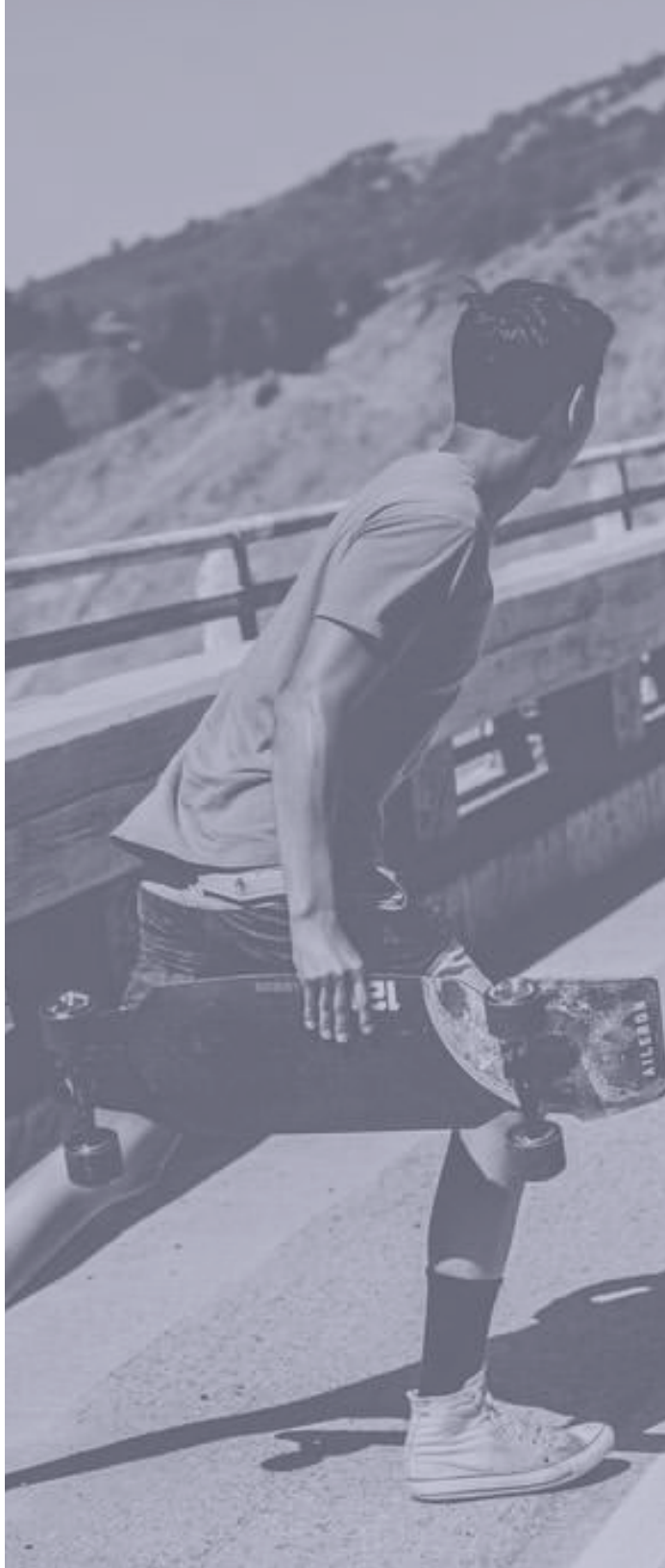




121C CARBON FIBER BOARDS

a pitch deck

MISSION and VALUES



COMPANY PURPOSE

121c Pure Carbon Fiber Skateboards was incorporated in 2015 to increase the quality and efficiency of its mainline business of providing a durable skateboard that can withstand extreme conditions and weight while also being eco-friendly.

MISSION

To solve the problem, 121c Carbon fiber boards have built light-weight skateboards from material upcycled from the production of rockets that appeals to the requirements of college students and young professionals.

