

Abigail Austin

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First Name	Abigail
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Email	abigail@wholesomediaper.com
Phone Number	(414) 755-1744
Business Name	Wholesome Diaper Co.
Business Website (If applicable)	www.wholesomediaper.com
List your business social media links	https://www.facebook.com/WholesomeDiaperCo https://www.instagram.com/wholesomediaperco/
1. What do you sell?	Cloth Diaper Service
2. Why do people need this?	<p>Disposable diapers are convenient, but they are terrible for the environment, and not healthy for a baby's skin. We found that many parents want to cut down on plastic waste and be green, but they don't have the time or the desire to wash cloth diapers themselves. We admit, it's pretty gross.</p> <p>We want caring for our planet to be easier for busy parents. We make it convenient for parents to cloth diaper by providing & washing the cloth diapers for them.</p>
3. What makes your product or service unique?	<p>We are the only cloth diaper service serving the Milwaukee area.</p> <p>Our service can cut a household's trash output by 50%. We are helping busy moms and dads to keep tons upon tons of single-use plastic out of our Wisconsin landfills, so that we can keep our planet beautiful and healthy for our children and grandchildren.</p> <p>Who should care more about the environment than moms and dads who are raising the next generation?</p>
4. How do you market your business?	<p>We advertise at a local birthing center and teach cloth diapering classes there.</p> <p>We also do some giveaways on social media and try to maintain a strong presence there.</p>
5. Why would potential partners invest in your business?	<p>We've had incredible growth in just one year of business, growing from 4 to 40 clients in only 8 months.</p> <p>We have very happy clients who are really happy that we are here.</p> <p>Environmental awareness is growing and more and more parents are wanting to be green while also needing a convenient way to diaper amidst the busyness of life.</p>
6. Do you have employees?	Not yet, it's just our family.
7. Where do you see your business in 2 years?	<p>In two years, I want to be helping over 200 families keep single-use plastic out of Wisconsin landfills every week.</p> <p>I also want to be keeping 1 ton of waste out of landfills every single month.</p>

I want to have a successful business with lots of happy customers.

I want my business to be connected to the community and other business to work towards healthier communities, and a better future for Wisconsin's children.

8. Does your business operate out of a brick and mortar building? **No.**

9. Have you had a successful business before? **Yes**

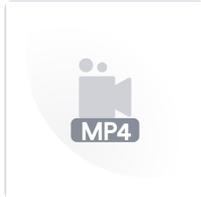
10. If you won the Dolphin Pool, how would you use the prize money?
We would put it towards a much needed delivery van to deliver diapers with. Our current delivery vehicle is almost to capacity and we expect to outgrow it quickly.

We would also use it to reach more parents via advertising measures since we expect a baby boom this Spring!

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

12. How long have you been in business? **1 year**

13a. Upload your 1.5-2 minute video.



[Wholesome Diaper Co. Video.mp4](#)