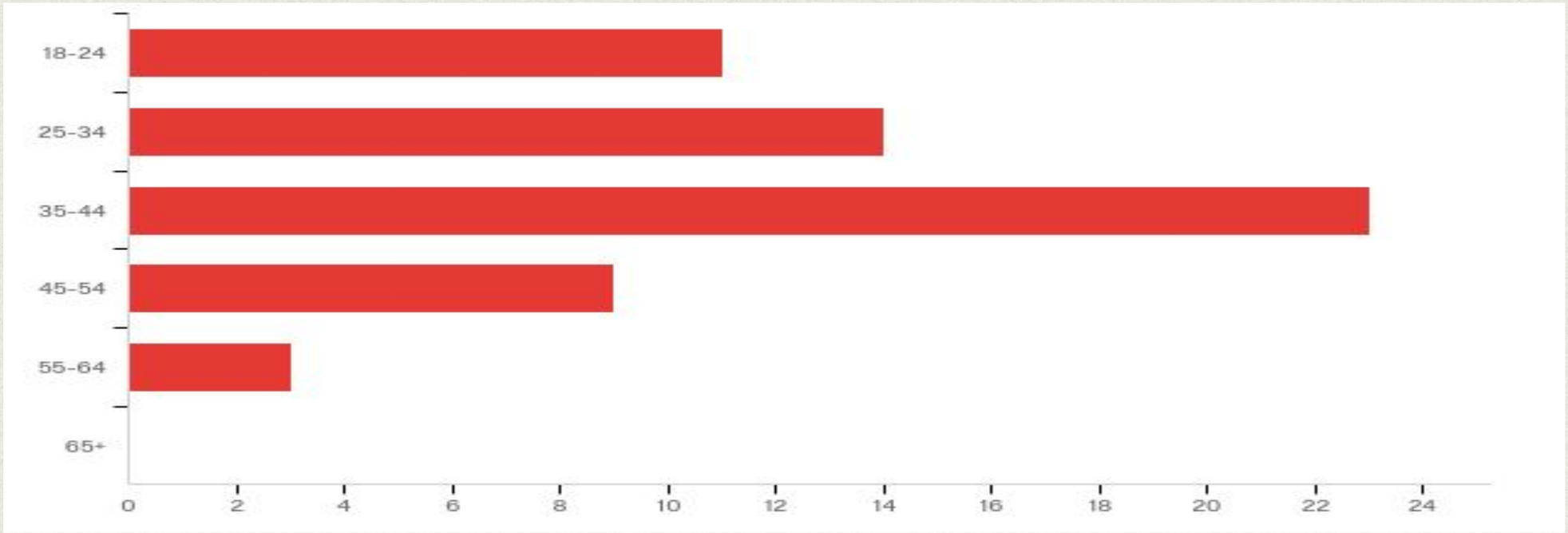
Politics, Pop Culture, History

Architecture, Language, Art, Music, Religion, Etc.

TOP DATA POINTS

Received 76 responses for our survey!

Demographics of our survey based on age:



