



Conscious consumerism is on the rise, but it still remains a challenge for most people to follow in every aspect of their lives.

Since 2015 there's been a 600% increase in consumers searching for 'sustainable' when shopping online. The lack of authoritative voice on the matter leads to cognitive dissonance amongst many, who are aware they should be making more sustainable and green purchase decisions, but are unsure of how to do so.



Both brands and consumers are moving on sustainability.

Forbes

**Sustainable Luxury: How To
Lower Your Family's Footprint In
Style**

**The
Guardian**

**Primark to train 160,000 cotton
farmers in sustainability drive**

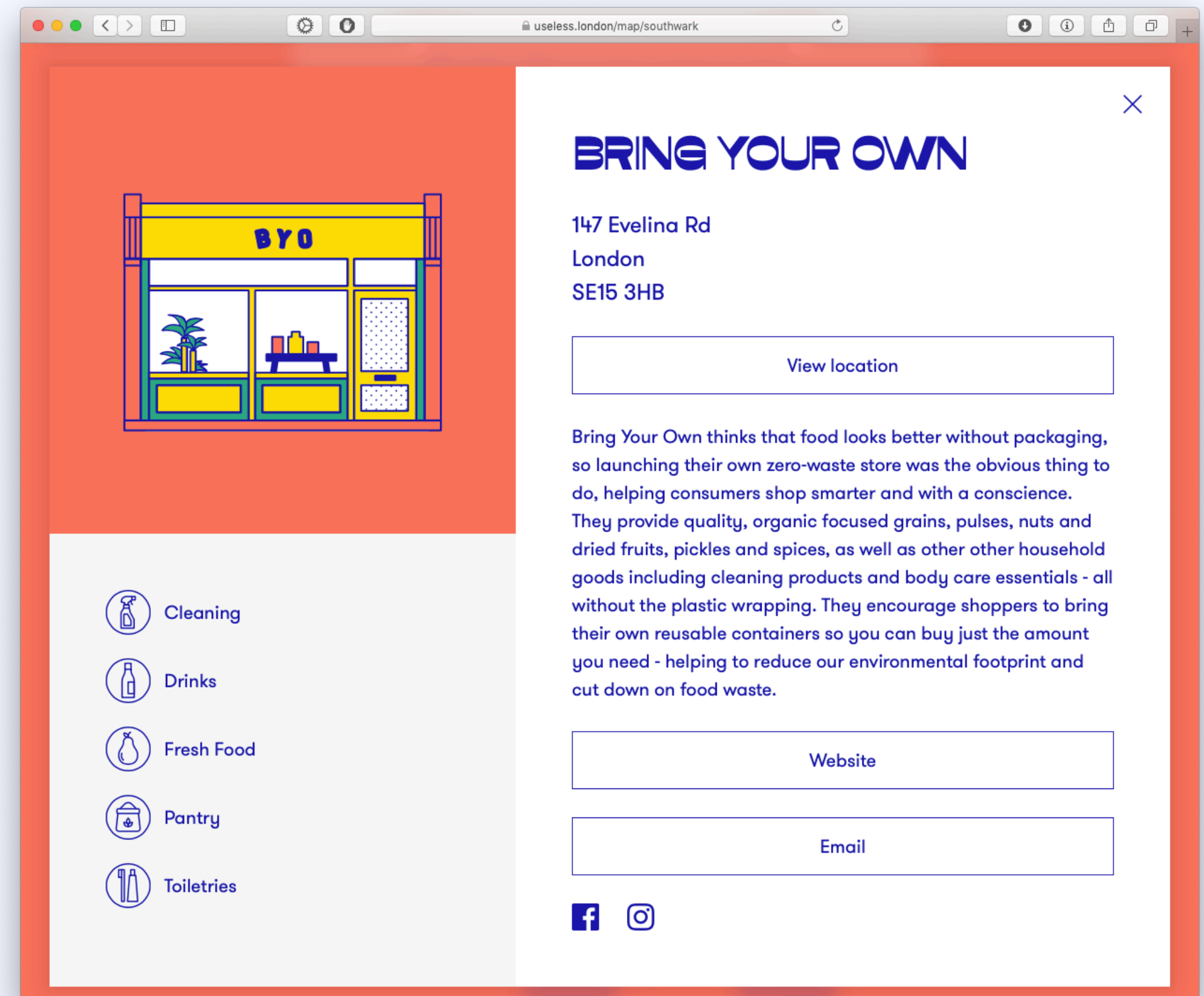
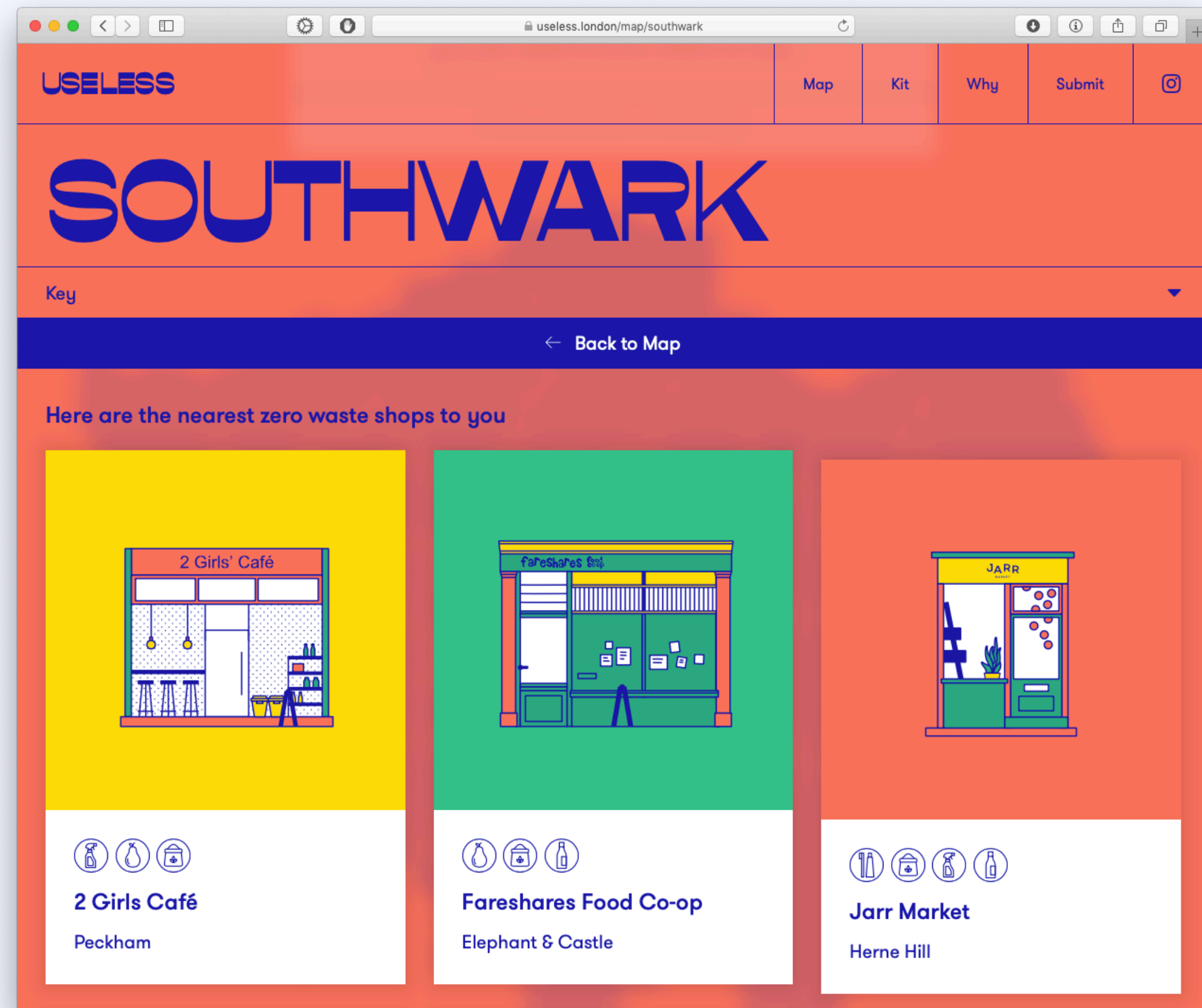
i News

**10 best eco-friendly cleaning
products to use around the home,**

STYLIST

**Single-use plastic toiletry
bottles have just been
banned from a major
hotel chain**

Zero-waste shops in London.



