

BUSINESS PLAN



1209 Vine Street,
Cincinnati, Ohio

**The Future of Sustainable
Children's Fashion**



HUTCH BABY CHILDRENS WEAR

Hutch baby is an upscale, vibrant, and fun! As a brand, we ensure to pick brands with prints and designs that are not only stylish to parents, but will also catch the eye of children and spark their imagination. Our company has a strong focus on the environment, we hand-pick brands that are made sustainably with the earth in mind. We stand firm on ensuring children are comfortable in what they wear so they can in turn focus on living thier dreams out to the fullest and their best selves. To say the least, we keep the kids comfy and fashion-forward.

MISSION STATEMENT

Enrich the lives of families through innovative services and sustainable products.

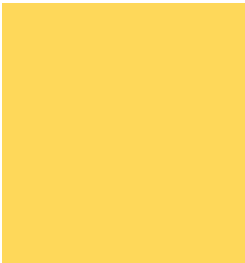
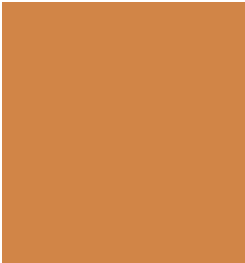
VISION

Become a leader in sustainable children's fashion and provide creative and useful services for families in our community.



ALEXUS HIGHT
Founder & CEO





CURRENT PRODUCTS

All of our brand collections use raw materials to produce ethical fashion. Understanding the process of how our trusted brands create thier clothing aligns with our mission and promise to deliver the safest, sustainable, and highest quality fabrics.

BRANDS WE CARRY

- Angel Dear
- Petit Lem
- Miles the Label
- Petite Hailey
- Hux baby
- Yellow Sub
- Oh Baby
- Shade Critters
- Fear of God
- Greige
- Cocolli
- Little Miss Zoe

HUTCH BABY PRIMARY OFFERINGS

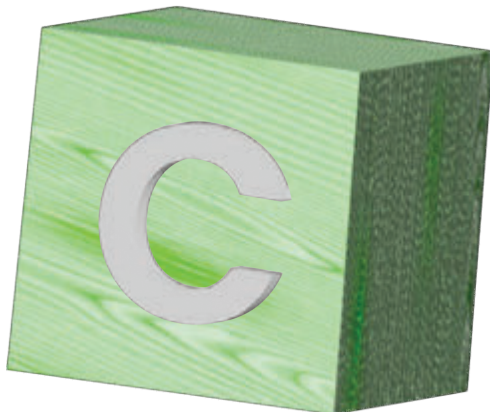
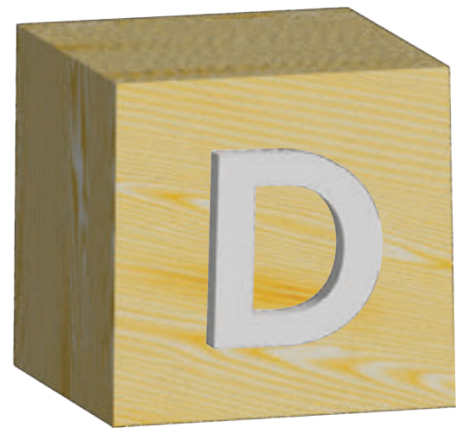


FASHION FORWARD

We offer stylish and trendy children's clothing and accessories that reflect the latest fashion trends, ensuring that families have access to high-quality and fashionable products.

DIGITAL COMMUNICATION

We connect with our community through vlogging and podcasting, including the Hutch Boobie Trap podcast, and by engaging with our audience on TikTok and Instagram. Our "Mommy Tip Tuesdays" on Instagram Live offers valuable parenting advice and insights, fostering a strong online community.

