

FIVE-YEAR BUSINESS PLAN

PROFESSOR PUNX

Intellect. Rebel. Degreeless.

Academic by Design. Rebel by Nature. Degreeless by Choice.

2027 — 2032

LECTURE 001

EXECUTIVE SUMMARY

> *"Fashion does not need more clothes. It needs reasons for those clothes to exist. Professor Punx provides that reason through a coherent cultural worldview: Intelligence is not compliance."*

THE BRAND

Professor Punx is a premium intellectual streetwear brand at the intersection of fashion, academia, punk philosophy, art, and independent thought. Founded and creatively directed by **Jeremey Dyches**—an established fashion photographer, designer, and content creator with deep ties to Hollywood, celebrity culture, and brand networks.

The brand transforms academic iconography, classical philosophy, and institutional imagery into premium streetwear built around curiosity, creativity, self-education, and informed rebellion.

THE OPPORTUNITY

We are raising **$750,000 in Seed capital** to launch as a digital-first, culturally driven premium streetwear label.

$8M

YEAR 5 REVENUE TARGET

68%

YEAR 5 GROSS MARGIN

FIVE DEFENSIBLE ADVANTAGES

- **Recognizable IP System** — A complete cultural language extending far beyond apparel
- **Founder-Led Creative** — Photography, campaign direction, and content production kept close to the founder
- **Access to Culture** — Hollywood, fashion, and celebrity network relationships
- **Flexible Manufacturing** — Groovecolor platform with 50–100 piece MOQs
- **Path to Vertical Integration** — Hybrid model evolving to in-house Manufacturing Lab by Year Four

LECTURE 002

Market Opportunity

$216B	$75.9B	4.08%
GLOBAL STREETWEAR MARKET 2026	U.S. STREETWEAR MARKET 2025	PREMIUM SEGMENT CAGR

Market Dynamics

- Luxury-streetwear convergence continues with major house collaborations expanding TAM
- Digital-first distribution: 25%+ of fashion sales online, DTC ecommerce globally at $319B
- Gen Z spending power projected to exceed **$12 trillion by 2030**
- Premium segment outpacing mass market as consumers seek cultural authorship
- Resale market maturity strengthens limited-edition brand equity

The Luxury Reset

McKinsey and Business of Fashion report that although luxury shoppers remain interested, consumers increasingly question price, perceived value, and insufficient innovation.

> *The opportunity is not to become expensive merely to appear luxurious. The opportunity is to create perceived cultural, creative and product value that justifies premium pricing.*

SOURCES: BUSINESS RESEARCH INSIGHTS, MORDOR INTELLIGENCE, MCKINSEY & BOF STATE OF FASHION 2026

LECTURE 003

THE WHITE SPACE

INTELLECTUAL STREETWEAR

Professor Punx sits between categories rather than inside one. It is not conventional luxury. It is not skate-only streetwear. It is not collegiate apparel, punk merchandise, university parody, or political merchandise.

COMPETITIVE MOAT

Competitors can copy a distressed graphic. They cannot easily copy an entire cultural language without appearing derivative.

TARGET CUSTOMER

18–40 years old. The shared characteristic is not profession—it is **independent identity supported by curiosity**.

A COMBINATION OF

ACADEMIC ICONOGRAPHY · PUNK PHILOSOPHY · CULTURAL STORYTELLING · HISTORICAL REINTERPRETATION · LUXURY PRESENTATION · INDEPENDENT CREATIVE CULTURE

LECTURE 004

Brand Architecture

Core Brand Assets

- Professor Punx crest & PP monogram
- Distinctive typography & academic-punk visual language
- "Intellect. Rebel. Degreeless."
- "Academic by Design. Rebel by Nature. Degreeless by Choice."
- "Lectures" instead of drops
- "Curriculum" instead of collections
- "Student Body" community language
- "Faculty" collaborators
- "Permanent Record" archive
- "Required Reading" editorial
- "Night School" activations

IP Protection

Protect: Professor Punx name, logo, crest, PP monogram, key taglines, distinctive graphics, original artwork, photography, and collaborative works.

