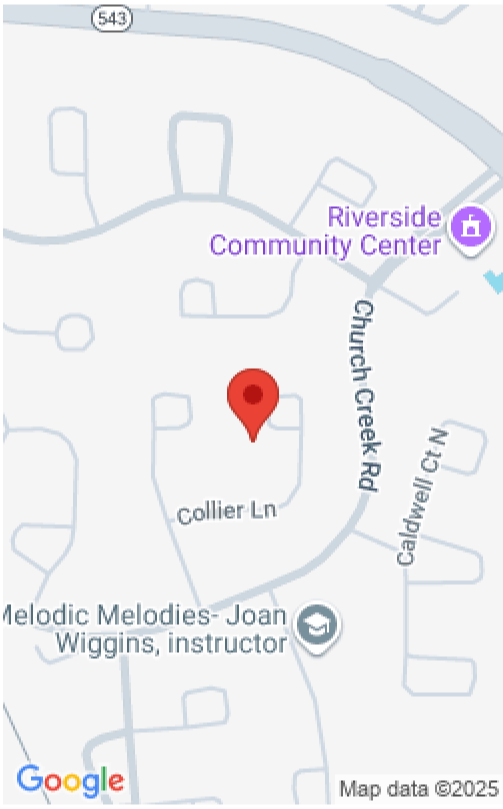

$500,000

- Profit-Sharing
- Other - Small Business/Start-up
- Live




## FISHMO

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## Basics

**Category:** Other - Small Business/Start-up

**Type:** Profit-Sharing

**Status:** Live

## Documents

**Additional Documents:**
FISHMO-LLC-Offering-Disclosures.pdf 4.94 MB

## Offering Snapshot

**Security Type:** Profit Sharing

**Return on Investment:** 20% - Quarterly Distributions

**Exit Strategy:** Profit-Sharing Payoff

**Investment Duration:** 36 months

**Project Type:** Apparel & Lifestyle

**Start Date:** 04/01/25

## About the Company

**Biography:**
FISHMO LLC is an apparel and lifestyle brand built on resilience, growth, and the power of moving forward. Our mission is to encourage those living with mental illness through bold, meaningful designs that blend humor and strength. We offer a distinctive range of high-quality apparel and accessories—including t-shirts, hoodies, beanies, long-sleeve fishing shirts, and camouflage shorts—all featuring the iconic FISHMO logo: a striking combination of block letters and a fish symbol. More than just a design, this logo represents our empowering mantra: **"Face It. Stuff Happens. Move On."**
For the past 10 years, FISHMO has been on a journey of evolution. In the early years, limited working capital made it challenging to scale. Later, we introduced a new look and feel, but it didn't connect with our audience as we had hoped. Now, we're returning to our original design—the one our customers love and have been asking for—marking an exciting new chapter for our brand. With a strong focus on e-commerce, we leverage social media to drive sales while maintaining a streamlined operational model.
Every purchase comes with free stickers and branded post-it notes, encouraging customers to share the FISHMO message and inspire others to embrace resilience. This not only enhances customer satisfaction but also builds a network of brand ambassadors who actively promote FISHMO. With your support, we're ready to scale, grow, and spread our message further than ever before.

**Focus Industries:**
Apparel & Lifestyle

## About the Project

**Offering:** To fully unlock FISHMO's growth potential, we are seeking $500,000 in working capital to scale our operations, expand our product line, and strengthen our brand presence. This funding will be strategically allocated across key areas, including inventory acquisition, marketing initiatives, and a complete revamp of our Shopify-powered website. We are offering profit-sharing (the "Units") as part of this investment opportunity. Each Unit entitles investors to a 20% share of the net profits generated by the project. The price per Unit is based on the total capital required and projected revenue streams. We anticipate returning investors' capital within 36 months following the offering deadline. Investor Perks As a token of our appreciation, investors will receive the following rewards:

- $500+ – Branded T-shirt + 3 stickers
- $5,000+ – Premium Hoodie + 3 stickers
- $10,000+ – High-Performance Foul Weather Jacket + 3 stickers

This is more than an investment—it's an opportunity to be part of something impactful.

**Real Estate & Location:** Belcamp, Maryland

**Financing:** The company has been funded through contributions from its direct owners. Upon successfully completing the Offering and meeting our minimum funding target, we will allocate the proceeds according to the "Use of Funds" section outlined in Form C, ensuring strategic growth and operational efficiency.

