

SEW YOURSELF

Pitch Outline

- Problem/pain points
- Market share/market size
- Founding team
- Product proposition
- Strategic partners
- Competitive positioning & barriers to entry
- Go to market strategy
- Key milestones
- Monetization model
- Financial overview
- Capital request/use of proceeds
- Backup: Business Model Canvas Map

Sew Yourself

All who are interested in having an enjoyable and supportive DIY sewing experience

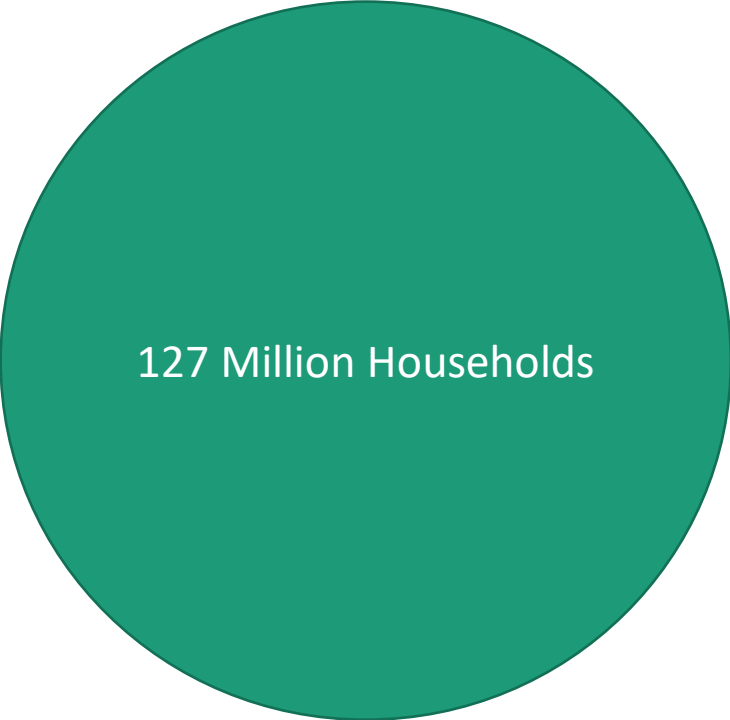
Completing a sewing project from start to finish takes an incredible amount of time, and the whole experience can be overwhelming.

- Selecting a pattern that is suitable to your skill level can be confusing and time consuming
- Selecting materials requires extra time and searching
- Each step involves going to various websites and sewing stores to search for materials.
- Once you're finally ready to begin your sewing project, there might be some common mistakes that create frustration and unease. Access to help is not intuitive

Sew Yourself provides a customer-journey based solutions by providing a platform that allows the user to find everything they need for a seamless sewing experience.



Total Market



Addressable Market



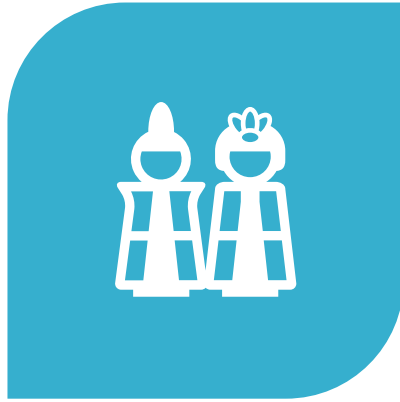
Share of Market



Team



JANE DOE, FOUNDER ; DIY
SEWING EXPERIENCE- 10 YEARS



JOHN SMITH, COFOUNDER ;
COSTUME DESIGNER- 10 YEARS



JOANNE GRUGER, CTO

Sew Yourself app: Product proposition

Digitizing every step of the DIY sewing process



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A complete and seamless experience, with access to all the steps in a sewing project without having to leave the app or go to other websites.

- Time and material analytics: Budgets, scope, procedures, selectable by skill level, instructions with time estimates and crowd-sourced reviews
- Patterns: Custom fit through size (Later, with augmented reality)
- Learning: Tutorials and 1-on-1 teaching with experienced sewers
- Bill of Materials- creates list of supplies for each project
- Order entry
- Order fulfilment BOPIS, home delivery, or instore shopping options
- notification of shipping status
- reverse logistics
- Sharing/Accomplishments: Community discussion/ social media
- Messaging among users
- Calendar: Keep track of progress


Go To Market

- Sponsor sewing influencers to promote via open houses
- Advertise on Facebook and Instagram, pre-order with video promotion of prototype
- Joint marketing with Joan's and Michael's by means of handing out flyers
- Develop SEO strategy, for example buy "DIY" word on google
- Sales reps to call on Sew Yourself suppliers for ecommerce portal/website
- Establishing backlinks with sewing bloggers/influencers (other people referring to our website/app to promote visibility)