> *Contracts must clearly establish ownership, licensing, territories, royalty, usage, and work-for-hire provisions. An experienced trademark/fashion attorney should complete clearance before major capital commitment.*

Brand Philosophy

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THE WORLD IS THE CLASSROOM.
EXPERIENCE IS CURRICULUM.
CURIOSITY IS QUALIFICATION.
CREATION IS PROOF.
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LECTURE 005

PRODUCT STRATEGY

I. CORE CURRICULUM

Permanent or replenishable products

PRODUCT	PRICE
Heavyweight logo tee	$58–$78
Crest tee	$58–$78
Heavyweight long sleeve	$95–$135
Crewneck	$125–$175
Hoodie	$150–$225
Headwear / Accessories	$45–$85

II. LECTURES

Limited graphic releases — scarcity & storytelling

HONORIS CAUSA · DEAN'S LIST · THE CURRICULUM · TENURE · CITE YOUR SOURCES · DETENTION HALL · EXTRA CREDIT · THE DISSERTATION · DEBATE · BORN FROM REBELS

Each becomes **LECTURE 001** rather than "shirt number one." Once retired: **LECTURE CLOSED** — enters THE PERMANENT RECORD.

III. FACULTY EDITIONS

Collaborations with artists, photographers, musicians, tattooers, filmmakers, designers, writers, and select celebrities. Collaborators must contribute meaningful cultural authorship—not merely follower count.

FUTURE CATEGORIES (YEARS 3–5)

OUTERWEAR · DENIM · KNITWEAR · VARSITY JACKETS · BAGS · ZINES & PHOTO BOOKS · ART EDITIONS · PINS & PATCHES · STUDIO EDITIONS ($175–$500+)

LECTURE 006

Manufacturing Roadmap

Phase One — Years 1–2

Groovecolor Partnership

Dongguan-based OEM with 16+ years in cut-and-sew streetwear. 300K+ unit monthly capacity, ISO 9001, 90% repeat-client rate. Flexible MOQ: 50–100 pieces per color. Complex techniques: acid wash, vintage fades, heavy distressing, embroidery, appliqué. 2–3 week sampling. 3–4 week bulk production. All claims to be independently verified before scaling.

Phase Two — Year 2–3

Risk Diversification

Identify and qualify a secondary production partner. Investigate multi-country sourcing to mitigate tariff exposure. Develop technical packages and Product Standard Manuals for every style. Build 35% tariff buffer into landed-cost models.

Phase Three — Years 3–4

Hybrid Model

Groovecolor continues core scalable garments. Professor Punx Studio handles design, development, prototyping, photography. Professor Punx Manufacturing Lab begins limited editions, specialty printing, experimental garments, artist collaborations.

Phase Four — Years 4–5

In-House Limited Production

Los Angeles-based Manufacturing Lab operational: specialty screen printing, embroidery, garment finishing, distressing, hand dye, small-run sewing, numbered drops. Equipment path: sampling → professional press → expanded print capacity + laser/cutting. Verticalize when economics justify it—not because it feels authentic.

LECTURE 007

DISTRIBUTION & E-COMMERCE

DTC — PRIMARY ENGINE

Target: 60–70% of revenue

Platform: Shopify (scaling to Shopify Plus when warranted)

- Highest gross margins: 65–75%
- Customer data ownership and CRM segmentation
- Editorial control and brand storytelling
- Immediate feedback and demand signals
- Support for drops, preorders, and waitlists

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Year 1 tech stack: ~$75,000 |
Shopify Plus upgrade: ~$2,300/mo
at scale
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SELECTIVE WHOLESALE

Target: 20–30% of revenue

Gross margin compresses to 40–55%—serves as marketing and awareness channel.

- Independent luxury boutiques
- Fashion concept stores
- Museum / design stores
- Select department-store environments
- International cultural retailers

PHYSICAL RETAIL

Begin with Night School pop-ups, gallery activations, fashion-week installations. Eventually: **Professor Punx Night School** — a retail/gallery/studio/community concept.