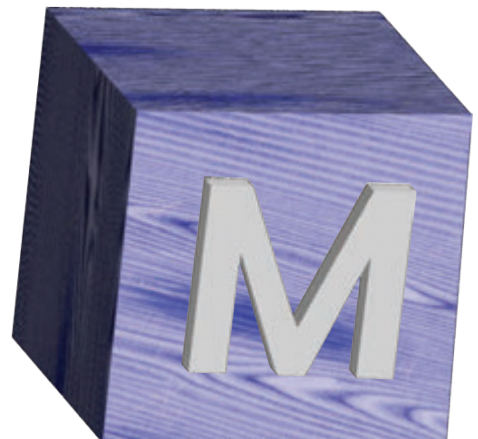


CONCIERGE SERVICES

We provide personalized support by connecting families with resources like lactation consultants, doulas, midwives, pediatricians, and organizing playdates. We also partner with hotels to make traveling seamless, offering everything families need on the go. Additionally, we are exploring potential partnerships with the NFL (Cincinnati Bengals) and WNBA stadiums to fulfill a missing need for family-friendly services at these venues.

HUTCH MOBILE EXPERIENCE

This includes the Hutch Boobie Trap, our mobile lactation room, and a luxury kids' restroom station, ensuring that families have access to safe, comfortable spaces wherever they are.



BOOBIE PILLOWS

Boobie Pillows are more than just a unique decor piece; they serve as a powerful tool in supporting women through the journey of motherhood. These pillows help ease the transition of weaning children off breastfeeding, empowering women to embrace and love their bodies during this critical time. Designed to bring awareness to both breastfeeding and breast cancer, Boobie Pillows are not only functional but also beautiful, serving as a constant reminder of the importance of self-love, health, and community. With their stylish design, they seamlessly blend into home decor, making a bold statement in support of women everywhere.



SILICONE BAGS

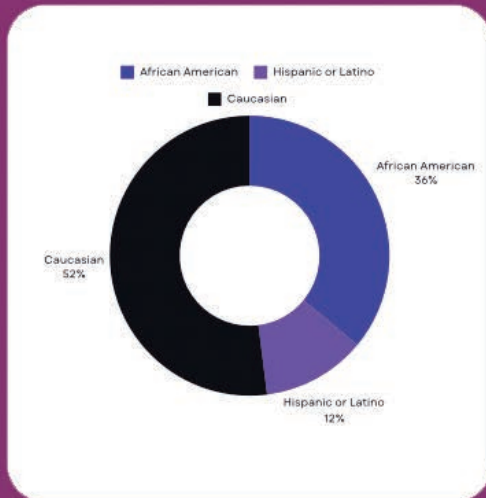
Hutch Boobie Trap Silicone Bags are the perfect multi-purpose solution for storing breast milk, food, drinks, and more. Designed with busy moms in mind, these eco-friendly, reusable bags are not only practical but also durable, making them a sustainable alternative to single-use plastic. Whether you're preserving breast milk or packing snacks, Hutch Boobie Trap Silicone Bags offer convenience and versatility, giving you the flexibility to store and reuse at any time. With these bags, you're not just choosing a product—you're making a choice to support the environment and your family's well-being.