LOCK + KEY



THE LOCK

- young, environmentally-conscious professionals looking for a durable skateboard that will survive everyday wear and tear as well as water damage
- a light skateboard for the on-the-go target market



THE KEY

- a skateboard made from carbon fiber that is not only stronger, but also lighter than other skateboard decks
- a skateboard upcycled from the scraps of material used to make rockets

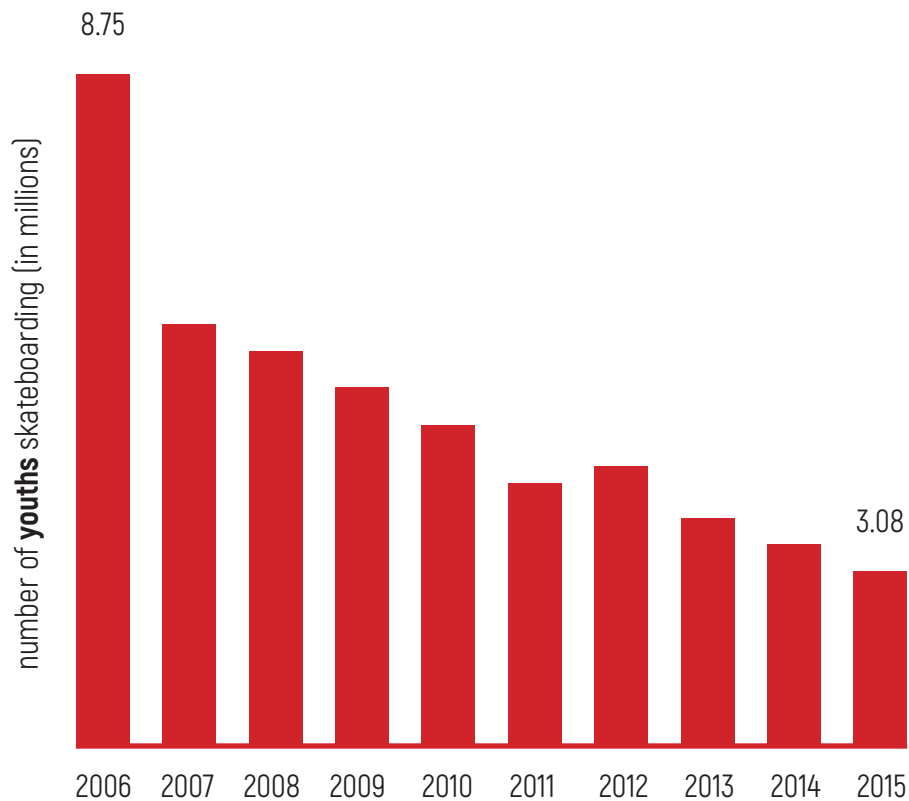
TARGET AUDIENCE

TECH-SAVVY EARLY
ADOPTERS

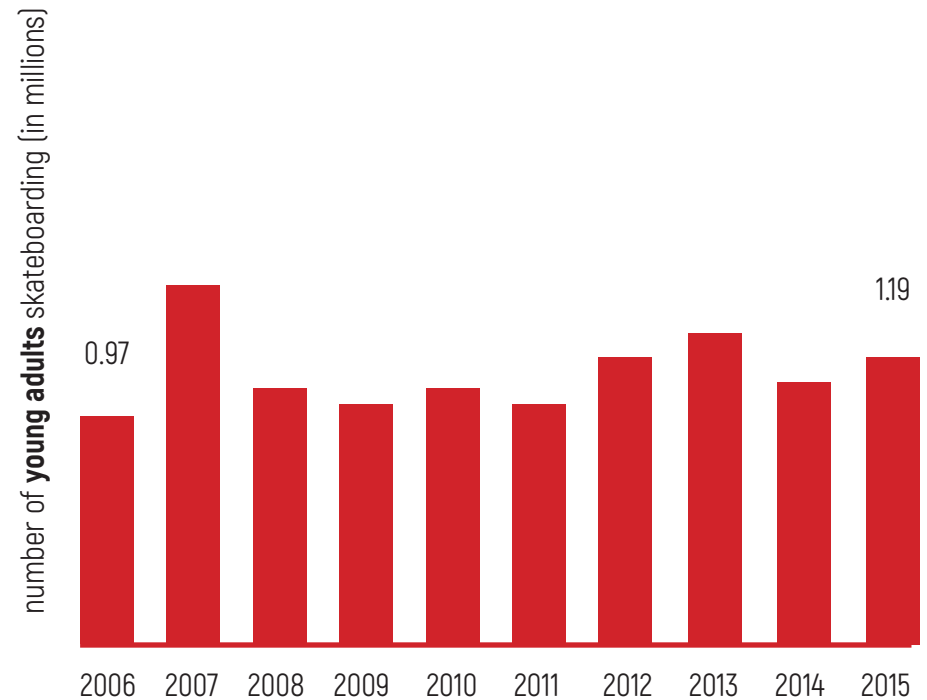
YOUNG
PROFESSIONALS

COLLEGE
STUDENTS

YOUTHS SKATEBOARDING: 2006-2015



YOUNG ADULTS SKATEBOARDING: 2006-2015



MEASURABLE GOAL



SALES GOAL: \$529,311.32

Based on the history of the sales made by 121c, their market is expanding by 1.92%. Sales have risen from \$62,048 in 2015 to \$181,271 in 2016. 121c carbon fiber boards are expected to make sales of about \$529,311.32 in the coming two to three years.



INSTAGRAM GOAL: ~300 LIKES

121C's Instagram has, over this past year, an average of 129 likes per photo. We believe that through the right social media strategies, it can be increased to roughly 300 likes per photo by the next year.

COMPETITION

DIRECT



other high-end or carbon fiber decks and boards

ex. Santa Cruz Skateboards



electric skateboards

ex. Boosted Boards

INDIRECT



customers keeping the status quo

