

# polly + other stories



Polly and Other Stories is an online platform for unique, handmade products sourced directly from artisans and small businesses across Pakistan.

Polly leverages modern design and simple technologies within its supply chains to serve as a reliable and consistent business partner to artisan communities and small businesses, empowering them to embrace new market opportunities. Our model enables artisans to make a decent living by creating jobs in the communities we impact.

## CUSTOMERS

Young, urban professionals (80% women), who combine a love of Pakistani culture with a desire to consume with purpose. Educated, well-travelled and b/w 20 - 50 years of age. Growing international interest.

## BUSINESS MODEL

- B2C sales (fast growing e-commerce with omnichannel support), selling heritage crafts made in partnership with artisans & traditional makers;
- Networked hubs of craft production across Pakistan for own brand vs large-volume, factory-style making;
- Making fashion work for small makers & the poor.

## TRACTION

Average turnover of USD 22, 000/mth with 60% sales growth in 2020-21. Regular, sustainable incomes for over 1000 artisans & 85 SMEs across Pakistan with 8000 lives impacted. 88% of partner businesses are women-led. Founders have trained 50,000 women home-based workers across Pakistan.

## ABOUT THE FOUNDERS

*combined 20 years experience in the craft sector*

### Amneh Shaikh-Farooqui, Co-founder/CEO

**Expertise:** Gender & Inclusion, Pro-poor Market Development, Merging Compassion with Efficiency

### Angela Braid, Co-founder/Director

**Expertise:** Product Development, Marketing & Sales, Branding

## GROWTH MILESTONES

- Expand to new geographies: Brick-and-mortar warehouse style shops increase agility, investment in supply chains improves quality & cements consumer confidence
- Improved and diversified digital offering: Seamless online shopping experience & connecting independent makers via app for improved organization, quality + timely delivery
- Scale: Accessing international markets, especially B2B.

## OVERVIEW

Founded	2016
Location	Pakistan/S. Asia
Sector	Handicrafts/ethical retail
Type	Private Ltd
Registration	2018
Team	10



## CONTRIBUTION TO SDG TARGETS



## FUNDING

Previous funding  
**\$100,000**  
Looking for  
**\$500,000**