

# Three Strands Yoga Co.

'A person standing alone can be attacked and defeated, but two can stand back-to-back and conquer. Three are even better, for a triple-braided cord is not easily broken. '

Ecclesiastes 4:12



# Agenda

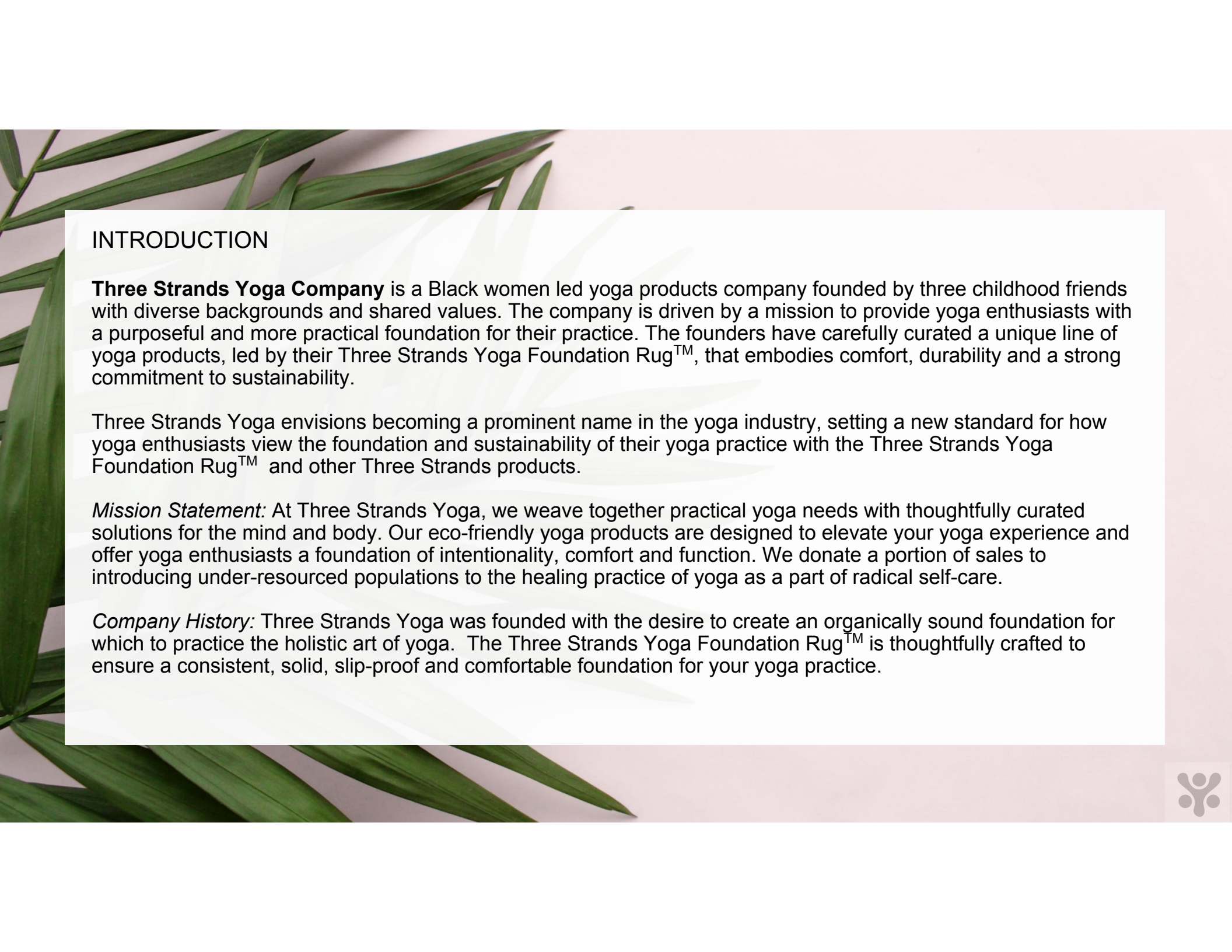
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## INTRODUCTION

**Three Strands Yoga Company** is a Black women led yoga products company founded by three childhood friends with diverse backgrounds and shared values. The company is driven by a mission to provide yoga enthusiasts with a purposeful and more practical foundation for their practice. The founders have carefully curated a unique line of yoga products, led by their Three Strands Yoga Foundation Rug™, that embodies comfort, durability and a strong commitment to sustainability.

