

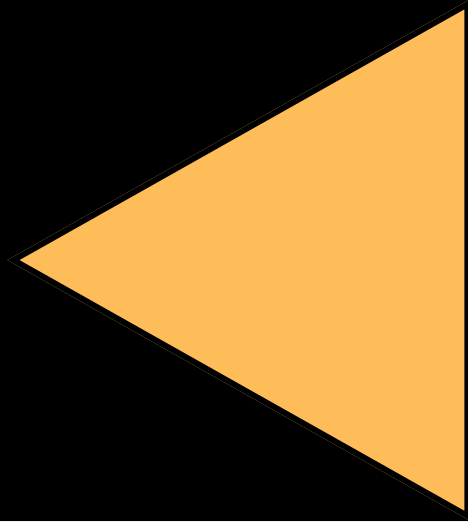


**COMPLETE OVERVIEW ,
SCAROSHKA FOR ART & APPARELS**



BUSSINESS PROPOSAL

**Writing & Design
TEAM SCAROSHKA**



BUSINESS CONCEPT AND STRATEGY



- **Executive Summary**



- **Mission, Vision, and Values**



- **Project Concept and Inspiration**



- **Objectives and Goals**



- **Startup Roles and Structure**



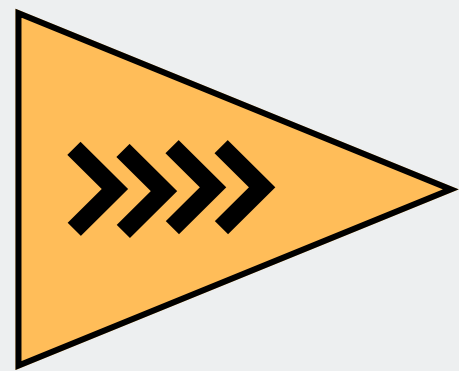
- **Startup guidelines & agreements**



EXECUTIVE SUMMARY

In this proposal, you'll come to see us as visual art makers, creativity seekers, and unconventional storytellers—all integral aspects of our mission. Together, these identities paint a full picture: we are creators on a mission to redefine visual artistry through boundary-pushing storytelling, fueled by a unwavering pursuit of creativity in every design and story.

Our startup isn't simply about producing unique clothing; it's about creating wearable art pieces with collectible value. Each collection is part of a larger, evolving narrative world that expresses our identity through surreal, curiosity-provoking stories designed to captivate our audience. This world is brought to life through fictional characters who embody universal human emotions—fear, joy, anger, curiosity, and more. These stories will be told through animations and translated into captivating designs that appear as prints on our apparel.





MISSION

Our mission is to revolutionize apparel through innovative design and storytelling, transforming artistic visions into wearable expressions of identity. We create immersive narrative experiences through our unique characters and collections, building a rich fictional universe that captivates and inspires our audience while bridging the gap between animation art and apparel.

VISION



Our vision is to redefine how people experience clothing, turning each piece into a portal to an imaginative world. We aspire to extend our creative concepts beyond fashion into other lifestyle products, inspiring others to envision and create their own worlds. Ultimately, we aim to develop a cartoon series featuring our original characters in evolving, engaging plots.



CORE VALUES

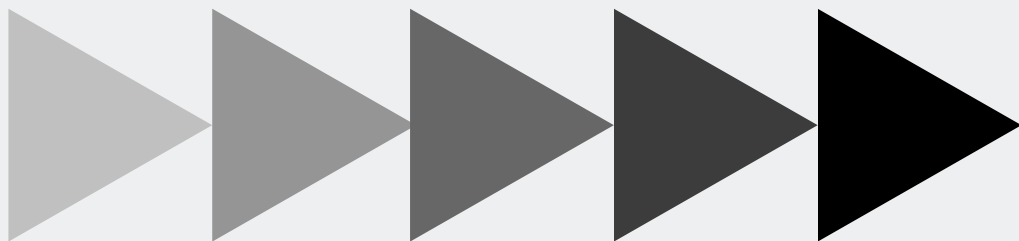
- **Creativity:** We push the boundaries of apparel and design, constantly exploring new approaches to tell our stories in fresh and imaginative ways.
- **Authenticity:** We believe in expressing our unique vision with integrity and originality, ensuring our designs stay true to our brand identity.
- **Simplicity:** We present our ideas with clarity and simplicity while embracing innovation, especially in animation and digital art.
- **Independence:** We value our creative independence, a principle evident in our commitment to building a distinctive fictional universe.

