

FloriGami

Venture Viability Analysis

REVA University, yelahanka Bengaluru

FloriGami

We create eco-friendly DIY origami bouquet kits that let teenagers craft personalized, sustainable f

REVA University, yelahanka Bengaluru



A hand is shown holding a vibrant red paper rose. The rose is intricately folded and is being held over a blue, rippling water surface. In the background, a red toy car with a yellow cone on top is visible on a light-colored surface. The overall scene is softly lit, creating a warm and intimate atmosphere.

Context

The global gifting market is expected to grow at a CAGR of 6.1% between 2022 and 2028

Problem Statement

Problem

Consumers struggle to find floral gifts that are both unique and eco-friendly, limiting their options for sustainable and personalized presents. Tradi

Impact

Consumers miss out on meaningful, personalized gifts; eco-conscious buyers compromise their values due to limited options; artisans struggle to sustain



Problem Statement/Industry

Problem Being Solved

Many people find it difficult to access eco-friendly, artistic, and customizable floral arrangements for special occasions. Traditional floral options are often wasteful, lack personalization, and do not cater to those looking for unique, sustainable gifting alternatives.

Supporting Data

The global gifting market is expected to grow at a CAGR of 6.1% between 2022 and 2028

Source: Global Gifting Market Trends Report, 2023. NielsenIQ's Sustainability Report, 2022. McKinsey's Con



Area
origami



Industry
Eco-friendly
decorative origami
flowers



Domain
Origami

Problem Analysis



Affected Stakeholders

Consumers: Struggling to find unique, eco-friendly, and personalized floral gifts. Event Planners: Seeking sustainable and customizable decorations for occasions. Gifting Enthusiasts: Looking for innovative, memorable alternatives to traditional options. Eco-conscious Buyers: Preferring sustainable choices but finding limited availability. Local



Impact on Stakeholders

Consumers: Miss out on unique and eco-friendly gifting options, leading to dissatisfaction and uninspired choices. Event Planners: Struggle to meet client demands for sustainable and creative decor, affecting client satisfaction. Gifting Enthusiasts: Feel limited by traditional options, reducing the personal impact of their gifts. Eco-conscious



Root Causes

option. Accessibility Issues: Few platforms offer sustainable, customizable origami bouquets with delivery services. Preference for Tradition: A cultural tendency to favor fresh flowers over artistic alternatives. Cost Perception: Origami products are often perceived as expensive compared to traditional options. Artisan Support Gaps: Limited ma



Personal/Team Connect

ChatGPT said: As a team, we are deeply passionate about creativity, sustainability, and meaningful gifting experiences. Our love for art, particularly origami, drives us to showcase its beauty while addressing the environmental concerns of traditional floral products. We've personally witnessed the joy that handcrafted, thoughtful gifts bring to re

Target Customer Segments

Primary

Teenage students aged 13-19, active on social media, seeking unique, eco-friendly, and personalized



Secondary

{Enter segment title,
EX: High school
student -1}

Customer Segment & Persona

Primary Segment

Teenage students aged 13-19,
active on social media, seeking
unique, eco-friendly, and
personalized

Secondary Segment

{Enter segment title, EX: High
school student -1}

Persona



Avinash

Age in years: 18

Location: Metropolitan

Organizational Role:

{Persona's primary role}
(if applicable)

Jobs-to-be-Done

Functional JTBD



Student- understands concepts and applies it well, very crafty

Emotional JTBD



confident, creative, hard working

Social JTBD



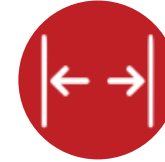
appreciation, recognition and applauded

Current Alternatives



Current Alternatives

online tutorials/ teachers



Gaps in Current Alternatives

fail to implement the idea

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: avinash

Occupation: Student

Name: yashwanth GS

Occupation: Student

Name: sohan

Occupation: student

Problem Validation

**Total customers/users
interviewed:**

- In-person: 3
- Virtually: 1

**Total customers/users for whom
this problem is important to
solve: 3**

**Total customers/users who are
dissatisfied with the current
alternatives: 0**

Our Solution



Solution

Custom Origami Bouquet Kits — Provide eco-friendly DIY kits with all materials and easy instructions, enabling teenagers to create personalized, sustainable floral gifts at home.

