Investment proposal for Bloom

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A Small Revolution in a Cup of Coffee

BLOOm!

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01

Business Overview

A small revolution in a cup of coffee

A brand that believes green living is **more than an ethical choice**

and can become an **everyday pleasure**

BLOOM!

Key Partners

- Influencers
- 3D Printing Services
- Eco-friendly Material Suppliers
- AI Developers
- Collaborating Brands
- Social Media Platforms

Key Activities

- Product Design & Development
- 3D Printing Cup Holders
- Marketing & Content Creation
- Customer Interaction & Feedback
- Sales & Distribution

Key Resources

- Gen-AI for Design
- Eco-friendly Materials
- 3D Printers
- Influencer and Brand Partnerships

Value Propositions

- Eco-friendly Cup Holders
- Customizable Designs
- Affordable and Durable
- Fun Environmental Messages
- Sustainability Education

Customer Relationships

- Personalized Chatbots
- Social Media Engagement
- Feedback Loops
- Collaboration Events

Channels

- Official Website
- Instagram
- 29cm
- Pop-up Stores

Customer Segments

- Eco-conscious Gen Z
- Coffee Enthusiasts
- Sustainable Corporations
- Fashion-forward Consumers

Cost Structure

- Production Costs
- Marketing Expenses
- Service Fees
- Operational Costs

Revenue Streams

- Direct Sales
- Advertising Collaborations

Jieun Shin
Creative Director

Role:
Overseeing all creative projects and ensuring brand consistency

Responsibilities:
- Leading the use of Adobe tools for design and content creation
- Negotiating with key partners to secure collaborations and resources
- Producing high-quality Card News to engage and inform the audience

Chanmin Yoon
Content Strategist

Role:
Developing and managing content strategies to enhance brand presence

Responsibilities:
- Producing detailed and informative Product Journals
- Utilizing Image Generation tools to create compelling visual content
- Creating engaging video content such as Reels to increase audience engagement

Hyunwoo Kim
Data Analyst & AI Developer

Role:
Analyzing data and developing AI models for strategies

Responsibilities:
- Developing advanced GPT models to improve customer interactions and content generation
- Analyzing key performance indicators to measure and improve business performance
- Producing insightful Product Journals that leverage data analytics

Seunghan Park
Multimedia Specialist

Role:
Creating and managing multimedia content to enhance brand storytelling

Responsibilities:
- Producing creative and viral Memes to increase brand visibility
- Creating engaging video content such as Reels to attract and retain audience interest
- Utilizing Audio Generation tools to produce high-quality audio content for various platforms

Demographic Segmentation + Psychographic Segmentation

Age Range : 20s to 30s

Occupation : Students, young professionals

Lifestyle : Trendy and low-waste living

Values : Prioritize environmental friendliness and social responsibility

Personality : Strong desire for self-expression, seeks humor and fun

Interests : Active on social media, visiting cafes, watching videos (e.g., YouTube)

Define specific customer segments

1. University Students

University students aged 20 to 27, representing Generation MZ, are creative and individualistic. They use social media frequently. They like to have their own unique items.

2. Young Professionals

Early career young professionals, aged 22-33, are frugal and interested in practical products. They are environmentally conscious and value social responsibility.

3. ECO-consious people and Influencers

Eco-conscious people come in all ages, and they're all about ethical consumption. They are willing to buy eco-friendly products, even if the price is a bit higher. They want to share trendy and meaningful products with others.

Customer Journey Map

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Profile

Kim So-yeon(22)

Occupation

University student (Junier)

Hobbies

Being active on social media, DIY making, visiting cafes

Objectives

Express Unique Style: She wants to express her individuality and unique style through her choices.

