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| Problem   * Brand new custom laser cutting business but no customers yet * Need to expand business * Need a strong web presence and a cost-efficient way to market the products to customer segments | Solution   * Digital marketing campaign: social media platforms all free * Website through HostGater, helps track who looks at our site and stays on certain pages | Unique Value Proposition   * Cutting-Etch design Co. was created to provide an easy and cost-efficient way for all of your laser etching needs using our premade designs or your own | | Unfair Advantage   * Very cost-efficient – we make the products for a low price and are able to see them to a low price * Everything is customizable | Customer Segments   * Primary Market: college students all levels * Secondary Market: Greek life members, people in sororities or fraternities * Anyone interested in having something engraved for themselves or as a gift |
| Key Metrics   * Set weekly goals for increasing number of followers and likes on FB and IG * Set goals for how many customer spend a certain amount of time on our site * Track how many people register for accounts/contact us | Channels   * Facebook * Instagram * Email Lists * Official Website |
| Cost Structure   * Host website + domain name: $15/month * Social media platforms: free * Distribution: pick up only at this time, eventually move into shipping * Cost of materials * Wood: $4-10 depends on type of wood * Beer Glass: $0.70 * Wine Glass: $1.25 * Acrylic: $10 * Universal Laser Cutter: free | | | Revenue Streams   * Pricing range for all products: $5-20 * Will start with small profit and expect to grow revenue over time | | |