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# SQUARES

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**We believe in the power of  
your individuality**

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**We want designers and  
customers to work  
together building that  
individuality**

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

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**(user)**

**Customize real designers  
work to fit your  
individuality**

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**(designer)**

**Make users identify  
themselves, through  
buying your designs**

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**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.**

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**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 t-shirt 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.**

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**One rule:**

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

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**Become student dev?**

**Partner?**

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