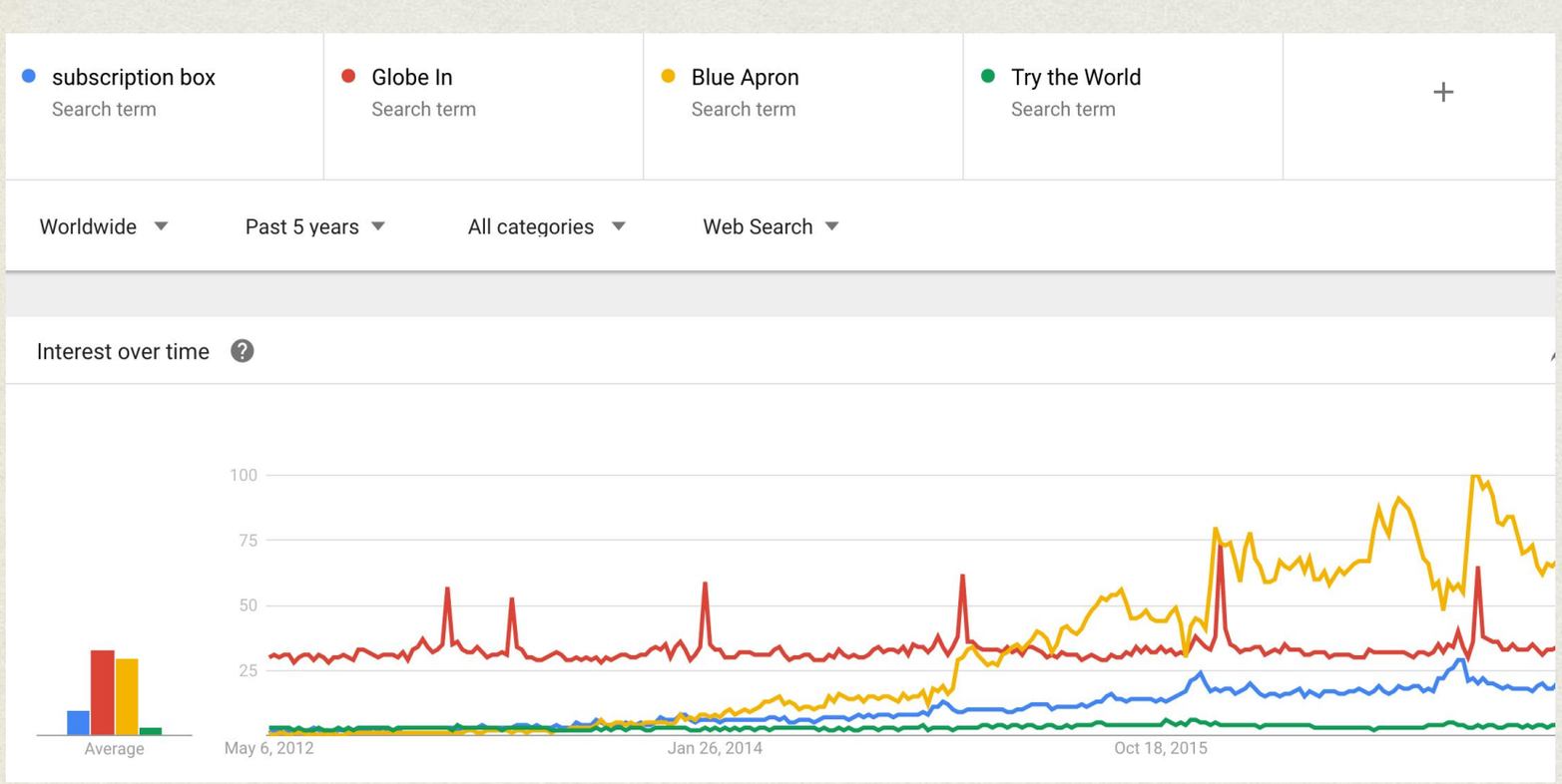
92% felt cultural exposure should begin before age 12

87% Expressed likeness to purchase our product

40% voluntarily gave contact info for launch!

