

Hello everyone, we are Uroma. We created this company due to some personal experiences my team has faced. As you know most men usually struggle to fit in, personally I suffered with this until last year where I made my own cologne giving me a sense of confidence and self-esteem.

I then realized that other HS boys like me may suffer from the same problem so that's why we didn't make it, we revolutionized it. So here's the product. This is the common cologne, barely used, usually doesn't have a great smell since it depends on the person.

So that's why we made a Personalized, Custom Made, Scent.

At Uroma we Believe that "Fragrance should be Personal, not Pre-made"

After hearing our problem statement, here's our method to our madness. Our plan is to give people like us an array of samples before ordering a cologne. They are able to customize and personalize smells online and test them out. We do multiple rounds of this. Eventually when they find a specific smell they want we ship it over. This lets our people stay connected with us and build customer loyalty. This is a very sleek and changeable design that is due for slight adjustments in the future.

Now for the Important part, How do we monetize this madness? We will charge 6.99 for 5 samples and 1.99 for each extra one. This gives us around 20c per unit of sample.

For the actual bottles where we make the real money would be charged at 42.99\$ for the 30ml bottle. This gives us around a 33\$ profit and the 50 ml bottle we will charge 60\$. This gives us a 44\$ operating profit.

Using this information we calculated our break even point to be around 6 months when we start selling. We estimated the cost to startup to be conservatively 1,500\$ to a liberal 3,100\$.