



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



Nepal Tea Collective  
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# TEA INDUSTRY IS OUTDATED !



## SUPPLY CHAIN IS BROKEN

There are several middlemen in the supply chain that create no value



## NO TRANSPARENCY

Consumers rarely know where the teas are from or when it was made



## SHOCKING INCOME INEQUALITY

Tea traders make millions while producers earn <\$2 per day

and we are here to fix that through

## NEPAL TEA COLLECTIVE

by cutting out the unwarranted  
middlemen and empowering the  
farmers.



# HERE'S HOW WE MAKE IT HAPPEN



## DIRECT TO CONSUMERS COMPANY

No unwarranted middlemen =  
fair to producers



## A PUBLIC BENEFIT CORPORATION

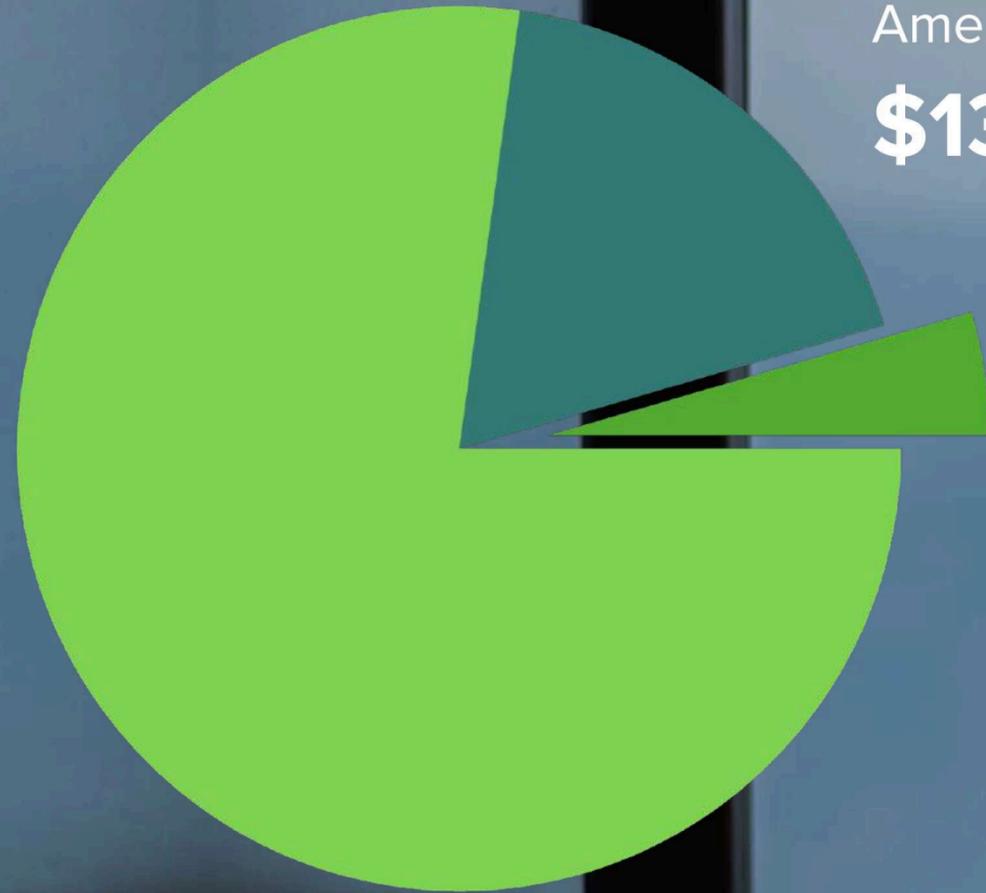
1% of revenue reinvested  
in the farming communities



## CONNECTING PRODUCERS AND CONSUMERS

QR code on every packet = unmatched  
transparency + connection

# 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



158 million people drink  
230 million cups per day

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

# 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

**Forbes**

**The New York Times**

**worldtea**  
news

*\*Global tea brands included Harry & Sons and publicly traded David's Tea*

# TEAM

## CORE TEAM IN THE US



**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

## CORE TEAM IN NEPAL



**Ritu Rajbanshi**  
Content Curator  
*Writer and storyteller*



**Sanskar Upadhyay**  
Content Creator  
*Photographer and Videographer*

## COLLABORATORS

**Kanchanjanha 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*



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



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

# COMPETITION



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

# OPERATIONS

Packed at origin for maximum freshness



Locally handmade bamboo pouches

Freshly plucked and processed tea



Scan this QR Code to see the actual page

- Freshly packed teas are shipped to the US warehouse for distribution
- The QR code tracks every movement from tea plucking to final consumption

# THE GRAND PLAN



2022



2023



2024



2025



2026

Products

- Tea
- Tea Accessories

- Tea
- Tea Accessories
- Other Botanicals
- Yacon Syrup

- Tea
- Tea Accessories
- Other Botanicals
- Yacon Syrup
- Ayurvedic Herbs & Spices

- Tea
- Tea Accessories
- Other Botanicals
- Yacon Syrup
- Ayurvedic Herbs & Spices
- Essential Oils

- Tea
- Tea Accessories
- Other Botanicals
- Yacon Syrup
- Ayurvedic Herbs & Spices
- Essential Oils
- Coffee
- Other Wellness products

