

Template

# ATIG Jewelry

The perfect balance of tradition  
and innovation  
A treasure that lasts forever

# The Problem

Describe the ideal customer profile and their problems or pain points that the startup is addressing, and why it's significant enough to need a solution. When pitching, make sure to emphasize how you as a founder can relate personally to this problem.



## Ideal Customer Profile

Customers from Europe who are interested in personalized silver jewelry desire to learn more about different cultures. age (men and women) between 25 and 44 years old.



## Pain Point #1

In 2024, Europe holds more than 30% of the global revenue for the silver jewelry market.



## Pain Point #2

compound annual growth rate (CAGR) of 19.7% from 2024 to 2031 in Europe.



## Pain Point #3

The United Kingdom's silver jewelry market is projected to grow at a CAGR of 12.5% 2024 to 2031.

# The Solution

Outlines the startup's solution to the identified problem, including the key benefits of the product or service. This should articulate how your solution is different from others that may be available to your customer segment.



## Your Product or Service

An E-commerce website that connect skilled artisans of silver jewelry in Tiznit with the customers. Tiznit known for its masterful silver craftsmen and The silver treasures crafted here are adorned with exclusive Amazigh motifs.



## Benefit #1

We give bespoke service and make jewelry according to order, meaning it is made just for you.



## Benefit #2

Since our jewelry is handcrafted in Tiznit, we can provide a product that is created locally.

# The Market

Defines the target market for the solution, including the size, growth potential and segmentation of the market.



## Size of Market

In 2024, the jewelry market in the United Kingdom, which includes silver jewelry, is projected to generate a revenue of US\$4.77 billion.



## Growth Potential

The market is expected to grow at an annual rate of 3.58% (CAGR 2024-2028) In United Kingdom.

# The Business Model

Describes how the startup plans to generate revenue and sustain its operations, including pricing strategy, revenue streams and cost structure.



## Cost Structure

Expenses related to marketing and advertising, such as social media advertisements, referral bonuses, and partnership fees.

Yearly fees for hosting the website.

Packaging costs.

Delivery cost.



## Revenue Streams

20% discount on first purchase

free shipping in Morocco

Free shipping in Europe if the customer purchase more than 3 products

# The Team

Introduces the founding team and any key members of the startup, highlighting their skills, experience and expertise.



**Hasna Salihi**  
Co-Founder

Soft Skills: UI/UX  
designer and  
website building  
in wordpress.

# The Milestones

Outlines the key milestones that your startup has achieved to date, and your future goals and objectives. If you have launched or have any specific user traction, make sure to include and specify this here.