ex. customers not buying the boards and either walking, biking, or using their old boards

BRAND IMAGE and POSITIONING



CORPORATE IMAGE

Focus on high end production, maintain an eco-friendly image, push the self-starter and innovator image

POSITIONING

Position as a high quality, lightweight, and environmentally friendly carbon fiber board that provides young professionals with an ultimate riding experience.

MARKETING INFORMATION SYSTEMS

01

customer reviews on website

will provide valuable feedback on the product

02

follow up emails after purchase

will provide information about how the sales were conducted, if the customer was satisfied, etc.

03

track promotion codes used in online purchases

will show which promotions worked best for purchases

04

bit.ly for online promotions (videos, social media, etc.)

will show which promotions worked best for media content

DISTRIBUTION



CREATE A POP-UP SHOP

A pop-up shop will allow potential customers to test out various models of 121C boards

The temporary structure will provide this function while also cutting out the necessary costs for rent, interior decor, etc. needed for a brick and mortar store



SMALL SKATE/SURF SHOPS

Distribute to smaller skateboarding or surfing shops and retailers to let more of the world know about 121C!

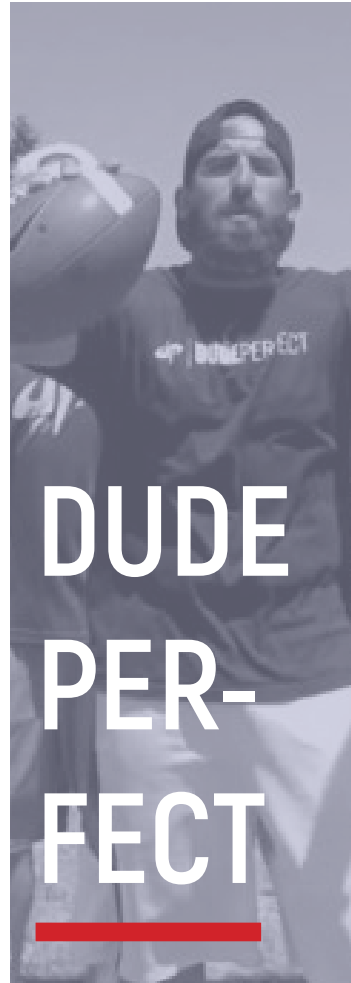
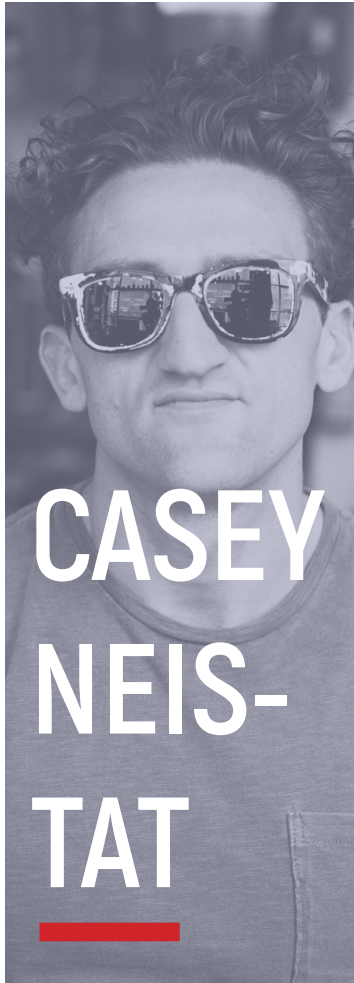
Ex. XTreme Boardshop, Venice Skateboarding Stuff, and CaliKites



