# BrightMade Products are designed to support local youth development using reclaimed materials



2015 DYMF feature product

#### **BrightBoxx**



**BrightTools** 



**BikeBoxx** 



**BrightBling** 



BrightBloxx



- The BrightMade product line is a set of functional products that fully supports the local Detroit community
- Crafted by students from Detroit Community High School in Brightmoor, selling these products provides an opportunity to develop lifelong skills
- Through interacting with the Brightmoor students,
   BrightMade consumers develop an emotional connection with their products
- These products are built using reclaimed wood from local buildings, which is economically beneficial and supports the beautification and employment of the community

## There are six areas that will drive to the success of the BrightMade initiative



- Brightmoor youth learning and developing skills in the maker space
- Residents of the greater Detroit area who are passionate about their community

- Social capital
- Students & Instructors
- Facilities
- Tools & Equipment

Customer Segments

Key Resources Support
local youth
development
through the crafting
of products
using reclaimed
materials

Key Activities

- **Sales Channels**
- Local companies
- Regional fairs and markets
- Online (own webpage and retailers)

#### **Brand Development Channels**

- · Local and social media outlets
- Nearby organizations and companies

 Ongoing and emotional connection to Brightmoor's Makers Space

- Source supplies including reclaimed materials
- Train students to master their craft
- Create, market and sell products in teams

### We project that the BrightBoxx will resonate well with our target market and generate robust profit



Statement of Income	
Quantity <sup>1</sup>	1,500
Sales	\$76,000
Costs	\$52,500
Raw Materials	\$19,500
Wages <sup>2</sup>	\$32,000
Marketing <sup>3</sup>	\$1,000
Profit	\$23,500
Margin	30%

### **Key Takeaways**

- As the business becomes profitable The Maker's Space will be able to increase student engagements across Brightmoor
- Profits will enable Brightmoor to cover the full cost of its staff of 3 instructors rather than rely on grant funding
- Sales will generate additional exposure that will position the Makers space to receive sponsorship and opportunities for philanthropy and sources of additional funds

#### **Footnotes**:

- 1. Quantity Assumes 1/3 of Brightmoor Makers Space students comitted to BrightBoxx manufacturing
- 2. Wages Wages include 1/3 of instructor costs
- 3. Marketing Assumption based on Section 3 research
- 4. Productivity Assume it will take 2 hrs to complete each unit of product

### BrightMade is partnering with Detroit-area businesses to co-promote & sell complementary products



- Near-term Partnerships (in progress)
  - Cultivation Station & Detroit Farm and Garden
    - Demonstration of planted BrightBoxx with store products
    - Promotional giveaways for customers of the Maker Faire
    - Verbal purchase orders from both businesses



- Market and sell products at local events
  - Eastern Market / Rust Belt Market
  - Community festivals and concerts
  - Neighborhood bike tours and fun runs
  - · Craft fairs and holiday markers
- Potential to partner with garden and nursery companies in the Detroit area (e.g., Detroit Economic Growth Corp)







We're all business.