HUTCH BABY | BOOBIE TRAP

DEMOGRAPHICS

ETHNICITY

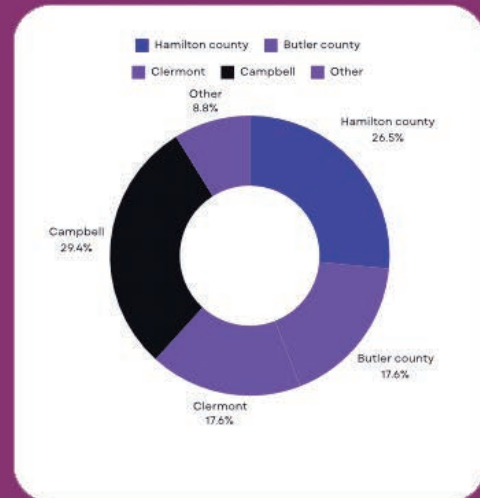


60%
WOMEN

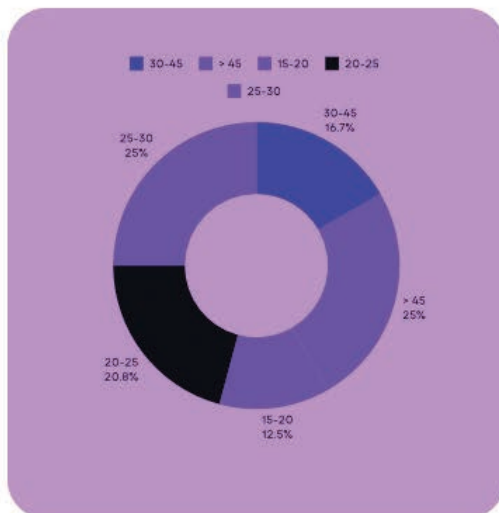


40%
MEN

LOCATION



AGE

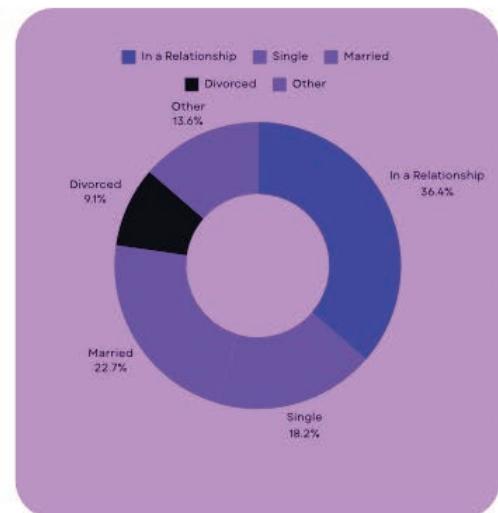


60%
Woman



40%
Man

MARTIAL STATUS



HUTCH BABY OF TOMORROW



The Hutch Experience is designed to ease the transition for families moving or traveling to a new state by providing a "home away from home." Whether it's finding the perfect family outing, arranging educational workshops, or securing spots in community events, our concierge service is designed to make family time both enjoyable and convenient. We offer essential baby and toddler items such as car seats, strollers, sensory toys, and access to necessities like diapers and wipes. For mothers, we provide crucial supplies including breast pumps and storage bags. Our service aims to make traveling or relocating as smooth and stress-free as possible for families by ensuring they have everything they need for their little ones, no matter where they are.

HUTCH TRAILERS

\$15,000

Providing trailers fully equipped with bathrooms, lactation stalls and hutch experience container pop up.

HOTEL CONCIERGE SERVICE

\$15,000+

explain the details here; below are the service inclusions

BASIC

\$15,000

- Access to 25 double strollers
- 25 single strollers
- 20 car seats
- Pampers
- Wipes
- Breast pump
- Breast Bag
- Mini freezer for breast milk
- Bottles
- Pacifier
- 12 hour concierge service

PREMIUM

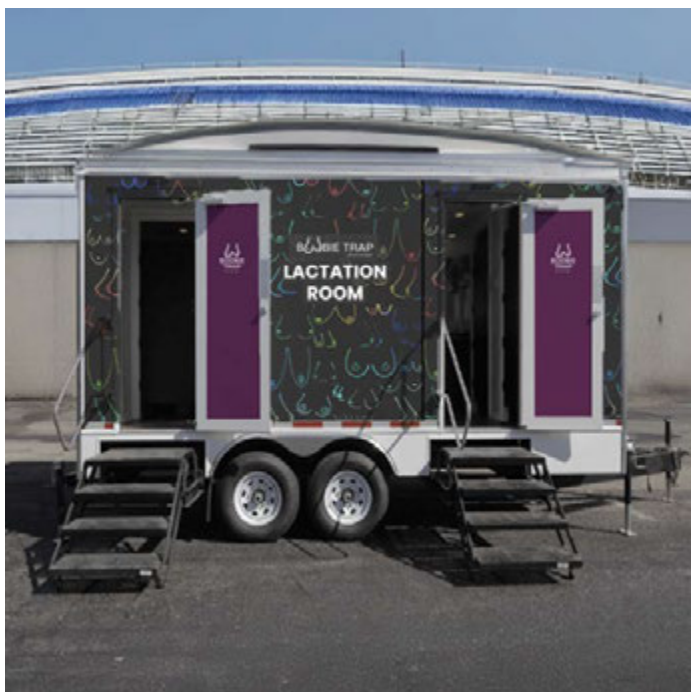
\$30,000

- Includes Boobie trap
- Experience
- Play area
- 24 hour concierge
- 20% off entire purchase for Customers
- Everything included in the \$15,000 package

