

Clasp & Co.

Group 1



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Product

Clasp & Co

- The VertiClasp
 - Organizes and aligns multiple necklaces
 - Optional charms
- Permanent Jewelry Store
 - Necklaces and bracelets
 - Optional charms





Industry Background

- 56% of shoppers are women
- The average American spends \$78.14 on jewelry
- Largest subcategory: Necklaces

\$14 Billion Industry
+5,000 companies

5.5% growth in profit margins

- Low barriers to entry

Industry Trends:

- 49% of consumers shop from small businesses
- 55% of consumers shop ethically sourced

Target Market



Demographics

Age: 20-32 year olds

Income: Low/middle class

Gender: Any

Geographic Location: Suburban
or Urban

Online

Lifestyle Behaviors:

- Shopping online
- Follower of trends/fashion

Our Story

Boosting shoppers' confidence with ethically sourced metals.

Ensuring that our customers have personalized accessories that elevate their outfits.

Feminine Classy Fashionable Chic



Clasp & Co.
“Captivate Your Charm.”

Advertising

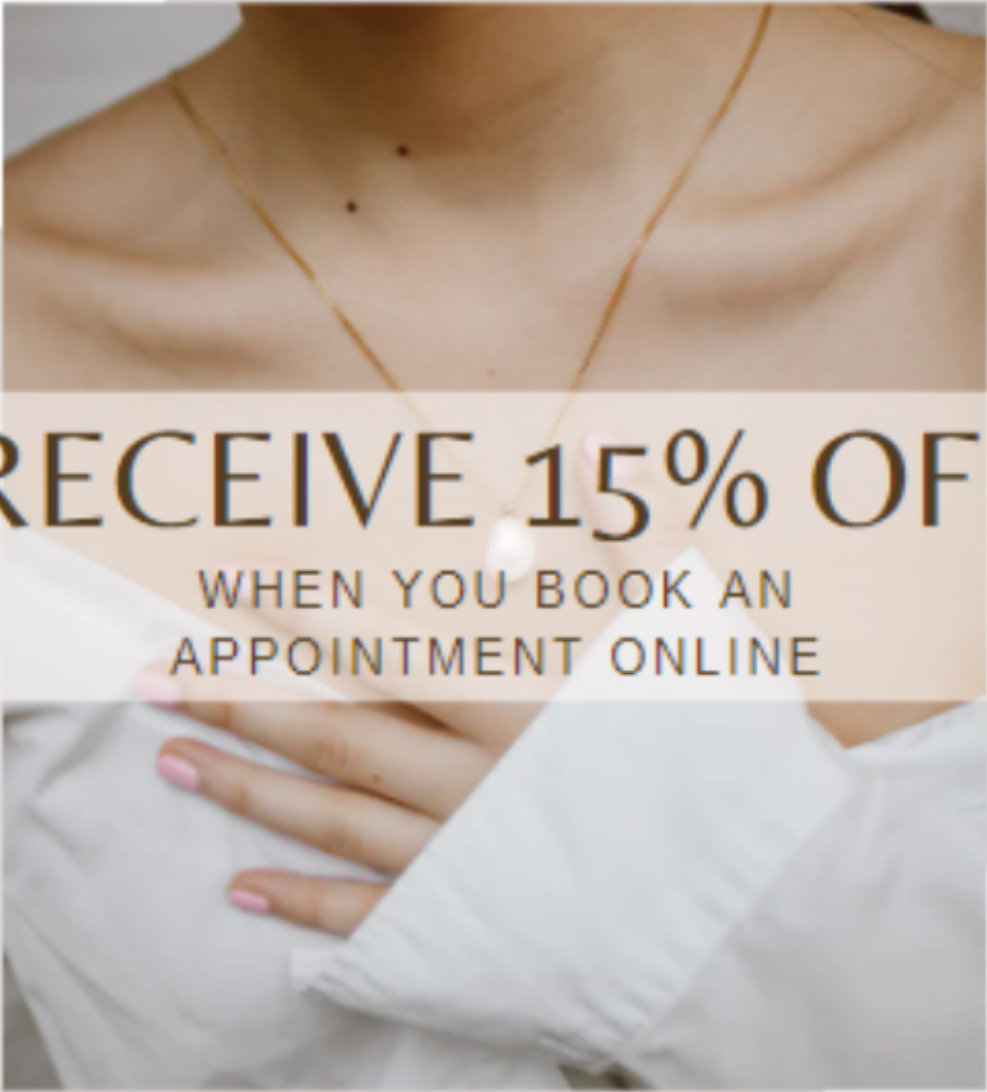
- Branding
- Website
- Social Media
 - Black Friday Instagram Post
- Commercials
- Influencer Partnerships
- SEO



Our Vision



LIMITED EDITION
CHARMS



RECEIVE 15% OFF

WHEN YOU BOOK AN
APPOINTMENT ONLINE

Digital Strategy

- Reciprocity
 - 15% off when you book an appointment
- Scarcity
 - Limited edition charms
- Authority
 - Metals will be 3rd party certified
- Consistency
 - Communicate with consistency
- Liking
 - Partnerships
- Consensus/Social Proof
 - Reviews and testimonials



Final Pitch

- Experience
- Sales channels
- Diversified sales and marketing strategies
- Metals
- FINANCIAL ESTIMATES AND ROI:
Asking for \$150,000 for 10%



You've been charmed :)