Core Technologies/ Methodologies

Sustainable and recycled paper sourcing for origami materials Biodegradable and recyclable packaging solutions Printed step-by-step DIY guides with

Solution Design



Our Solution

Custom Origami Bouquet Kits — Provide eco-friendly DIY kits with all materials and easy instructions, enabling teenagers to create personalized, sustainable floral gifts at home.



Key Features

Eco-friendly, recycled origami paper and materials Clear, easy-to-follow printed and video instructions Customizable designs for different occasions and styles Biodegradable, attractive packaging w



Uniqueness

What makes our Custom Origami Bouquet Kits unique is the combination of eco-friendly materials, personalized DIY experience, and collaboration with local artisans to offer exclusive origami designs. U

Solution Format:

The solution will be a physical product—eco-friend

Core Technologies/ Methodologies:

Sustainable and recycled paper sourcing for origami materials Biodegradable and recyclable packaging solutions Printed step-by-step DIY guides with

Solution Benefits



Functional Benefits

Easily create beautiful, personalized floral gifts at home without needing special skills. Access eco-friendly and sustainable gifting options that reduce environmental impact. Save time by receiving



Emotional Benefits

A sense of pride and accomplishment from creating a unique, handcrafted gift. Joy in giving a thoughtful, personalized present that shows care and creativity. Satisfaction knowing they made an eco-f



Social Benefits

Recognition and admiration from peers for giving unique, creative gifts. Positive social image as someone who values sustainability and thoughtful gifting. Opportunities to share their creations on



Macro Benefits

Our eco-friendly origami bouquet kits promote sustainable gifting by reducing reliance on fresh flowers, which often contribute to waste and carbon emissions. By using recycled materials and biodegrad

Competitors



Direct



Ferns N Petals FlowerAura The Flower Story Origamify
1-800-Flowers Interflora Bloom & Wild Omi Flowers
Etsy Sellers (handmade origami/eco gifts) Pap

Indirect

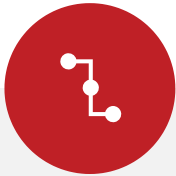


Archies (greeting cards and gifts) Chumbak (quirky,
artistic gifts and home decor) Sugarbox (perso
Hallmark (greeting cards and gifts) Urban Outfitters
(lifestyle and creative gifts) Uncommon Goods

Our UVP

FloriGami offers eco-friendly DIY origami bouquet kits
that let teenagers craft unique, personalized

Competitors



Direct **Competitors**

Ferns N Petals
FlowerAura The
Flower Story
Origamify



Indirect **Competitors**

Archies (greeting
cards and gifts)
Chumbak (quirky,
artistic gifts and
home decor)
Sugarbox (perso



Direct **Competitors** **Globally**

1-800-Flowers
Interflora Bloom &
Wild Omi Flowers
Etsy Sellers
(handmade
origami/eco gifts)
Pap



Indirect **Competitors** **Globally**

Hallmark (greeting
cards and gifts)
Urban Outfitters
(lifestyle and
creative gifts)
Uncommon Goods

Macro Analysis



Favourable Trends

AREA		DESCRIPTION	
Other		Origami	
Other		Decorations	

Unfavourable Trends

AREA		DESCRIPTION	
Other		AI graphics	
Other		artificial flowers	

Data Sources:

McKinsey & Company Report on AI in Design, 2024 India Floral Industry Association Report, 2023

Prototype

Prototype Format

FloriGami's prototype is a physical DIY kit with eco-friendly materials, live demos, and user feedback

Functionality included in the Prototype

The prototype will include: Eco-friendly materials (recycled paper). Biodegradable, customizable packaging. Printed and video step-by-step instructions. Sample bouquet designs showcasing customization

Functionality NOT included in the Prototype

The prototype will exclude: Advanced customization tools like personalized design requests. Collaboration with artisans for exclusive designs. Bulk packaging or large-scale production features. In



Prototype Validation

Number of users
engaged with?