**Use of Funds:** FISHMO LLC is seeking **$500,000 in funding** to scale operations and establish a strong foundation for growth. This investment will be strategically allocated across key areas, including **inventory acquisition ($200,000, 40%)**, **marketing campaigns ($150,000, 30%)**, **website revamp ($50,000, 10%)**, **stakeholder buyout ($125,000, 25%)**, and **miscellaneous expenses ($25,000, 5%)**. The funds will support inventory expansion, enhance brand visibility through targeted marketing, strengthen e-commerce capabilities, and foster community engagement. By securing this investment, FISHMO aims to drive sustainable growth, increase market reach, and solidify its position as a leading apparel and lifestyle brand.

**Return:** Investor returns will be based on a fixed 20% share of net profits from inventory sales, distributed quarterly. Each investor's share will be proportional to their initial investment, ensuring fair and transparent profit allocation. Returns will depend on the company's financial performance, with a predetermined percentage of net profits from product sales allocated to investors. This structure aligns investor success with company growth, offering a clear and performance-driven return model.

## Why Invest?

**Overview:** The online apparel market is a competitive and rapidly expanding industry driven by consumer demand for convenience, variety, and brand identity. FISHMO targets the broad 18-50 age group, appealing particularly to outdoor enthusiasts who enjoy fishing, camping, and hiking. These consumers seek durable, functional apparel like fishing shirts and camo shorts that align with their active lifestyles. Competing with established brands such as Huk, Salt Life, and Under Armour, FISHMO will differentiate itself through direct-to-consumer sales and targeted digital marketing. The global custom t-shirt printing market, valued at $3.9 billion in 2021, is projected to grow at a 9.9% CAGR through 2030, driven by businesses using custom apparel for branding. Key market trends include the rise of e-commerce, increasing demand for performance and lifestyle apparel, and the power of brand loyalty through social media engagement. By leveraging these trends, FISHMO aims to carve out its market share and establish a strong community-driven brand.

**Growth:** Our growth strategy for FISHMO is designed to establish a strong market presence and scale operations efficiently. We will begin with **initial funding and registration**, securing necessary approvals and licenses from industry regulators. Our focus will be on **entering target markets** by identifying strategic advertising locations and expanding brand awareness. Production of our clothing line will be completed, followed by an increase in merchandise offerings and a strong **online presence** through a dedicated website and diverse marketing strategies. Financing will be secured through **investment and owner's equity**, enabling us to expand rapidly across key locations, increase sales, and diversify revenue streams. As we grow, we will expand our customer base, enhance service offerings, and enter additional U.S. states while improving resource management and customer engagement. Community development involvement, workforce expansion, and cross-industry collaborations will further strengthen our brand. Our commitment to **effective advertising, excellent service delivery, and brand visibility** will drive market share growth and ensure a lasting impact nationwide.

**Demand:** FISHMO plans to generate revenue through apparel and accessory sales, leveraging strategic marketing and funding initiatives. Our initial focus is direct-to-consumer e-commerce, with plans to expand into retail partnerships with stores like Dick's Sporting Goods, Urban Outfitters, and local surf shops as our online presence grows. To ensure efficient operations and scalability, we've partnered with United Apparel for high-quality manufacturing and Upper Ship in New Jersey for seamless fulfillment and inventory management. These partnerships enable us to maintain consistent product quality, reliable production timelines, and streamlined logistics. With a proven demand, strong grassroots foundation, and compelling brand story, FISHMO is positioned to disrupt the apparel and lifestyle market. Financially, we aim to cover expenses by achieving $36,333 in monthly sales, maintaining a 50% profit margin, and managing fixed costs of $218,000 annually. This strategic approach will drive sustainable growth and maximize investor returns.

# Disclosures

**Disclosures:** Any investment has risks and potential loss of funds. Secure Living does not guarantee specific gains from any particular investment. You are solely responsible for deciding whether an investment is appropriate based on your personal investment objectives, financial circumstances, and risk tolerance. By engaging in crowdfunding activities, the issuer acknowledges and agrees that it is permitted to provide compensation to third parties for the promotion of its crowdfunding offerings through communication channels facilitated by Secure Living. However, this permission is contingent upon the issuer taking diligent and reasonable steps to guarantee that any promoter involved explicitly discloses the nature and extent of the compensation received in conjunction with each communication made. Secure Living charges fees in connection with the sale of securities on our platform. Secure Living will charge Issuers who complete their capital raise a range of compensation types (e.g., flat fee, platform fee, and/or equity fee in the form of commission). The flat and platform fee will be paid when the successfully funded campaign ends. Any securities paid to Secure Living, if any, will be of the same class and have the same terms, conditions, and rights as the securities being offered and sold by the Issuer on our platform. All fees paid to Secure Living in connection with the offering and sale of securities are nonrefundable unless in its sole discretion determines that a refund is appropriate.