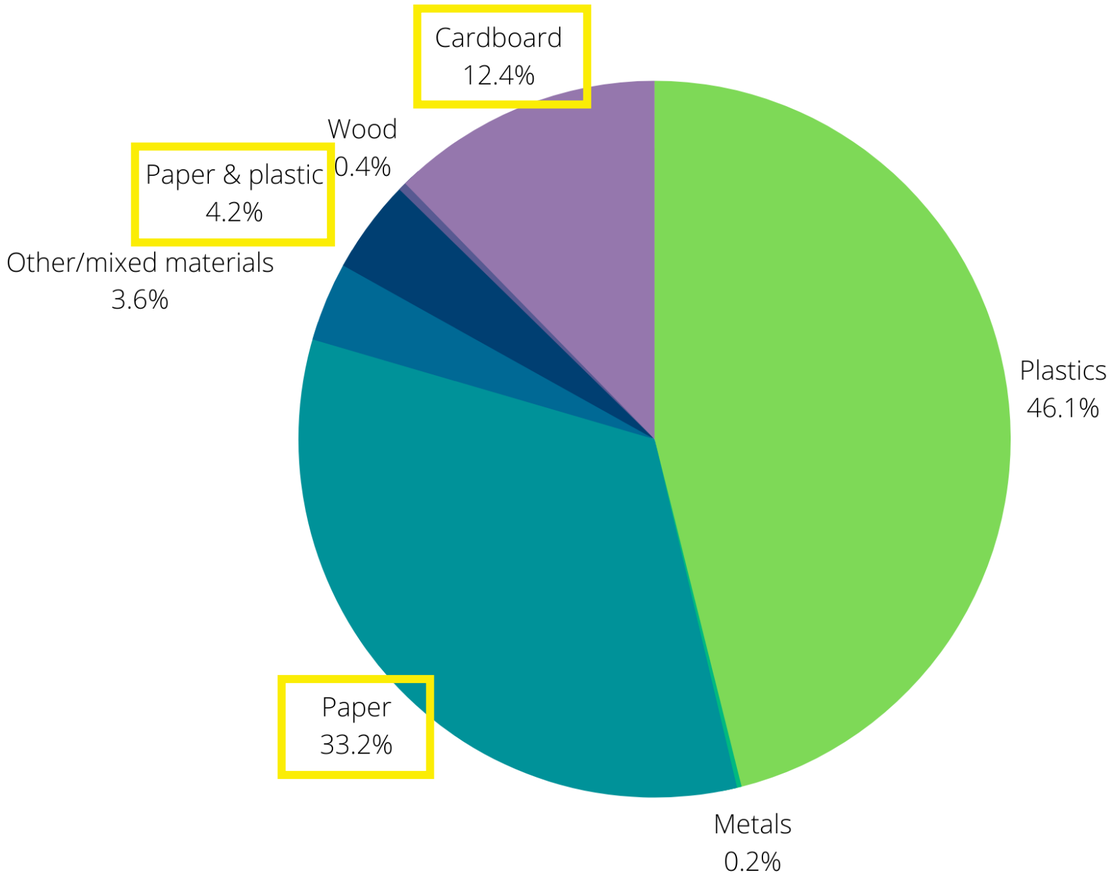
Requirements

Affordable price, Eco-friendly materials, Convenient to use

Pain Points

Limited Variety: There is a limited selection of products to choose from, restricting her options.

	A Day in So-yeon's Life	Practicing Sustainable Living	Discovering Bloom	Product Review
Experience	• Living in Seoul, 22-year-old university student So-yeon is a design major, busy with new ideas and creative projects every day. • She always wants to express her unique style and enjoys finding trendy products.	• So-yeon is very interested in environmental protection and strives to lead a sustainable lifestyle. • she finds that existing eco-friendly products often lack appealing designs or are too expensive for her liking.	• She discovered Bloom's reusable cup holders on Instagram. • So-yeon became fond of the Bloom brand through its fun and entertaining memes.	• Upon receiving the product, So-yeon was satisfied with the excellent durability and convenience of the Bloom cup holder. • She actively recommends it to her friends. • She posts her review on her social media and works to spread the word about the Bloom brand.
emotions 🙂 😐 😕				
Expectations	• She always wants to express her unique style and enjoys finding trendy products.	• So-yeon expects eco-friendly products to have appealing designs and be reasonably priced.	• She was particularly attracted to the various custom designs and reasonable prices. • So she decided to purchase a Bloom cup holder, expecting it to meet her standards for style and affordability.	• She expects the product to be durable and convenient to use. • She expects to have a positive experience to share on her social media and influence others.



Source: University of Cambridge

Composition of Single – use Items

Paper, Paper & Plastic, and Cardboard, the materials used in **disposable cup holders**, account for **nearly half** of all single-use waste

Limitations of traditional green brands

Serious messages and boring
contentTraditional green brands often deliver serious and rigid messages that fail to engage Gen Z.