MARKET SUMMARY

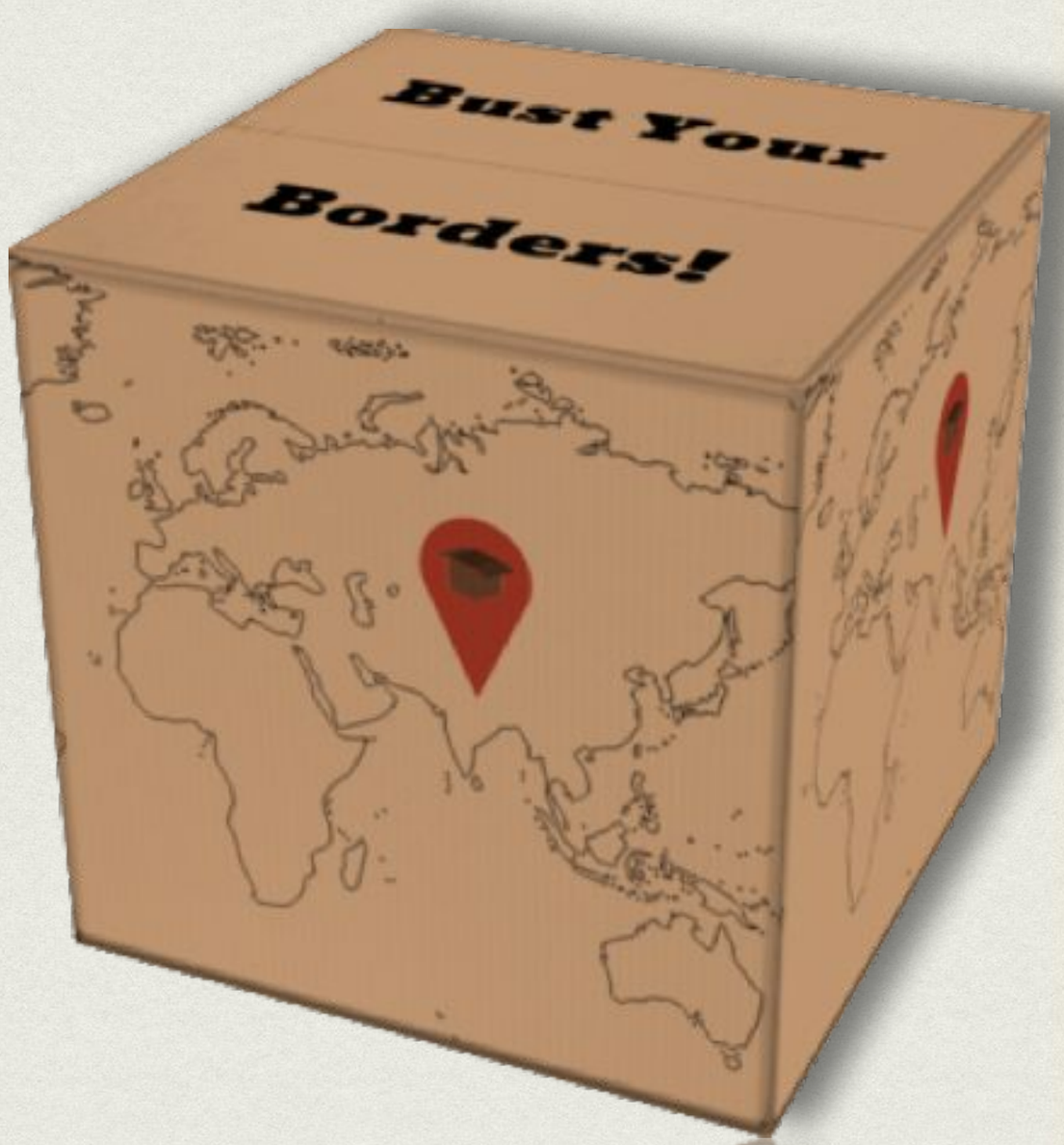
- Subscription Box Service Industry
- Market Dollar value:$5 billion as of 2014 (fastcompany.com)
- 3000% industry growth in past 36 months (digitalcommerce360.com)



Steady growth over last 5 years (Google Trends)

SALES & MARKETING

- International Fair Trade Networks & International Vendors
- Partner with 2-3 Border Busters to tell their story of their home
- Promote with crowdfunding and WOM
- Distributing pamphlets at Grocery Stores, Toy Shops, Schools
- Direct web sales: one-time purchases & discount subscriptions
- Incentivized sharing



FINANCIAL MODEL

2-Person Box (44% of buyers)		4-Person Box (56% of buyers)	
$100	TOTAL PRICE	$160	TOTAL PRICE
$41	Product Cost	$82	Product Cost
$12	Shipping	$20	Shipping
$1.50	Box	$2	Box
$1	Packing Materials	$1	Packing Materials
$1.00	Outsourced Fulfillment	$1.50	Outsourced Fulfillment
$2.50	Marketing/Acquisition	$2.50	Marketing/Acquisition
$59	TOTAL COST	$109	TOTAL COST
$41	Profit = **41% margin**	$51	Profit = **32% margin**

FINANCIAL MODEL (CONT.)

