



Mission: To provide unique and tailored events to our clients while keeping our city, state, and planet in mind.

Problem & Solution: Events have evolved from corporate gatherings, weddings, and upscale occasions to smaller more personal events such as baby showers, birthdays, anniversaries, etc. With more people wanting to document their special times on social media there is a need for a more unique and customized event company. I have created REVIVE, a sustainable event rental and design company to fit any special occasion. Ditch the boring white fold up chairs and tables for picnic benches, couches, and even floor pillows. I have found a way to combine my passion for saving the earth with my creative trendy side. REVIVE is inimitable to other event rental and design companies because it encompasses style and sustainability by using repurposed and refurbished rare, vintage furniture and decor.

Products and Services: If clients desire décor, we offer rental services. Our rental services provide clients with an inventory of furniture, decorations, backdrops, and more to select for their event. Each chosen piece has its own unique story while also encompassing a variety of styles our clients might be looking for. We take our time hand-selecting and refurbishing each piece, putting our heart and soul into making your event shine brighter than the standard white tables and chairs.

If our clients have a vision in mind, but do not know where to start or how to piece it together, we are there to help. Our event design services provide our clients with a team of designers who will personalize their event to their specifications. Show us your Pinterest ideas and or describe your vision and we will bring it to life. By housing unconventional pieces, we are able to create more modern and stylish events that expands across a wide variety of styles.

Value Proposition to Clients/Investors: Point of differentiation: Vintage, homey, and stylish pieces branch away from the classic chairs and linens in the event industry. By moving away from cookie-cutter looks, we obtain our inventory from second hand operations and refurbish them to fit our client's needs. This process is a great way to recycle and reuse pieces instead of creating pollution. Our clients can also request custom items, which are then stored in our inventory and revived for future events.

Target Markets:

Earth Conscious Locals (B2C)- People who would eat fresh and local. Enjoy unique experiences and have a style in mind. Trendy people, up and coming businesses, and social butterflies that want to attend or put on an event that is visually appealing while lessening their carbon footprint.

Event Industries (B2B)- On the other side of our target market we will be pursuing professionals in the event industry such as event planners, catering companies, hotels, convention centers, and members in the Meeting Professionals International Chapter in Portland.

Market Research- Our initial market is Portland, Oregon because the population of 585,888 residents embrace sustainability and unique local experiences. With over 50 event planners and managers, over 150 event venues (not including the unique and unconventional event spaces), and 125 hotels in the Portland area, we will be able to reach our target markets successfully.

- 27,455 weddings occurring in Oregon every year with Portland and surrounding areas being popular
- Over 17,000 Meeting Professionals International members in the Portland Chapter

Methods of Sales and Distribution:

1. **Event Management Companies-** By networking with event planners in the area we will be able to create connections and become the top event distributor.
2. **Event Venues-** All events start with a location and there are 150 venues, as well as 50 unique venues that we will network with to gain trust and continued referrals.
3. **Web Content-** To reach our more local community of smaller events our presence on the internet and social media platforms will be strong because of our creative outreach and accessibility. Clients will be able to search for us online under 'Portland event rentals' or 'event design,' as well as view our daily creations on Instagram.

Business Plan: REVIVE offers unique event rentals and personalized event design that reaches corporate, social, and wedding events in the Portland and surrounding areas. Our growth strategy is to expand our services into highly populated areas similar to Portland, such as San Francisco and Seattle. We also hope to create a hospitality lifestyle brand to expand into hotel lobbies, restaurants, and more.

	Year 1	Year 2	Year 3	TOTAL
INCOME				
Sales/Revenues	62,500	125,000	250,000	437,500
1. rentals	25,000	50,000	100,000	175,000
2. design	37,500	75,000	150,000	262,500
Cost of Goods Sold	4,000	6,000	13,000	23,000
1. Beginning Inventory	6,000	6,000	18,000	30,000
2. Purchases	4,000	6,000	6,000	16,000
a. Goods	3,000	4,000	4,000	11,000
b. Refurbishing products	1,000	2,000	2,000	5,000
C.O.G Avail Sale	10,000	12,000	12,000	34,000
Less Ending Inventory	6,000	18,000	25,000	49,000
GROSS PROFIT on SALES	66,500	131,000	263,000	460,500
EXPENSES				
XVariable	7,762	9,560	10,600	27,922
1. Advertising/Marketing	1,042	1,500	1,750	4,292
2. Car Delivery/Travel	1,000	1,200	1,250	3,340
3. Gross Wages	5,120	5,260	6,000	16,380
4. Payroll Expenses	500	600	600	1,700
5. Miscellaneous Expenses	1,000	1,000	1,000	3,000
Fixed	27,524	28,154	28,654	84,332
1. Professional Services	820	1,000	1,500	3,320
2. Insurance	904	904	904	2,712
3. Rent & Utilities	25,000	25,000	25,000	75,000
4. Miscellaneous Expenses	800	1,250	1,250	3,300
Total Operating Expenses	35,286	37,714	39,254	112,254
Net Income Operations	31,214	93,286	223,746	348,246

Operational Feasibility:

Clients can share Pinterest pages to updated us on their desired look throughout the entire design process.

We will have searchable inventory on our website for clients to see our available pieces.

We will grow from an event rental company to a "lifestyle brand", offering design solutions to the hospitality industry, with a focus on boutique hotels, local restaurants, and event venues.

We will host workshop events to show locals how we refurbish our pieces, so they can reinvent items in their own home.

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