



# **Over Night Supplies**

Prioritizing your comfort in every and any situation

# Overview

Over Night Supplies is seeking \$5000 to build up ONS mini pack inventory in preparation for Fall 2020 sales and to bolster customer acquisition and branding.

- Right now, we provide a sleek product that fits the needs of the world's future leaders and best – college students.
- We hope that our easy, low cost and proven entry into the college student market will prove invaluable as we scale and build more product opportunities, enabling us to connect with this future cohort of consumers.



# Over Night Supplies Mini-Pack



## 01/ Pocket Sized

Stash it in your pocket or purse on your nights out, forget about it, and thank us later for being ready when you are ready.

## 02/ Hygienic

Whether it is avoiding morning breath or just wiping dirt and grime after your epic night out, taking care of yourself has never been more convenient or relaxing.

## 03/ Discreet

However you may choose to spend your night, we aim to empower your choice through our discreet and sleek packaging.

# Opportunity

- **Sold out** 50 units within 2 hours at a 7000+ student event and gained significant exposure.
- Within a week of operating, our instagram **reached 3,437 potential customers** in the Ann Arbor area.
  - 81% target demographic (18-24 years old)
- Wholesale order and relationship in place with influential sorority on campus
- Incredibly scalable and applicable throughout universities across the US

# Management Team Bios



Charlie Kleeger 2023, CEO  
Data Science/Economics at U-M  
Westport, CT

-Member of the University of  
Michigan Cheer Team



Vedant Agrawal 2020, CBO  
Economics/Entrepreneurship at U-M  
Raipur, India

-Associate at UpRound Venture  
Capital  
-Research Associate at U-M  
Economic Growth Inst.



John Connelly 2021, COO  
Economics/Entrepreneurship at U-M  
Chicago, IL

-Alternate captain of U-M club  
hockey team  
- CAPO sales track



Joseph Kopmeyer 2021, CMO  
Communications/ENTR at U-M  
Birmingham, MI

-Internship as strategic planning  
technical analyst with Jabil



# Future Plans and Capital Allocation

- \$2530 for mini-pack inventory (1000 units)
- \$500 branding
- \$32.99/month for operating expenses (website/Mailchimp business service)
- \$420 for instagram push marketing for 2020 home football games
  - Reach 5,800-15,000 potential customers each weekend
  - Break even point for return on expenses layed out :~390 units
  - ~\$1,500 in profits from initial capital investment (43% return on used capital)
  - 700-1000 students registered as customers after 1000th sale
- Registering as LLC
- All other funds will be used as runway and assistance in building next level of inventory
- End goal: Experiential Marketing Business providing access to young-adult consumers

# Contact Us

Website:

[overnightsupplies.com](http://overnightsupplies.com)

Email:

[overnightsupplies@gmail.com](mailto:overnightsupplies@gmail.com)

Instagram: @ONSupplies