HUTCH TRAILER MOCKUPS



**Hutch Baby Children's
Bathroom Trailer**



**Boobie Trap
Lactation Trailer**



TIMELINE

ELEVATING SUSTAINABLE CHILDRENS FASHION

Hutch Baby's future plans involve expanding its services by establishing a back office, forging partnerships with hotels, professional sports teams, airlines, and airports. This strategic move aims to ensure safe travel and a comfortable "home away from home" experience for families. By implementing the Hutch Experience across various states and eventually on a national scale, Hutch Baby is set to make family travel seamless and accessible everywhere.

[Click here to view Hutch Baby & Boobie Trap Financial Projections](#)



2024

Create back office infrastructure.

2025-2026

Create partnerships with local businesses (hotels, pro sports teams) to create a home away from home for families.

2026-2027

Create partnerships with airports and airlines to help make traveling seamless for families.

2027 & BEYOND

Expand Hutch Baby, having multiple locations and bringing the Hutch Experience to a national audience.





HUTCH BABY & BOOBIE TRAP WEEKEND Sponsorship Packages

To celebrate Lactation Month and highlight the importance of childbirth and childcare, Hutch Baby is excited to present three sponsorship packages for our upcoming Boobie Trap Weekend. These packages offer unique opportunities for both corporate partners and individuals to support our mission while gaining visibility and engagement within our community.

PLATINUM

\$10,000

GOLD

\$5,000

SILVER

\$2,500



PLATINUM

\$10,000

For Corporate Partners:

- **Premier Event Recognition:** Exclusive recognition as a Platinum Sponsor in all event materials, including banners, posters, and digital promotions.
- **Premium Table Placement:** Two reserved tables (seating for 20) in a prime location at all event activities.
- **Speaking Opportunity:** Opportunity for a company representative to speak at the main event.
- **Corporate Logo Placement:** Prominent placement of your company logo on event materials, website, and social media platforms.
- **Marketing Materials:** Inclusion of your company's promotional materials in event gift bags.
- **VIP Access:** Ten VIP passes for special access to all event areas and activities.
- **Networking Opportunities:** Exclusive networking opportunities with event speakers and VIP guests.
- **Special Gift Bags:** Exclusive gift bags with premium items for all table guests.
- **Meet-and-Greet:** Opportunity to meet and interact with event speakers and special guests.

GOLD

\$5,000

For Corporate Partners:

- **Event Recognition:** Recognition as a Gold Sponsor in all event materials, including banners, posters, and digital promotions.
- **Preferred Table Placement:** One reserved table (seating for 10) in a preferred location at all event activities.
- **Corporate Logo Placement:** Placement of your company logo on event materials, website, and social media platforms.
- **Marketing Materials:** Inclusion of your company's promotional materials in event gift bags.
- **VIP Access:** Five VIP passes for special access to all event areas and activities.
- **Special Gift Bags:** Gift bags with premium items for all table guests.

SILVER

\$2,500

For Corporate Partners:

- **Event Recognition:** Recognition as a Silver Sponsor in event materials, including banners, posters, and digital promotions.
- **Reserved Table:** One reserved table (seating for 10) at all event activities.
- **Corporate Logo Placement:** Placement of your company logo on event materials, website, and social media platforms.
- **Marketing Materials:** Inclusion of your company's promotional materials in event gift bags.
- **Gift Bags:** Gift bags with select items for all table guests.

THANK YOU

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