Not enough choices
Eco-friendly products are limited
in terms of design andrelatively high priceslimiting consumer choice.

Do tumblers actually help the environment?

If you buy a Tumblr and then **throw it away without using it much,** you're doing the environment a **disservice.**

Tumblers made of polypropylene need to be used more than **50 times** to be effective in protecting the environment, and stainless steel tumblers, which are more common, need to be used **more than 220 times.**

- According to the Center for Life Cycle Energy Analysis (CIRAIG)

Targeted differentiation strategies

Going green can be easy and fun
to create fun Bloom uses memes and quips that Gen Z loves and entertaining content to communicate the importance of environmental stewardship in a playful way.

As an alternative to tumblers
we've developed a multi-use cupholder that offers all the benefits of a single-use cupholder while reducing paper waste.

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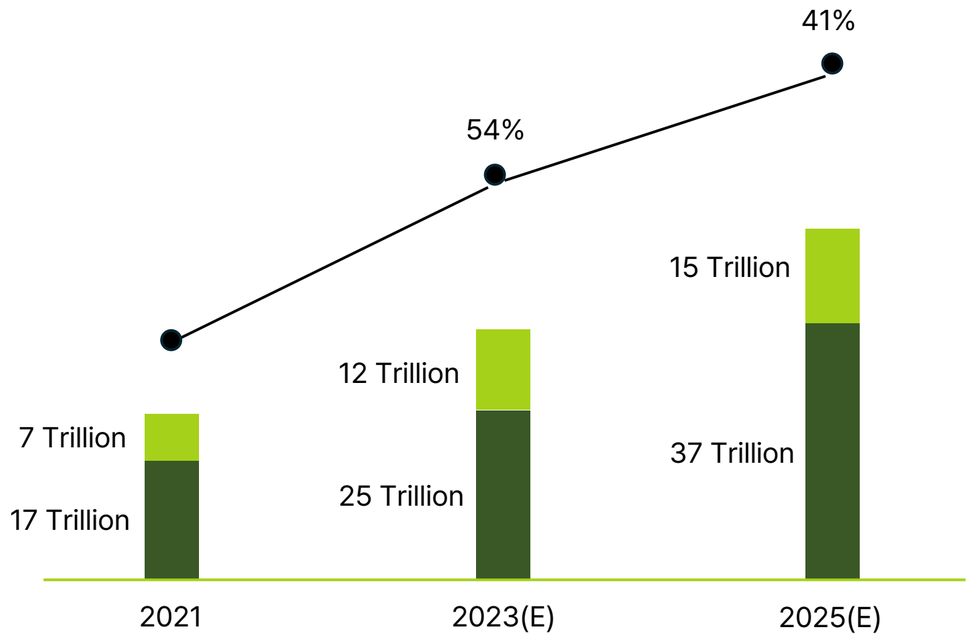
Market Analysis

02



Global market size of sustainable raw materials

The growing market For green products

Market and Markets, Euromonitor statistics show that **the global green goods market is set to grow in size.**

Brand Competitors

Unroll Surface

The brand believes in creating a better future by replacing 'petroleum-based plastics' with ' sustainable materials' with 'sustainable materi als' to offer eco-friendly lifestyle products.

