

ROAD TO HEIR MANUFACTURING

*We are of a Higher Deity and I want us to walk with
Kings and Queens Every day*



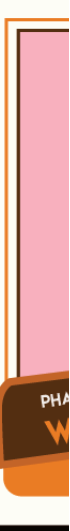
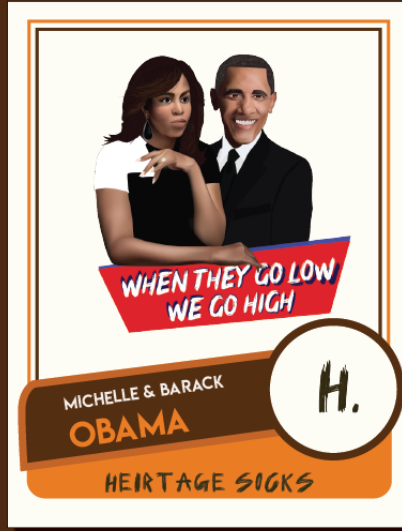
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MY WHY

When asked about my "why," initially I would respond with "because they're homeless." However, this question sparked a deep introspection within me. It reminded me of the impact Mr. Pharr, a local homeless man, had on my life during my softball days. I still cherish the pictures he took of me, which I keep in my car. It made me realize that he is a part of who I am, accompanying me every day. Sadly, a few years ago, we lost Mr. Pharr, and many of us didn't find out until days later. The pain of losing him was just as intense as losing any other family member. This experience made me understand that my motivation to help others goes beyond the fact that they are people in need. It's because Mr. Pharr made me feel like I was part of his family. He provided a sense of safety and captured some of my most precious and proud moments in life. That's the kind of impact I aspire to have on people in need—to make them feel like they have a family, someone to talk to, and to create cherished shared moments. In honor of Mr. Pharr...

I'm embarking on a journey to establish Heir Manufacturing—a place where individuals in transitional phases can join me in building the largest sock manufacturing company in the South East region. This venture aims to fulfill not only a business endeavor but also provide a supportive environment during important life transitions. Together, we can make a meaningful impact and build a thriving enterprise. I'm seeking investors to help secure the capital needed for our next sock shipment, funds for our first sock machine, and a shipping container for our home base. Your support in these areas would be greatly appreciated!



MISSION

Our mission is to make a statement with every step. Our socks go beyond being ordinary; they represent a revolutionary sock culture that embraces and celebrates diversity. By showcasing trailblazers and those who have made a lasting impact, we ensure that minority groups are represented and their strength throughout history is acknowledged.

VISION

Our vision at Heirtag is to become the leading sock manufacturing company in the southeast region, known for our exceptional quality and innovative designs. We are driven by a commitment to serve and uplift communities in need, providing comfort and warmth through our socks. We aim to leave a lasting legacy by walking with Kings and Queens everyday.

ROADMAP

01

RESEARCH AND PLANNING

When we initially conceptualized Heirtage, we conducted extensive market research to determine our requirements. During the design phase, we discovered that traditional knit-based sock machines lacked sufficient color options to bring our intricate designs to life. Sublimation printing, while an option, did not meet our desired quality standards for client presentation. Eventually, we came across the potential of 360 degree printing, which offered the complexity needed for our designs. However, we discovered that no companies in America possessed a 360 printing machine. This discovery ignited our passion to become the leading sock manufacturer in the southeast region.

02

ESTABLISHING HEIRTAGE

Heirtage was founded in 2018 with the intention of revolutionizing the sock culture. During my research, I noticed that many sock companies featured figures like Van Gogh and Julius Caesar, but there was a significant lack of representation for black art and artists. This realization fueled my determination to establish a sock company that not only showcased black art and artists but also served as an educational platform. Since our inception, we have collaborated with influential figures like Stacey Abrams and embarked on various sock campaigns to address important issues such as homelessness and support other causes that impact our community. Each of our collections is thoughtfully designed to champion a specific cause, ensuring that we make a meaningful impact.

03

COVID ROADBLOCKS

The trajectory of Heirtage during the beginning of COVID was truly momentous. We had our socks available in three brick and mortar spaces, with plans to expand to two more stores. However, when COVID hit, all businesses were forced to close, resulting in hardship. Consequently, all the stores that carried our socks had to shut down.

Despite the challenges, we persevered by continuing to sell our socks online. We even placed a substantial order for a new shipment. Unfortunately, our home office was broken into, and all of the socks were stolen. It was a setback, but since then, we have been diligently working to gather the necessary resources to bring a new large shipment in, as we aim to save up for our first sock machine.

ROADMAP

04 REIGNING HEIRTAG

The challenges brought about by Covid-19 have significantly impacted on the manufacturing industry, especially regarding overseas shipments. What used to cost \$200 in shipping now comes at double the expense. IN order to navigate this situation and propel ourselves forward, we have successfully placed an order for 100 pairs of our 23 unique designs from our overseas partners. However, to ensure the smooth arrival of our socks, we are currently seeking assistance with shipping logistics.

The shipment holds great significance as it is intended to be our final one from overseas. With this opportunity, our aim is to not only overcome the challenges posed by the pandemic but also reignite excitement around Heirtage and regain a strong presence in stores. Our ultimate goal is to generate buzz and once again see our socks proudly displayed on the shelves.

