

Own Your Difference: *How to Create a Category Instead of Fighting for One*

Switch Society isn't thrift. It isn't resale, consignment, or rental. So what is it?



BOOK EMILY

ABOUT THE TALK

Emily spent years explaining what her business wasn't before the market understood what it was. Now it's a circular wardrobe growing through franchising. This talk is for founders building something genuinely different who are tired of being compared to the wrong thing. Emily shares the framework she used to name the category, explain it in one sentence, and stop apologizing for it. You'll leave with a first draft of your own category statement and a way to test it with real customers.

YOUR AUDIENCE WILL LEAVE WITH

- 1 How to define your business by what it isn't, then by what it is.
- 2 A one-sentence category statement you can draft in the room.
- 3 How to test whether customers actually get it, before you spend on marketing.

TEDX SPEAKER

The Future of Fashion: What If Clothing Were Free

TEDxBillings, December 2024 · Watch: youtu.be/ZGhgiAEIf-E

IDEAL AUDIENCE

Founders, startup and accelerator programs, marketing and brand conferences, retail innovation events, franchise audiences.

FORMATS

Keynote: 30 to 45 minutes. Story, framework, Q&A if time allows.

Workshop: 90 minutes. Each founder leaves with a written category statement.

ABOUT EMILY

Emily Petroff is the founder and CEO of Switch Society, a circular wardrobe from Billings, Montana. TEDx speaker, master's in psychology, speaking for more than a decade. She built its platform with AI.

769	319,000+	3,100+
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emily@switchsociety.org · www.switchsociety.org/book-with-emily