The home cleaning category—worth £28.5b—is lacking green options.

Consumers in 2018 spent over £12b on ethically sourced and sustainable products, with over 66% of millennials prepared to pay a premium for such products.

Source: McKinsey



‘Green’ business models are starting to take off.

These businesses are tackling ‘green’ from a number of different angles, and making it a core part of their value proposition:



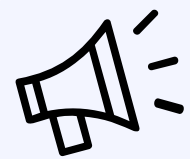
Reduction of single use plastics



Reduction of harsh chemicals



Reduced carbon footprint



Calling out greenwashing



Originally called ePantry, Grove was founded in 2014 and is online home ‘eco friendly’ marketplace.

Subscription model. Raised a total of \$165m.

Currently in US market only.



Online store that stocks big brand consumable products, without any of the packaging. They send refillable containers to achieve zero waste. US and UK market. "Milk man model"

Gaea Natural home essentials.

Our mission is to bring you home essentials that don't cost the earth. You can be confident that all the products we stock, and the way we do business, meet our strict criteria of doing no harm to the planet.



Phase

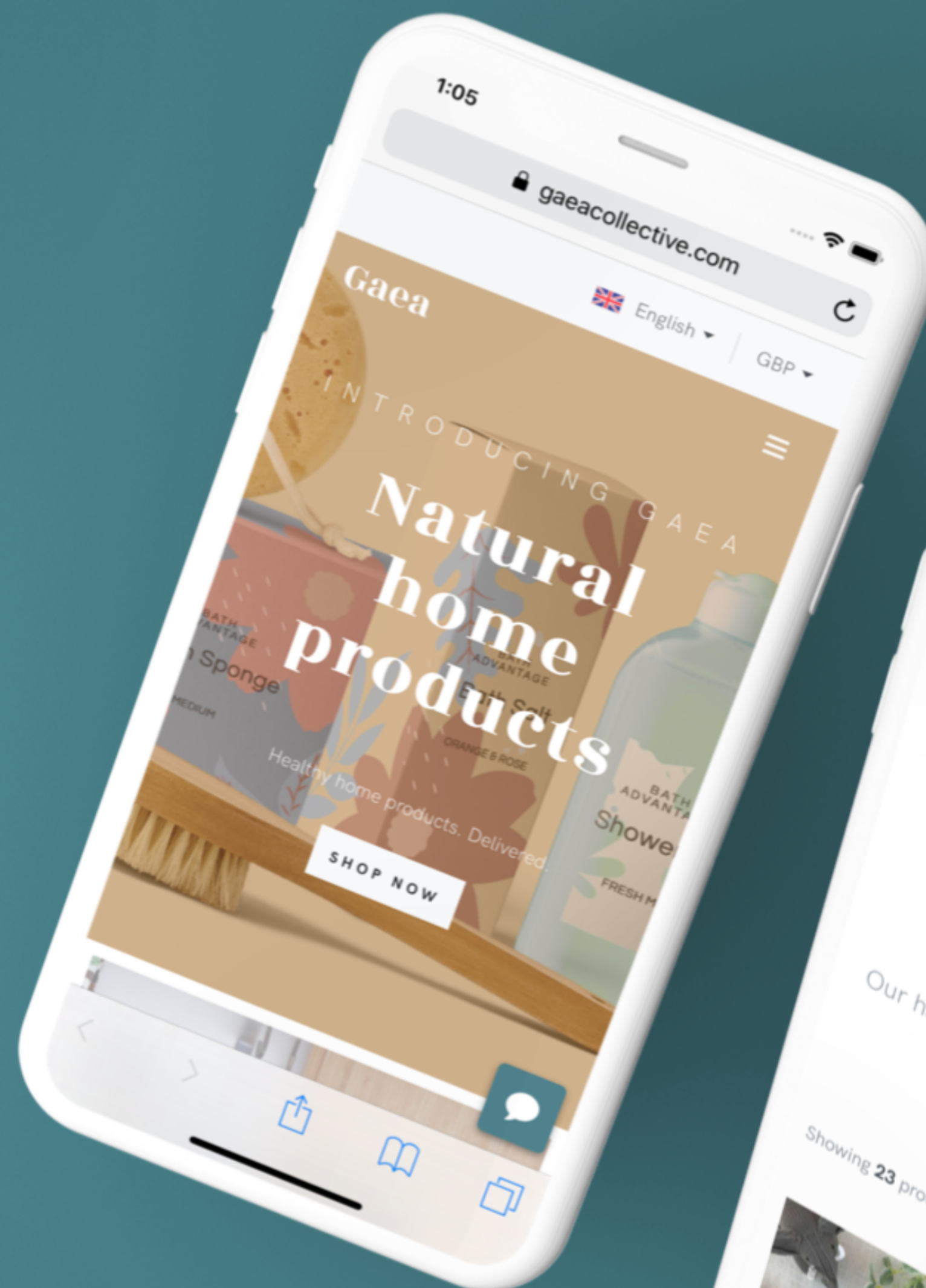
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Marketplace



