Esben Kjær Ravn

@esbenravn

Kong Orange

esben@kongorange.com +45 51642840

SQUARES

We believe in the power of your individuality

We want designers and customers to work together building that individuality

SQUARES is a digital suite, where you rearrange the work of real print designers to fit your individuality

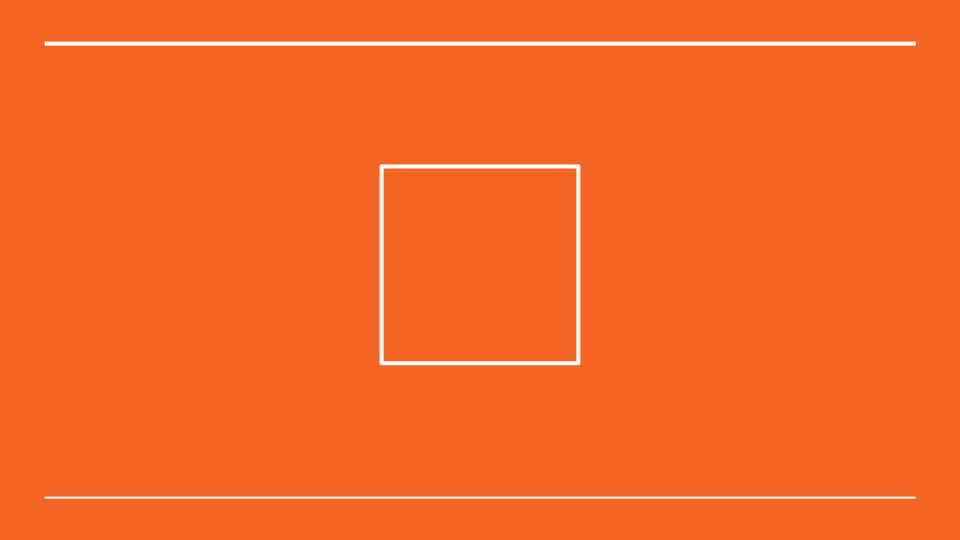
(user) Customize real designers work to fit your individuality

(designer) Make users identify themselves, through buying your designs

Persona (user): Julie 23, single, studying Media Science, lives in Aarhus, wants to live in Copenhagen, Northside-fan, listens to P6 Beat (indie cool), changes for P3 (mainstream), when alone. Loves Instagram, just began on Snapchat, reads Danish fashion blogs, reads eb.dk for news, Zulu & DR3 as flow tv, has iPhone 5s, watches House of Cards, because people say it's cool, watches Game of Thrones, because she loves it & read all of the Harry Potter books.

Persona (designer): Peter 28, single, graduate from London School of Arts as Illustrator, lives in New York, illustrated his first children's book, been at Hummel as tshirt print designer, pursuing career as professional street artist. Got prints chosen on Threadless.com, has his own webshop with t-shirts he sell through Spreadshirt.

One rule:



Next steps: Prototypes (YOU!) User tests Full team Investor pitch

Become student dev?

Partner?