Strategic Relationships

- Partnerships with retailers such as Joan's and Michael's and possible local sewing shops
 - Product suppliers: Singer, Dritz, Fiskars
 - Pattern designers
 - Partner with blogging influencers/ content websites
 - Shipping companies- DHL, UPS
- 

Competitive Advantages



	Design/ pattern	Material	Size	Bill of material	Ordering materials	Instructio n on how do	Learnin g	Social recognition
Sew Yourself	✓✓✗	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓✓
No app DIY	✗	✗	✗	✗	✗	✗	✗	✗✗
Makerist App	✓✓✓	✗	✓	✗	✗	✗	✗	✗
Sew awesome	✗	✓	✓	✓✓	✓	✓	✓✗	✗



Our Competitive Moat/ Barriers to Entry

First app with a "walled garden" approach

Vibrant ecosystem of partners and suppliers

Customer journey based scalable app

One click ordering, IP

Founding team experience- marketing,
supply chain, software development (TBD)

Key Milestones

Phase 1: 6-12 months development/validation

- Develop system requirements
- Determine target market (complete)
- BMC map (complete)
- Proforma income and loss statement (complete)
- Finalize questionnaire for discovery
- Develop capital raise plan

Phase 2: 12-18 months MVP trial

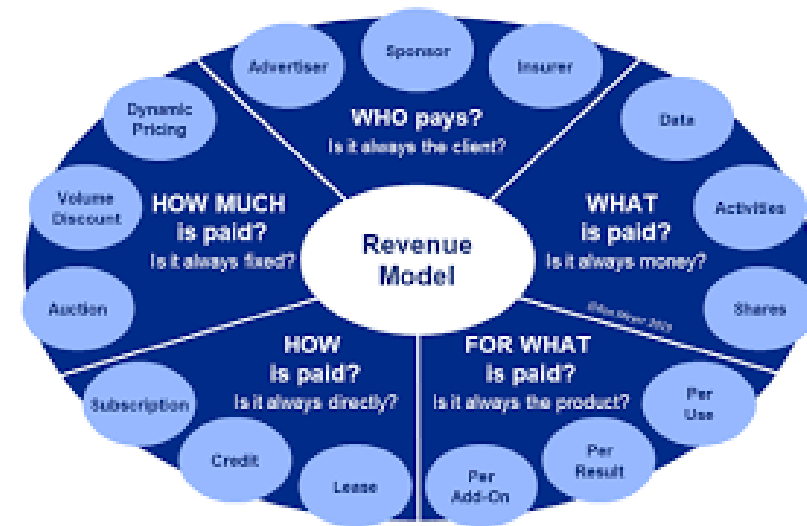
- MVP development
- Create partnerships with JoAnn's and Michael's
- Define initial trial (customers and partners)
- Create customer lists
- Review/update financials
- Plans for scale up

Phase 3: 18-30 months

- Develop subscription version
- Update go-to-market plan
- Develop ongoing publicity and marketing initiatives
- Add features based on adjacent markets
- Work on coordinated shipping with suppliers

Monetization Model

- Sew Yourself will be free to download for the first three months so that users can have sufficient time to try the app, then \$6.99 a month
- Estimated 50-100 suppliers, starting with 5 or so (e.g. Joan's, Michael's, pattern/material suppliers): \$180-\$400 per month
- 10% of money made from sewing classes (9.99 per class, online)
- Money generated from in-app advertisements from Freemium users
- Conversion triggers (from Freemium)
 - Subscribers given special access to one-click ordering and shipping for materials
 - Discounts: 30% of select patterns



Investment Capital Request \$90k

Use of Proceeds:

Phase 1: Development	Phase 2: MVP Trial
<ul style="list-style-type: none">• Develop system requirements• Determine target market (complete)• BMC map (complete)• Proforma income and loss statement (complete)• Finalize questionnaire for discovery• Develop capital raise plan	<ul style="list-style-type: none">• MVP development• Create partnerships with JoAnn's and Michael's• Define initial trial (customers and partners)• Create customer lists• Review/update financials• Plans for scale up

Financial Overview

- Investments to date (\$9k)
- Profitability in 24 months
- Ask \$90k
- Spend (\$55k development, \$25k MVP Trial, \$10k Marketing/collateral development)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	143,200	171,840	206,207	247,449	296,939
Expenses	170,900	284,810	60,943	21,601	39,139
Net	-27,700	-112,970	145,264	225,848	257,800



Come Sew with us!

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