

Hypsterz



a platform for artists to monetize their artwork

The Problem



"Artists want to monetize
their artwork at scale
with ease"

The Solution

"An online marketplace for artists to sell their designs, on Print-on-Demand products"



Artists upload designs and set up **shop**



Our algorithm **curates** products to customers



Artists get **paid** & products are **delivered**

Value Proposition



1

Market Advantage

No cost business opportunity for artists



3

Personalised Products

Buyers can customize existing designs

2

Design Portfolio

A platform for artists to create and display a portfolio of their designs



4

Wear to Express

Fashion as a medium of showing your beliefs and passions

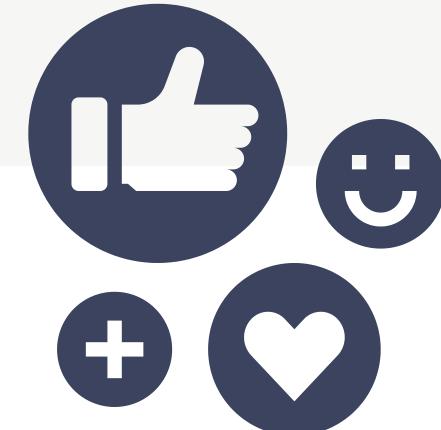


Unique Selling Proposition

Free
marketing



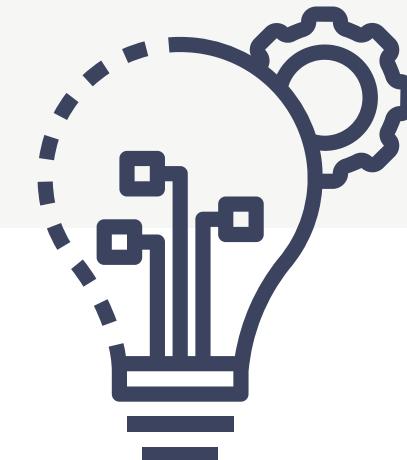
Community building
through Social Media-
like Interface