05 EXPANDING TO HEIR MANUFACTURING

Over the next five years, our expansion plan begins with our upcoming shipment, which we believe will catapult us into the next phase of our business. With this strategic move, we will establish our own manufacturing capabilities, granting us full control over the production process. This step presents exciting opportunities to increase efficiency, innovate designs, and maintain consistent quality. By venturing into manufacturing, we envision Heirtage growing not only as a brand but also as a key player in the industry.

With our sights set on the future, we are determined to make an indelible mark in the industry as we embark on this manufacturing venture. By having complete control over our manufacturing process, we can better serve our customers and deliver products that truly embody the essence of Heirtage. This expansion signifies our eagerness to broaden our horizons and solidify our position in the market, propelling us towards a successful and influential future.

To kickstart our expansion plan, in the next five years, we have outlined a comprehensive strategy that encompasses various key milestones. Our goal is to establish Heirtage as a renowned brand with a strong manufacturing backbone.

FIVE YEAR

YEAR ONE

The focus of the first year will be on executing our upcoming shipment smoothly. We will establish our own manufacturing capabilities, ensuring full control over the production process. This will involve setting up the necessary infrastructure, equipment, and resources. Additionally, we will work towards streamlining our operations, improving efficiency, and maintaining high-quality standards.

YEAR TWO

In the second year, we will expand our market presence by partnering with five black-owned boutique shoe stores nationwide. Our aim is to become the largest "hypebeast" sock company by targeting these strategic retail partnerships. We will collaborate with these stores to create exclusive designs and engage with our target audience effectively.

YEAR THREE

As we enter the third year, we will take a step further towards growth and innovation. In addition to our online presence and retail partnerships, we will open up our own storefront using a shipping container. This unique storefront will feature our brand on one side, allowing customers to directly engage with our products and brand experience. On the other side, we will have a manufacturing area where our dedicated team can create our socks, showcasing transparency and authenticity.

YEAR FOUR

Building on the success and momentum of the previous years, the fourth year will be dedicated to scaling up our operations and expanding our production capacity. We will invest in advanced manufacturing technologies, ensuring efficient processes and maintaining the highest standards of quality. By optimizing our supply chain and logistics, we will aim to meet the increasing demand for our products.

YEAR FIVE

In the final year of the plan, we will focus on strengthening our brand and fostering customer loyalty. We will continue to innovate our designs, staying at the forefront of trends and customer preferences. Our aim is to become synonymous with quality, style, and authenticity in the sock industry. By nurturing our customer relationships and providing exceptional experiences, we will solidify our position as a leading "hypebeast" sock company.

Throughout this five-year plan, our overarching goal is to establish Heiritage as a prominent brand in the sock industry, known for its innovative designs and commitment to quality. By expanding our retail presence, opening our own unique storefront, and constantly evolving our products, we are confident in our ability to achieve sustainable growth and success.

#WALKWITHTHEM

Crowdfunding Campaign

Introducing the #WalkWithThem crowdfunding campaign. Step into the world of Heiritage and support our culturally-inspired socks. Our mission is to create a legacy of style, comfort, and impact. With your help, we can make a difference and walk hand-in-hand with kings and queens every day.

LEVEL ONE: SOCK SHIPMENT AND MARKETING

PLEDGE
7000

Pledge \$7000 to help us fund our next sock shipment and cover marketing expenses. With your support, we can produce and distribute 2300 remarkable socks, spreading our cultural inspiration far and wide.

LEVEL TWO: PRINTING MACHINE AND HEATER

PLEDGE
15000

Join us at the \$15,000 level and contribute towards our first 360 printing machine and heater. This crucial equipment will enable us to add unique designs and patterns to our socks, enhancing our creativity and quality.

LEVEL THREE: SHIPPING CONTAINER BUILDOUT

PLEDGE
35000

Help us reach our final goal of \$35,000 to create a fully functional space that houses our storefront and manufacturing equipment, allowing us to expand our operations and provide employment opportunities. Your contribution will make a lasting impact on our community.

LEVEL FOUR: LEGACY BUILDER

PLEDGE
57000

Take your support to the next level with our "Legacy Builder" option. By pledging \$57,000, you can make an all-encompassing impact on our crowdfunding campaign. Your contribution will help us achieve our goals of funding our next sock shipment, acquiring a printing machine and heater, and building a functional space to house our storefront, manufacturing equipment, and staff. Join us as a "Legacy Builder" and leave a lasting legacy of style, comfort, and positive change with Heiritage. Walk hand-in-hand with us towards greatness and make a remarkable difference, one sock at a time!

As a "Legacy Builder," you will play a vital role in bringing our vision to life and leave a lasting impact on our community. Join us today with your pledge and help us make a difference, one remarkable sock at a time!

Together, we can embrace diversity, celebrate heritage, and make a positive change in the world. Join us on this incredible journey today and let's #WalkWithThem!

THANK YOU

Thank you for taking the time to review our Road to Heir Manufacturing booklet. We wouldn't be the company we are without the support of people like you. While we are in the process of applying for grants and crowdfunding please keep up with our progression by following www.heirtagesocks.com/funding.

