

1   Product	2   Demographic	3   Revenue Model	4   Unique feature	5   Brand message
Note-taking app	Knowledge workers	Subscription	Bi-directional linking	All-in-one workspace
To-do list	Students	License	Searchability	Think better
CRM	Managers	One-time	Language processing	Organize it all
Automation	Entrepreneurs		Team workspace	Fastest app
Read-it-later app	Writers			Remember everything
Calendar				



Product	Demographic	Revenue Model	Unique Feature	Brand Message
Sewing Guide	Beginner Sewers	One-Time Payment	Promote Stress-Reducing Techniques	Learn to sew with what you already have at home!
Personal Sewing Journey	Self-Taught Sewers	Subscription Access	Simple verbage, easy to understand for all skill-levels	Store your measurements for easy access
Recommended Materials	Children	In-Store Purchase	All-in-one-organization tools (storing measurements, inventory, etc)	Teaching resourceful creativity and techniques
Sustainability in Fashion	Students	Online Download		
Low/Zero-Budget Project Examples	Stay-at-Home-Parents			
Measurements Tracker	Home-Economics School Programs			

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This variant reads as a mini pamphlet or magazine. It could have several project ideas using commonly discarded or easy to find materials for children to use to make simple sewing projects, and allow them to develop an interest in sewing with a sustainable mindset.

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This variant is a more technically oriented product. A sewer using it for themselves would either need a tracker that can be edited or erased to grow with them, as well as a pamphlet to help them make the measurements they need.

Product: Notebook of many pages filled with pre-formatted measurements sheets, or a formatted notebook to allow users to decide what measurements to use, etc

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As a product aimed towards parents, this product would need to focus on sustainability. These sewing projects would need to focus on repurposing commonly found household materials into items the user or members of their family would use or wear, while also teaching some sewing techniques.

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This option is fairly close to my initial proposal. This product, a subscription service to a teaching app, would help beginner sewers to develop a resourceful mindset. In the beginning, even the smallest projects can be daunting, when you don't have even the most basic tools at your disposal. I would want to create an app that teaches users about what they can use instead of x materials for a project, and techniques for sewing that would make the process easier.

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This product would most likely be a PDF guide of my personal sewing journey, to give beginner sewers inspiration for their projects. It could detail how I learned to sew as a child, to learning to use my mom's sewing machine, to buying my own machine and using it to upcycle old and thrifted clothes and find my own personal style. Including a template to fill in your own measurements to print would make this product practical and usable after the first read as well.

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This sewing guide would look something like a lesson plan. As many schools turn to an online format, an online tool to integrate into lessons would be highly adaptable and usable. This product would most likely contain lesson plans and beginner tutorials, and also include a measurements guide.

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This guide would be a highly simplified guide to teach children about the reusability of textiles in everyday life. It would teach them how to repurpose old sheets, tshirts etc into items they could use or wear, preferably with hand sewing techniques or glueing. Instead of storing measurements, for this demographic, notepads aimed towards ideation and sketching would be preferable.