



April 30, 2013

Co.Labs, Target Monsueto Ventures  
Monsueto Ventures, LLC  
7 World Trade Center  
New York, NY 10007

Dear Fellow Technologists,

We're looking forward to the opportunity to work with you in your retail accelerator! For the past year, our team has been working to serve makers and small brands in the retail space. We're passionate about mass customization, product personalization, and the future of manufacturing at the intersection of retail and technology.

## Project Objective

For this project, we propose to enhance Target's in-store shopping experience with mobile technology by providing an interactive lookbook for Target shoppers to curate, share and save their favorite Target products. We plan to develop the creative assets inline with the Target identity, implement web-based functionality for lookbook creation and content sharing across social media channels, integrate product metadata through the Target API, and provide analysis and recommendations for future enhancements.

## Project Deliverables

Citizen Made proposes to design and develop solutions that meet the following specifications:

- Mobile application design
- Physical product recognition to integrate with digital product information
- Photo integration into lookbook
- Share functionality integrated with Pinterest, Twitter and Facebook
- Lookbook + product personalization data integration within Target user accounts
- Product suggestion functionality based on user generated content
- Analysis, recommendations for future enhancements

## About the Project Development

We believe creative content is the currency of today's digital culture, and we've all begun to see shopping on mobile devices start to grow exponentially. If we coordinate these two experiences, we reveal a massive opportunity for community development and market growth. We're proposing a merger between accessible digital content to support commerce and compelling opportunities for user-generated content. This will be fun, and it will sell product.

Our team has deep experience in product development, particularly in responsive web design. Our work generally lives on a LAMP stack, and we love integration with third-party web-services. We've done a little work with product recognition software, and look forward to doing some additional work with technologies to capture information from physical space and complement it with data from a digital environment. Plus, Target is filled with interesting



opportunities to mix and match and create. We appreciate Target's commitment to good design. We're inspired to do more with it.

## Your Citizen Made Team

Your Citizen Made team represents over 20 years of combined product design and interactive development experience, a robust skill set and deep experience in developing effective, beautiful information solutions. Citizen Made was founded in 2011.

### Bryn McCoy, Software Engineer

Bryn McCoy, CTO and co-founder of Citizen Made, is unlike any developer you've met before. A software engineer and freelance designer of ten years, she is the epitome of a maker. Whether it's innovative software for the likes of IDEO and BMW, illustration and animation for lovable brand identity, art projects with her young children, or VJ gigs with Chicago's indie bands, there is never a moment when Bryn isn't working with ideas and artifacts, or found sketching with a notebook in tow.

### Rachel Brooks, Business Strategist

Rachel Brooks is a technology entrepreneur and digital strategist for brands and software companies. As a co-founder and CEO of the Chicago-based technology company Citizen Made, which is an eCommerce tool for product customization, Brooks manages business and product development with a team of engineers. Described as "visionary" by Stanford professor & Business Week technology columnist Vivek Wadhwa, "her vision is as forward reaching as CEO and co-founder of Facebook."

Recently completing the Google-sponsored NewME Accelerator in San Francisco, designed for high potential technology companies and their founders, Brooks' work with Citizen Made is cited as the potential catalyst for mass customization, bringing innovation to manufacturing & supply chain management. Brooks' strategy work reaches notable brands such as Got Milk? and Reebok.

### Karen Lee, Creative Director

Karen is an Associate Creative Director at VSA Partners. She has helped create industry-leading mobile and web sites for clients such as Nike, IBM and Burberry. With 10 years of experience in interactive design, she has worked with companies such as R/GA, Razorfish, and frog design.

## Thank you for your consideration

Thank you for including Citizen Made in consideration for your accelerator. Progressive organizations have given us so much support to keep growing in design and technology. We are an inspired, dedicated team because of projects like the Co.Labs + Target Accelerator.