



*D*esigner Avenue

a community for creatives

Presented by

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Mission Statement

An online fashion platform that promotes and retails aspiring as well as post-graduate designers, cultivating a community of communication and collaboration between creatives.

Vision Statement

To create a sustainable creative environment - propelling aspiring designers by linking them to consumers.

The Consumers



Source: Loretto (2017)

Potential consumers
Millennials, 20-30
Interested in fashion
Loves exclusivity
Social media savvy
Low disposable income

Aspiring and post-graduate designers
18-25

Lacking marketing resources

Tech-savvy / Digital natives

Plans to start up a brand or
has an existing brand



Source: Mckinley (2017)

Marketing - Advertising



Source: SAMpi (2015)

Weibo (Fan Pass)

313 million active users

best distribution platform in China

60p per CPM / 6p per CPE

Instagram (Multi-photo Carousel Ads)

600 million active users

Global passionate community

£5 per day



Source: Constine (2015)

Designers - Profile & Products



Label: N.O.S

Little Bear

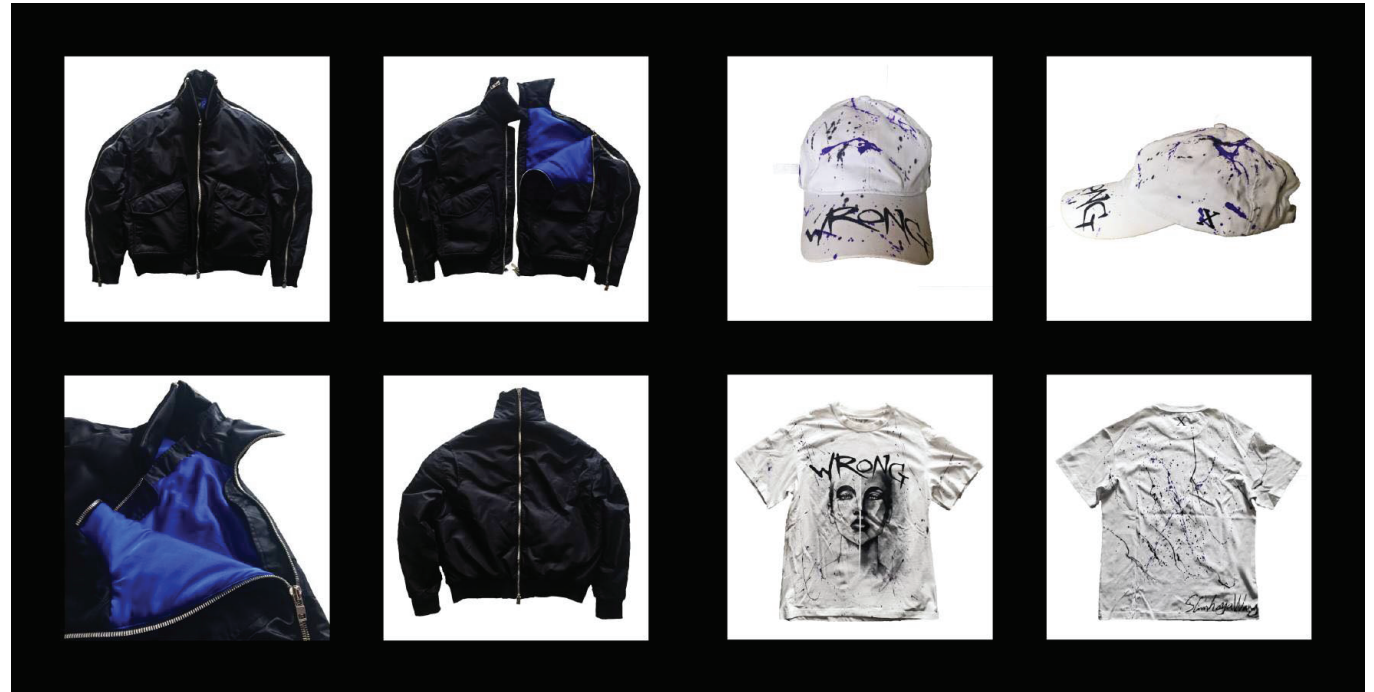
Age 24

Shanghai



- Live Chat -

Designers - Profile & Products



Label: SLIMHOYAWANG

Hoya Wang

Age 25

Taiwan

Chat with SLIMHOYAWANG

Type your message here

The Gap

LENEWBLACK
SELECTED BRANDS FOR SELECTED BUYERS

Source: Le New Black (2017)

B2B platform, targeting selective brands and influential buyers. High-end positioning, not open to students.



Source: VFILES (2017)

Non-exclusive/transferable content uploaded by user, other users may use one another's content.

Designer
Avenue

Targeted at student/graduate/aspiring designers. Holding events to create a community between our founded designers.