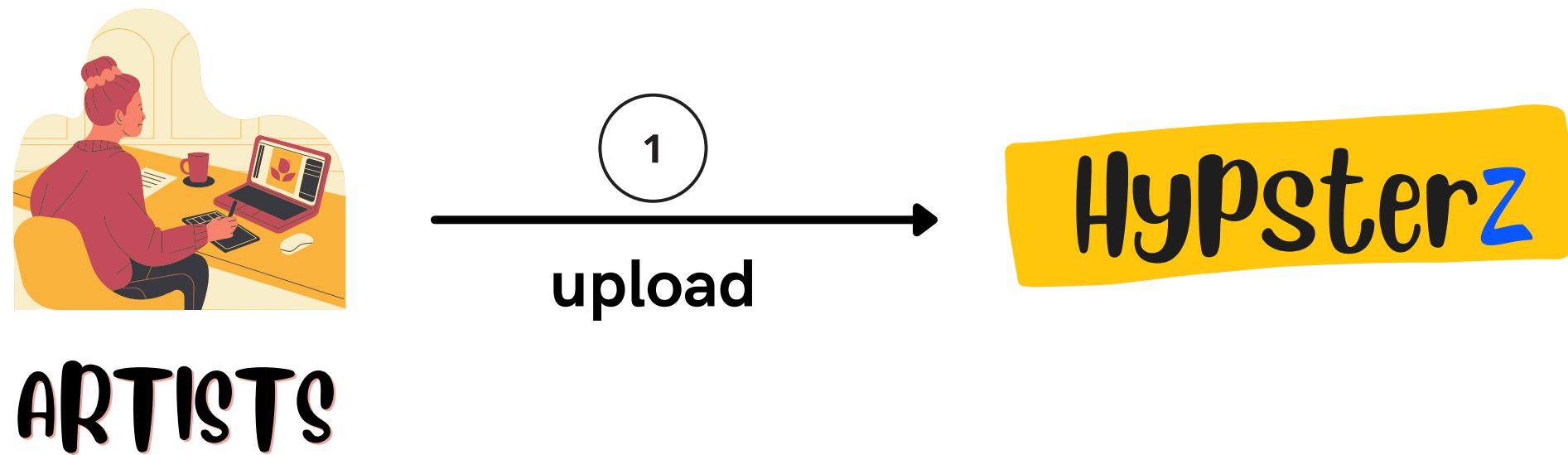
Unique designs &
premium quality



Leveraging data for
creating better designs

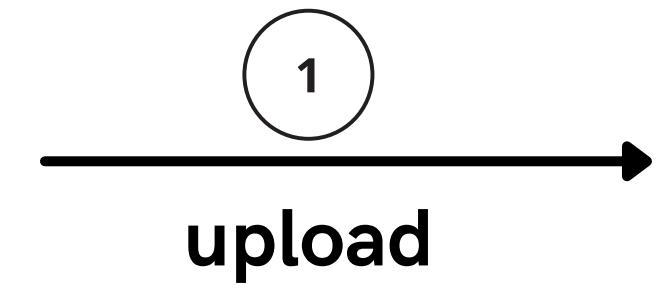


How it Works

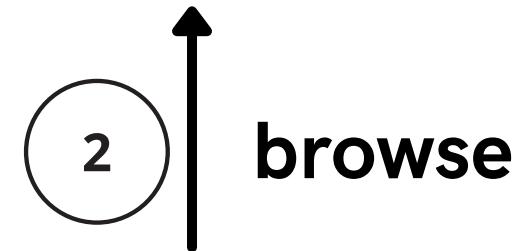




ARTISTS



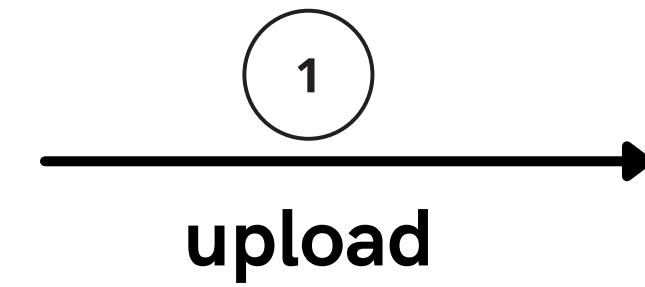
Hypsterz



CUSTOMERS



ARTISTS

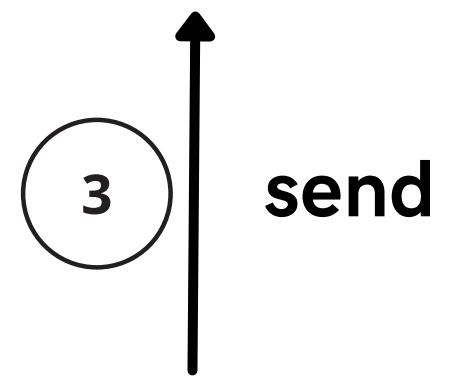


Hypsterz



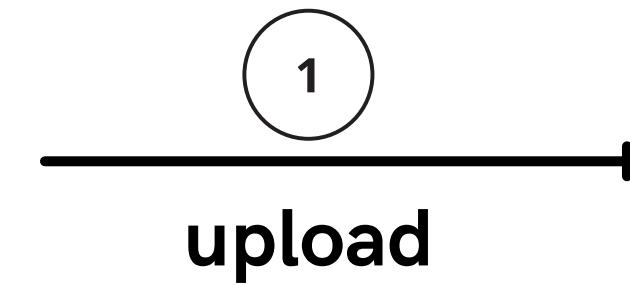
CUSTOMERS

MANUFACTURER





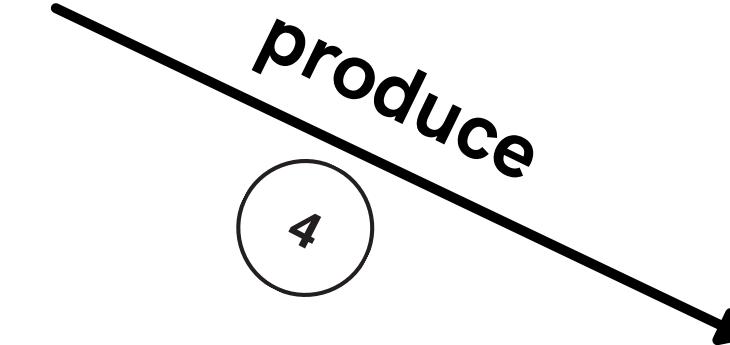
ARTISTS



Hypsterz

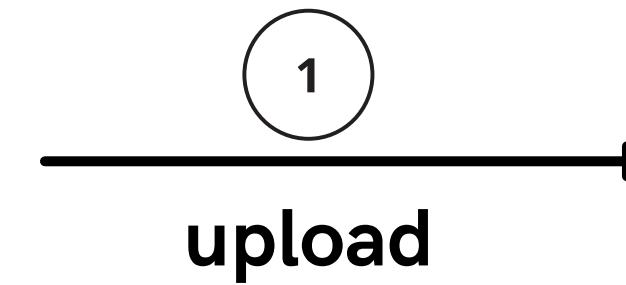