Curated online marketplace of eco-friendly products.

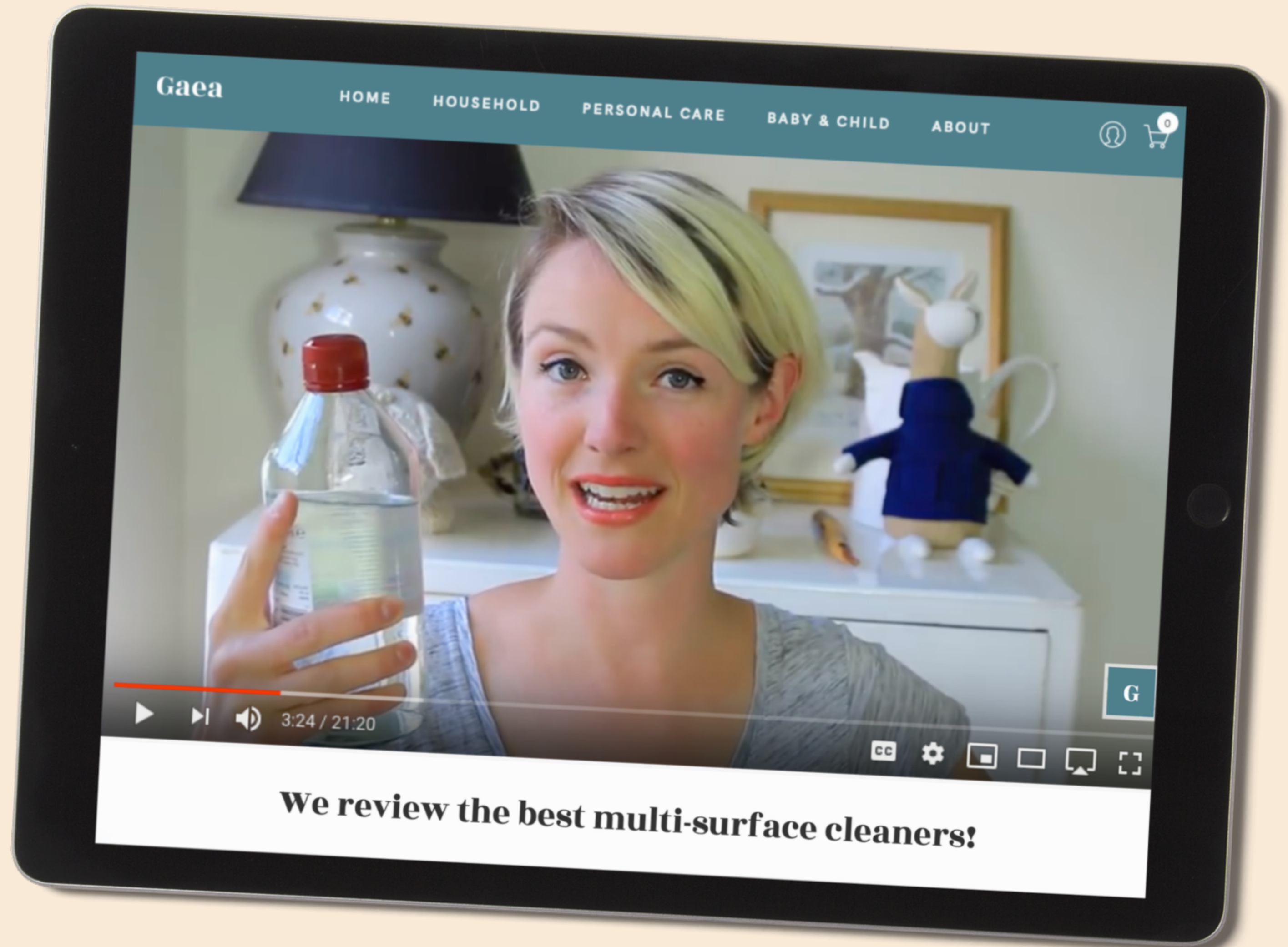
We work with suppliers who create products that are free from harsh chemicals, and have taken measures to reduce the products carbon footprint.