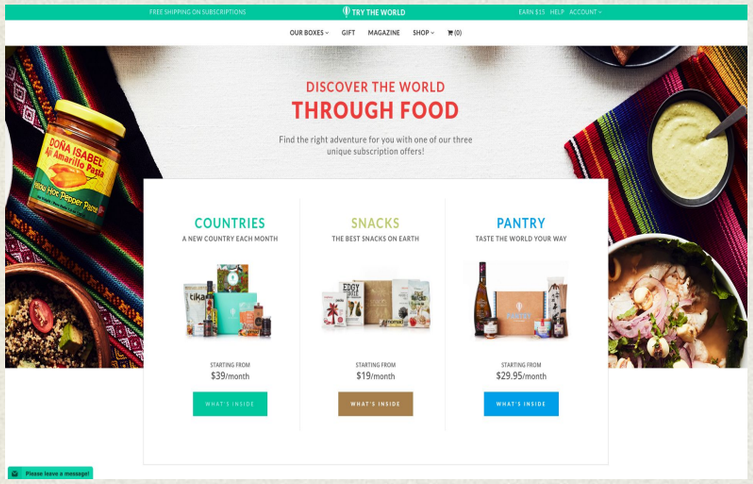
@ 500 Subscribers

220 are 2-person boxes
= $12,980 MRR
= $9020 MRP

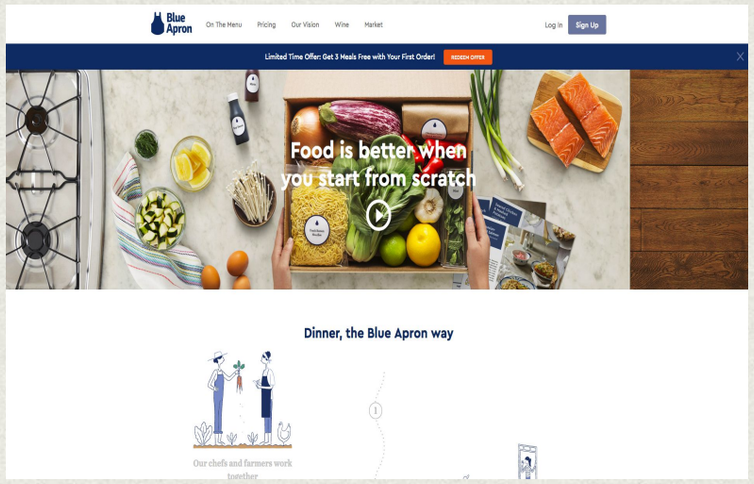
280 are 4-person boxes
= $30,520 MRR
= $14,280 MRP

