



**Do you know
where your tea
comes from ?**



Nepal Tea Collective
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www.nepalteacollective.com

PROBLEM



PRODUCER

- ✗ Access to market
- ✗ Bargaining power / Earnings
- ✗ Identity / Story
- ✗ Market data / Insights



CUSTOMER

- ✗ Freshness / Quality
- ✗ Transparency / Traceability
- ✗ Connection to producers
- ✗ Sustainable sourcing

SOLUTION

PRODUCER

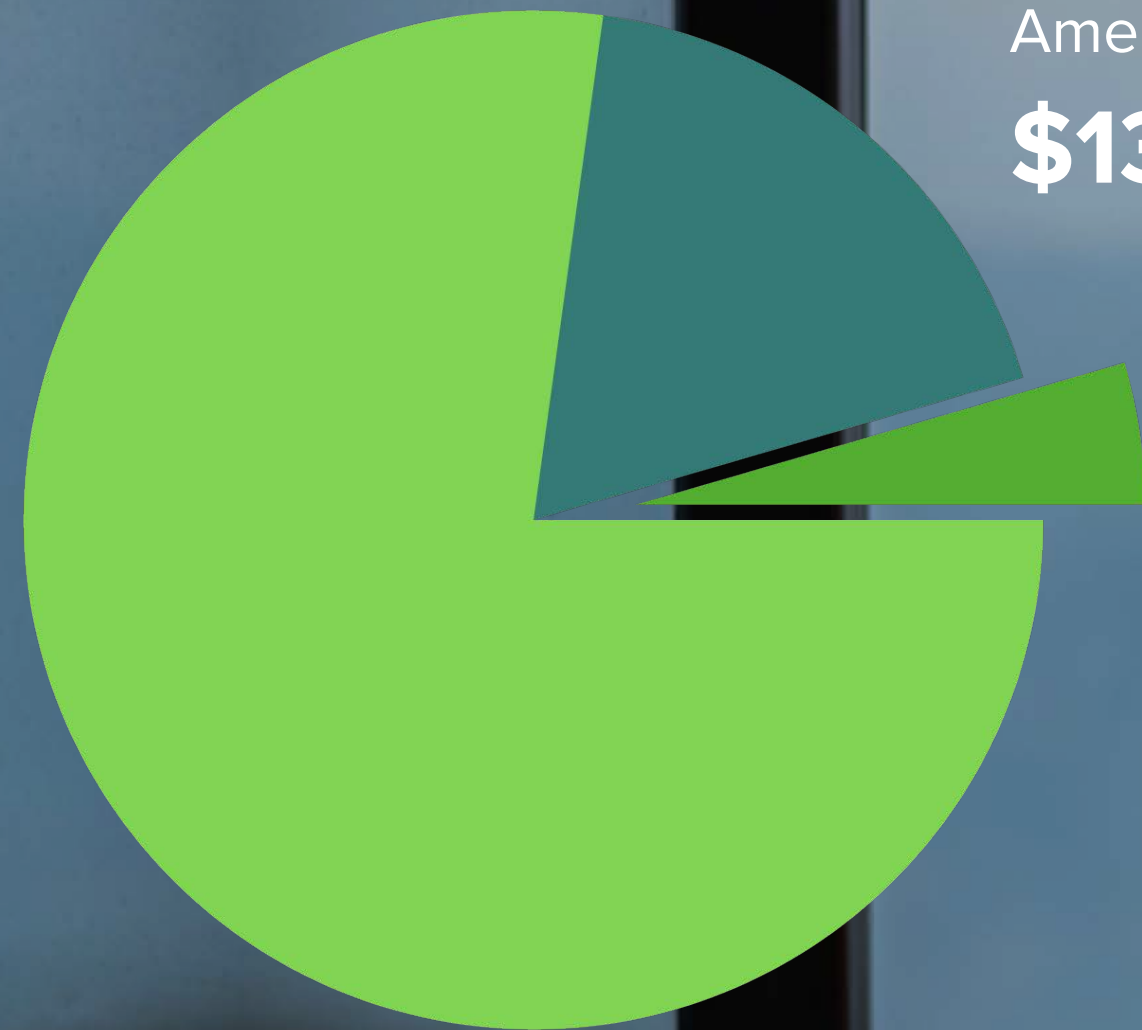
- ✓ 2X income
- ✓ Access to international market
- ✓ Identity / Story
- ✓ Data driven farming / Tea making



