

# LaunchPad Central

## Key Partners

School of Art  
Institute

Columbia College  
Chicago

Parsons

FIT New York

HR Depts. in  
Fashion Industry

HR Consultants  
specialized in

Kent State  
University

Fashion Business

## Key Activities

Onboarding  
designers on to

Software  
development with

Raise \$100K in  
the first year and

## Key Resources

Advisory Board  
members

Kickass dev team

Industry contacts

Access to

## Value Proposition

Thimble gives  
buyers a way to

Thimble allows  
designers to

Thimble matches  
designers and

## Customer Relationships

Attending  
fashion

Connections at  
fashion schools

Social media

Email marketing

## Channels

Thimble webapp

Social media

## Customer Segments

Aspiring  
independent

Fashion Brands  
looking for talent

Boutiques(stores/  
who have two or

Retail  
Stores(Target,

Magazine  
Publishers(Vogue,

## Cost Structure

Amazon Web Services, Other subscription based IT  
tools(Heroku addons like Postgresdb, Cloudinary, SSL

Salaries for Employees

Customer acquisition fees, marketing costs  
associated with acquiring customers(eg: Professional

## Revenue Streams

\*\*\*\*\* Phase I - User Acquisition

Freemium model - Free for all

\*\*\*\*\* Phase II - Monetization