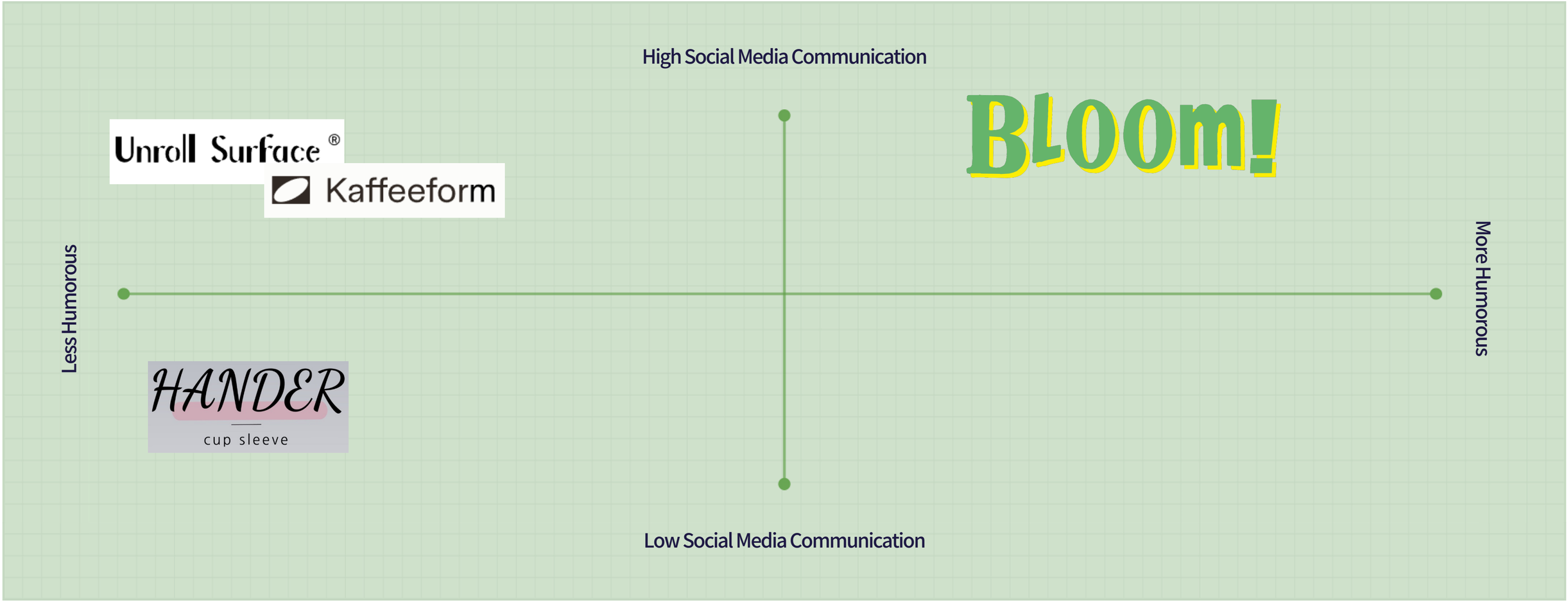
Kaffeeform

Kaffeeform revolutionizes the idea of reuse and adds new value to materials that would otherwise end up as waste. It transforms biological waste into sustainable and aesthetic everyday objects that enrich daily life and bring lasting joy.

Hander

Launched through crowdfunding on Wadiz, features a cute design and shares similar characteristics with our product as a reusable cup holder.

POSITIONING MAP



SWOT Analysis

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S

Strength

Eco-friendly product: Reusable cup holders contribute to environmental protection by reducing single-use products.

Brand recognition: If Bloom already has recognition in the eco-friendly product sector, it can leverage its existing customer base.

High-quality product: Offering durable and well-designed high-quality products.

W

Weaknesses

Initial cost: The production cost ofreusable cup holders can be high.

Lack of market awareness: Consumers may not fully recognize the necessity of reusable cup holders.

Maintenance and cleaning: Reusable products require maintenance and cleaning.

SWOT

O

Opportunities

Increase in sustainable consumption: There is a growing demand for eco-friendly products.

Corporate and government support: Various policies supporting eco-friendly products can be utilized.

Online market: Utilizing e-commerce platforms to promote and sell products.

T

Threats

Intensifying competition: Competition in the reusable product market may intensify.

Consumer habits: Changing the habits of consumers who are accustomed to single-use products can take time.

Economic uncertainty: Economic downturns may make consumers more price-sensitive.

Insight

The SWOT analysis helps Bloom leverage the eco-friendly trend for a competitive edge while addressing initial cost and consumer awareness weaknesses.

Product: Reusable Cup-holder

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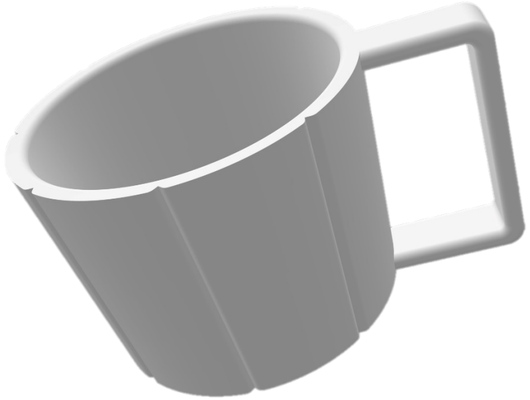
Eco-friendly Material

We have selected PLA material extracted from corn starch. This material is free from environmental hormones and harmful substances, making it safe to use. Additionally, it is 10 0% biodegradable by microorganisms.

