



*BlackGoat*

SUSTAINABLE  
DESIGN  
SURFWARE

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# ***BlackGoat* Business Plan**

## **Summary**

### ***The first sustainable design wetsuit***

*BlackGoat* provides wetsuits and other surfwear that breaks out of the monotone black color scheme that overshadows surfers globally. We provide wetsuits in a variety of colors and patterns that fit the need of surfers. The idea arose by comparing the average surfer with similar personalities in other fun-sports, such as snowboarding and skating. The jackets and shirts are colorful and attention drawing. A look into the ocean or at Instagram (#wetsuit) delivers results that have one thing in common: black/dark colors and almost no patterns. A few wetsuits are colored or patterned but mostly for girls and boys. Spotting individuals in the ocean is almost impossible due to similar surf apparel worn by all surfers. Another important aspect is that *BlackGoat* wetsuits are produced with recycled material that is ecologically responsible. The newly developed *Yulex* material is made from natural rubber and improves stretch and is environmentally friendly. The material is plant based and CO2 emissions are reduced by ca. 80% compared to normal neoprene wetsuits. Finally, a portion of the profits is given to animal rescues as well as surf rescue schools around the country.



## Production and sustainability

The supplier of choice is *Sheico* ([Link](#)). *Sheico* is the largest producer of sportswear and supplies all big brands such as *Billabong* ([Link](#)). Most importantly, Sheico offers a CO2 efficient alternative to neoprene with natural rubber from hevea trees, *Yulex*. The commodities are harvested with recycled rain water. The natural rubber is almost impurity-free, stronger and offers more stretch to get in and out of the wetsuit. *Yulex* is mainly used by the company *Patagonia*.

## Photography

The photography is divided into products on the website and surf/lifestyle shots. The website will be populated with ghost/flat shots of the wetsuits from the front and back. Here, a Sydney-based photography agency is utilized. For pictures of models wearing the wetsuits on the beach and surfing on waves, we employ models and a professional photographer.

## Our advantage

The company is born on the busiest beach of Australia. We focus on sustainability, quality, professionalism and style. We stress the quality aspect as this will make or break a brand. The wetsuit design breaks out of the standard black and blue patterns and offers a variety of designs. As one of the first companies we are offering the wetsuits from the organic and natural material *Yulex* that minimizes neoprene and oil-based material.

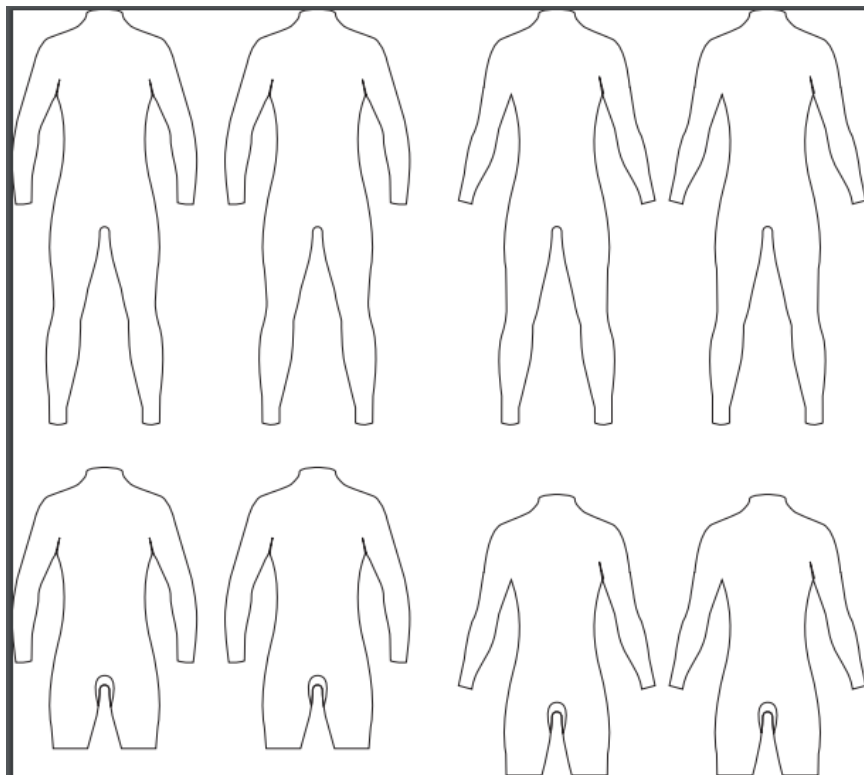
In addition, a patterned wetsuit is more shark deterring ([Link](#)). Finally, profits will be directed to a donation to good causes supporting goats in need and surf rescue organizations.

## Appendix

Preliminary pictures as examples from competitors:



## Templates provided



Attached PDF has templates with cutlines.

## First sample