4

How many people liked
or loved the prototype?

3

How many people were
either neutral or mostly
unhappy with the
prototype?

1

Prototype Feedback

What aspects of the prototype did the users LOVE?

Users loved how eco-friendly and sustainable the materials were. They found the instructions super easy to follow, especially with the video guides. The customizable designs felt perfect for making gifts more personal, and they really enjoyed the fun, hands-on experience of creating something unique themselves.

What aspects of the prototype were DISLIKED by the users?

Users thought the packaging was okay but not super exciting. Some said the instructions were clear but could use more pics to make it easier. A few didn't like that there weren't enough design options to choose from for different occasions.

Competition Analysis

COMPETITOR NAME	TYPE	STRENGTHS	WEAKNESSES
Ferns N Petal	Indirect	Established brand with a wide custo	Primarily focuses on fresh flowers,
Chumbak	Indirect	Known for quirky, artistic, and uni	Focuses more on decor and lifestyle
Etsy	Direct	Global marketplace with a wide rang	No dedicated focus on DIY origami b
Bloom & Wild	Direct	Specializes in personalized and cre	Focuses on fresh flowers rather tha

Our Product/Service will be better than the competitors' solutions because:

FloriGami stands out by using eco-friendly recycled materials, offering a fun DIY personalized experience, and supporting local artisans with unique origami designs.

Market Size & GTM

GTM Channels

Digital

Consumers struggle to find floral gifts that are both unique and eco-friendly, limiting their options for sustainable and personalized presents. Tradi

Physical

Consumers miss out on meaningful, personalized gifts; eco-conscious buyers compromise their values due to limited options; artisans struggle to sustai

Market Size

Globally:
The global gifting market is valued at \$475B

Growth Rate:
lobal Artificial Flowers Market
CAGR: 6.7% from 2

Source: Research and Markets, India Floriculture Market Re

Market Size

Total Addressable Market (TAM)

The global gifting market is valued at \$475B

Serviceable Available Market (SAM)

India's urban gifting market is about \$8 billion/y

Serviceable Obtainable Market (SOM)

1-2 lakhs

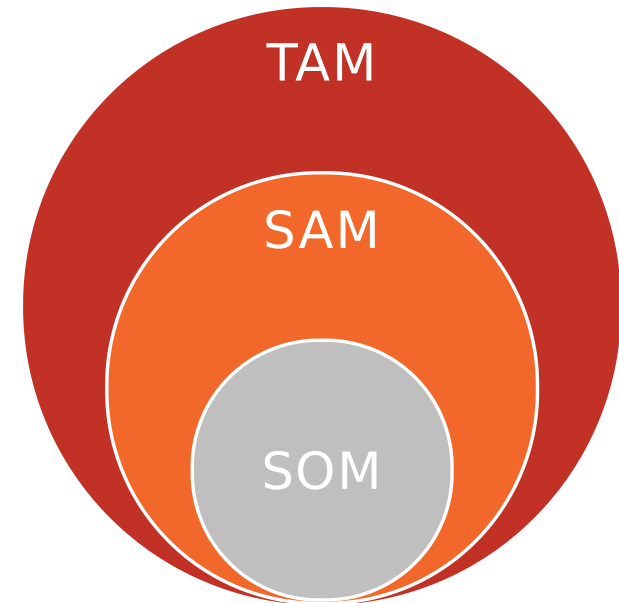
Assumptions

Focus on India's urban and metropolitan regions, where gifting culture and eco-consciousness are growing fastest. Target teenagers aged 13-19, active on social media, seeking unique, sustainable, and

60,
1000

Sources of Research

Research and Markets, India Floriculture Market Re



Revenue Models / Pricing








Revenue Model (Primary)

E-commerce Model

Revenue Model (Secondary)

