

Startup Name

Founder Name

Date

Version

ATIG Jewelry

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Lean Canvas Model

Problem

When purchasing jewelry, consumers often face concerns about the safety and ethics of the products they choose. Many jewelers use materials that are **poisonous** or can **irritate the skin**, compromising the health of the wearer. Additionally, the environmental impact of jewelry production is frequently overlooked, with few pieces being made through **sustainable methods**. The personal touch of **handmade jewelry** is lost in mass production, and the cultural significance is often ignored, leaving little room for **authentic exposure to heritage**. Moreover, the market is flooded with **fleeting trends**, making it hard to find **timeless jewelry** that will remain cherished for years to come.

Solution

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.

Key Metrics

Star rating on our products in the website.
Customers' Feedback and comments.
Percentage of Loyal customers.
Number of members in the website.

Unique Value Proposition

We give bespoke service and make jewelry according to order, meaning it is made just for you. Since our jewelry is handcrafted in Tiznit, we can provide a product that is created locally.

Unfair Advantage

Promote and protect our Amazigh heritage by expanding the market for skilled artisans.

Channels

Advertising in social media.
Collaborate with influencers.
Offering a discount on first purchase

Customer Segments

In Europe, the silver jewelry market is witnessing a surge in demand for vintage and antique-inspired designs. Consumers are drawn to timeless pieces and eco-friendly which make a suitable market for our products, and the studies shows that the primary customers for silver jewelry are 25 – 44 years (men, women). Currently We are going to focus on UK market because it is the highest market in europe for compound annual growth rate (CAGR) with19.7% from 2024 to 2031.

Cost Structures

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