



TattooVoice

Bringing memories back to life



Executive Summary

- What does your business do?
 - We let people relive memories using tattoos and technology
- What market does your business solve?
 - We focus on people that want an unique and emotional tattoo

- Why will our business succeed
 - Tattoos are popular these days, it's unique and nobody will have the same tattoo, easy to use app, and never seen before.

How much capital do we need?

- We're thinking about 200 000 +- euro to start up our business



ABOUT US

- **We are a small team...**



...with big ideas.



COMPANY OVERVIEW

- What business ideas does your company have?
- What goals is your company trying to



- We are bringing memories back to life using tattoos and our app.

We want to give people an unique way to relive a memory.



MARKETING PLAN

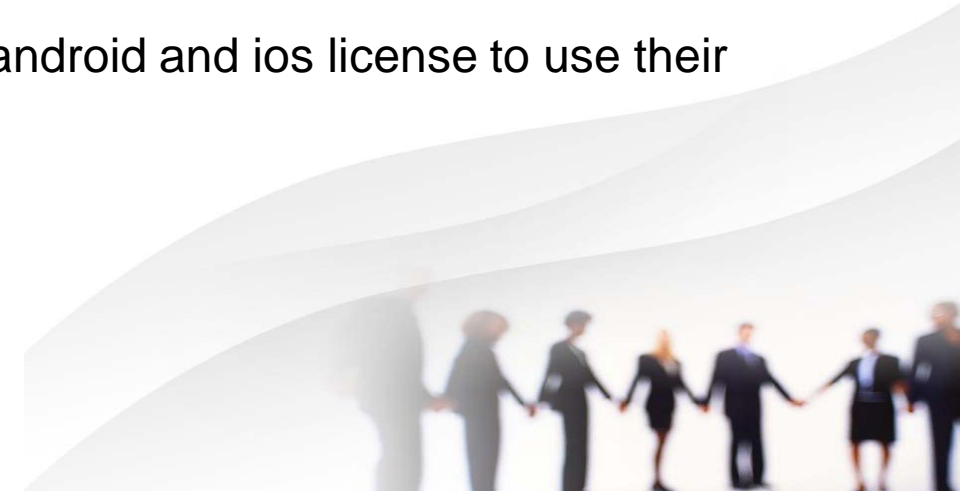
- Products and Services

- Our product is an app that scans your tattoo and plays the voice message that you can always carry with you in an easy to use interface.



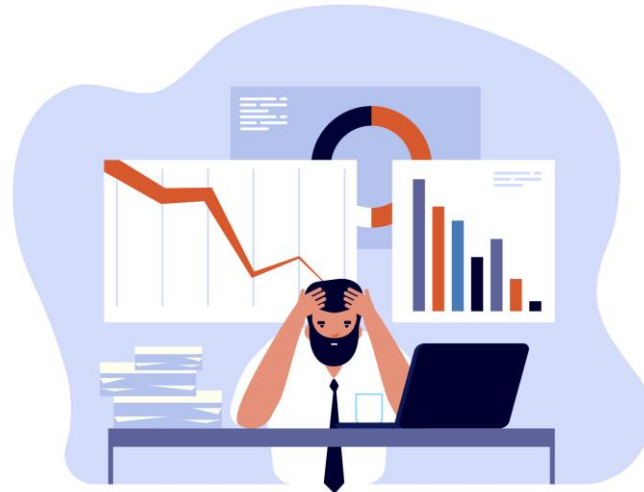
- Branding and Promotions Plan

- We will use popular social media apps and pay well known influencers to promote our product.
- And work together with local tattoo artists to help spread the word of our product.
- Getting an android and ios license to use their app stores



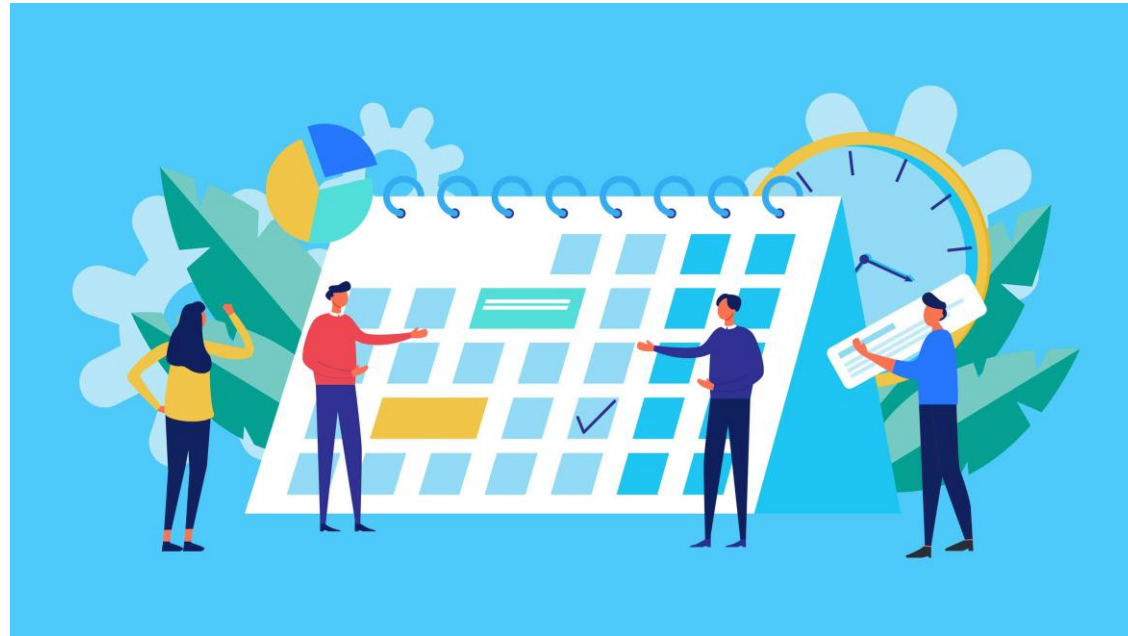
CUSTOMER ANALYSIS

- **Customer needs:** 'An unique tattoo that helps them relive a memory'
- **target customer profile:**
 - People that want an emotional tattoo that will help them remember their memory



OPERATIONS PLAN

- key operational process:
 - A daily influx of financial gain and a steady amount of daily users.



Management team

- Management team members:

- Anton/programmer,
- Codrin/executive director
- Petar/Head of financials
- Milan/programmer,
- Ayse/Head of design
- Francisca/director
- Vaness/head of marketing
- Raluca/graphic designer
- Nadia/ graphic designer

- Management team gaps:

- programmers
- graphic designers
- marketing manager



Financial plan

Revenue model:

Tattoo artists will pay us to appear on our app in return they will get more customers and revenue back.

People can also donate to us to keep this project going.

Key assumptions:

If our app gets popular more and more tattoo-artists will want to appear in our app using it like an advertisement boost, thus creating more profit.

Funding requirements: we want a funding of 200 000 euro this will mainly be used for paying our programmers, graphic designers, along with that we want to get advertisement going so our product gets out there and to pay for our licences (android and ios) lastly to keep our app on the servers.

