



RELEAF CANDLES

Executive Summary 2024-2025

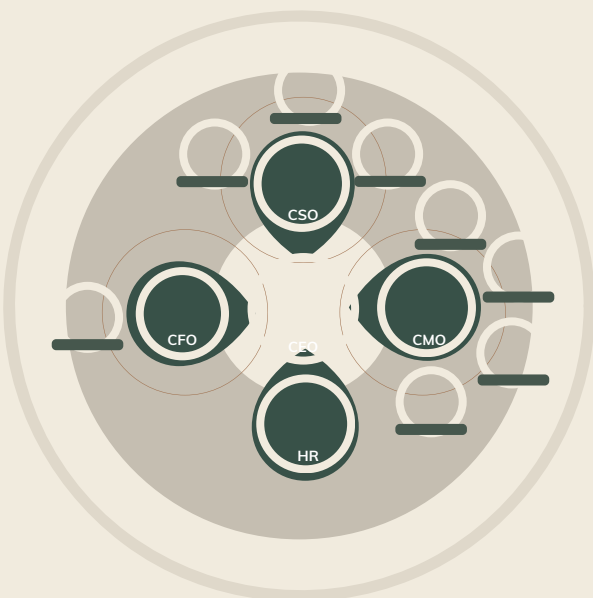
About the Business

Business Overview

Founded in September 2024, **ReLeaf Candles** operates within West High School in Bakersfield, California. Our company specializes in biodegradable candles designed to reduce waste and harmful emissions while promoting sustainability. Once the candle is used, the jar can be repurposed as a plant pot and comes with seeds and soil to further reduce single-use waste. Each candle is crafted with clean ingredients, including coconut wax, beeswax, essential oils, and wooden wicks, ensuring a toxin-free burn. ReLeaf operates as an LLC to maintain flexibility within its operations, enabling the company to adapt quickly to customer demands. By addressing environmental concerns associated with mass production, ReLeaf provides a product that combines wellness with practical, sustainable solutions.

Mission Statement

At **ReLeaf Candles**, we are committed to enhancing well-being and environmental awareness with thoughtfully crafted candles that offer relaxation and a connection to nature. We aim to make a positive impact on both the planet and your life.



The Releaf Team

Our team consists of 13 passionate individuals who share a common goal: to promote sustainability through creative candle designs. Each team member brings unique skills and expertise, ranging from product development and marketing to customer service and supply chain management. This diverse skill set allows us to operate efficiently while maintaining our commitment to environmental responsibility.

Business Rational

Problem Statement



Problem

Environmental pollution from consumer goods is a growing concern. According to the Environmental Protection Agency (EPA), over 12 million tons of municipal solid waste in 2018 were non-recyclable plastics and glass, much of which came from household products like candles. Additionally, candles made from paraffin wax release **carcinogenic toxins** such as benzene and toluene into the air, contributing to health risks. With the rising demand for sustainable products, many consumers find limited options in the candle market that address both environmental impact and personal well-being. Most traditional candles lack innovation in design, often contributing to single-use waste. As candles are a popular tool for creating calming environments, this disconnect leaves customers searching for products that align with their values of relaxation and sustainability.

Solution

ReLeaf aims to bridge this gap by providing an eco-conscious alternative that enhances well-being while reducing environmental harm. Our biodegradable candle not only ensures a cleaner burn using coconut wax, beeswax, and essential oils but also transforms into plant pots with seeds provided, promoting a circular lifecycle for every product. By addressing the shortcomings of conventional candles, ReLeaf offers a practical, meaningful solution for consumers and the planet.

Company Goals

Goal		Strategy
Short Term 	Collaborate with Major Retailers and Nurseries to Expand Distribution	Partner with Lowe's and local nurseries to distribute ReLeaf Candles. This collaboration will increase visibility and make the product more accessible to customers who value sustainability.
	Reduce the process of how long our candles take to make	We will implement a streamlined workflow by investing in automated pouring and labeling systems, pre-measuring materials in bulk, and optimizing the curing process with temperature-controlled racks to accelerate hardening.
Long Term 	Expand our product line	We plan to design products with innovative features that serve a second purpose. First, we'll research products that generate the most waste. Then, we'll develop new designs to address this issue. Expanding our product lines will help us reach individuals interested in sustainable living.
	Gain brand recognition nationally and internationally	Post consistently on social media to engage followers and showcase the brand's purpose. The marketing team will also promote ReLeaf Candles at sustainability-focused events to increase visibility.

STRENGTHS

- US-based
- Unique biodegradable candle design
- Fits into two different industries: the plant and candle industries

WEAKNESSES

- Long production process
- Limited manufacturing options

OPPORTUNITIES

- Growing in an aromatherapy market
- Acquire a U.S. Utility Patent
- Contracts with major suppliers

THREATS

- Economic down turns
- Competition with larger corporations
- Disruption in supply chains



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Marketing Plan

Target Market

Primary: **Releaf's** target market includes millennials and older women, a group that strongly drives the candle industry. According to the National Candle Association, 95% of candle buyers are women, many of whom focus on home organization. They often use candles to decorate both the interiors of their homes and outdoor spaces like patios and gardens. With products designed for both indoor and outdoor use, Releaf is perfectly suited to meet the needs of this audience. We have two representatives for our candles, Diana and Lily. These women both focus on enhancing their environments with clean products and maintaining a focus on sustainable products that not only will protect their homes, but the environment!