CUSTOMERS

MANUFACTURER



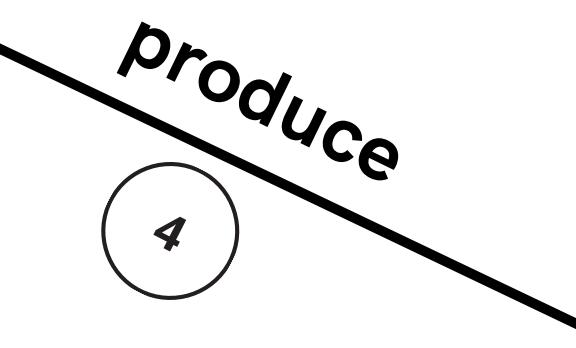
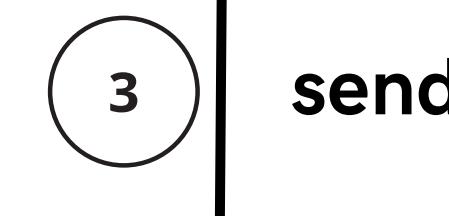


ARTISTS

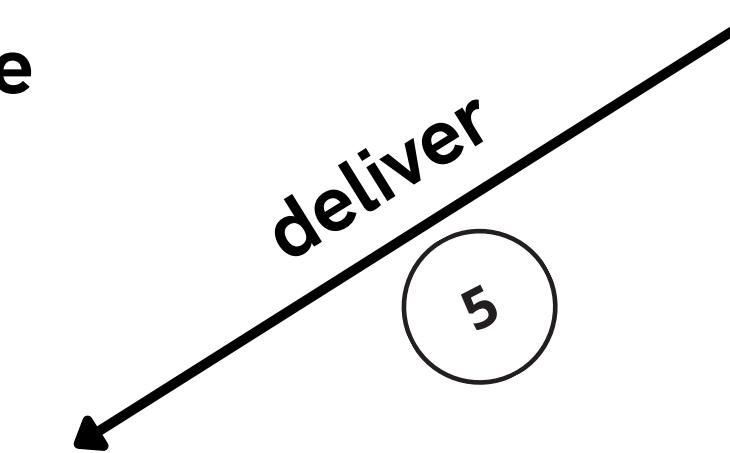
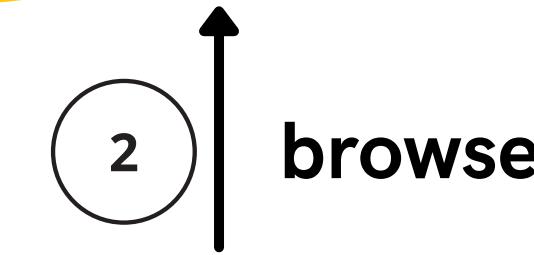


Hypsterz

MANUFACTURER

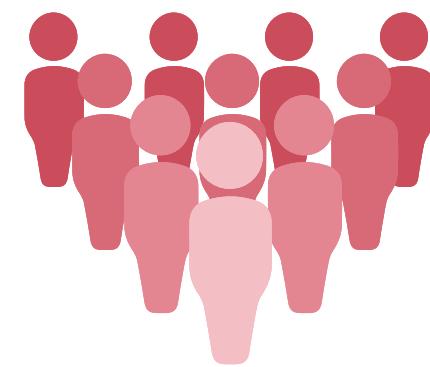


CUSTOMERS



Market and Opportunity

The initial focus will be to establish presence in the metro cities of India



140 M

Total Available
Market



1.6 M

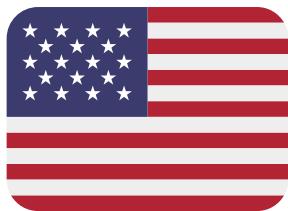
Target Website Visits
(Year 1)



20 K

Target Orders
(Year 1)

