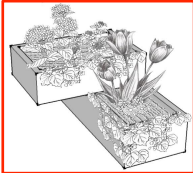


# BrightMade Products are designed to support local youth development using reclaimed materials

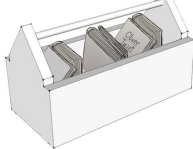


2015 DYMF  
feature product

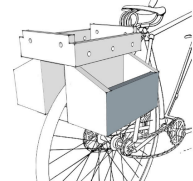
BrightBoxx



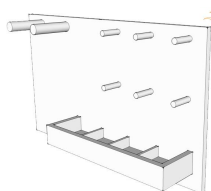
BrightTools



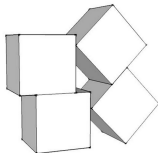
BikeBoxx



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



# 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 committed 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
- Long-term Partnerships (in development)
  - 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.