



ORCHID

ORCHID IN COFFEE CUP

PERFECT DETAILS



What Is the Lego Blue Orchid?

Hi Sharks, my name is Zara and here is my partner Gia, and today I want to show you something creative, fun, and beautiful. This is the Lego Blue Orchid. It's a bright blue flower made completely out of building bricks.

It comes with its own stylish pot, and once it's built, it becomes a unique decoration for your home, office, or anywhere you want to add a pop of color. It's not just a toy—it's a relaxing activity, a long-lasting plant, and a great gift all in one.

What Problem Does It Solve?

Real orchids are beautiful, but they're also hard to take care of. If you water them too much or too little, they die. That can be frustrating, especially if you've spent money on something you hoped would last. The Lego Blue Orchid solves that problem.

It gives people the beauty of a flower without any of the work. You don't have to water it, give it sunlight, or worry about it dying. On top of that, building the flower is a calm, screen-free activity. In a world where most of us spend too much time on phones or computers, this is a fun, hands-on break that helps people relax and enjoy the moment.

How It Works

Each Lego Blue Orchid kit comes with everything needed to build the flower. That includes high-quality bricks in blue and green colors, a sturdy plastic pot, and simple step-by-step instructions. It takes about 45 minutes to an hour to put together. When it's finished, it looks great as a decoration on your desk, shelf, or table. There's no mess, no tools, and no stress. It's strong, it lasts a long time, and it always looks fresh.

Cost and Price

We sell the Lego Blue Orchid for \$29.98. Our cost to produce each one is about \$8.50, which gives us a healthy profit margin. This allows us to make money whether we're selling online or in retail stores.

We've priced it to be affordable for customers but still profitable for us. At under \$30, it's also a perfect gift price point—easy to buy for birthdays, holidays, or special occasions.

Target Audience

My target audience is kids and anyone who enjoys being creative and wants a fun, relaxing activity.

Someone needs the Blue Lego Orchid because life is busy and stressful, and this gives them a peaceful, hands-on activity that helps them relax—and they'll love it because it's fun to build, never dies, and adds a pop of beauty to any room.

Competition

There are other Lego flower sets out there, and some include many different flowers like roses, sunflowers, and tulips. But what makes the Lego Blue Orchid special is its focus. It's not just a bunch of flowers in a mix—it's one bold, beautiful piece. The bright blue color stands out, and the orchid shape feels modern, calm, and elegant.

It comes with its own pot, so you don't have to buy anything extra or figure out how to display it. It's also faster and easier to build, which makes it perfect for beginners, busy people, or anyone who just wants a relaxing, one-sitting project. While other sets feel like a bunch of small parts, this feels like a finished piece of art. Simple, bold, and beautiful.

The Need for the Orchid LEGO Set

Someone would want to get a blue Lego orchid because it's something fun to build, calming to work on, and beautiful to look at when it's done. It's a flower that never fades, never needs water, and always looks perfect. People like it because it stands out—the bright blue color is eye-catching and different from regular flower colors.

It also makes a great gift for birthdays, holidays, or even just to cheer someone up. Building it gives you a break from screens, lets you be creative, and when you're done, you have a cool decoration that lasts forever. It's not just a toy—it's a little moment of peace and creativity.

Instagram Post #1

Caption:

Tired of flowers that fade? Build one
that lasts forever. 🌸

Our Blue Lego Orchid is the perfect
mix of calm, creativity, and color.