CUSTOMER

- ✓ High Quality organic tea
- ✓ Complete transparency via QR code (testing blockchain ledger)
- ✓ Direct connection to producers
- ✓ Sustainable packaging/ Supply chain)

TARGET MARKET



Global tea market
\$58.5 B

American tea market
\$13.4 B

American specialty tea market
Our target market
\$3.3 B
6.6% CAGR



“Tea is the most popular beverage in the world after water”

BUSINESS MODEL : OMNICHANNEL APPROACH

1% revenue
share from Nepal
Tea Collective



- Doubled farmer's income



50% cumulative
gross margin

What we have achieved here :

- Created a highly profitable sustainable social enterprise
- Transparent and traceable supply chain on blockchain ledger system (currently on test phase)



- High quality fresh teas to consumer

HOW IT WORKS

Packed at origin for maximum freshness



Locally handmade bamboo pouches



Freshly plucked and processed tea



- The QR code tracks every movement from tea plucking to final consumption
- Partnered with Agriclear to track and create a blockchain ledger system

Your Tea's Journey

June 2021 | Plucked

- Location: Garden no. 1-4 in Panchthar, Nepal
- Date range: 7th - 8th June 2021
- Elevation: 5,000-6,000 feet
- Cultivar: Wild Assam, Betjan, AV 2, Phooobsering 312, TV
- Pluckers: 111 farmers (67 F and 44 M)
- Some faces to remember



June 2021 | Processed

- Location: KTE Factory, Panchthar, Nepal
- Date range: 8th - 10th June 2021
- Process: wither - roll - oxidize - heat dry
- Lot #: KTERC/BL/41/2021
- Workers: 29 employees (16 M 13 F)
- Tea Makers: NN Acharya, Dal Bahadur, Chandra
- Some faces to remember



October 2021 | Packaged

- Location: SAW office, Kathmandu, Nepal
- Date range: 15th Oct - 30th Nov 2021
- Packers: 11 Employees (9 F and 2 M)
- Some faces to remember



December 2021 | Shipped

- Location: KTM Airport, Kathmandu, Nepal
- Date range: 16th - 20th Dec 2021
- Staff Involved: 5 (3 M and 2 F)
- Some faces to remember



December 2021 | Imported

- Location: Nepal Tea Office, Long Island City, NY
- Date range: 21st - 22nd Dec 2021
- Some faces to remember



Ordered & Enjoyed by YOU!

Thank you for your purchase! Tea is indeed about people and we hope you've understood how many lives you touched by just drinking this cup of tea! :)

Now it is your turn to tell us more! When did you order? When and how did it arrive? Did you enjoy it? Leave us a review on google, amazon, the website, or any of our social profiles!



OUR JOURNEY



- 2016 Started with \$200 in bank account and a bunch of credit cards
- 2017 Largest crowdfunding campaign in Organic Tea Industry
- 2018 Voted **Top 10 Teas** among 650 teas from 100+ global brands
- 2019 Awarded **Bronze Medal** for quality at **Global Tea Championship**
- 2020 Secured the largest recurring partnership deal of 6 tons per year
- 2021 Added 3 new tea farms | Invited to teach Tea Business Incubator
- 2022 On track for 100% growth rate | Raising 600K seed investment

WHAT ARE PEOPLE SAYING ?

Forbes

“Nepal Tea offers oppertunity to become a tea farmer.”

The New York Times

“Don’t call it Darjeeling, its nepali tea.”

worldtea

“Nepal Tea’s Nishchal Banskota talks social change.”



TESTIMONIALS

★★★★★

06/13/2022

David Bruce ✓

A perfect cup

I love to drink this tea in the morning. The cinnamon and pepper gives me a pleasant jolt. But I could also drink this in the evening because of the low caffeine. This is just a perfect all-around tea. A necessity to have.

★★★★★

02/25/2022

Christine Fletcher ✓

My new favorite

Such a delicious tea! This was my first order from Nepal Tea and I was not disappointed. I will definitely be reordering!