TOTAL = $23,300 MRP = 34.88% margin

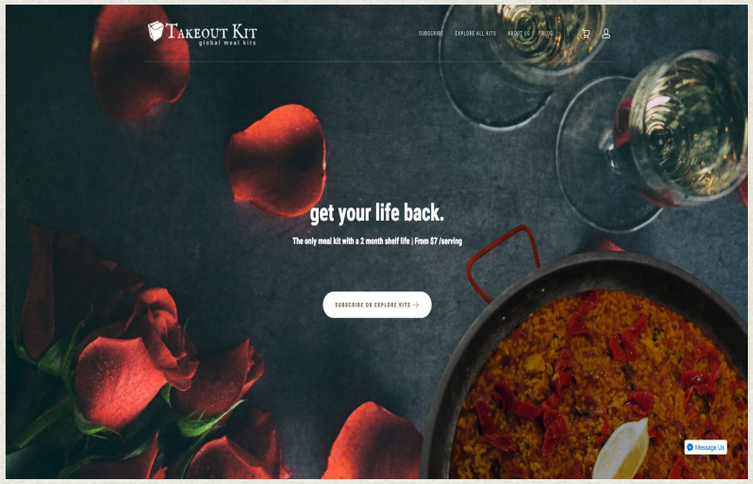
Try the World: only food



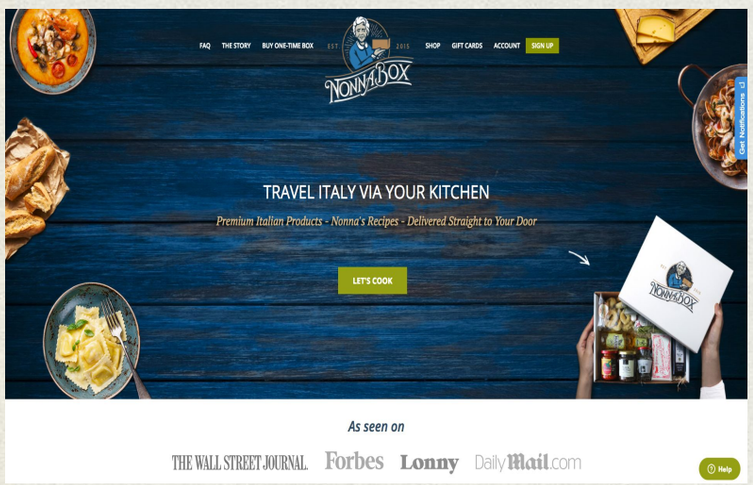
Blue Apron: only food



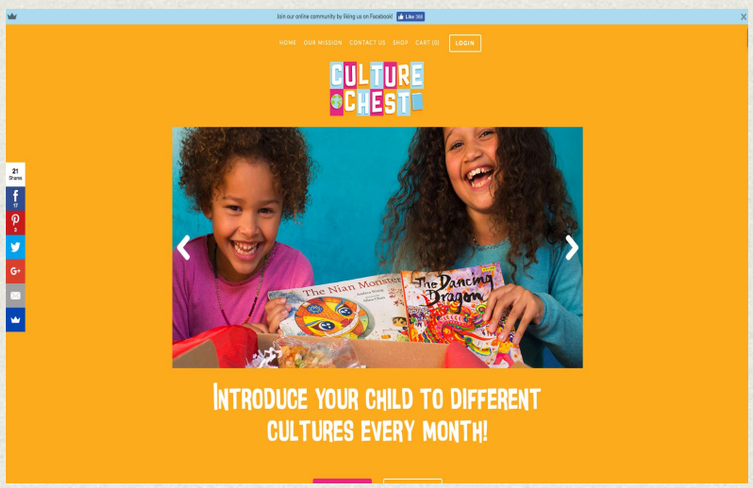
Takeout Kit: only food



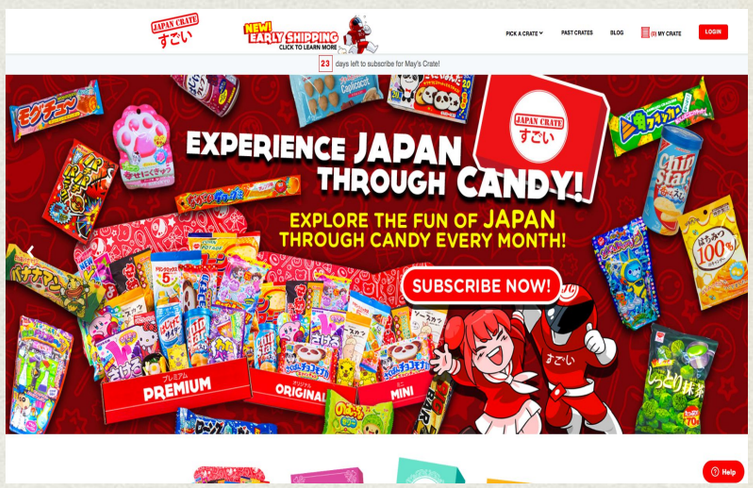
Nonna Box: only Italian



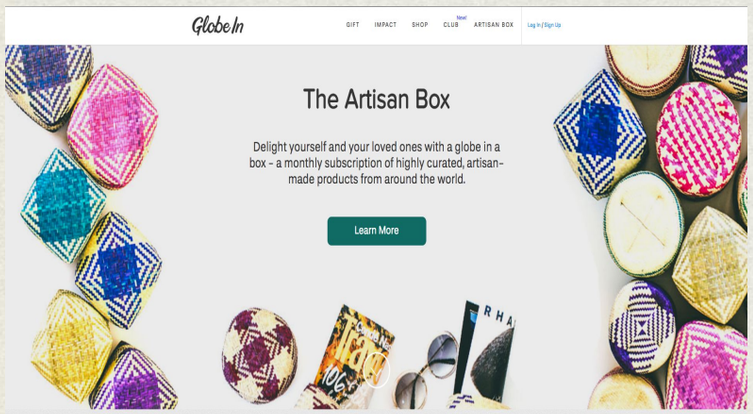
Culture Chest: only kids



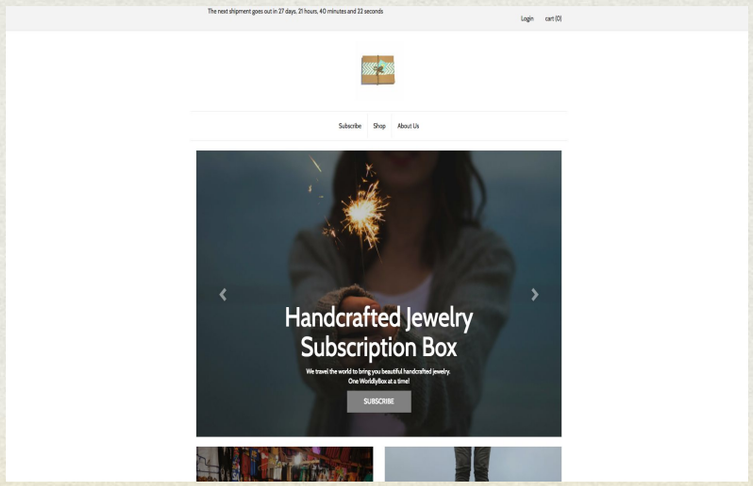
Japan Crate: only Japanese



Globe In: only goods



Worldly Box: only jewelry



Border Busters: only one who has it ALL



YOUR TRAVEL AGENTS



Aishwarya Anand

Marketing

Supply Chain Management



David Hennigan

Branding

Business Development



Priyanka Prakash

Psychology

Information Management

ADVISORS

Miles Byrd, Technical || Paul Luckett, Business

WHERE WE ARE

1.Developed an MVP

2. Conducted Market Research to identify customers.

3.Won Startup Weekend Starkville

4.Established a Pricing Model & Business Model

5.Identified target market

6.Determined potential business partners(eg: Ship Naked)

NEXT STEPS

1. Connect with potential Border Busters