Business Risks

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Difficulty in obtaining natural ingredients may affect production processes.	Building strong supplier partnerships enhances production reliability.
Decline in interest in certain plants or scents could negatively impact sales.	Releaf offers a diverse products with different seeds, scents, and our seasonal bundles.

Marketing Mix



Product

Releaf Candles combines a soothing and environmentally beneficial experience into a single candle. Consumers anticipate an eco-friendly candle with a plant of their choice. After usage, instead of disposing they would clean it out and add the provided soil with the product, followed by planting and caring for the seed they chose.



Price

- Biodegradable candle is priced at \$44.99 for a 16oz and \$54.99 for a 32 oz.
- Flower Bundle is priced at 115.00
- Yearly Biodegradable bundle is priced at 450.00



Placement

At **ReLeaf**, we are presented on the online marketplace, as well as showcasing our candles on our E-commerce website, We are also focusing on working with home improvement retailers like Lowe's and Home depot, and other future sales contracts



Promotion

ReLeaf promotes our product via social media by using the Meta platform and creating targeted ads focused on our target market, Bakersfield VE trade shows and in our community. We also focus on showcasing our products at home improvement retailers as well as gift shops.



Position

Releaf is positioned as a biodegradable, natural, and unique candle for our middle and high income adults. Releaf prioritizes the environment, as shown by our leaf symbol and earthy color scheme, which is especially intended to create sensations of stability and peace.

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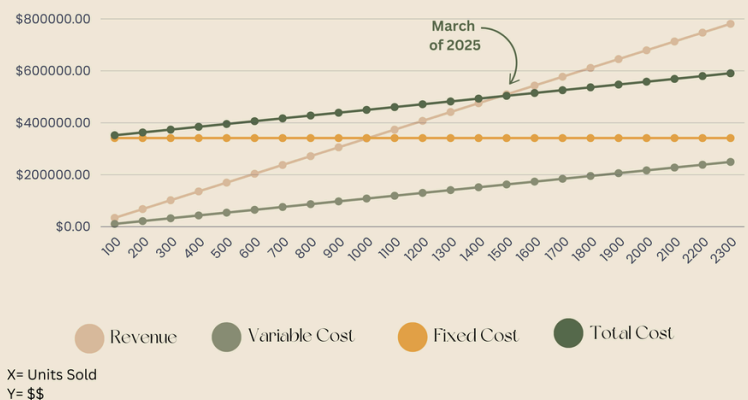
Financial Highlights

Trade fair revenues	214,819
Contractual sales to non-VE entities	22,793
Other than trade fair revenues	15,000
Total sales revenues	252,612
Cost of goods sold or services provided	68,451
Gross profit	184,161
Gross profit margin	73%
Salaries	146,250
Payroll tax	11,187
Advertising	1,500
Supplies	2,200
Total operating expenses	161,137
Income from operations	23,024
Net income before taxes	23,024
Net income after taxes	23,024

Releaf's Profit and Loss statement, dated for December 31, 2024, shows the \$252,612, in sales revenue, including \$22,793 from our 2 out-of-network contracts, with a 73% gross profit margin and \$23,024 in net income. Additionally, \$50,000 was secured from 3 angel investors, each receiving 5% equity.

The break-even analysis projects our company will break even by March 2025, where total revenue will equal total costs. This analysis is based on units calculated using the average selling price per unit across all products, rather than the price of a single candle, providing a comprehensive view of profitability.

Break-Even Analysis



BALANCE SHEET

Assets As of December 30, 2024	
Current Assets	
Cash	\$265,728
Inventory	\$40,029
Total Current Assets	\$305,757
Fixed Assets	
Computers	\$20,000
Furniture and Fixtures	\$2,300
Office Equipment	\$100
Total Fixed Assets:	\$22,400
Total Assets:	\$328,157
Liabilities and Equity	
Current Liabilities	
Accounts Payable	\$102,654
Salaries Payable	\$48,750
Payroll Tax Payable	\$3,729
Total Current Liabilities	\$155,133
Total Liabilities	\$155,133
Stockholders Equity	
Common Stock	\$150,000
Retained Earning	\$23,024
Total Stockholder Equity	\$173,024
Total Liabilities and Equity	\$328,157

As of December 30, 2024, ReLeaf holds total assets of \$328,157 comprising \$305,757 in current assets and \$22,400 in fixed assets. Liabilities total \$155,133, while stockholders' equity stands at \$173,024, including \$150,000 in common stock and \$23,024 in retained earning. Both sides of the balance sheet are balanced at \$328,157.