



FISHMO LLC

"Face It. Shit Happens. Move On."



● About Us



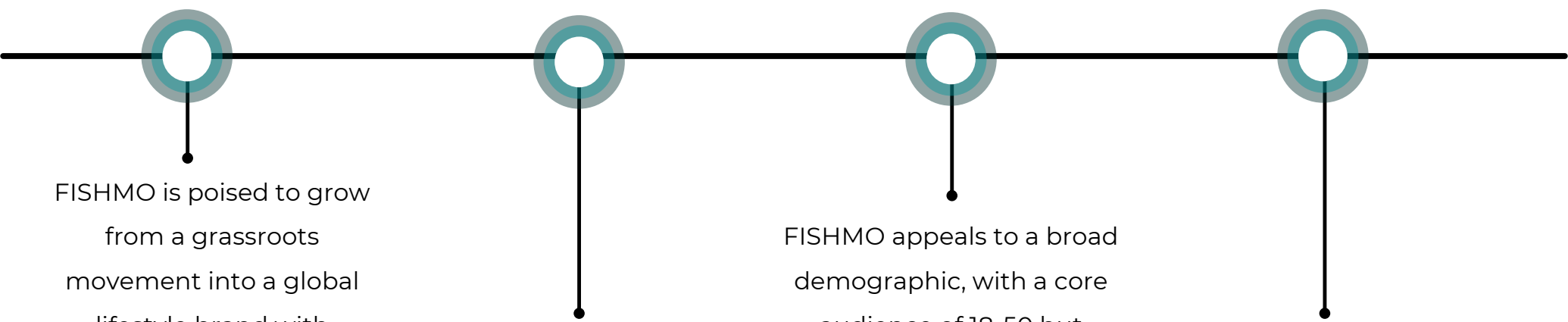
Founded by
Pete Sommerfeldt

About Us

FISHMO LLC is an apparel and lifestyle brand with a message of resilience and growth. The brand stands for "Face It. Shit Happens. Move On." This motto inspires people to face challenges, stay strong, and move forward. At FISHMO, we offer more than clothing; we create a personal connection and encourage a positive mindset.

● Big Idea

Our Big Idea



FISHMO is poised to grow from a grassroots movement into a global lifestyle brand with universal appeal.

The brand's authenticity and deeply relatable identity give us a unique edge over abstract, impersonal competitors.

FISHMO appeals to a broad demographic, with a core audience of 18-50 but attracting customers across all ages.

The brand encourages people to confront challenges, let go of burdens, and move forward with confidence.

● Problems

Problems Statement

■ Limited Brand Recognition.

■ Insufficient Funding for Growth.

■ High Competition in the Apparel Industry.

■ Dependency on E-commerce with Limited Retail Presence.

■ Operational Scalability.



Problems

● Solution

Our Solutions

- High-impact marketing campaigns.
- We will work with Upper Ship in New Jersey for seamless order fulfillment and inventory management.
- We will Position FISHMO as a disruptive force in the apparel industry, creating meaningful connections and long-term growth.
- We will utilize partnerships with United Apparel for manufacturing and Upper Ship for fulfillment to ensure efficiency and scalability.
- We will continue building a supportive community through grassroots efforts and targeted outreach.



● Vision & Mission Statement

A man with a beard and sunglasses, wearing a dark fishing jacket with "FISHMO" on it, is holding a large fish. The background shows a lake and trees.

Vision & Mission Statement



Vision Statement

To be a globally recognized brand that inspires resilience, humor, and empowerment. We aim to help people face life's challenges with confidence and purpose.



Mission Statement

To create bold and meaningful apparel that connects with people from all backgrounds. We aim to promote positivity, mental health awareness, and resilience.



- **Corporate Social Responsibility**

Our Corporate Social Responsibility in Action

FISHMO LLC is committed to making a positive impact on our community and the environment. We aim to meet current needs without harming future generations. We encourage employees to volunteer in community activities. Our strategy focuses on sustainability and supporting the growth of the communities we operate in.



● Core Value

Our Core Values

Customer Focus

FISHMO listens to customers' needs and improves based on their feedback to deliver the best results.

INTEGRITY

We build trust by keeping our promises and offering more value than expected.

EXPERTISE

Our team's skills and knowledge help us create high-quality, cost-effective products.

● Finance

The Financing

FISHMO LLC is seeking \$500,000 in funding to scale operations and support growth. The funds will be used for inventory, branding, marketing, e-commerce, social media, and community outreach.

Break-Even Analysis

To cover expenses, FISHMO needs monthly sales of \$36,333, with a 50% profit margin and fixed costs of \$218,000 annually.

Investor Returns

FISHMO expects a strong return for investors. The company aims to repay loans or distribute profits by Year 3, with an estimated equity value of over \$2 million by Year 5.

● Services

Services Description

FISHMO LLC offers apparel and accessories that inspire resilience and humor. Our products include t-shirts, hoodies, beanies, fishing shirts, and camouflage shorts, all featuring the bold FISHMO logo. Each item is designed for comfort, durability, and style, appealing to customers who value outdoor gear, casual wear, and meaningful



● Objectives, Plan and Strategy

Marketing Objectives

- Increase brand awareness and equity in Belcamp, MD, and major US cities.
- Expand the customer base by targeting multiple cities and improving shipping capacity.
- Build a large social media following for quicker brand promotion.
- Partner with influencers to promote FISHMO's products and brand.

Sales Plan

- Pick-and-Pack Fees: \$2.50 for the first item, \$0.50 for each additional item.
- Storage Costs: \$0.25-\$1.00 per cubic foot per month based on inventory size.
- Monthly Account Management: \$199 per month for system access, support, and inventory updates.
- Shipping: Rates depend on package size, weight, and destination, with cost-effective carrier partnerships.

Marketing Strategy

- **Referral:** Encourage customers to share their experiences and reward them for bringing in new customers.
- **Customer Service:** Prioritize customer support, offering quick responses and product consultations.
- **Community Sponsorship:** Participate in local programs with influencers to gain referrals and new customers.
- **Other:** Hire a marketing agency to run ads on social media platforms like Facebook, Instagram, Snapchat, and TikTok, while maintaining communication through email and text.



Thank You

for your attention



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