Three Strands Yoga envisions becoming a prominent name in the yoga industry, setting a new standard for how yoga enthusiasts view the foundation and sustainability of their yoga practice with the Three Strands Yoga Foundation Rug™ and other Three Strands products.

*Mission Statement:* At Three Strands Yoga, we weave together practical yoga needs with thoughtfully curated solutions for the mind and body. Our eco-friendly yoga products are designed to elevate your yoga experience and offer yoga enthusiasts a foundation of intentionality, comfort and function. We donate a portion of sales to introducing under-resourced populations to the healing practice of yoga as a part of radical self-care.

*Company History:* Three Strands Yoga was founded with the desire to create an organically sound foundation for which to practice the holistic art of yoga. The Three Strands Yoga Foundation Rug™ is thoughtfully crafted to ensure a consistent, solid, slip-proof and comfortable foundation for your yoga practice.





The founders of Three Strands Yoga, **Shikiri Hightower-Gaskin, Ana Jackson, and Rona Williams**

share a deep-rooted friendship that spans back to their childhood. All three have practiced yoga to provide physical and mental wellness support for years and want to share their experience with the broader community.

As African-American women with strong educational backgrounds and successful careers, they have come together to bring their collective skills and experiences to create a meaningful impact in the yoga product industry.





### Shikiri Hightower-Gaskin, MBA

co-founder, longtime fashion entrepreneur, founder, buyer and marketing manager of shikiri.com— recognized by Essence magazine as, “a must-stop for the Hollywood set.” She currently also serves as a Communications Specialist at Blue Shield of California Foundation where she leads the communications related to breaking the cycle of domestic violence, is a communications grantmaker and leads strategic communication efforts. Shikiri earned a Master of Business Administration degree from Tulane University Freeman School of Business, a Master’s of Journalism from the UC Berkeley Graduate School of Journalism, and her Bachelor’s degree in Journalism from the University of Southern California. She has practiced yoga for more than 20 years and is currently completing her third 200 hour yoga teacher training program, the last training was with CorePower Yoga, this training she is studying to teach Kundalini Yoga.



### Ana Jackson, PhD

one of the co-founders, has had a remarkable career in applied research and has expertise in experimental and quasi-experimental methods, survey development and implementation, user centered design, ethnography, program evaluation and data strategy. With a profound commitment to health equity, Ana is the Chief Evaluation and Data Strategy Director at the Blue Shield of California Foundation., where she leads the Foundation's evaluation and data strategy, ensuring that the Foundation and its grantees have the information they need to drive system change, advance equity, and improve health while addressing domestic violence. Ana's educational journey includes a bachelor's degree in social welfare and a Ph.D./Master of Public Policy from UC Berkeley, providing her with a strong academic foundation for her work.





### Rona Williams, MBA

and former Ebony Fashion Fair model is the third co-founder. She brings extensive experience in brand marketing and product development to the team. Currently serving as the Sr. Director of Marketing, at Bragg Live Food Products, she has excelled in her CPG career from children's toys and entertainment to food and beverages with leadership roles from Nestle and Disney Consumer Products. Rona holds a Master of Business Administration degree from California State University Long Beach - College of Business and a Bachelor of Science degree from California Polytechnic State University-San Luis Obispo, where she was also a division 1 scholarship athlete. Rona protects her peace with prayer and practicing yoga daily. She is the proud mom of two boys- Justice Lamar and Phoenix Solomon.



# Market Opportunity

Our yoga rugs provide a natural and organic foundation for your practice. Made from ethically and sustainably sourced materials, these rugs align with the principles of eco-conscious consumers. The convenience of machine washable material ensures easy maintenance and hygiene. Simply toss your yoga rug into the washer, and it will come out fresh and clean, ready for your next session.

Our unique yoga rugs are intentionally crafted with thread ridges, offering a superior grip and unparalleled comfort during your practice. These ridges provide a tactile sensation, aiding in maintaining alignment and preventing slips. Designed with hot yoga enthusiasts in mind, our yoga rugs excel in heat-intensive environments. Unlike rubber mats that often become slippery when wet with sweat, our rugs offer enhanced grip, ensuring stability throughout your hot yoga sessions.

