

Our Village

Fashion bonded through friendship



About Me

My name is Cory J. Murdock and I am 16 years old

I enjoy coding, dancing, playing basketball
and hanging out with friends

My purpose in life is to utilize my skill set
and intellect to impact my community to
the best of my ability

I will achieve this purpose by continuously
pushing myself and being creating critical
bonds along my journey



Problem

- Fashionable clothes are expensive



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How we Help

- Affordable
- Fashionable
- Clothes that allow you to express yourself



The Market

In 2020, The clothing market said to be 1.46 trillion



TAM, SAM, SOM

Total addressable Market:

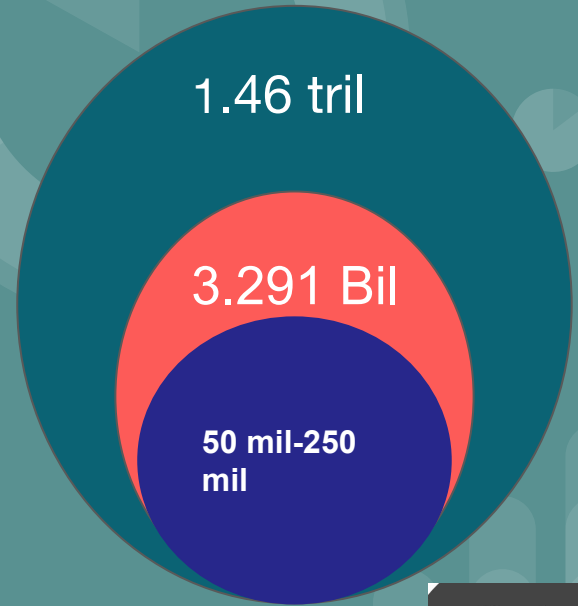
1.46 trillion

Service addressable Market:

3.291 Billion

Service obtainable Market:

50 mil-250 mil



OV

How it works



Customer Journey

1. Marketing



2. Awareness

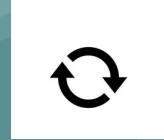


3. Comparing



4. Build Trust

5. Purchase



Business Model

Commission

15\$ per shirt
35\$ per Hoodie

Profit

5 dollar
profit off each shirt

10 dollar profit off
each hoodie

Special Deals!!

Provide a mystery
box of 10 shirts for
100\$!!

Free shipping during
holiday seasons and
summer !!



Market Competition

Strength

Sole proprietorship
High Quality Material
Inexpensive Merchandise

What I need to
improve to compete
In the market

A bigger workspace
A well established website
A partner to help financially



TEAM

