

✦ REVA PAINTS ✦

ELLIANA LAI, CLAIRE LIN, KATE ZHAO

MEET OUR TEAM



CLAIRE LIN



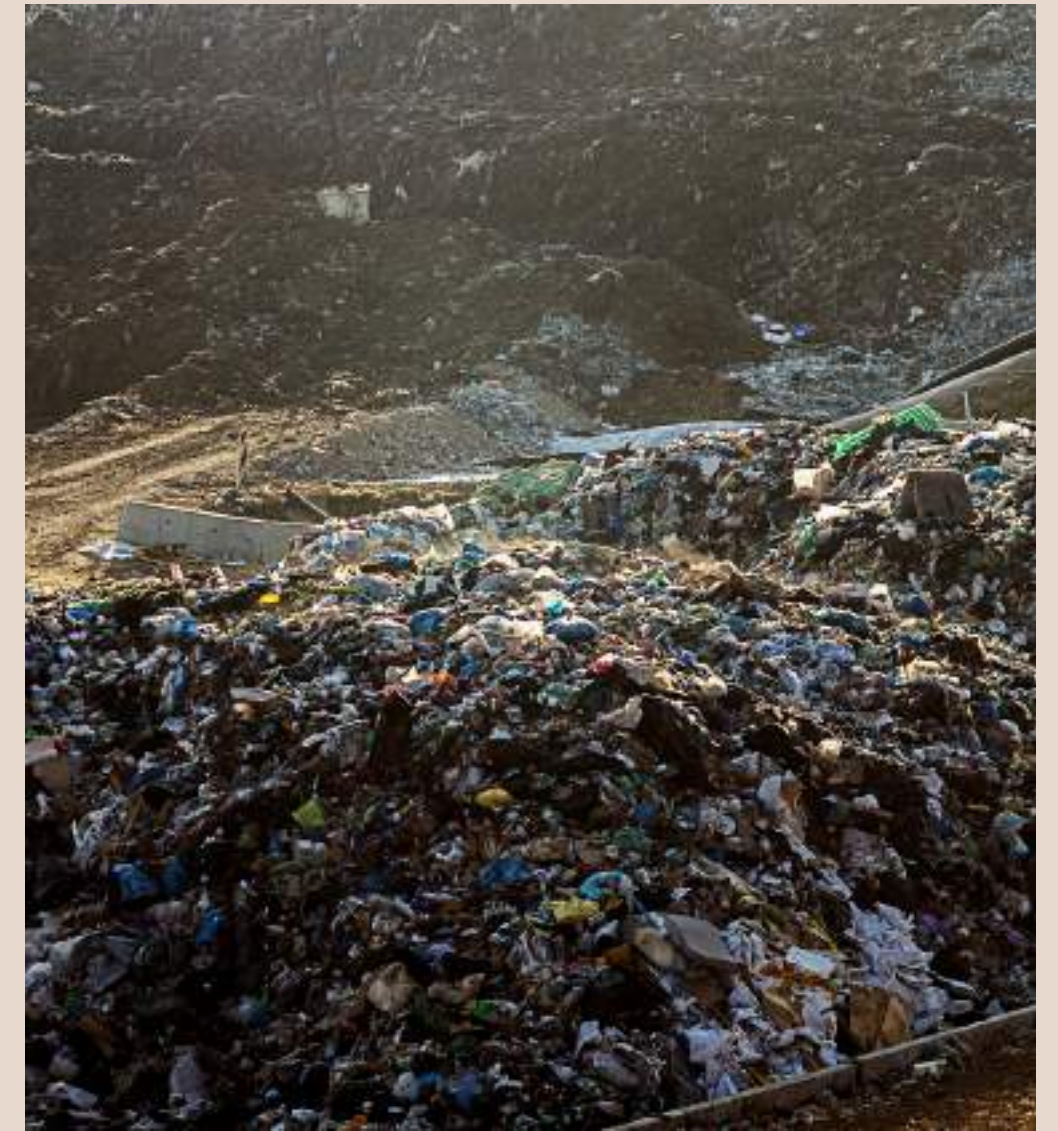
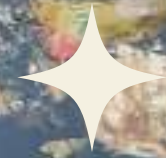
ELLIANA LAI