Durable Functionality

With the same excellent durability as regular plastic, our product is reusable. The attached handle allows you to enjoy your drink without being affected by temperature or moisture.



Custom Design

Based on Gen-AI, we offer unique custom designs that reflect the customer's style. Enjoy your own sustainable style.

Affordable Price

We offer our products at reasonable prices, considering the purchasing power of Generation Z customers.

3D Printing

Allows for complex designs and easy use of ec o-friendly materials.

Upcoming Products

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Portable Mode

Transforming ...1

Reduced Weight

The new product is approximately 30% lighter than previous models, reducing plastic usage in production and lessening the weight burden during use and transport.

Enhanced Portability

The newly developed portable cup holder is significantly more portable when not in use, as it remains rolled up in a round ball shape.

Transforming ...2

Active Mode

Advantages of Utilizing Gen-AI

Customization

We offer customized designs tailored to each individual customer.

Reduced Design Time

The time required to design images, including prompting, is significantly reduced. On average, DALL-E takes 10 seconds. 'Midjourney' and 'Stable Diffusion' takes less than a minute.

Image Generating AI #1

DALL·E

Compared to other image generation AIs, DALL-E demonstrated a clear strength in generating distinct images for simple image representations.

We developed GPTs specialized in generating stickers suitable for personalizing cup holders.

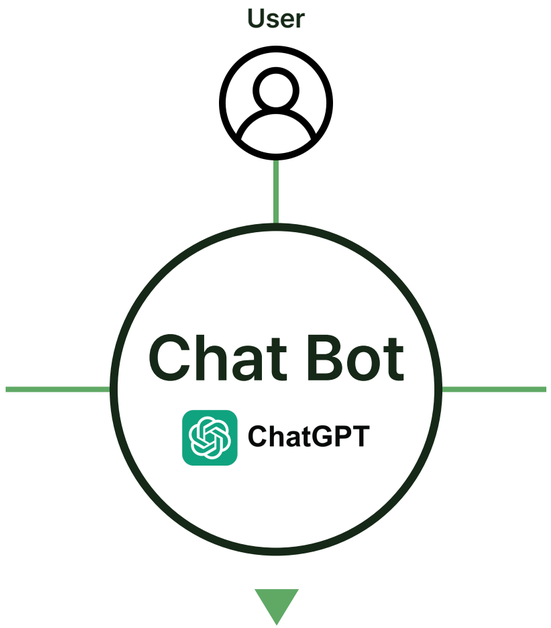


Image Generating AI #2

Midjourney

When requesting images in the style of specific artists or with a cinematic feel like Disney or Pixar, MidJourney provided the most similar and appealing results.

While Stable Diffusion also showed strengths in generating complex images, MidJourney produced more natural expressions in characters, leading us to choose MidJourney for our needs.