Product benchmarking and reviews.

Find how to use our products effectively, and how they stack up to their harsh-chemical alternatives.





Clean, green delivery machine.

We use minimal, 100% recyclable packaging, and carbon offset every single delivery.



There's impact in numbers: the power of The Collective.

One's own actions might not seem like much, but when shown together with others it becomes powerful. The Collective Report is a way to visualise Gaea's impact.



**Brands have
succeeded by
putting community
at the heart of
them.**

Source: Venture Beat, Crunchbase



'Green' energy supplier in the UK. Founded in 2015, it's gained over 750,000 customers, fuelled primarily by community advocating for 'the cause' with referral system heavily baked into proposition

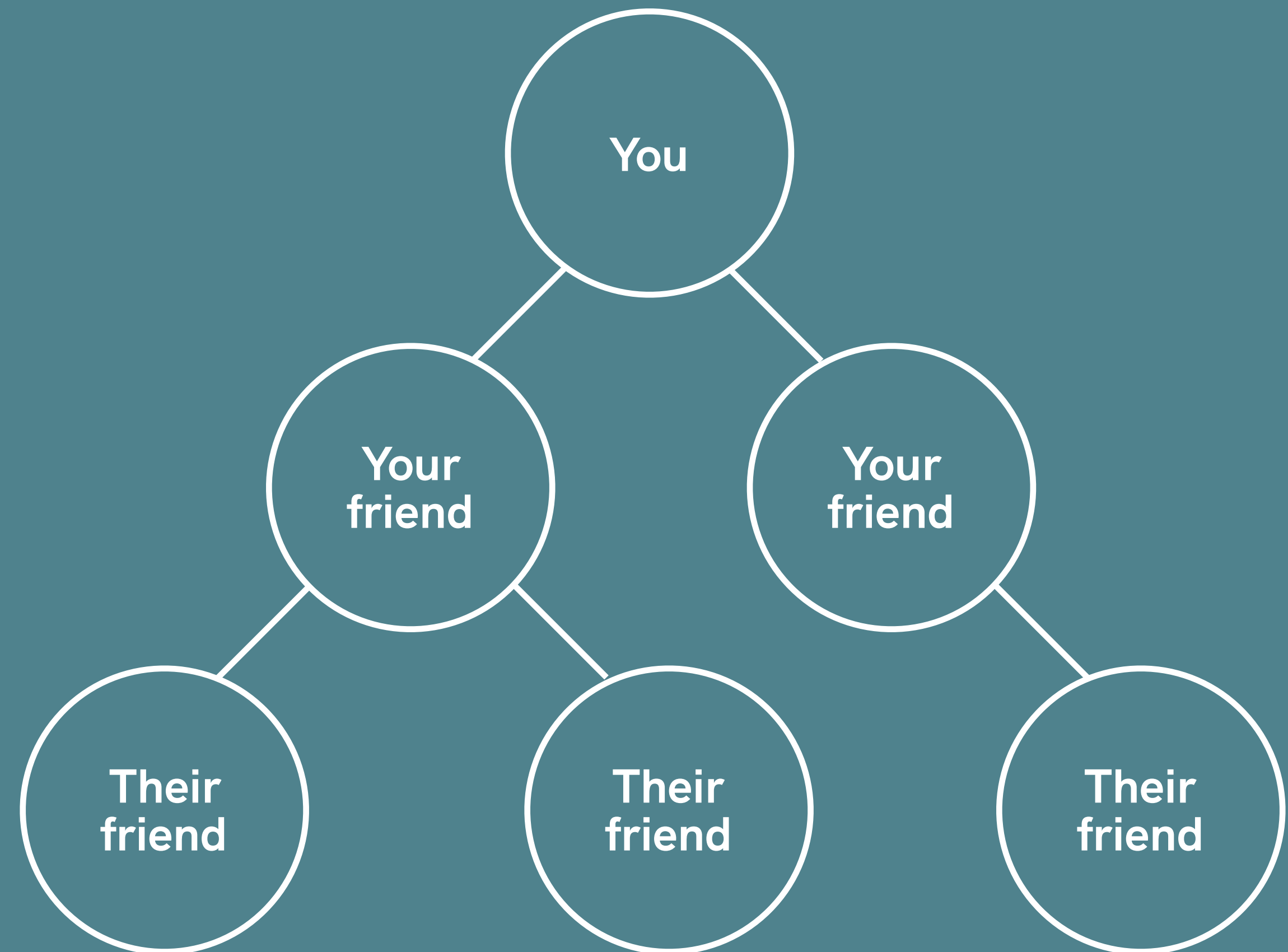


Giffgaff a UK telecoms operator gained loyal community of customers who took on roles such as customer support in exchange for cheaper rates



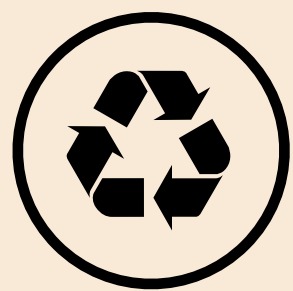
Start a chain reaction.

Increase the collective's impact by inviting others to join the cause and get money off your next delivery. Good for the planet, and good for your pocket.



Phase 2

Waste reduction



Reuse. Refill.

Keep your bottles and pumps: we'll send you refills in packaging that can easily be recycled, and has a smaller carbon footprint to produce.



Phase 3

Branded products



Gaea branded products

Leverage insights from the marketplace to create our own branded Gaea products.





Gaea
Natural home
essentials, delivered.