E-commerce Model

Lean Canvas

 <p>Problem Consumers struggle to find floral gifts that are both unique and eco-friendly, limiting their options for sustainable and personalized presents. Tradi</p>	 <p>Solution Custom Origami Bouquet Kits — Provide eco-friendly DIY kits with all materials and easy instructions, enabling teenagers to create personalized, sustainable floral gifts at home.</p>	 <p>Unique value Proposition FloriGami offers eco-friendly DIY origami bouquet kits that let teenagers craft unique, personalized</p>	 <p>Unfair Advantage We have exclusive partnerships with local artisans who create one-of-a-kind origami designs you can't find anywhere else. Our deep passion for both sustainability and art means every kit is made</p>	 <p>Customer Segment Teenage students aged 13-19, active on social media, seeking unique, eco-friendly, and personalized ,{Enter segment title, EX: High school student -1}</p>
 <p>Key Metric How many kits we actually sell each month (shows if people really want it). How many folks come back for more (tells us if they loved the experience). What people say in reviews and ratings (real fe</p>	 <p>Channels Custom or amazon</p>			
 <p>Cost Structure custom/amazon</p>		 <p>Revenue Streams E-commerce Model, E-commerce Model</p>		

Go-to-Market Approach

Geographic Focus

Top 5 Indian cities: Bengaluru, Mumbai, Delhi, Chennai, and Hyderabad. Focus on urban areas with eco-conscious and creative young audiences.

Digital Marketing Channels

Instagram & TikTok: DIY videos and user creations.
YouTube: Tutorials and behind-the-scenes. Facebook & Google Ads: Targeted eco-friendly campaigns. SEO: Rank for "DIY eco gifts."
Email: Newsletter

Physical Marketing Channels

Flyers: Distributed in schools, colleges, and community centers. Pop-up displays: At malls and craft fairs. Trade shows: Eco-friendly and gifting expos. Event sponsorships: Partner with

PRIMARY CUSTOMER SEGMENT

Teenage students aged 13-19, active on social media, seeking unique, eco-friendly, and personalized

UVP

FloriGami offers eco-friendly DIY origami bouquet kits that let teenagers craft unique, personalized

Marketing KPIs

CAC: Track cost per customer. Conversion Rate: Leads to buyers. CLV: Total customer revenue. Social Media Engagement. Revenue Growth Rate. Repeat Purchase Rate. Website Traffic.

Competitors' GTM

Competitor #1: Ferns N Petals
Strengths: Effective in digital ads (Google, Facebook) and seasonal promotions.
Weaknesses: Limited influencer marketing and engagement with younger audiences. Competi

GTM Partners

Partner with eco-conscious influencers, content agencies for tutorials, and digital firms for SEO. Collaborate with event organizers for fairs and schools. Use affiliates to cross-promote with similar

Sales & Customer Service

Customer Service

Email Support: For detailed queries. Live Chat: Instant help on the website. Social Media DMs: Respond quickly to customer messages. Phone Support: Direct assistance for urgent issues. FAQ Section

Distribution Channels

Custom or amazon

Digital Sales Channels

Instagram Shop: For direct sales via social media. Amazon: To reach a broader audience. Etsy: Targeting global eco-conscious buyers. IndiaMART: For bulk orders and B2B customers. GeM: Catering to

PRIMARY CUSTOMER SEGMENT

Teenage students aged 13-19, active on social media, seeking unique, eco-friendly, and personalized

UVP:

FloriGami offers eco-friendly DIY origami bouquet kits that let teenagers craft unique, personalized

Physical Sales Channels

Local retail gift shops. Craft fairs and national trade exhibitions. Schools and colleges via eco-clubs or workshops. Pop-up stores in malls. CII expos for wider industry exposure.

Sales KPIs

Track success with: Revenue Growth: Monitor sales increase over time. Conversion Rate: Leads turning into customers. Average Deal Size: Value of each sale. Sales Cycle Length: Time to close deals

GTM Partners

Digital: Use NPS and CSAT via email surveys or website pop-ups. Offline: Collect feedback through FGDs, interviews, and feedback cards at events or workshops. Social Media: Monitor comments and dire

{Create a website}

{Video link sample}