LECTURE 008

Marketing & Acquisition

> *Professor Punx behaves like a media company before behaving like an advertiser.*

Content Pillars

THE LECTURE	CULTURE / HISTORY / PHILOSOPHY
OFFICE HOURS	FOUNDER PERSPECTIVE
REQUIRED READING	BOOKS / ART / MUSIC / FILM
FIELD STUDIES	PHOTOGRAPHY & DOCUMENTATION
STUDENT WORK	COMMUNITY CREATORS
DETENTION	HUMOR & PROVOCATION

Founder Media Advantage

Jeremey's photography and content-production capabilities reduce creative agency costs by **$150K–$300K annually** in early years while maintaining brand consistency.

Celebrity Strategy

Do not pay indiscriminately for endorsements. Instead: organic placement, editorial portrait integration, Faculty collaborations, cultural events. Goal: something culturally respected people *discover*, not something they were obviously paid to advertise.

Target Acquisition Economics

$45–$65	$110–$140	3:1+	<20%
YEAR 1 CAC	TARGET AOV	LTV:CAC RATIO	RETURN RATE

LECTURE 009

Financial Model

Five-Year Projections (Base Case)

Year	Revenue	Gross Margin	Gross Profit	EBITDA	Customers
2027	$500,000	60%	$300,000	($175,000)	2,500
2028	$1,250,000	62%	$775,000	($75,000)	5,500
2029	$2,750,000	64%	$1,760,000	$220,000	10,000
2030	$5,000,000	66%	$3,300,000	$650,000	16,000
2031	**$8,000,000**	68%	**$5,440,000**	$1,300,000	**24,000**

Five-year cumulative revenue: ~$17.5 million

Unit Economics (DTC Order)

Retail Price (AOV)	$125.00	100%
COGS (landed)	$32.00	25.6%
Payment Processing	$3.75	3.0%
Platform Fees	$2.50	2.0%
Shipping to Customer	$8.50	6.8%
Returns Reserve (18%)	$5.63	4.5%
Fulfillment (3PL)	$3.25	2.6%
Contribution Margin	**$69.37**	**55.5%**
Marketing / Acquisition	$25.00	20.0%
Net per Order	**$44.37**	**35.5%**

Inventory Philosophy: Scarcity over discounting. Data over intuition alone.

- Small first production runs (50–100 units)
- Waitlists and selective preorders
- Restock data analysis
- Sell-through velocity monitoring
- Target inventory turn: 4x+ annually

> *Unsold inventory is far more dangerous than selling out. A 30% markdown on 30% of inventory cuts blended gross margin by 12 points.*

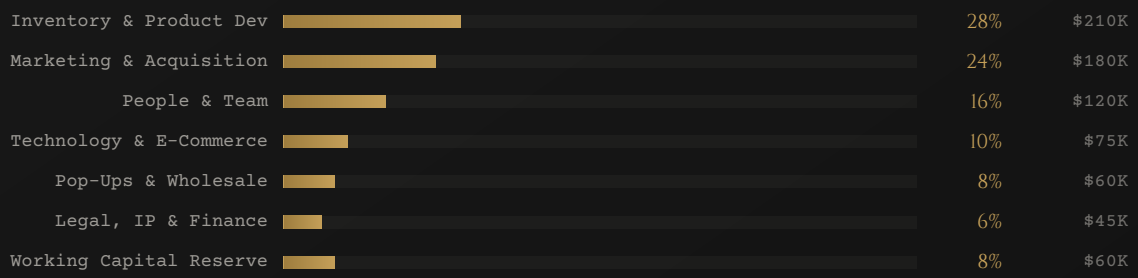
LECTURE 010

CAPITAL STRATEGY

SEED ROUND: $750,000

Recommended working range: $600,000 – $1,000,000

USE OF FUNDS



INVESTOR MILESTONES

GATE ONE
Brand launched, product delivered, customers paying

GATE TWO
$500K annualized revenue run-rate

GATE THREE
30%+ customer repeat rate / cohort validation

GATE FOUR
$1M annual sales achieved

GATE FIVE
Positive contribution margin after paid acquisition

GATE SIX
Wholesale validation

GATE SEVEN
$2.5M+ revenue / EBITDA approaching profitability

GATE EIGHT
Domestic specialty manufacturing tested

LECTURE 011

Five-Year Roadmap

2027 — Foundation

PROVE BRAND-MARKET FIT

Launch brand and Core Curriculum (8–10 SKUs). Release 3–4 Lectures. Build Shopify DTC, email/SMS/CRM. Establish Groovecolor QC workflow. Trademark core IP. Seed 50–100 creators. Execute 2–3 pop-ups. **Target: 1,500–3,000 paying customers.**