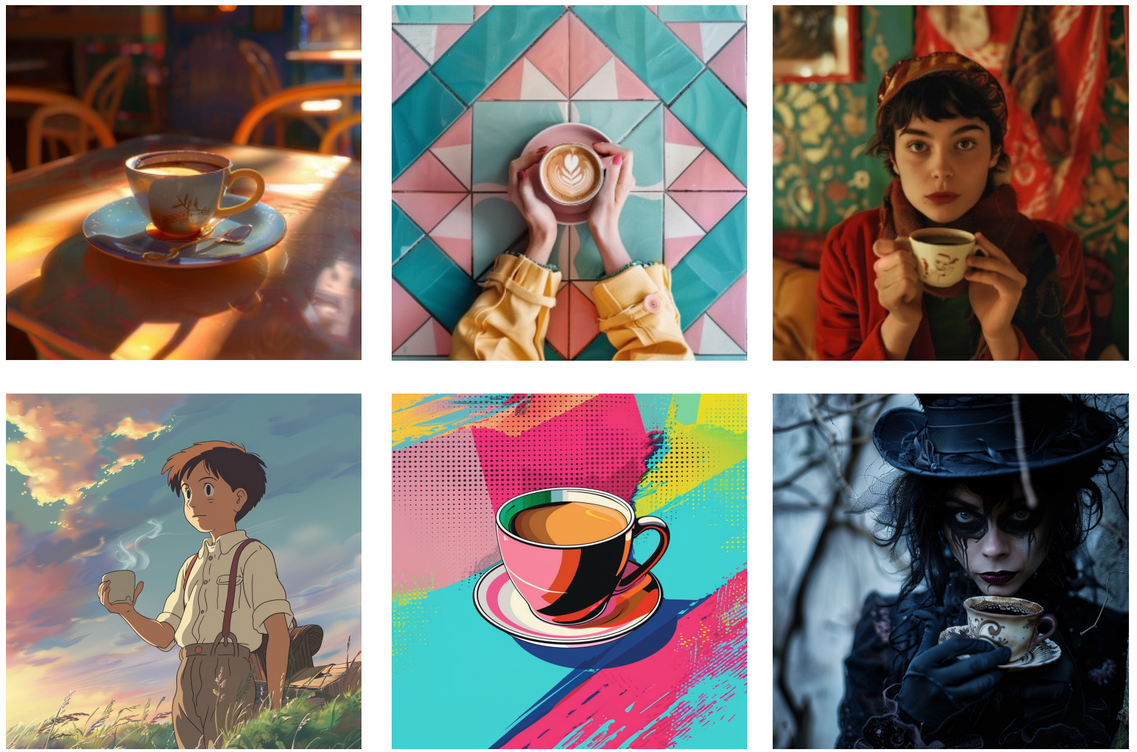
Communicate with customers and collect customer information with ChatGTP's GTPs-based chatbot
Offer customised images to customers using Dall-E and Midjourney APIs

Sticker Pack Sample generated by

DALL·E

Sticker Pack Sample generated by

Midjourney



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Marketing Strategy

Memes and AI Concept

Memes

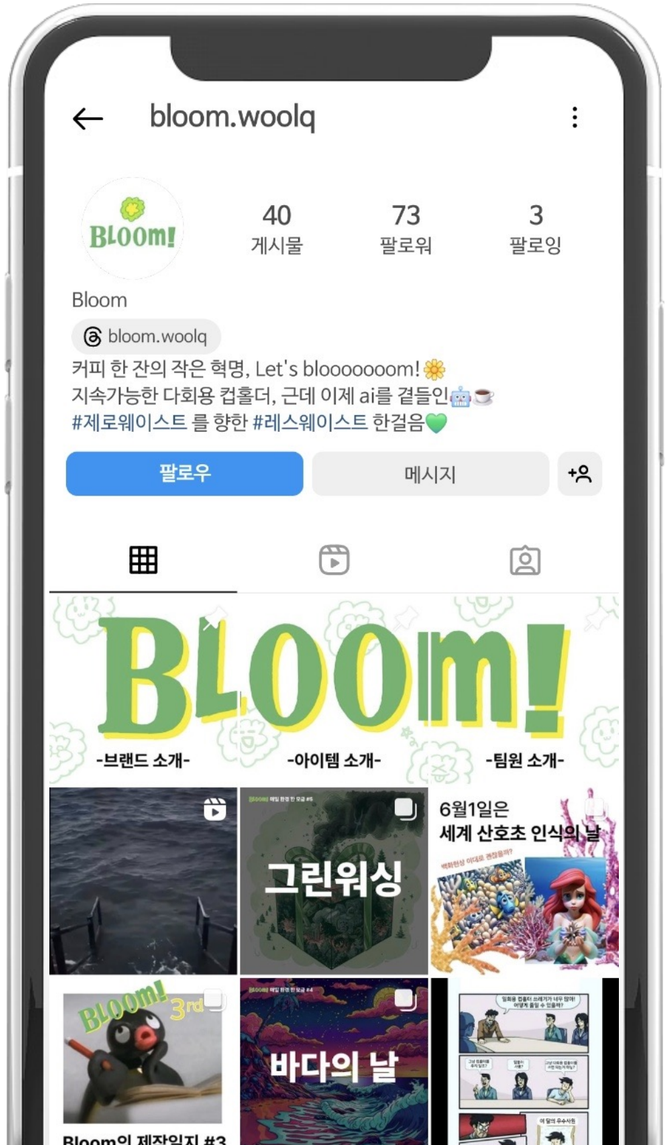
Memes make complex or serious topics more engaging by infusing humor and simplicity. They break down messages into easy and visually appealing formats.

