

# tycables.com

## Short Pitch

Tycables is a storefront which allows users to build and customize their own cables (USB, AUX, XLR, etc.) or buy the parts individually to make their own.

## Long Pitch

Tycables offers a variety of options for customizing your cables, and will be able to make USB and coiled USB connectors, audio cables for headphones, and charging cables for your mobile devices. Tycables will offer individual parts for the DIY inclined individuals, and for those who are willing to try, DIY kits so you don't have to do any guesswork. Our goal is to provide quality, beautiful cables that will last to the users who want them.

## Personas

Harris, M, 21

Enjoys collecting headphones,

considering themselves an audiophile

Orders a cable for more length over the stock offering/flexibility/or aesthetics

Flavia, F, 18

Has an interest in mechanical keyboards

Owns a mechanical keyboard and is interested in the hobby

Looking for a coiled usb cable for the desk aesthetics

Daniel, M, 25

Drives around the city often, enjoys exploring new areas

Often buys new audio cables for his car

Wants to get a new aux cable that won't break easily due to mishandling/stress

## Comps

Zapcables.com

spacecables.net

cruzctrl.gg

katkoil.com