



# PITCH DECK



# AGENDA

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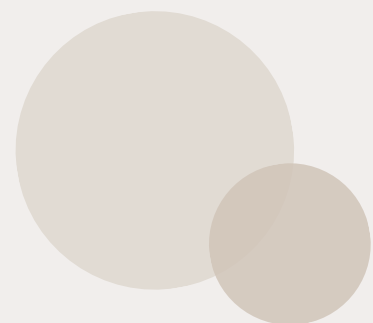
# OVERVIEW

## INTRODUCE THE PROJECT

Vega Fever is an innovative clothing brand that allows you to change the colour of your shirt with a single tap on your user friendly app. Show the world who You Are, and wear your opinions, loud and proud!

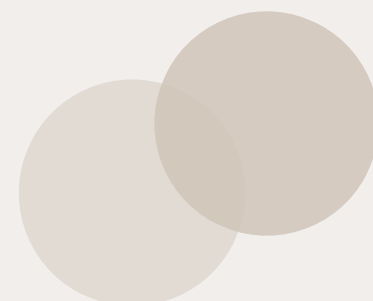
# OBJECTIVES & GOALS

Clarify the project's main overall objectives and goals.



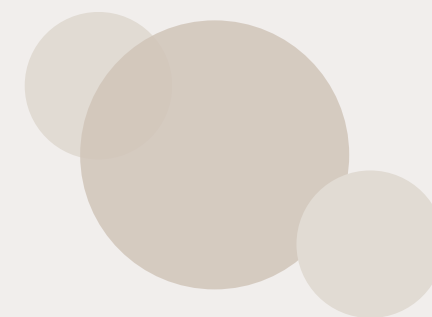
## PERSONAL EXPRESSION

Redefine the way people  
express themselves  
through clothing



## WARDROBE MANAGEMENT

Endless possibilities, but  
in a single shirt where  
people can easily  
customise your outfit to  
match any occasion



## REDUCE ENVIRONMENTAL IMPACT

By reducing the overall  
wastage, we intend of  
reducing our carbon  
footprint on the  
environment. It's our "one  
step towards sustainability".



## MARKET REACH AND CUSTOMER ENGAGEMENT

Expand market presence and  
engage a diverse customer base  
by leveraging strategic  
partnerships, targeted  
marketing and social media



# TARGET AUDIENCE

16-24 years old



COLLEGE STUDENTS  
AND YOUNG ADULTS

Seeking unique self expression, these individuals embrace, innovate, customisable clothing while actively engaging on social media

20-35 years old



TREND SETTERS AND  
FASHION INFLUENCERS

Fashion forward influencers with a strong social media presence, champion unique, text-savvy and sustainable style choices, inspire followers through recommendations