2028 — Validation

REPEATABLE ECONOMICS

4–6 Lectures, expanded Core Curriculum, first outerwear, first Faculty Editions. Selective wholesale (5–10 doors). 3PL integration. Secondary manufacturer qualification. **Target: $1.25M revenue.**

2029 — Cultural Scale

RECOGNIZED FASHION HOUSE

National wholesale (15–25 doors), international ecommerce, outerwear + denim, Professor Punx Press, Night School events, dedicated creative headquarters. **Target: $2.75M revenue, EBITDA positive.**

2030 — Verticalization

PROPRIETARY PRODUCTION

Manufacturing Lab operational in Los Angeles. Specialty screen printing, embroidery, hand finishing, numbered drops. International wholesale expansion. Expanded soft goods. **Target: $5M revenue, $650K EBITDA.**

2031 — Independent House

MULTIDISCIPLINARY INSTITUTION

Fashion brand + design studio + publisher + production lab + cultural platform. Permanent Studio / Night School location. Global digital audience, selective premium wholesale, strong archive, art collaborations. **Target: $8M revenue, $1.3M EBITDA.**

LECTURE 012

Risk Analysis

FASHION RISK

Trends change quickly.
Mitigation: Idea-led rather than trend-led. Core philosophy transcends seasons.

TARIFF RISK

Imported costs can change materially.
Mitigation: Customs broker, 35% buffer, multi-country sourcing, domestic specialty production.

INVENTORY RISK

Inventory consumes cash.
Mitigation: Low MOQ, limited Lectures, data-driven reorders, 4x+ annual turns.

FOUNDER DEPENDENCY

Too much creative output on Jeremey.
Mitigation: Codify design language. Build creative team. Brand standards manual.

MANUFACTURING RISK

Factory dependency.
Mitigation: Secondary supplier by Year Two. Technical packages. Internal sampling by Year Three.

BRAND DILUTION

Growth turns label into generic merchandise.
Mitigation: Strict collaboration standards. Controlled wholesale. Founder approval. Archive standards.

LECTURE 013

TEAM & ORGANIZATION

YEAR ONE (5–7 PEOPLE)

- **Jeremey Dyches** — CEO / Founder / Creative Director
- Operations / Production Lead
- Retail / Luxury Advisor (part-time)
- Graphic / Product Designer
- Ecommerce / Marketing Manager
- Contract Finance / Bookkeeping
- Freelance Production (as needed)

YEAR THREE ADDITIONS

- Head of Operations
- Merchandising / Product Manager
- Growth Marketing Manager
- Community Manager
- Design Assistant
- Wholesale Representative

YEAR FIVE STRUCTURE

CREATIVE

Design Director, Graphic Designers (2), Photography/Film, Editorial/Copy, Content

PRODUCT

Product Director, Technical Designer, Merchandiser, Production Manager

OPERATIONS

COO, Supply Chain, Inventory, Fulfillment, QC

COMMERCIAL

VP Growth, Ecommerce, CRM, Wholesale, PR, Community

MANUFACTURING LAB

Production Manager, Screen-print Specialist, Embroidery Specialist, Sample Sewer, Finishing Technician, Production Assistants (2)



WHY PROFESSOR PUNX CAN WIN

Fashion does not need more clothes. It needs reasons for those clothes to exist. Professor Punx has one. A founder who can create. A team that understands luxury and retail. Manufacturing infrastructure capable of supporting early growth. Access to cultural relationships. A clearly defined brand language. Expandable intellectual property. And a central idea capable of surviving individual fashion seasons.

THE WORLD IS THE CLASSROOM.
EXPERIENCE IS CURRICULUM.
CURIOSITY IS QUALIFICATION.
CREATION IS PROOF.

THINK FOR YOURSELF.

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