Competitors



₹41k Cr
\$550 M



₹80 Cr
\$10.3 M



₹210 Cr
\$28.33 M

Competitor Analysis

FEATURES	REDBUBBLE	The Souled Store	Bewakoof®	Hypsterz
Print on Demand Products	✓	✓	✓	✓
Affordability		✓	✓	✓
Monetization for Artists	✓			✓
Personalization on Products		✓		✓
Social-media like interface				✓

Product Demo

The screenshot shows the homepage of the Hypsterz website. At the top, there is a navigation bar with links for HOME, ABOUT, and CONTACT US. On the right side of the navigation bar are icons for search, user profile, notifications (with a count of 10), a menu, and a blue button labeled "GO TO SHOP". Below the navigation bar, there is a horizontal menu with categories: Clothing, Gifts, Accessories, Masks, Phone Cases, Home & Living, Wall Art, and Check Out Art. The main content area features a section titled "Discover New Arrivals" with four art prints displayed in a row. From left to right, the art prints are: "Butterflies on Loose" (a black background with butterflies and stars), "Lonely Bear" (a bear in a purple forest), "Flowers on Bloom" (a colorful mandala-like pattern), and "Ray of Hope" (a blue light beam against a dark background). Each artwork has a caption below it and three interaction icons (heart, speech bubble, arrow) to its right.

HOME ABOUT CONTACT US

GO TO SHOP

Clothing Gifts Accessories Masks Phone Cases Home & Living Wall Art Check Out Art