KATE ZHAO



PROBLEM



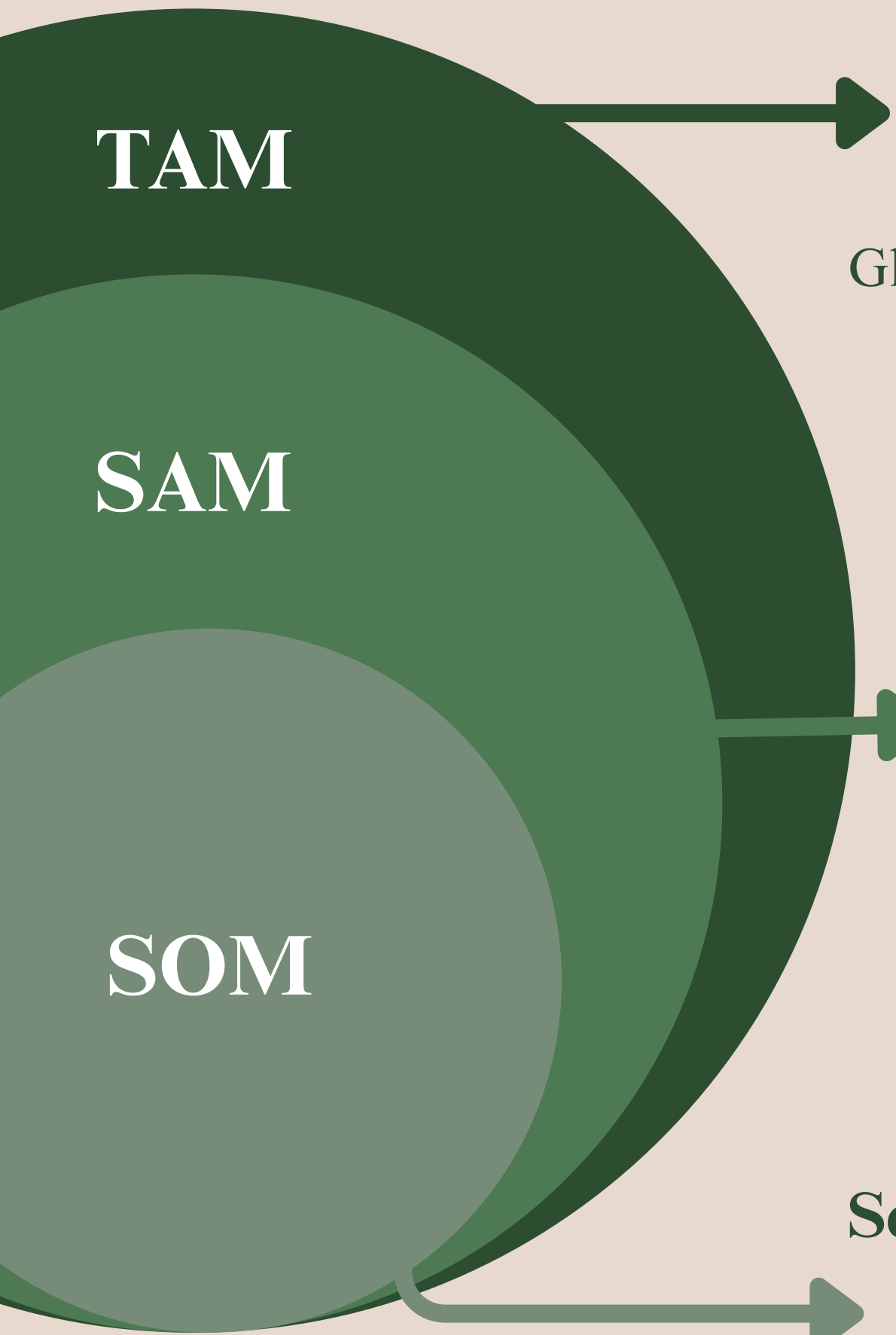
IN THE ART INDUSTRY

- 300M+ plastic paintbrushes discarded annually
- Plastic handles take 1,000+ years to decompose
- Natural brushes use animal hair that is unethically sourced

OUR SOLUTION

- Biodegradable paintbrush made from bamboo and Tampico fiber
- Durable + Interchangeable brush heads → reduce waste + cost-effective
- **Revenue Model:** Product + Replacement system
 - Full set: \$6 production, \$15-\$30 retail (S/M/L)
 - Replacement head: \$2.99 retail





TAM

SAM

SOM



Total Available Market

Global Paintbrush Market - \$1.85 Billion



Serviceable Addressable Market

North American Market -
\$647 Million



Serviceable Obtainable Market

0.5% of Market Share

MARKET

- CAGR: 4.8%
- Artists want tools that are:
 - Affordable
 - Durable
 - Sustainable
- 62% of Gen Z consumers prefer to buy from sustainable brands

COMPETITION: NO ALL ROUNDERS

ENVIROBRUSH



- While it features modularity, sustainability is undermined by the use of polyester/nylon blend (plastic) bristles.
- Does not address ethical sourcing