2. Develop identical prototype boxes for each country

3. Market test prototype boxes within Mississippi

4. Receive feedback and modify product accordingly

WHAT WE NEED

Grant Request:

- **$2000 6 Market Testing Prototype Crates + Refill Supplies (36 market tests)**
  - $1500 6 complete prototype crates at retail cost
  - $500 Shipping 18 crates to test arrival condition

Feedback Request:

- What if vendors don't speak English?
- How do/can/should we pay the Border Busters?
- What are some alternative promotional strategies?
- Are there any suggestions about starting a Kickstarter Campaign? OR Do we just use direct website sales?

SUMMARY

- Curated culture busting borders one box at a time!
- Provides unique combination of food, clothing, activities and traditions.

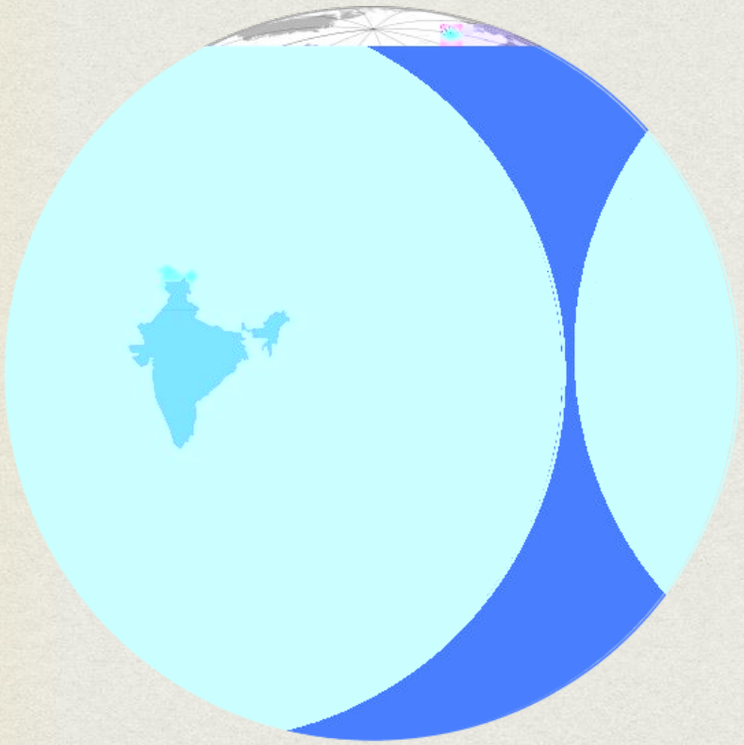
34.88% Avg. Profit Margin

- Competitors are limited; we combine and build on the best aspects of each
- Next Steps include build, test prototypes & identify potential Border Busters
- **Need $2000 to conduct 36 prototype market tests**