Discover New Arrivals

Butterflies on Loose

Lonely Bear

Flowers on Bloom

Ray of Hope

Hypsterz

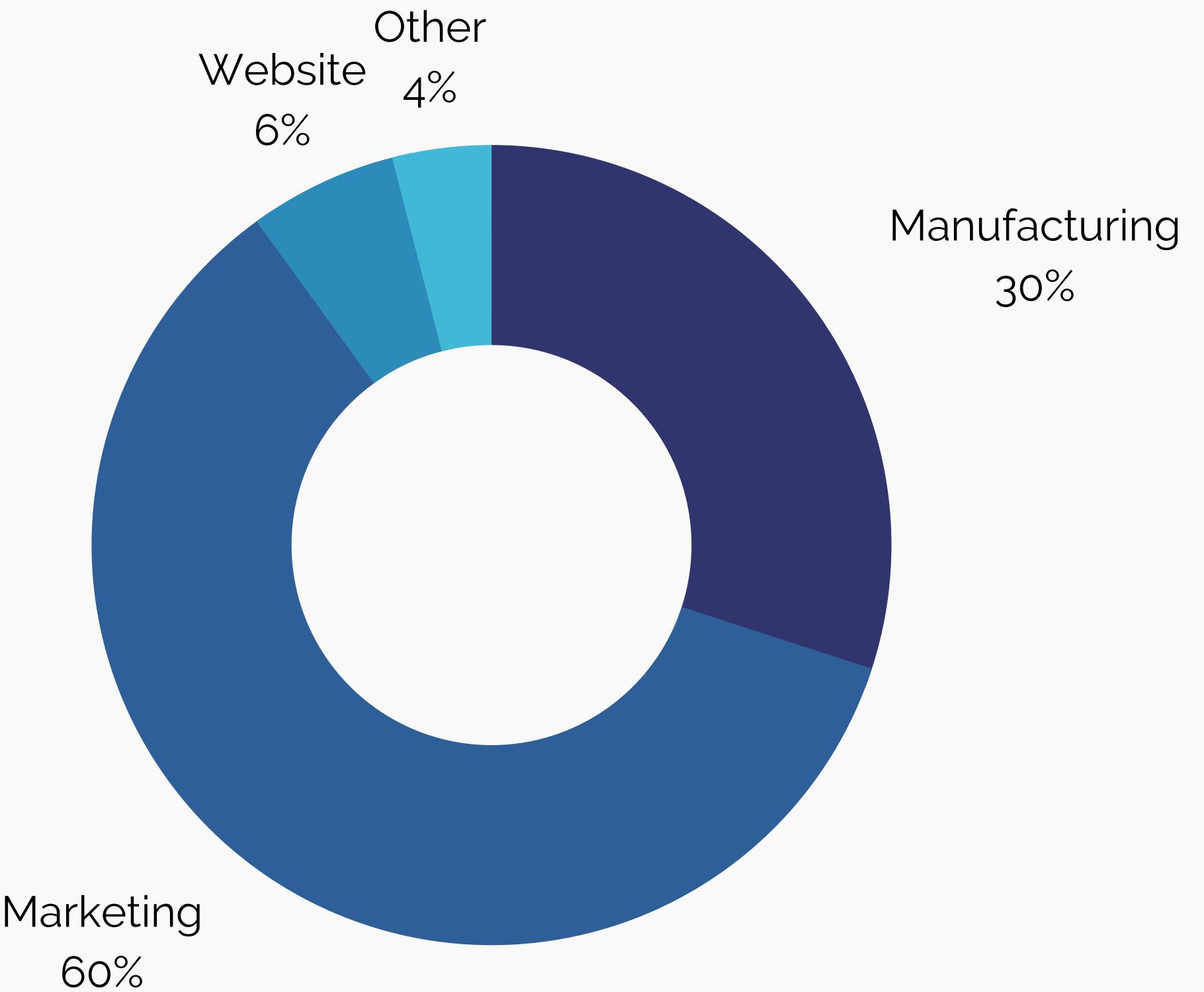
Traction/Milestones

	Entry (Year 1)	Expansion (Year 2)	Branding (Year 3)
Products	Tshirts and Hoodies	+ 5 new products	> 15 products
Artists	1k	3k	7k
Orders	20k	100k	300k
Delivery	10 metro cities	40+ cities	All major cities
Partnerships	-	Lucrative incentives for artists Scaling - more manufacturing partners	Partnering with celebrities for brand promotion
Additional Revenue stream	-	Prime memberships to customers through subscriptions	Provide designing solutions to corporates Start premium category

The Ask

6 Crore INR (800,000 USD)

- We are looking for seed funding for the first year
- Board of advisors for leadership guidance
- Mentorship for e-commerce and marketing





Smruti Shirodkar

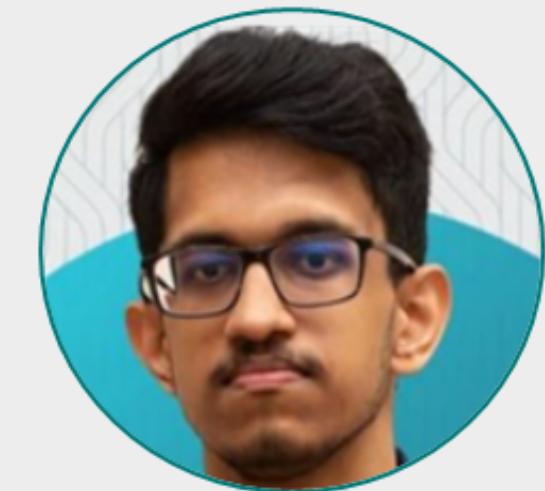
Product Design &
Operations



Logesh Kumar G

Technology Expert,
Data Science & AI

Meet The Hypsterz



Joseph Ben

Finance and Design



Lakshmi Naraayani

Market Research



Arunima Mor

Digital Marketing,
Data Science & AI

Thank You!

