

# Final Project Design

Making <sup>Extra</sup> from Ordinary

type: Business Startup Portfolio

Title: Making Extra Ordinary from the Ordinary  
(short pitch)

(long pitch): Mekransaw is a young entrepreneur living in Addis Ababa, Ethiopia. She is an avid nature-lover. She is currently studying <sup>ES&SD</sup> at Hope University college. She dreams a better future where the env't is preserved and thus planned/started to do her share. She makes the Ordinary recyclable turn an extraordinary gem!

## Personas



Hellen

Local Businesswoman

→ Looking for cheap and affordable jewelry products to distribute.



Jerry

A Potential Customer

→ Likes new and out of ordinary fashion and jewelry, and of course affordable.



Joseph

Boyfriend of a potential customer.

→ He is always looking for a way to make his girlfriend stand out. He also thinks that jewelry shouldn't be an expensive commodity.

## Similar Sites/Companies

ZAAF  
collections

Street  
jewel makers.

others  
Real Jewellery