25-35 years old



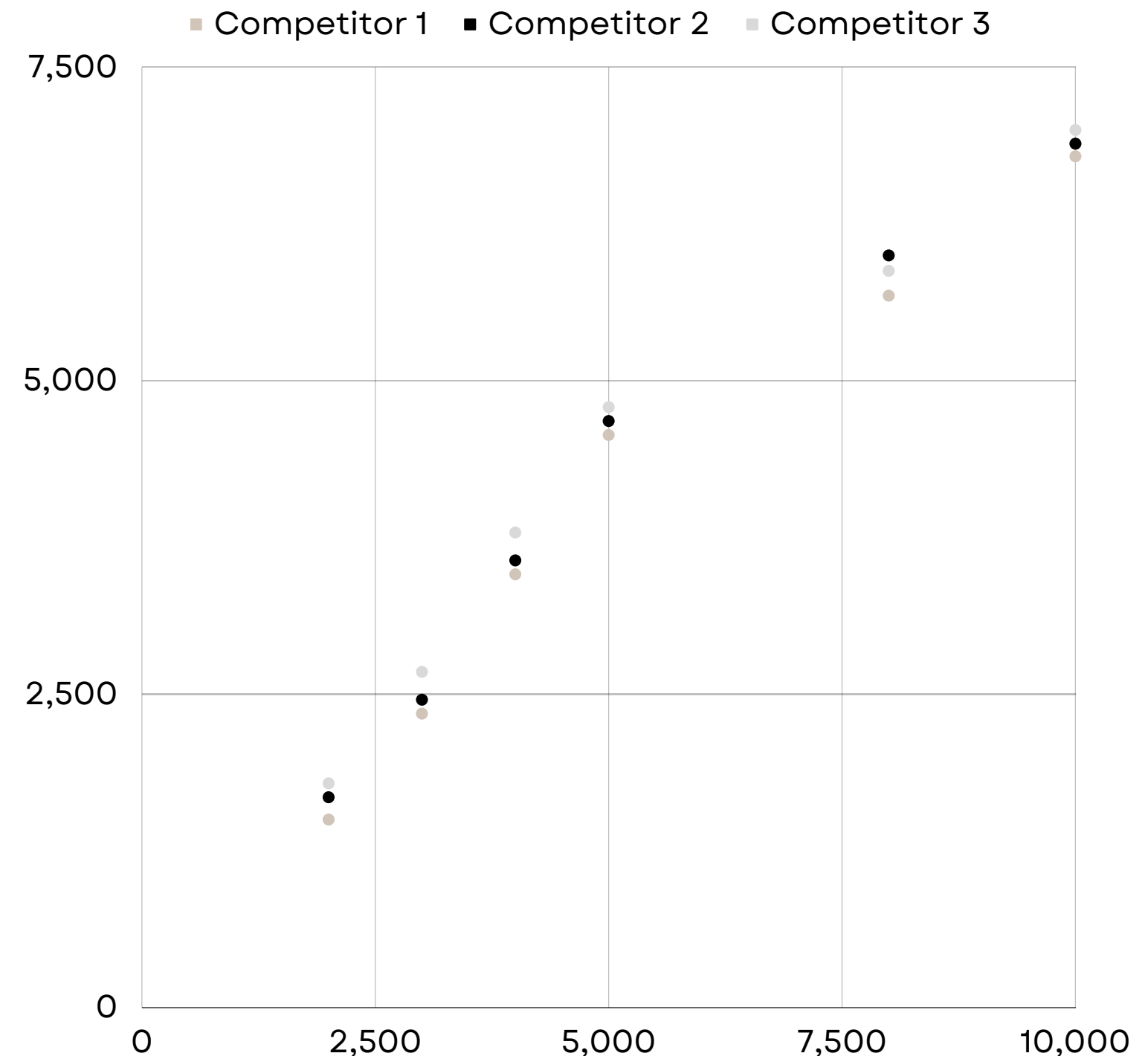
URBAN  
PROFESSIONALS AND  
CREATIVES

Value self expression, seeking versatile, clothing that balances style, comfort, and practicality while staying open to innovative trends

# COMPETITION

Introduce the company's main competitors.

- 1 VOLLEBAK**  
Innovative, high performance garments with color-changing technology to wearer's movement
- 2 THE UNSEEN**  
Creates bespoke, luxury color-changing garments for clients, blending science and art to produce unique, one-of-a-kind pieces
- 3 AIQ SMART CLOTHING**  
Color-changing athletic wear with moisture-wicking, temperature-regulating technology that adapts to the wearer's activity level



# TIMELINE

Briefly discuss the key dates for the project.



## 1ST QUARTER

Establish online presence and create partnerships with influencers while finalising product development and production

## 2ND QUARTER

Develop sustainable brand values and expand social media presence to establish a loyal customer base

## 3RD QUARTER

Expand product offerings and increase marketing efforts to promote growth along with expansion opportunities

## 4TH QUARTER

Increase brand exposure by launching a pop-up shop and collaboration with sustainable fashion brands along with using sales data to improve

# STAKEHOLDERS

Identify the important stakeholders concerned with the project.

	INTERNAL STAKEHOLDER	EXTERNAL STAKEHOLDER	PRIORITY STAKEHOLDER
EMPLOYEES	<input type="checkbox"/>		<input type="checkbox"/>
FASHION ADVOCATES		<input type="checkbox"/>	<input type="checkbox"/>
INVESTORS		<input type="checkbox"/>	<input type="checkbox"/>
TECH ENTHUSIASTS		<input type="checkbox"/>	



# THANK YOU!

Thank you all for going through this  
project brief. Best of luck!

