

COMPANY OVERVIEW

Elevator Pitch

Ninth is a pioneering sustainable clothing brand made in Qatar, dedicated to addressing the increasing demand of 100% organic and eco-friendly children's clothing. As the first of its kind in the region, Ninth stands out for its commitment to sustainability, ethical manufacturing, and high-quality fashion.

The Problem

The fashion industry in Qatar offers limited sustainable and ethically produced children's clothing, often relying on imported products that contain harmful chemicals for skin and contribute to environmental degradation, posing health risks for children and ethical concerns for parents.

The Solution

Ninth provides a safe and eco-friendly alternative by offering children's clothing made from certified sustainable fabrics, free from harmful chemicals, and manufactured under ethical labor practices, ensuring the well-being of children and supporting environmentally responsible choices.

USP

Ninth is Qatar's first and premier sustainable children's clothing brand, offering high-quality, stylish garments made from internationally certified eco-friendly fabrics. Our commitment to ethical production ensures safe, chemical-free clothing that protects children's health while supporting sustainable practices, making us the preferred choice for families.

Customer Segments

Health-Conscious Parents
Environmentally Focused
Organizations

Revenue Model

Direct-to-consumer online sales
Physical retail shop
Partnerships with select retailers

Traction/Growth

Units sold: 1600
FY 2023 Revenue = 55000 USD

Near-Term Strategy

Ninth plans to introduce new collections, launch targeted marketing campaigns, and enhance the in-store experience to attract and retain customers. We will establish partnerships with select retailers, eco-friendly brands, and schools, including a key partnership with Esther in Yas Mall, Abu Dhabi, while streamlining operations to reduce costs and improve margins.

Facts

Industry: Fashion and Apparel
Sector: Sustainable Clothing
Inc. Date: Dec. 2022
Inc. Place: Doha, Qatar
Accelerated By: QDB, Scale 7

Links

Website: www.ninth.qa
Instagram: @ninth.qa

Metrics

As of: 2023

Revenue (USD)	55,000 USD
Total Users	1200
Employees	8

INVESTMENT OPPORTUNITY

Funding To-Date	:	USD 110,000
Current Runway	:	8 months
Current Shareholders	:	Founders, 100%
Funding Sought	:	USD 100,000
Funding Status	:	Ongoing
Target Closing Date	:	Aug-24
Deal Terms	:	To be discussed

TEAM



Team Member 1
Fatima Al Mohanndi
Founder & CEO

Fatima Al Mohannadi is the founder of NINTH. She holds a Bachelor's degree in Accounting & Finance and is an ACCA and IIA candidate. With over 12 years of experience in banking and accounting, Fatima brings extensive expertise in finance, management, and operations to the brand.



Team Member 2
Faraz Yousuf
Chief Marketing Officer

10+ years of experience in digital marketing, digital transformation and brand development, Faraz Yousuf has led successful strategic marketing campaigns. As the founder of Qatar's first neuro-marketing digital agency, Odysense, he brings a wealth of expertise to the table. Certified ethical hacker and developer, with a Bachelor's degree in Commerce and Marketing, he brings a unique blend of expertise and his passion for innovation to create unparalleled strategies that revolutionize brand experiences and propel businesses into the future.

PRODUCT IMAGE/SCREENSHOTS