SCAROSHKA

PROJECT CONCEPT AND INSPIRATION

OVERVIEW OF THE BRAND CONCEPT —————→

Scaroshka blends apparel with storytelling, offering wearable art that draws from ancient cultures and global influences. The name combines Scar from “scarab” (an ancient Egyptian symbol, symbolizing rebirth), Ka (an ancient Egyptian symbol for the spirit) .Through high-quality apparel, Scaroshka introduces designs that weave compelling narratives inspired by history, mythology, and futuristic themes.



TARGET AUDIENCE AND MARKET POSITIONING

Scaroshka is a brand for individuals who appreciate style as a form of self-expression. We combine timeless elegance with creative designs, making our apparel stand out in everyday life. Inspired by animation, sci-fi, and art, Scaroshka's clothing reflects bold individuality while remaining versatile and accessible.. Being a unique brand, Scaroshka merges casual wear with artistic depth, carving an unparalleled space in the competitive apparel market.

SCAROSHKA



ROLE OF ANIMATION IN THE DESIGN PROCESS

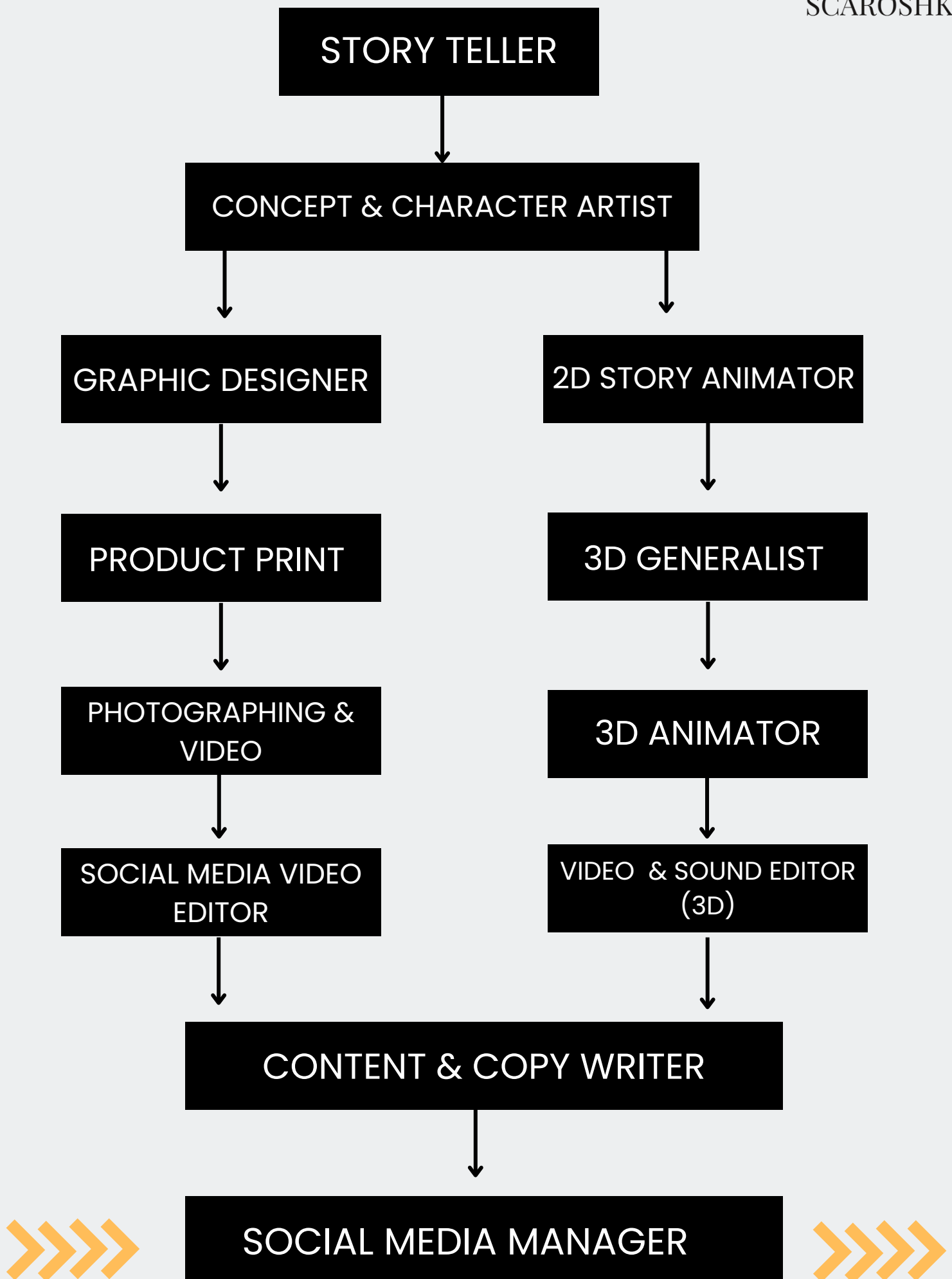
3D animation is at the heart of Scaroshka's creative journey. It shapes the characters, environments, and narratives that inspire each design. This process allows us to explore dynamic visual concepts, such as movement and dimensionality, before translating them into wearable art. By combining animation with apparel, Scaroshka brings its stories to life, ensuring every product is a unique artistic statement.

