

SOMEONE
SOMEWHERE

SOMETHING'S WRONG

200M

RURAL ARTISANS IN LATAM, AFRICA
AND ASIA LIVE IN EXTREME POVERTY.

90%

OF THEM ARE WOMEN.

1,000M

FAMILY MEMBERS ARE
AFFECTED BY THIS.





65%

OF MILLENNIALS CARE ABOUT THE
IMPACT OF THEIR PURCHASES

40%

TRAVEL AT LEAST
5 TIMES PER YEAR

\$35B

IS SPENT IN APPAREL & GEAR
BY THIS GROUP IN NORTH AMERICA

LESS THAN

5%

OF BRANDS TARGETING THIS SEGMENT
HAVE A POSITIVE IMPACT AT THE CORE

A CLEAR OPPORTUNITY

Digitally native brands targeting socially conscious millennials are growing at unprecedented speeds

NAADAM



LAUNCH: 2013
\$100M/y: 2019

IMPACT:
MONGOLIAN
HERDERS

allbirds



LAUNCH: 2016
\$100M/y: 2019

IMPACT:
NEW ZEALAND
WOOL

EVERLANE



LAUNCH: 2010
\$100M/y: 2017

IMPACT:
RADICAL
TRANSPARENCY

Reformation



LAUNCH: 2010
\$100M/y: 2017

IMPACT:
SUSTAINABLE
FABRICS

WARBY PARKER



LAUNCH: 2010
\$100M/y: 2015

IMPACT:
ONE FOR
ONE

ABOUT US

SOMEONE SOMEWHERE

IS A DIGITALLY NATIVE BRAND ON A MISSION
TO LIFT MILLIONS OF ARTISANS OUT OF
POVERTY BY CREATING THE BEST PRODUCTS
FOR ADVENTUROUS MILLENNIALS





THE BEST OF BOTH WORLDS

WE COMBINE:

- ARTISAN MADE TECHNIQUES
- MODERN AND FUNCTIONAL DESIGNS
- A UNIQUE SUPPLY CHAIN
- TECH-ENABLED SALES CHANNELS

TO CREATE THE BEST BRAND EXPERIENCE FOR
SOCIALLY CONSCIOUS TRAVELLERS

OUR LABEL

SOMEONE is for the artisans that make each product

SOMEWHERE is for the communities where they live

SOMEONE

Cristina

SOMEWHERE

Hidalgo



WHY NOW?

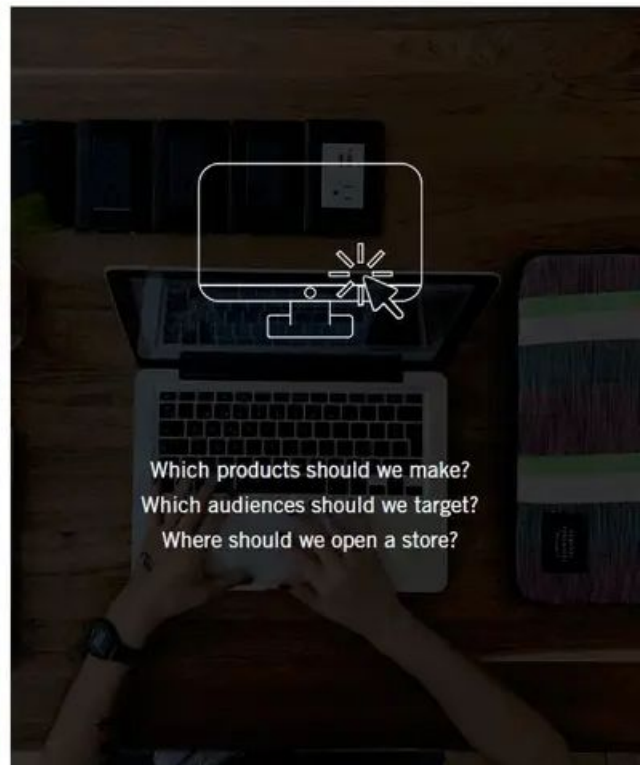
INNOVATIVE SUPPLY CHAIN



D2C DISTRIBUTION



ALL DRIVEN BY DATA



THE HEART OF OUR SUPPLY CHAIN

Our inhouse design team develops
new product concepts.