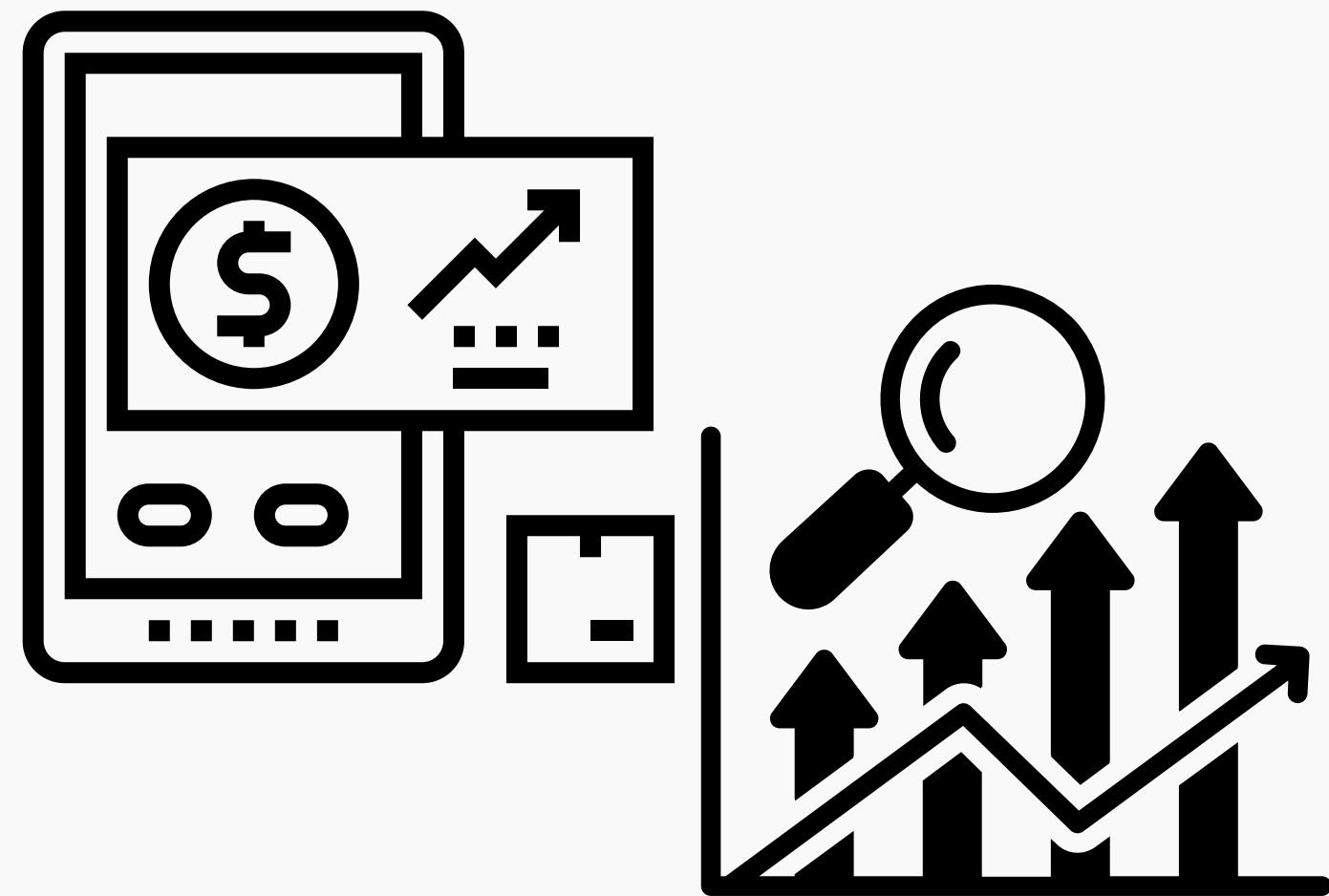
Any questions?



Appendix

Technology

- Recommendation system
- Demand forecasting
- Trend analysis for designs
and products



Financial Projections

The cost includes manufacturing, web development, marketing and other expenses

	Year 1	Year 2	Year 3
Manufacturing Cost/Unit	₹500	₹550	₹600
Total Cost	₹32,410,000	₹134,365,000	₹312,001,000
Total Revenue	₹16,456,000	₹86,768,000	₹242,950,400
Orders	20570	108460	303688
CPA	₹1,070	₹738	₹527

Future Goals

Apart from the roadmap defined, we aspire to achieve the following as the business scales

- Sign Contract With Top Artists
- Partner with brands for licences
 - Media: Netflix, Amazon Prime etc
 - Merchandise brands: Disney, Sony
 - Sports clubs: ManU, CSK
- Physical Retail Stores in selected cities
- Kids segment (4-15)

Interview Insights



Vishal Das

"A platform which is an all in one solution of Adobe Stock, Behance and Chumbak will be groundbreaking."



Abel Leslie

"A hassle-free selling platform where I can share the products within my social circle."

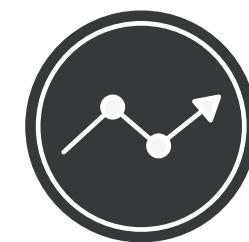
GTM

TARGET MARKET



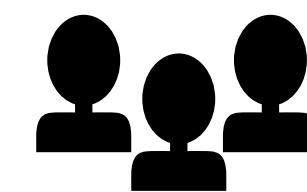
- Artists who want to monetize their artwork
- Customers who want to buy merchandise that are different (age group:16-35)

THIRD PARTY COLLABORATION



- To collaborate with small scale manufacturers and delivery partners for production and delivery

MARKETING CHANNEL



- Digital marketing - Buzz and viral, Social Media ads
- YouTube ads