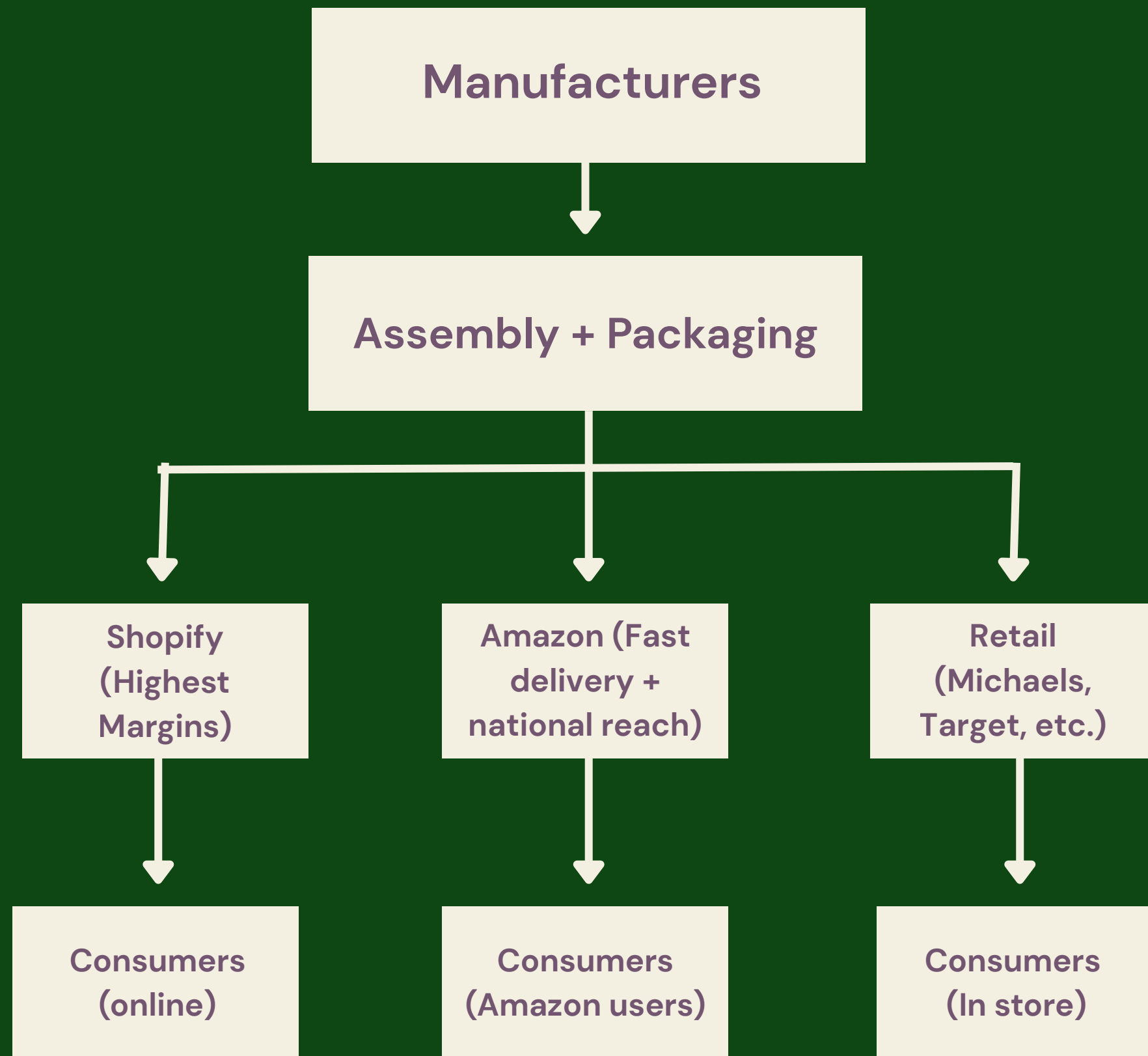
CRAFTAM



- Product material is environmentally friendly and good quality, but is considerably unaffordable due to high pricing.

Unlike our competitors, we feature all the key aspects that make our brushes the most favorable: An reasonable and modest price, environmentally friendly and cruelty-free materials, and sustainable and efficient modular design!

OPERATIONS



- **Established suppliers:**
 - Bamboo (China/Vietnam)
 - Tampico fiber (Northern Mexico)
- Snap-Fit connector and Ferrule already used in other products
- Assembly & QC handled by manufacturer
- Automated order routing from Shopify & Amazon to fulfillment partner
- EDI-based wholesale operations for retailers like Michaels & Target

MARKETING

—• SOCIAL MEDIA + ONLINE CONTENT

- Instagram, TikTok, YouTube: short-form videos, tutorials, and demos
- Weekly online articles + blog posts on sustainable art practices

—• INFLUENCER SAMPLING

- Send free brushes to selected micro-influencers in the art/sustainability niche
- Showcase product to viewers and reach our target market