UNIQUE CHARACTER AND ENVIRONMENT THEMES

- Every series of collections **will focus on a specific country**, highlighting its civilization and culture, allowing us to share our wearable art across the globe.
- The narratives explore themes of cultural rebirth and transformation, giving Scaroshka's designs a collectible appeal for customers who value deeper artistic and cultural connections.



STARTUP ROLES AND STRUCTURE



OBJECTIVES AND GOALS

SHORT-TERM OBJECTIVES →

- Finalize team formation for streamlined operations.
- Launch Scaroshka's website.
- Debut the first collection inspired by Scaroshka's storytelling.
- Sell 100 items in the first targeted country

LONG-TERM OBJECTIVES →

- Build a strong online presence with 10,000 Instagram followers.
- Complete the first part of Scaroshka's narrative series to engage and retain customers.
- Expand the product range to include additional apparel types and accessories.



BENEFITS OF JOINING **SCAROSHKA**'S STARTUP

- **Creative Freedom** : Work in an environment that values originality and encourages you to explore your creative potential.
- **Skill Development** : Gain hands-on experience in a startup that combines storytelling, design, and animation, enhancing your skills in a collaborative, multidisciplinary setting.
- **Portfolio Building** : Showcase your work on a global platform, with your contributions featured in Scaroshka's collections, animations, and promotional content.
- **Recognition and Rewards** : Be part of a system that recognizes exceptional work through rewards and a fair grading points system, ensuring your efforts are valued.



- **Unique Work Culture** : Collaborate with a team of passionate, like-minded creatives working to redefine apparel and storytelling.
- **Growth Opportunities** : As Scaroshka grows, so will your opportunities to take on larger roles, contribute to exciting projects, and develop professionally.
- **Impactful Work** : Contribute to collections inspired by global cultures and narratives, allowing you to leave a meaningful artistic legacy.
- **Profit Sharing** : Benefit from a profit-based salary system where your contributions directly impact your rewards.

SCAROSHKA



OUR STARTUP'S GUIDELINES & AGREEMENTS

SALARY SYSTEM

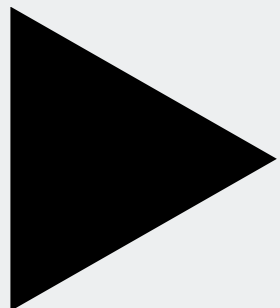


- All team members will begin receiving their salaries after the end of the first collection from the profits generated from all sources.
- **Scaroshka** does not follow a fixed monthly salary system. Instead to ensure fair compensation for all team members. Salaries may vary from month to month based on the company's performance in every collection.

REWARDS & GRADING SYSTEM



- Outstanding work will be recognized with additional rewards. Scaroshka has a grading points system where each member earns points based on their contributions and performance. These points will be converted into monetary rewards, reflecting the value of the member's exceptional efforts.



DEADLINES & ACCOUNTABILITY

- MEETING DEADLINES IS A CRITICAL PART OF SCAROSHKA'S WORKFLOW. FAILURE TO MEET DEADLINES WITHOUT A VALID AND SERIOUS REASON **WILL RESULT IN A DIRECT DISMISSAL FROM THE TEAM.**

FAIRNESS & RECOGNITION

- We value and respect the talents of every team member. Scaroshka is committed to ensuring that every member is rewarded fairly and that their efforts are recognized and compensated according to their contributions.

**BY JOINING SCAROSHKA, YOU AGREE TO THESE TERMS, HELPING US
BUILD A CREATIVE, RESPECTFUL, AND PRODUCTIVE ENVIRONMENT
FOR EVERYONE INVOLVED**

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