OTHER UNIVERSITY BOOKSTORES

By distributing to other California university bookstores, such as UCLA, UCI, UCSB, 121C will be able to increase the scope of their sales and broaden their market potential.

PROMOTION + YOUTUBE



Casey Neistat, a vlogger notorious for zooming around NYC on his Boosted Board, has an enormous following. If 121C's boards are featured on one of his daily vlogs, his 7 million subscribers will definitely see 121C!

The Slo-Mo Guys are notorious for doing things in slow motion. We thought it'd be interesting for them to test the strength of 121C in slow motion. This will open up 121C boards to their 9 million subscriber pool.

Dude Perfect utilizes various methods of transportation to get nearly-impossible trickshots. Imagine what trickshots they could get with 121C's carbon-fiber boards? Their 17 million subscriber following would definitely be interested in seeing that.

PROMOTION + PRINT AD EXAMPLE



For this print ad example, we primarily focused on the extreme lightness of the 121C boards and played with the theme of space, since its materials are the same ones used to build rockets.

We created the slogan “Made from rockets, built for roads” to further emphasize this theme.

LAUNCHING THE NEXT GENERATION OF CRUISERS

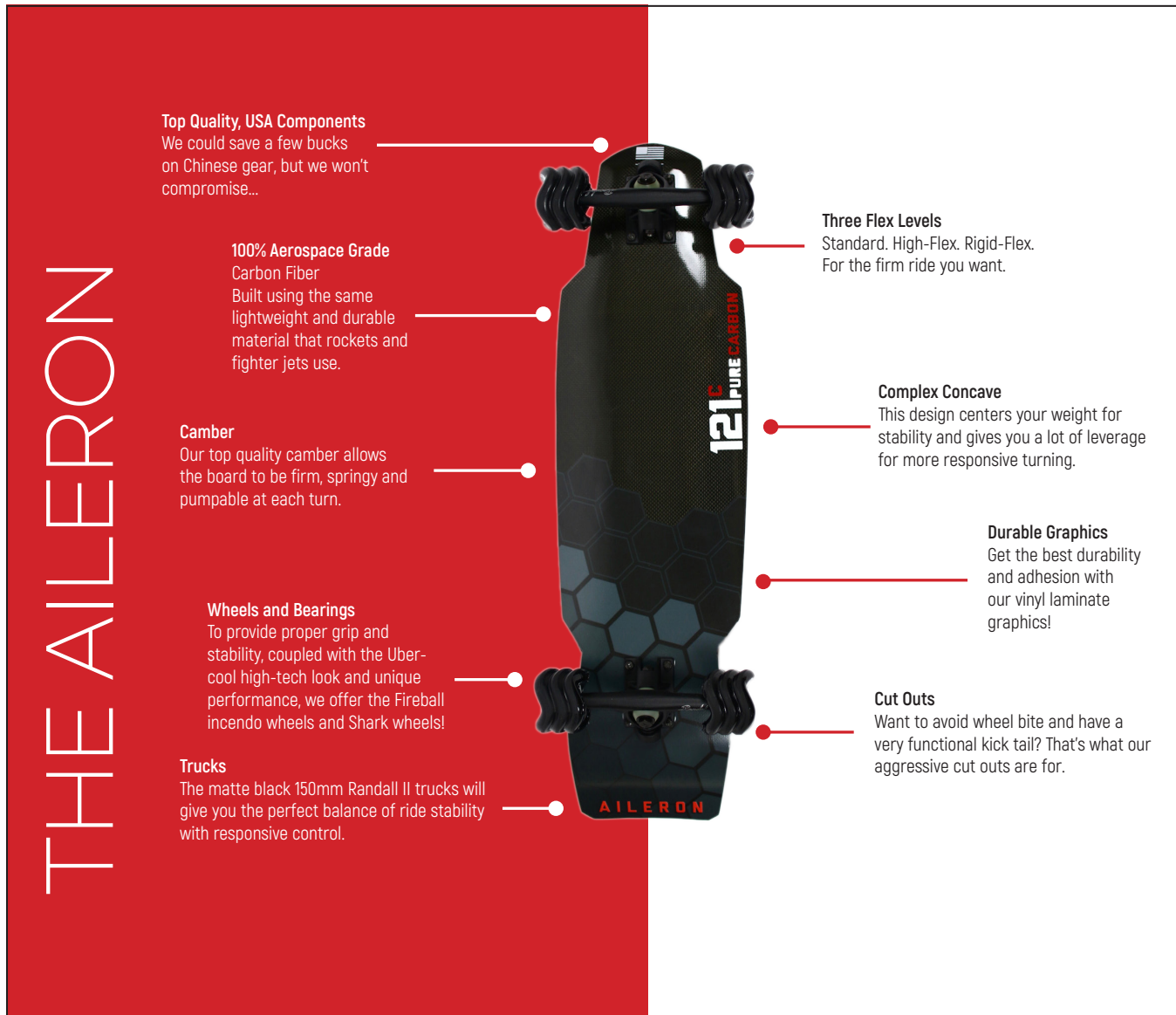
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For a ride out of this world, visit
<http://bit.ly/2oD80IY>

121C
PURECARBON
MADE FROM ROCKETS. BUILT FOR ROADS.

PROMOTION + WEBSITE DESIGN



A store with an Internet presence instead of a physical retail store space might earn \$100,000 per year or more in profit with comparable sales.

121C's current website already does a great job showing the product and its many benefits to the customer. Making it slightly easier to read and understand by using more infographics about the product, lifestyle photography, and updated typefaces, will attract more potential market targets to both the site and the products.

PROMOTION + WEBSITE DESIGN

LIGHTER TYPEFACE FOR MENU BAR

DUAL (300 weight)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890=-+/,.?[]\#@\$%^&*()!

