

CASE STUDY:

TS Designs/Solid State Clothing

Burlington, NC Founded in 2018 by Eric Henry

EMPLOYEES: 12

ABOUT SOLID STATE

Solid State Clothing is a retail brand of 100% American-made premium t-shirts with a radically transparent supply chain. Solid State Clothing is a brand of TS Designs, a B-Corp and leader in sustainable apparel for three decades. We use cotton from American farms and knit, cut, sew, and dye it in North Carolina. Solid State Clothing presents an opportunity to reach a growing market for sustainable and USA-made apparel with top-quality products and a story of rebuilding American supply chains from dirt to shirt.



COTTON

MAIN BARRIERS OR NEEDS

As we build our regional cotton and hemp supply chain in North Carolina, we have the opportunity to create a whole new system from farmer to finished product. This system will engage farmers to be more aware of the environment and growing regenerative fiber. Our challenges are in finding funding to add new people to our team that could help with supply chain management, business management, advertising and marketing funds to educate the customer in the “value beyond price.” All of this will also feed into a hemp project currently in the works for 2021.



IMPACT AREAS



Equity and Justice



Economic Development/
Job Creation



Soil Improvement

TS Designs is dedicated to regional farming and manufacturing and currently has working relationships with cotton and hemp farmers all over North Carolina. Due to a smaller carbon footprint, we are able to work hand in hand with our supply chain to ensure full traceability. We are also about to embark on a new test project (the 10,000 Pound Cotton Project) with a second generation cotton farmer to pay a higher market rate for his cotton and are engaging fashion brands to support and create a consortium to support North Carolina farmers.

CURRENT CAPITAL STACK A/O INVESTMENT TO DATE

Funded through TS Designs; TS Designs funded through private investment & bank loans.

TYPE AND MAGNITUDE OF INVESTMENT SOUGHT

Seeking **\$500,000–\$1,000,000** investment to build inventory and to hire additional staff to manage procurement, inventory management, and sales.

REVENUE MODEL & PROJECTED PROFITABILITY TIMELINE

TS designs is consistently profitable. We always focus on a triple bottom line of People, Planet, and Profits. Solid State: Projected **\$1 million** in sales and profitable within 2 years through direct to consumer sales, including primarily web-based sales and some high-end retail presence.

KEY RISKS

Price point, getting people to understand why we charge what we charge.

INTEGRATED CAPITAL PATHWAY: SOLID STATE

2018–2020



Development of Solid State funded through TS Designs; TS Designs funded through private investment and bank loans
Own current building—value of \$750,000
Value of relationships—cotton farmer that I've known for 10 years—what's that worth?

2020



\$200,000 investment for inventory acquisition and personnel to manage inventory and supply chain

2021



Seeking \$500,000–\$1,000,000 investment over time: Build out domestic hemp fiber, expand styles, fabrics

TYPES OF CAPITAL



NON-FINANCIAL SUPPORT

Business Planning TA
Network Connections
Advisory Support



GRANTS

State & Federal Grants
Philanthropic Grants



LOAN GUARANTEES

Philanthropic Guarantees
Guarantee Pools



LOANS

Friends/Family Loans
Other Debt Financing
Bank Loans



INVESTMENTS

Revenue Share Agreements
PRIs & MRIs
Equity

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