What are we?
An online website that sells only surf products that are eco-friendly.
How does it work?

The Need
Surfers know about wasteful practices, but currently, eco-friendly products are too hard to find, and no standardized medium for finding these products exists. So, what we are doing is creating an online shopping website that lists all sustainable surf products that are out on the market right, no more searching. No more time-wasting. People can now come to one place to find the perfect product they are searching for, saving consumers time and helping to increase producers’ production, all while growing the market share of green surf products.

Our Mission
At SustainableSurfingProducts.com our mission is to push the entire surfing industry towards producing more environmentally conscious products, by showing producers that consumers truly desire more eco-friendly products.

About us
Sustainable Surfing Products is made up of myself (Will Huestis, second from left), and Micheal Eustace (center). We are good friends, sophomores, and also founded the Weslayan Surf Team together. The surf team has over 15 members and is partnering with Surfrider, a global NGO made up of surfers dedicated to environmental stewardship. We are in the process of expanding this team and advisors including other surfing NGOs.

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Profit Model
SustainableSurfingProducts.com acts as an intermediary for consumers and producers. We list other producers’ products and then take a small portion (5-10%) of a sale to keep the website up, pay for advertising, and pay employees.

Total Budget ($5000)
Website-related: (Total $562)
$40 - Domain name for two years
$312 - Squarespace Commerce Basic, two years
$150 - Website design assistance, for our profit sharing methods

Legal issues: (Total - $700)
$600 - $400 for forming an LLC in the state of Pennsylvania, $200 for potential legality question on the website
$100 - Insurance for a Potential Lawsuit

Advertising: $2,200
$500 - Advertising with surfing social media influencers
$300 - Miscellaneous advertising, screen printing t-shirts, printing posters, bumper stickers, etc.
$500 - SEO Funds to enable the company to be better positioned to receive traffic through search engines
$1,500 - Digital advertising through Google, Facebook, and other digital advertising tools

Travel Expenses: $338
$338 - Miscellaneous travel for meeting clients, setting up conventions, and going to surf contests to advertise

Future Expenses $1,000
$1,000 - From producing our own products/clothing to paying employees, this money would be used towards future endeavors.