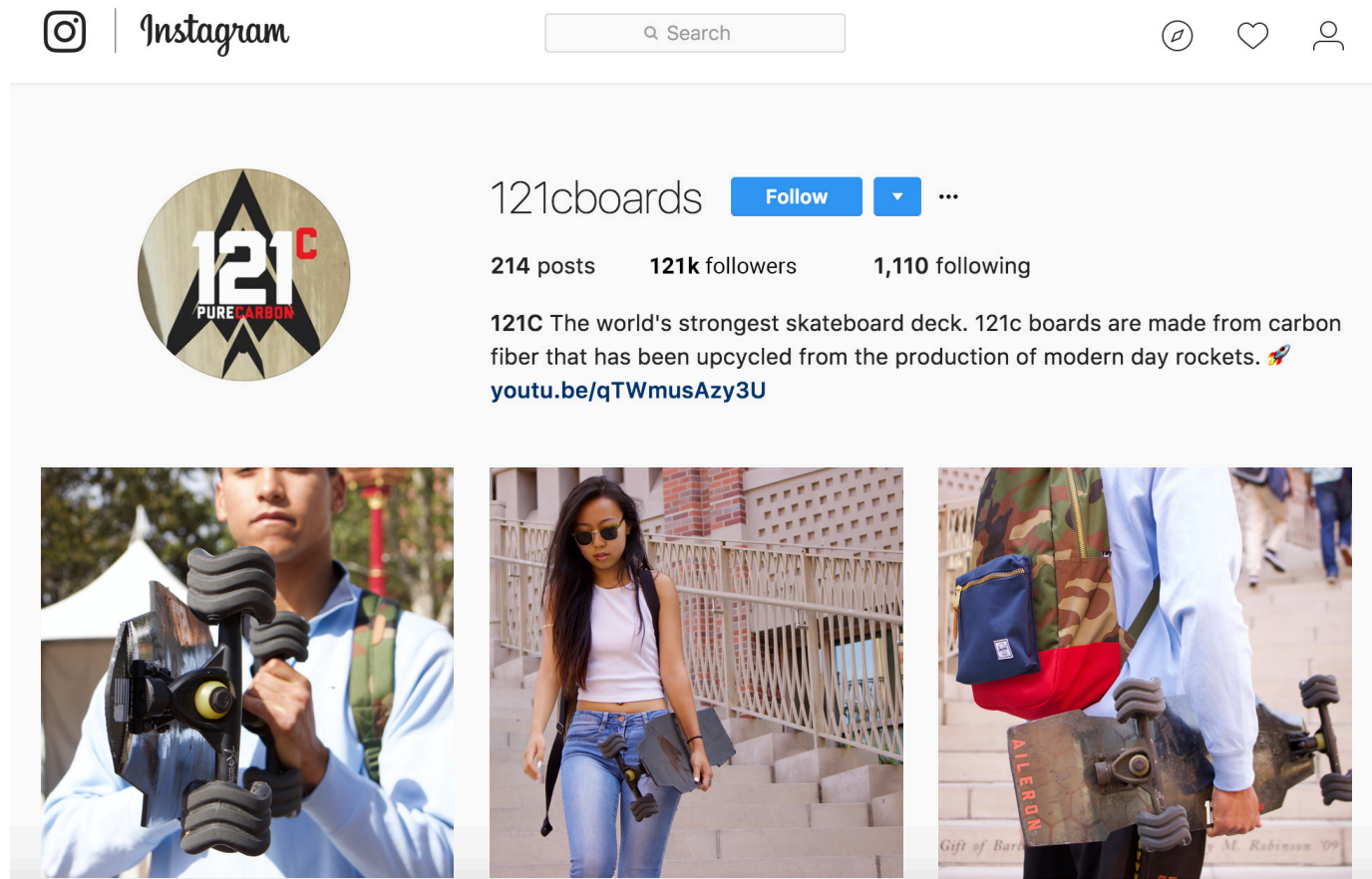
LIFESTYLE PHOTOGRAPHY



SOCIAL MEDIA ICONS



PROMOTION + INSTAGRAM



We noticed that many of 121C's older Instagram photos were primarily of the board, people using it, and shot with a DSLR camera. These posts garnered roughly 200 likes per photo.

We propose that 121C goes back to its roots with more lifestyle photography of the board and the various young professionals, millennials, and students that use it.

With this series of three, we paid attention to colors and framing, colors, and repetition.

There is an overall blue, gray, and red color scheme in the three images that tie them together cohesively. Also, the same boy is featured on either side of the girl, visually framing her.

PROMOTION + INSTAGRAM



121cboards

Follow

1,259 likes

21w

121cboards The future is in our hands
#121C

121cboards

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. .
. .
. .
. .

#vSCO #vscocam #121c #121cboards
#cruiser #skateboards #aileron #skating
#space #skateboarding #madeintheusa
#carbonfiber



Add a comment...



To increase SEO (Search Engine Optimization) and SEM (Search Engine Marketing) for 121C's Instagram posts, we propose that they use the delayed hashtag method.

This method consists of many dots and then any and every possible hashtag related to the photo so that users searching for certain tags will see 121C's image show up in their feed. The many dots ensure that the large number of hashtags will not be seen by the viewer unless they click the "see more" button. This maintains a professional-looking brand image.

PLANS FOR THE FUTURE

- 1 continue to develop online presence
- 2 eventually create an electric skateboard
- 3 create more youtube and instagram content
- 4 revolutionize the skateboard market.