Business Model Canvas

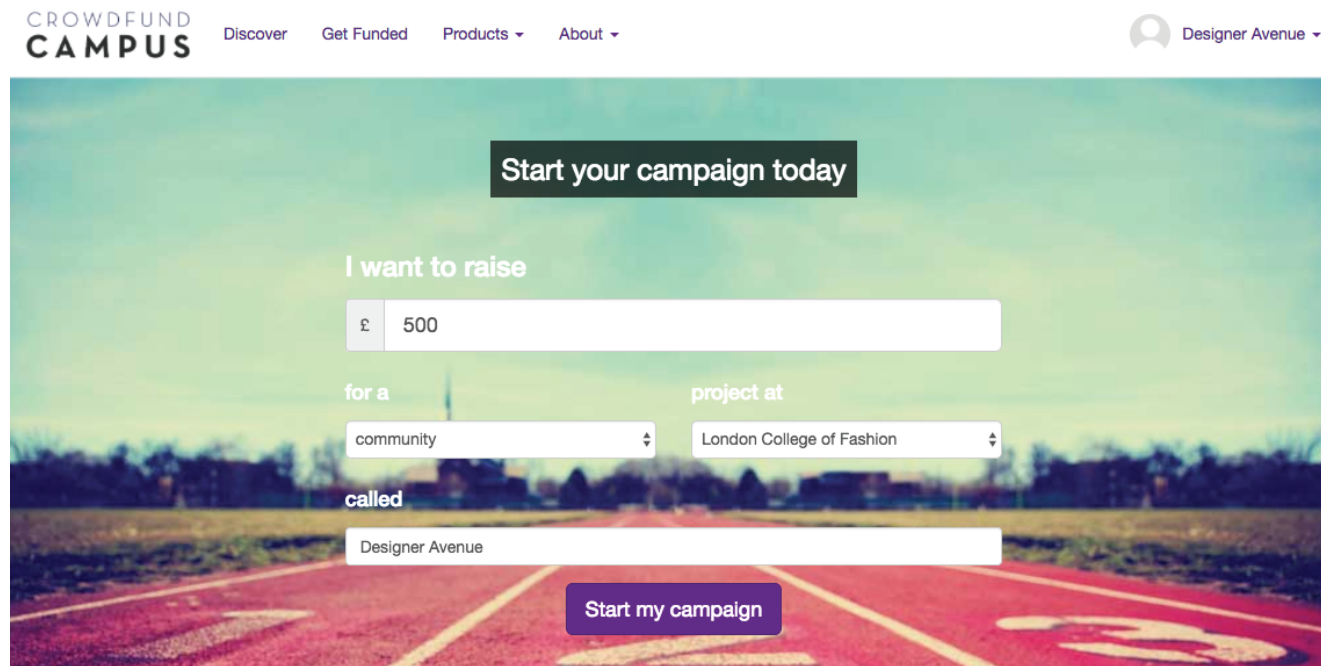


<u>Key Partners</u> Designers Web & app developer Courier partner	<u>Key Activities</u> - Build strong customer relations - User-friendly & aesthetically appealing website - Channel of distribution, selling through retailers <u>Key Resources</u> Financial resources Intellectual resources (patents copy rights) Human resources (designers)	<u>Value Proposition</u> - Creating an opportunity for customers that do not have high purchasing power but want exclusiveness. - Introducing aspiring designers to a global audience. - Allowing collaboration and co-creation between designers for a constant fuel of innovation. - Sustainable community	<u>Relationships</u> Designers Customers Key media partners Potential buyers <u>Channels</u> - Company website - Social media - Events on campus - Spitalfields Market - After sales support via online communication channels	<u>Customer Segments</u> - Female & male - Interested in fashion/ from the fashion industry - 18 to 35 - Low disposable income but loves exclusivity - Aspirations to enjoy life to the fullest - Paying (Designers) - Non-paying (Customers)
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<u>Cost Structure</u> Total cost to run business, cost of maintaining website. ie, coding of website, search engine optimisation

<u>Revenue Streams</u> Designer subscriptions Customers
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Crowdfunding



The screenshot shows the Crowdfund Campus website interface. At the top, the logo 'CROWDFUND CAMPUS' is on the left, and navigation links 'Discover', 'Get Funded', 'Products', and 'About' are in the center. On the right, there is a user profile icon and the text 'Designer Avenue'. The main content area features a large background image of a red running track. Overlaid on this is a form titled 'Start your campaign today'. The form includes a text input for the amount to raise, set to '£ 500'. Below this, there are two dropdown menus: 'for a' set to 'community' and 'project at' set to 'London College of Fashion'. A text input for the campaign name is set to 'Designer Avenue'. A purple button labeled 'Start my campaign' is at the bottom of the form.

Our target: £500

Rewards for contribution

Designer Avenue exclusive products via Crowdfunding Campus

Designer Avenue gives back (CSR campaign)

Financial Projections

	Startup	Mar	Apr	May	Jun
Receipts (Money IN)					
Receipts from Sales (product sales)			500	750	800
Receipts from Sales (Joining Fee)		150	150	150	150
Funds received from UNI	100				
Funds from directors	100				
Receipts from crowdfunding				300	
Total Receipts	200	150	650	1,200	950
Expenditure (Money Out)					
Online Advertising	50	50	150	250	250
Domain registration (www.designeravenue.co.uk)	1				
Company registration fee	15				
Stationery	5	5	5	5	5
Product sales dividend to designers (75%)			375	563	600
Total Expenditure	71	55	530	818	855
Net Cash Flow	129	95	120	383	95
Opening Balance (Beginning of sales period)	0	129	224	344	727
Closing Balance (End of sales period)	129	224	344	727	822

Total forecast sales after 3 months	2950
Total expenditure cost after 3 months	2329
Net profit forecast after 3 months	621

NOTE: all numerical figures are in
Great Britain Pounds

Regulations & Agreements



Rules

Distance & online selling by GOV.UK

ie, provide standard cancellation form

Intellectual Property Rights (IPR)

Design rights & registration

Contracts

Drawn for designers

Non-disclosure Agreement (NDA) & Terms and Conditions Agreement



THANK YOU!

References

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