★★★★★

04/16/2022

Diane Sievers ✓

Such an enjoyable tea. I have not always liked green teas but this one has subtle nuances of flavor , smooth and not bitter. Taking that first sip grounds and relaxes me. I'm really enjoying this tea a lot.

★★★★★

11/03/2021

Daniel Armstrong ☹

Solid Oolong

I have tried almost all of Napal Tea's teas, and this is probably the most nuanced of them all. The flavor is more like a high mineral black tea than any other oolong I've had, but its rich and sweet with deep body. Daily drinker material.

COMPETITION



Public Benifit Corporation	✗	✗	✓
High Quality Nepali Teas	✗	✓	✓
Tech/ transparency	✗	✗	✓
Freshly packed at origin	✓	✓	✓
Immersive Experiences /Tourism	✗	✗	✓

THE GRAND PLAN



YEAR 1

- Add team members
- Product development for botanicals
- Enhance supply chain capabilities
- Build infrastructure for tea tourism



YEAR 3

- Build state-of-the-art centralized packaging and fulfillment center in Nepal
- Geographic expansion into other North American regions
- Decentralize fulfillment services in North America to 3rd parties
- Acquire 50K new DTC customers



YEAR 5+

- Expand DTC market in EU
- 100K+ DTC customers
- Open wellness outlets
- Directly work with 15,000 tea farmers



TEAM

CORE TEAM



Nishchal Banskota
Founder/CEO
2nd generation tea producer



Pratik Rijal
Chief Operating Officer
3rd generation in tea

MENTORS

Babette Donaldson - *TChing Magazine*
Dan Bolton - *Tea Journey Magazine*



ADVISORS



Will Sacks
Founder, Kindara
(VC backed tech company)



Rob Kellogg
Seasoned
Entrepreneur/ Executive

COLLABORATORS

**Kanchanjangha Tea Estate
and Research Center**
Nepal's 1st Certified Organic Tea Garden

Black Dove Pvt. Ltd.
Web | Design | Product Development

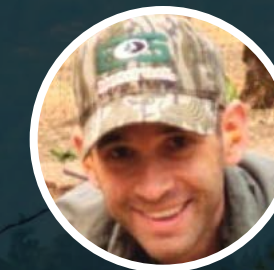
Digital Mercari
Digital ads | Email Marketing



Ritu Rajbanshi
Content Curator
Writer and storyteller



Amigo Khadka
Head of Strategy and Growth
Ex-Wall Street | Logistics tech co-founder



Jeremy Wickenheiser
Co-Owner/ Farmer,
Bella Vista Tea Company



Ankur Sharma
UI/UX Expert
Co-founder | Black Dove

INVESTMENT OPPORTUNITY

Raising 600K

SAFE note | 5 million post-money valuation cap or 20% discount

USE OF FUNDS : • Product development • Talent • Marketing



**40 YEARS FAMILY
LEGACY / EXPRETISE**



PROVEN TRACTION
(500K SALES, 10K
CUSTOMERS)



4.6 REVIEWS



EXPECTED RETURNS
(5X - 8X)

**Here's to creating a
new tech-enabled
transparent tea trade.
Cheers !**

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APPENDICES

FINANCIALS

	2021(H)	2022	2023	2024	2025	2026
No. of Customers	2,413	3,553	16,181	49,479	75,586	105,455
Total Revenue	\$251,605	\$500,000	\$1,630,650	\$3,915,678	\$6,512,147	\$9,661,879
COGS	\$128,769	\$212,759	\$729,090	\$1,919,072	\$3,219,379	\$4,667,738
Gross Income	\$122,836	\$287,241	\$904,560	\$1,996,605	\$3,292,768	\$4,994,140
Operating Expenses	\$140,920	\$357,152	\$1,025,889	\$1,989,101	\$3,001,507	\$4,048,425
Net Income	(\$18,084)	(\$69,911)	(\$121,329)	\$7,504	\$291,261	\$945,716
Capital Expenditure		\$200,525	\$916,000	\$1,298,000	\$100,000	\$100,000
Cash Need/Surplus		(\$270,436)	(\$1,037,329)	(\$1,290,496)	\$191,261	\$845,716

