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 Buyers

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 Relat

Attending fashion

Connections at fashion schools

Social media

Email marketing

Channels

Thimble webapp

Social media

Customer Segm

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