

Aureal

Ojeda

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First Name	Aureal
Last Name	Ojeda
Email	info@outwokentea.com
Phone Number	(920) 791-1693
Business Name	Outwoken Tea
Business Website (If applicable)	https://outwokentea.com
List your business social media links	Facebook Outwoken tea instagram outwokentea linkedin outwoken tea
1. What do you sell?	Awareness and tea
2. Why do people need this?	There will be more plastic than fish in the ocean by pound soon. As a small business owner others need to see another example using compostable, home compostable, and innovative packaging to help reduce plastic pollution. I strategically source tea from small tea farms to support families and create economic growth. With each purchase one tree is planted thanks to our partnership with a non-profit. My mission to create awareness about the environment to improve our future
3. What makes your product or service unique?	My mission is to spread awareness by challenging your mentality to be more conscious about the decisions you make and how it impacts the environment. All packaging was designed and innovated by me. All teas come with a trail to the source. My brand is very giving and constantly innovating and pivoting to adapt and create change. When you support Outwoken tea you support families, the environment and a greener future. Change is inevitable so lets make the best of it.
4. How do you market your business?	Ive used google ads, Facebook, instagram, flyers, gorilla marketing, emailing, walking by foot any way you name it. Ive donated 1,000 bio bags to the West Allis farmers market to help reduce the single use plastic. West Allis will announce this on their website. Im working on partnerships.
5. Why would potential partners invest in your business?	Eventually single use plastic will be a way of the past. My brand is going with what the future and present has in demand. My brand helps with reforestation. My brand creates ripples that will lead the wave of change for our future to be green. Innovation, economic growth, impact, and awareness are all aspects about my brand with values. My hunger matches my mission which is my passion.
6. Do you have employees?	Not yet
7. Where do you see your business in 2 years?	Eventually becoming an enterprise that is active on fighting laws that impact our environment in negative ways. Partnering with other organizations to raise the standards for single use packaging. I will have events where I teach other companies or create awareness about sustainability. I would love to teach at public schools to the youth because this is their world and unfortunately they will have to clean up our mess.
8. Does your business operate out of a brick and mortor building?	My home office is certified WOSB. I had the inspection at my home office.

9. Have you had a successful business before?

No. This is my first business

10. If you won the Dolphin Pool, how would you use the prize money?

1. Marketing
2. Innovating my packaging for retail
3. Getting my license to peddle and open many opportunities
4. attend more events and spread awareness
5. supplies

11. Is your business registered with the State of Wisconsin?

Yes

12. How long have you been in business?

7/26/2019 registered launched June 22, 2020

13a. Upload your 1.5-2 minute video.



[watch.html](#)