gaeacollective.com



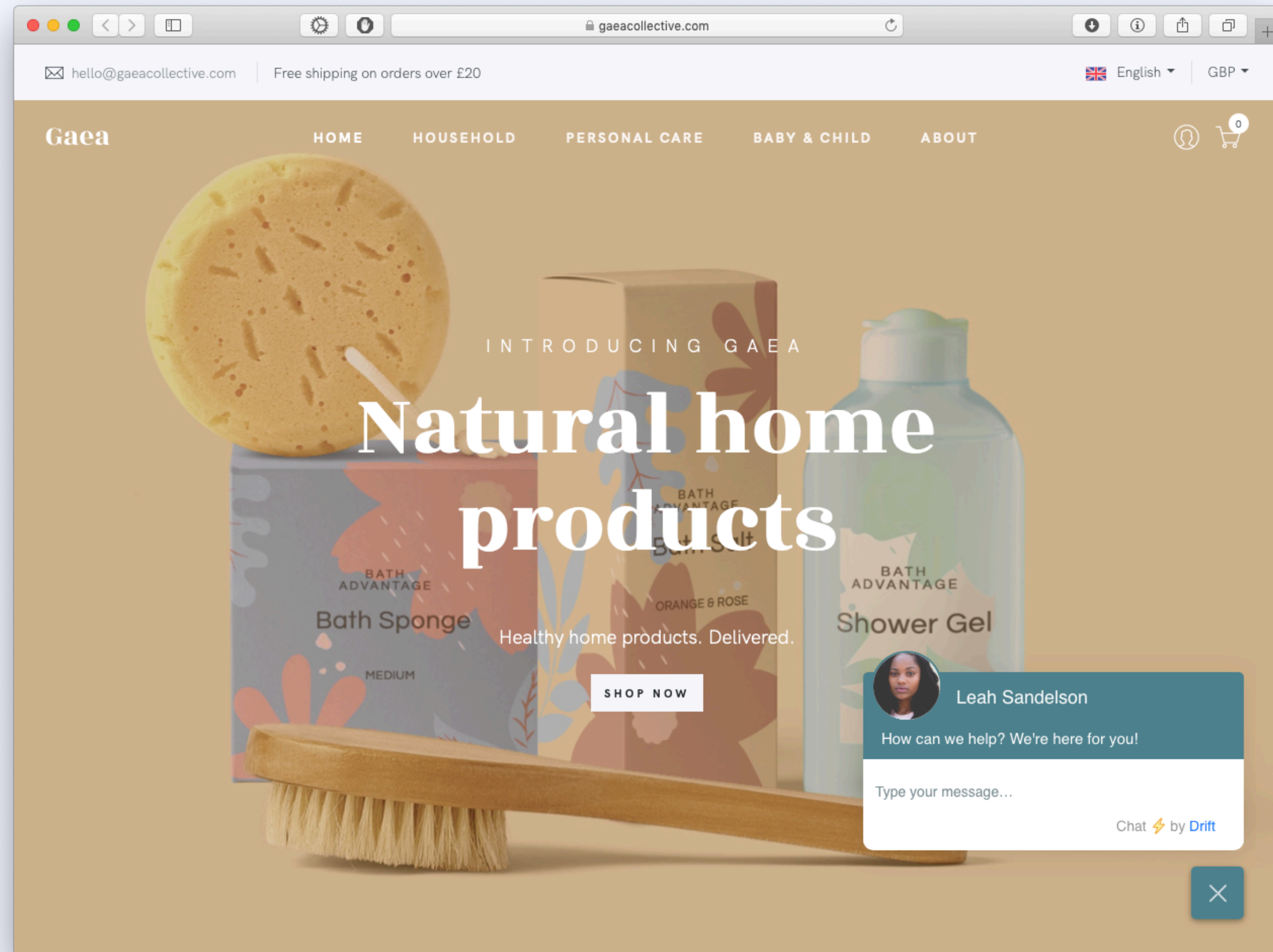


SMOKE TEST.

TEST OBJECTIVES.

- Approximate cost of acquiring customer
- Understand customer motivations for purchase
- Categories of interest
- Products of interest
- Uncover questions potential customers may have about propositions





www.gaeacollective.com

AD VARIANTS.

G

Gaea

Sponsored ·

...

Home cleaning products free from single use plastics. Good for your home, and good for the planet.

GAEACOLLECTIVE.COM

Home marketplace

Home products. Delivered.

SHOP NOW

7

5 Comments 2 Shares

Like

Comment

Share

Free from plastic

G

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11

2 Comments 1 Share

Like

Comment

Share

Free from harsh chemicals

TEST OUTCOME.

£200 ad spend over 24 hours

Result = Adding a product to their basket

	Reach	Results	Cost Per Landing	Cost Per Result	Cost Per Transaction
Reduced Plastics	12,596	88	£0.36	£1.09	£11
Harsh Chemicals	11,416	42	£0.44	£2.38	£14



FEEDBACK.

Sample of questions we received from gaeacollective.com

Do you stock an fabric softner? I love the method ones and i am looking to find a supplier who carries all the products I use.

How will refills work are they cheaper?

The rest of the product range is amazing, especially the 7th generation selection and other products that seemed that they were US only.

Do you sell refills?

How fast is delivery?

TOP PRODUCTS.

Products added to basket on gaeacollective.com

- Meyers Spiced Pumpkin Hand wash
- Method Foaming Bathroom Cleaner
- Multi-Surface Cleaner - Spiced Pumpkin
- Hand Soap - Apple Cider
- Cream Clean



QUESTIONS FOR FOUNDING TEAM.

- Fulfilment strategy
- Is this a subscription model or traditional commerce?

Gaea

**FOUNDERS
FACTORY.**

