



Sword & Plough

Denver, CO

E-Commerce

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Elevator Pitch

A veteran-owned social impact fashion brand, SP repurposes military surplus, empowers vet employment & donates 10% of profits to vet orgs.

Tell us about your business. What inspired you to get into it, what you sell/service you offer, what makes your business stand out and how it impacts you, your community or the environment.

My sister and co-founder, Betsy, and I grew up in a military family, and I went on to serve as a Captain in the U.S. Army. We realized that we could create stylish bags and accessories that would empower veteran employment, strengthen civil-military understanding, and reduce waste. Through our quadruple bottom line, SP has supported 65 veteran jobs from designers to manufacturers, repurposed over 35,000lbs of military surplus, and donated 10% of profits to veteran organizations each year.

How would you use the FedEx Small Business Grant money to make a significant impact on your business?

The FedEx Grant would immediately enable Sword & Plough to hire a military veteran with logistics experience onto our team to fill the position of Assistant Operations Manager. By hiring a veteran into this position, Sword & Plough could expand its production, and improve supply chain inventory management. We would use the FedEx print services grant to print additional marketing materials to help expand our brand ambassador program, which is primarily made up of veterans and military spouses.




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