Total Funds Requirement : 2.6 Million

Seed Round : 600K

Series A : 2 Million

CUSTOMERS



Christopher

The ritualistic tea connoisseur



Amanda

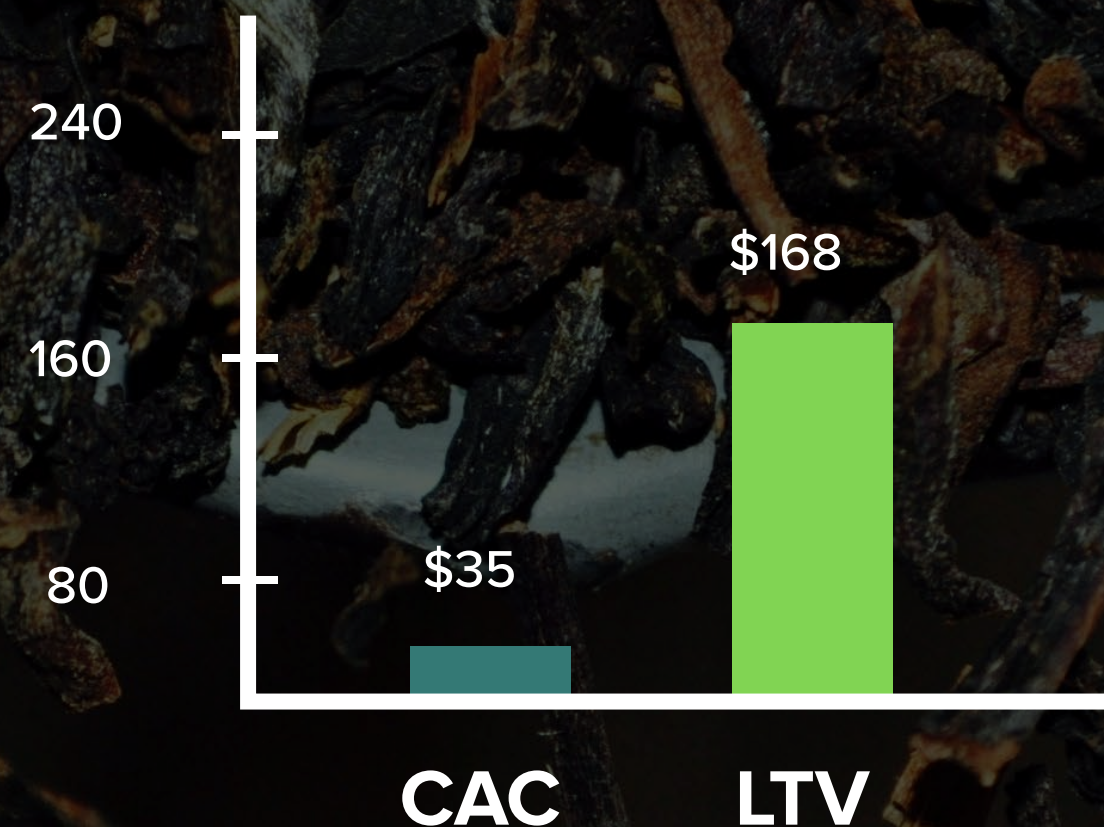
The health conscious yogi



Priya

The conscious consumer from south asian diaspora

CUSTOMER ACQUISITION COST VS LIFETIME VALUE



Retention Rate : 30%

Trends driving tea consumption



Health and Wellness
5.5% CAGR



E-Commerce
14.7% CAGR



Organic Foods
12.4% CAGR



Ethical Consumerism
7% CAGR



Ayurveda/ Natural Medicine
15.32% CAGR

5-year plan for scalable impact



Actively support
15,000 farmer partners



100,000 tea saplings planted
actively sequestering carbon

**currently planting 1 tea sapling per customer*



Organizing trainings on food
safety, certifications etc. for
farmers



1% of top-line revenue
shared directly to
farmers



Support/ guidance on
regulatory, certifications &
other export legalities

**all the social impact work are run through Nepal Tea Foundation, a registered 501c3 organization*