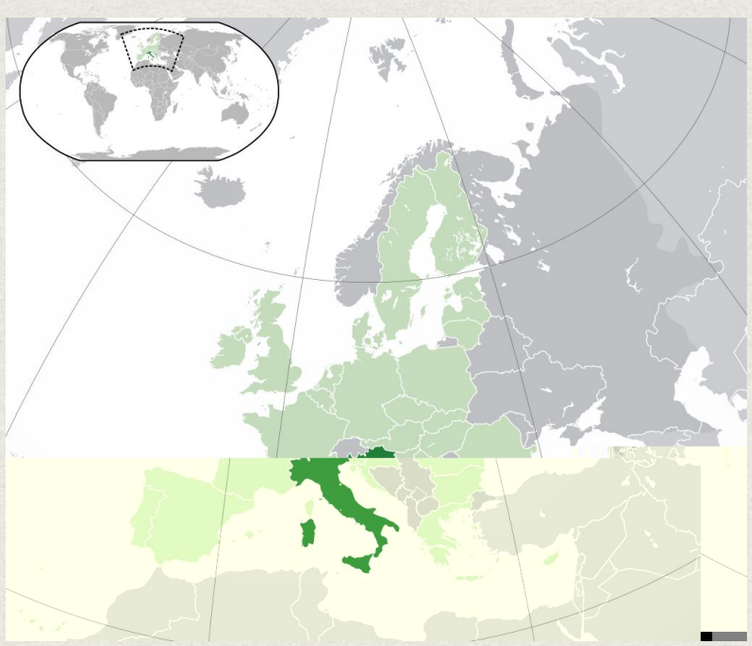
QUESTIONS?

Join us on our global adventure!

India



Italy



Japan



APPENDIX

Prototyping Box 1 - India

4 person box - $120 retail
- $20 - 4 artisanal items
  - $23.65 - 4 brass cups and saucers - link
- $50 - 4 clothing items
  - $15 - (F) Dupatta - link
  - $10 - (F) Maang Tika - link
  - $15 - (M) Male Shawl - link
  - $10 - (M) Kada - link
- $14 - 2 activities
  - $8.99 - henna kit (6 cones, 4 stencils) -
  - $5.00 - Bollywood dance - link
- $15 - 1 game
  - $15 - 7 Houses - link
- $30 - Indian meal ingredients
- $30 - 6-8 *different* treats
  - Modak - Ganesha's favorite sweet!
  - Aloo bhujiya
  - Banana chips
  - Chakali
  - Son Papdi
  - Khatta Meetha
- $5 - travel guide
  - Moral Lesson - Lord Ganesh And Karthikeya Story
    - w/ audio reading - link
  - Featured Animal - Bengal Tiger - partner with WWF Adopt A Tiger
  - Featured Plant - Lotus - national flower
  - Architecture
    - Taj Mahal (D/Thahdge' meh-hel')
    - Qutab Minar
    - Khajuraho
  - Politics - political structure infographic with pics/bios - link
  - Pop Culture - Bollywood
  - History
  - Languages - 22+
  - Art - gallery plus links on *digital travel guide*
  - Music - Bollywood
  - Superstitions
  - Traditions
  - Cultural Norms
  - Hofstede's cultural dimensions theory

Grant Request Details:

- **$1994.05** **6 Market Testing Prototype Crates + Refill Supplies (36 market tests)**
  - $1050 $175 x 6 crates (2 per country x 3 countries)
  - $181.02 25 boxes (12x12x12 from packlane.com shipped)
  - $160.89 40 x 20-page custom travel guides printed and shipped
  - $162.22 50 lbs. Uline crinkle kraft paper shipped
  - $439.92 $24.44 x 18 shipments (3 per crate)