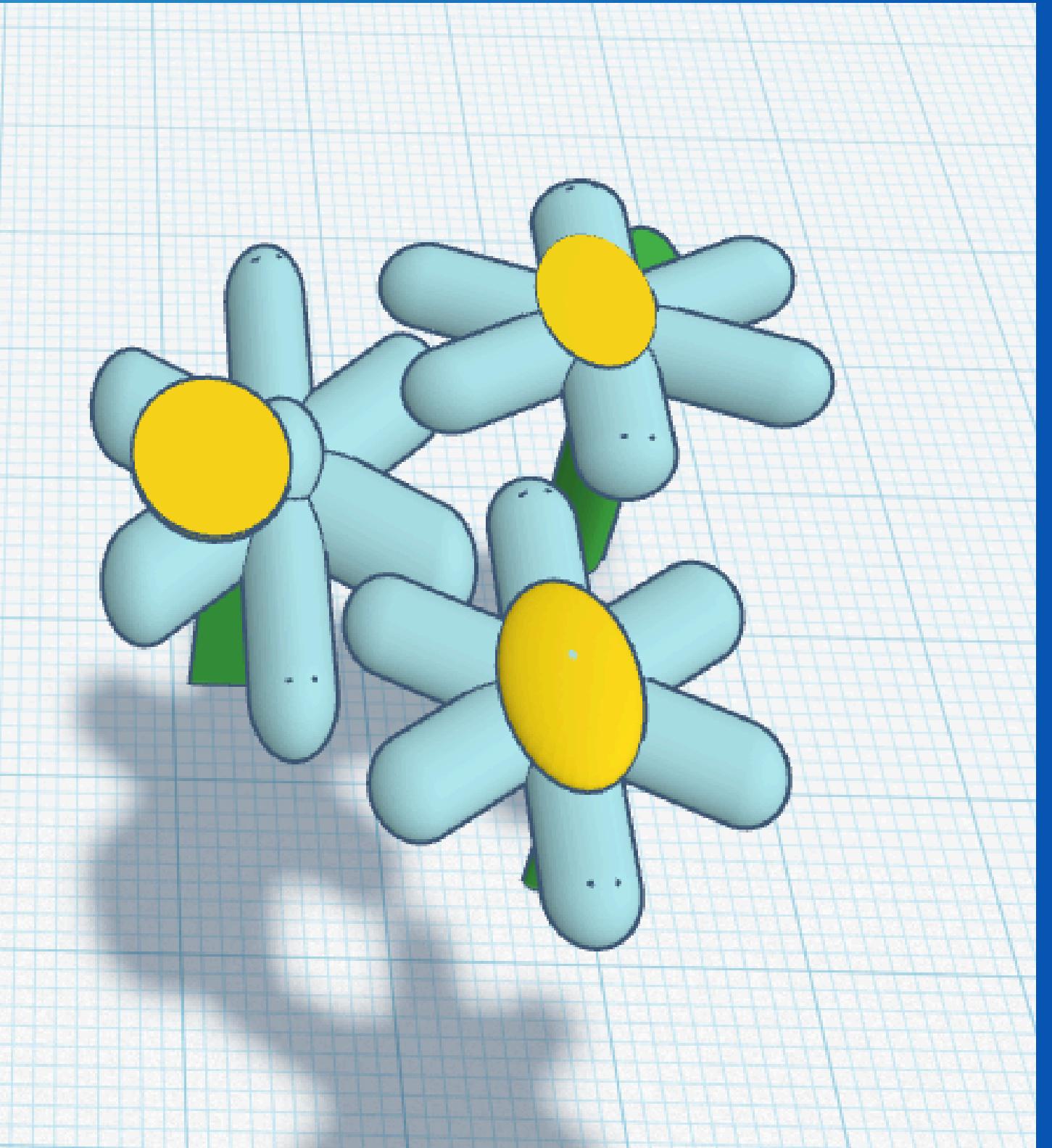
No watering, no wilting, just beauty for
only \$29.89.



Flyers



Here is our 3D model
of the blue orchid
LEGO set (we made
it on Tinkercad).



How We'll Make Money

We plan to sell the Lego Blue Orchid in two main ways: online and in stores. Online, we'll use our website, Amazon, and Etsy. These platforms will help us reach people who love Legos, flowers, crafts, and gifts. We'll use social media ads, short videos, and influencer posts to get the word out.

We'll also sell through retail stores like Target, Michaels, and gift shops at museums or botanical gardens. These places are great for impulse buys, especially during the holidays. By selling both online and in stores, we can reach more customers and build a strong brand.

Why I'm Here

Sharks, I'm asking for \$50,000 for 20% of my company. I'll use your investment to buy manufacturing facilities, run online ads, and build relationships with retailers.

With your help, I believe we can take the Lego Blue Orchid from a small idea to a big business that brings beauty and creativity to homes everywhere.

Final Pitch

The Lego Blue Orchid is more than just a flower. It's a fun project, a beautiful decoration, and a gift that never dies. It's perfect for people who want something creative and calming—and it always makes people smile. So Shark, who wants to help me build something amazing, one brick at a time?

THANKS