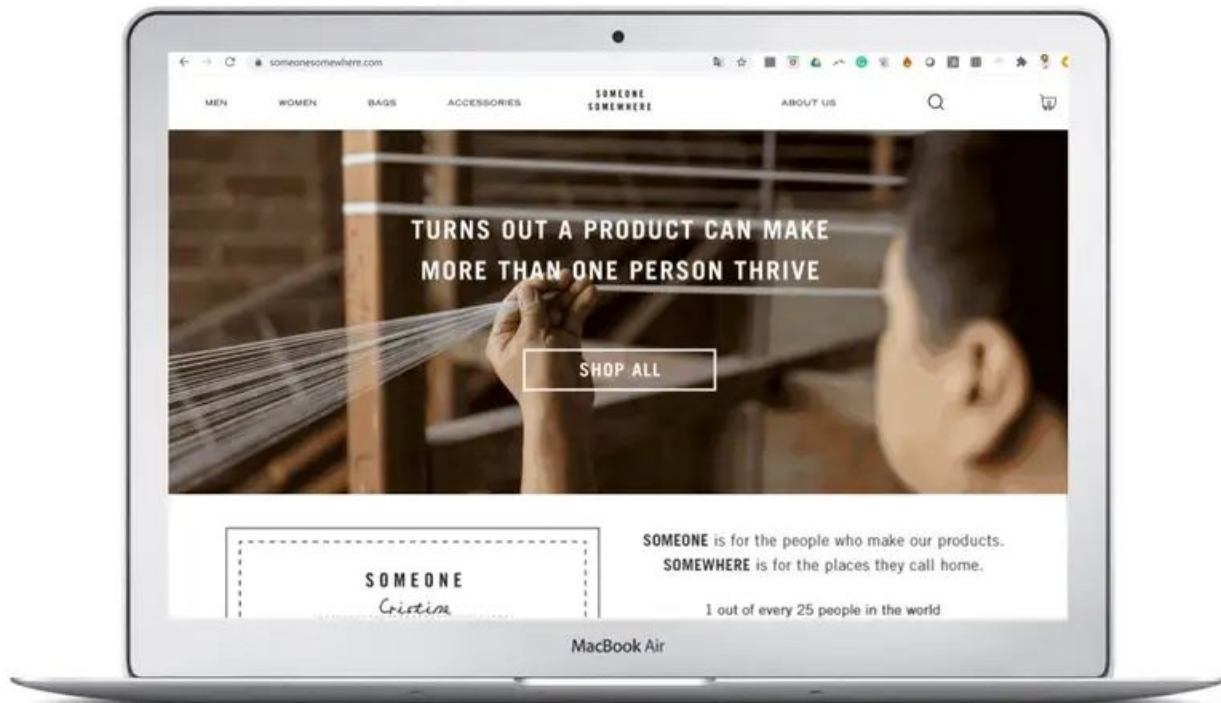
Artisans create the handmade
elements of each piece.



Specialized workshops assemble
the final products.



ONLINE WORLD



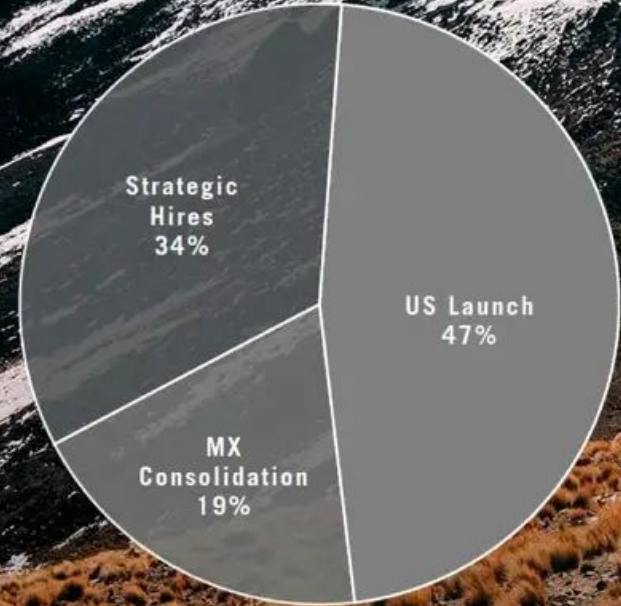
OFFLINE WORLD



OPPORTUNITY

WE ARE RAISING \$1.7M USD TO:

- LAUNCH IN THE USA
(ONLINE + 2 PHYSICAL STORES)
- KEEP STRENGTHENING OUR TEAM
- REACH BREAK EVEN POINT
- RAISE A \$5-7M USD SERIES A IN 18-24 MONTHS
- INCREASE 6X OUR IMPACT



USE OF FUNDS

A photograph of two women laughing heartily outdoors. The woman on the left is wearing a dark brown jacket over a grey and white striped shirt and a grey scarf. She has dark hair tied back with a purple hair tie. The woman on the right is wearing a red and white patterned blouse with a ruffled collar and a large red floral design on the side. She has dark hair pulled back. They are standing in front of a wooden post and a rope line. In the background, there are green hills and some buildings. The text "LET'S TALK ;)" is overlaid on the bottom left of the image.

LET'S TALK ;)