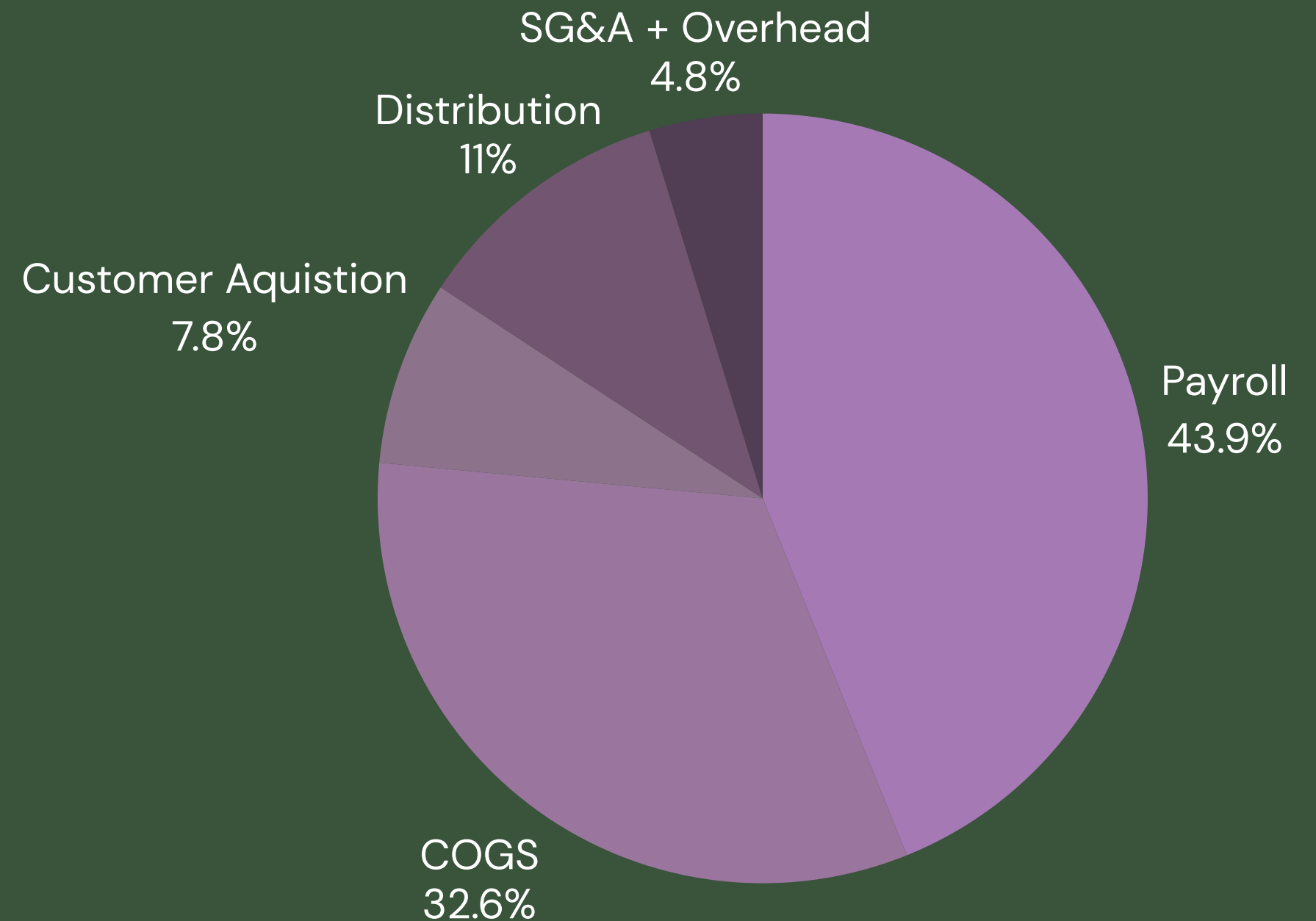
—• SEO

- Optimize blog posts and articles for search engines
- Invest in SEO services for Amazon and our storefront to boost visibility



COSTS DISTRIBUTION

- **CUSTOMER ACQUISITION:** SEO, SHOPFIY, EMAIL MARKETING, INFLUENCER SAMPLING
- **COGS:** BAMBOO HANDLE, TAMPICO FIBER, PACKAGING
- **DISTRIBUTION:** AMAZON FEE, STORAGE, SHIPPING MATERIALS
- **PAYROLL:** EXECUTIVE, MARKETING, PRODUCTION
- **SG&A:** INSURANCE, ACCOUNTING SOFTWARE



PROFIT, MARGIN REVENUE

\$15–30

Starter Kit

\$2.99

Replacement Head

63%

Profit Margins

Our **product + replacement model** ensures recurring sales and high lifetime values from consumers. As we scale, our profit margins increase through increased bulk purchasing and the high margin replacement heads

THANK YOU