Our yoga rugs are also highly resistant to staining and maintain their pristine appearance even after prolonged use. We are committed to using environmentally friendly materials and ethical manufacturing practices, aligning with the values of our consumers.



Three Strands Yoga Foundation Rug





# Business Model

## Financial Projections

- Initial Investment: \$50,000 est startup costs for website development, research, initial inventory, and marketing.
- As an early start-up, we intend to use the \$15,000 towards beginning phase costs including legal fees, sourcing, sample production, research and development.
- Revenue Projections:
  - Y1: \$120,000
  - Y2: \$200,000
  - Y3: \$300,000
- Cost: \$25
- SRP: \$80

## Yoga and Exercise Mats Market Global Forecast to 2025

Yoga and Exercise Mats Market  
is expected to reach  
**\$10,430 Million by 2025**



Growing at a  
**CAGR of 3.0% (2020 – 2025)**



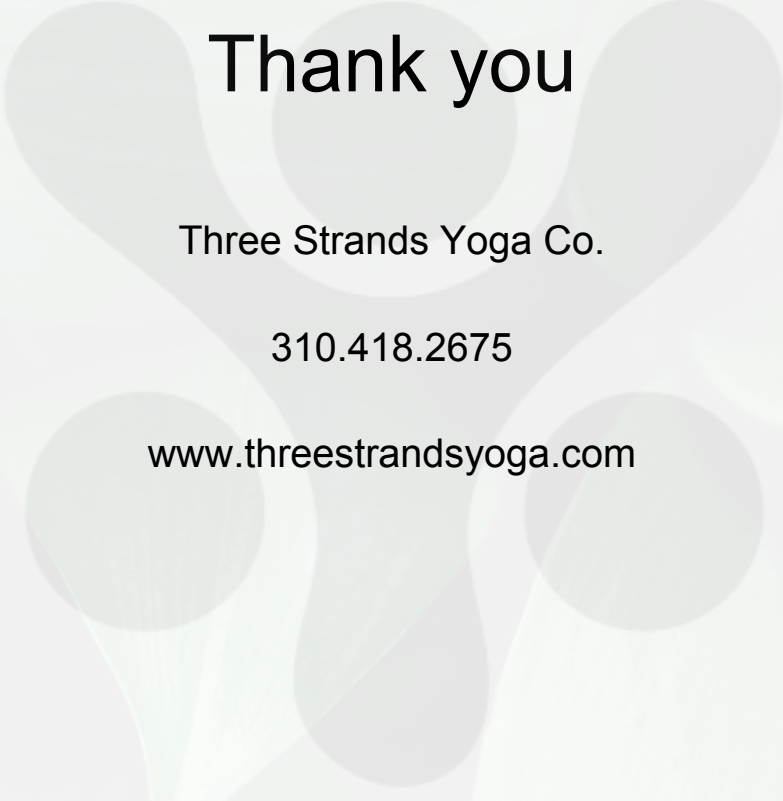


# Marketing Strategy

- Key Insight: Higher education and incomes do not protect Black women from adverse health outcomes. Three Strands Yoga seeks to offer holistic wellness solutions for this demographic through carefully curated products and experiences.
- Target Consumer: Beginners to Yoga Enthusiasts of color seeking to benefit from the mental wellness, healing and restorative properties of yoga practice.
- Market Overview: The yoga and fitness market is rapidly growing, with an increasing demand for eco-friendly and high-quality yoga products. Competitors exist in the yoga product industry, but our focus on eco-friendliness and quality will set us apart. The target audience is health-conscious individuals, yoga studios, and retailers.
- Product Overview: 3 Strands Yoga Rugs will be made from sustainable, non-toxic materials, offering superior grip, comfort, and durability. Each rug will cost \$10 to produce, and we plan to sell them at a retail price of \$60. Variations in design and size will be available to cater to diverse customer preferences.
- Next Steps
  - Conduct market research.
  - Develop a user-friendly e-commerce website to showcase products and offer online purchasing.
  - Implement digital marketing strategies, including social media advertising, content marketing, and email campaigns.
  - Collaborate with yoga influencers and studios to promote our products.
  - Attend yoga and wellness events to establish a physical presence and gather feedback.







# Thank you

Three Strands Yoga Co.

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[www.threestrandsyoga.com](http://www.threestrandsyoga.com)