Services

- Virtual Tea Tasting

- Virtual Tea Tasting
- In-Person Tea Tasting
- Immersive Tea Tours

- Virtual Tea Tasting
- In-Person Tea Tasting
- Immersive Tea Tours

- Virtual Tea Tasting
- In-Person Tea Tasting
- Immersive Tea Tours
- Immersive Wellness Tours

- Virtual Tea Tasting
- In-Person Tea Tasting
- Immersive Tea Tours
- Immersive Wellness Tours
- Wellness Classes

Sales Geography



Other South Asian Countries

Production Geography



Other South Asian Countries

# INVESTMENT OPPORTUNITY

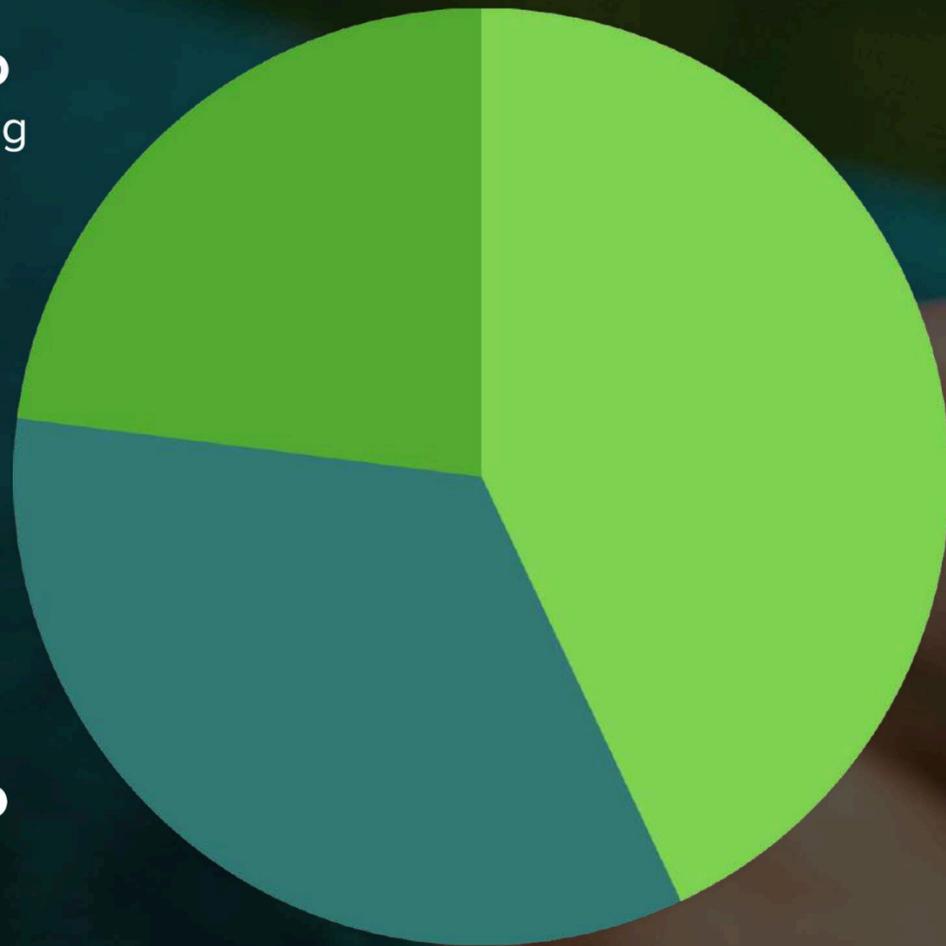
Raising \$600K to achieve \$1 Million run rate in 12 months

**23%**  
Marketing

**34%**  
Talent

**43%**  
Product Development

USE OF FUNDS



# IMPACT

*1 for the people | 1 for the planet*

*“ Millions of tea farmers will break the vicious cycle of poverty within their generation ”*

1% of the top-line revenue goes back to the farmers

1 tea sapling is planted with every single order



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

**Nishchal Banskota**  
Founder & CEO | Nepal Tea  
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# ADDITIONAL INFORMATION

**BUSINESS MODEL**

**CUSTOMERS**

**MARKETING STRATEGY**

**FINANCIALS AND  
PROJECTIONS**

# BUSINESS MODEL



## **DIRECT TO CONSUMERS (HIGH MARGIN)**

- E-Commerce : Amazon and official website
- Tea festivals and tea related live events



## **PARTNERSHIPS (MODERATE MARGIN)**

- Tea related retail brands such as Sherpa Chai
- Exclusive boutique tea stores

*\*Sherpa Chai makes chai concentrate using our tea leaves as an ingredient*

# CUSTOMERS



**Kelsey**

*The optimistic millennial  
tea novice*



**Christopher**

*The ritualistic tea  
connoisseur*



**Amanda**

*The health conscious  
yogi*



**Priya**

*The ethical consumer  
who savors quality*

## 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

# MARKETING STRATEGY

## PARTNERSHIPS

- Tea subscription services
  - e.g : Sips By
  - 500K account holders
  - 30 Million digital impressions monthly



## ORGANIC & PAID ACQUISITIONS

- Average “tea related” monthly searches : 30 mil
- Average LTV:CAC 5X (Immediate Payback)
- Google, Amazon and Facebook Ads