GenAI

AI images are used in marketing to create customized visual content. AI analyzes data to generate images that appeal to target customers, enhancing brand engagement and recognition.

SNS Contents

Bloom Business Plan Presentation



Using Instagram as a primary marketing channel to connect with Gen Z,
Build a brand image with eco-friendly values and a youthful sensibility

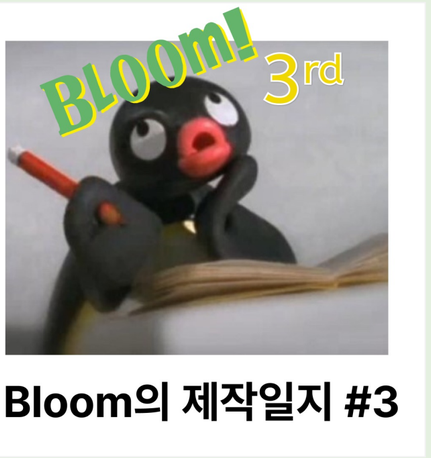
[Fun Contents]

Using memes to engage target and communicate environmental protection messages in a natural and fun way

[Card News]

Deliver educational and entertaining environmental information card news content with a playful tone

[Production Journal]



Sharing production process and stories to create a friendly, playful atmosphere and convey product credibility and brand authenticity

Meme/AI-based content

Using memes and AI to deliver eco-friendly messages in a fun way.

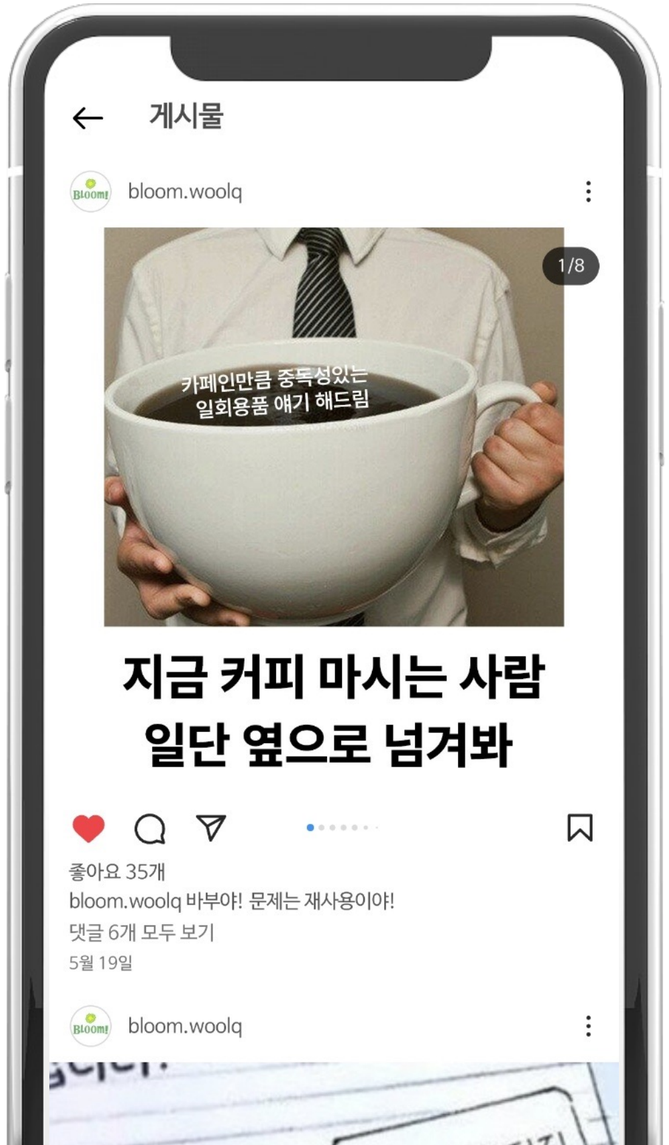
[Meme Contents]

"Humans. Be careful you don't become extinct, too."

[Meme Contents]

"Let's start by reducing our use of disposable cup holders!"

[Meme+AI content]



Card News

Deliver educational and entertaining information with a playful tone

[What is PLA?]

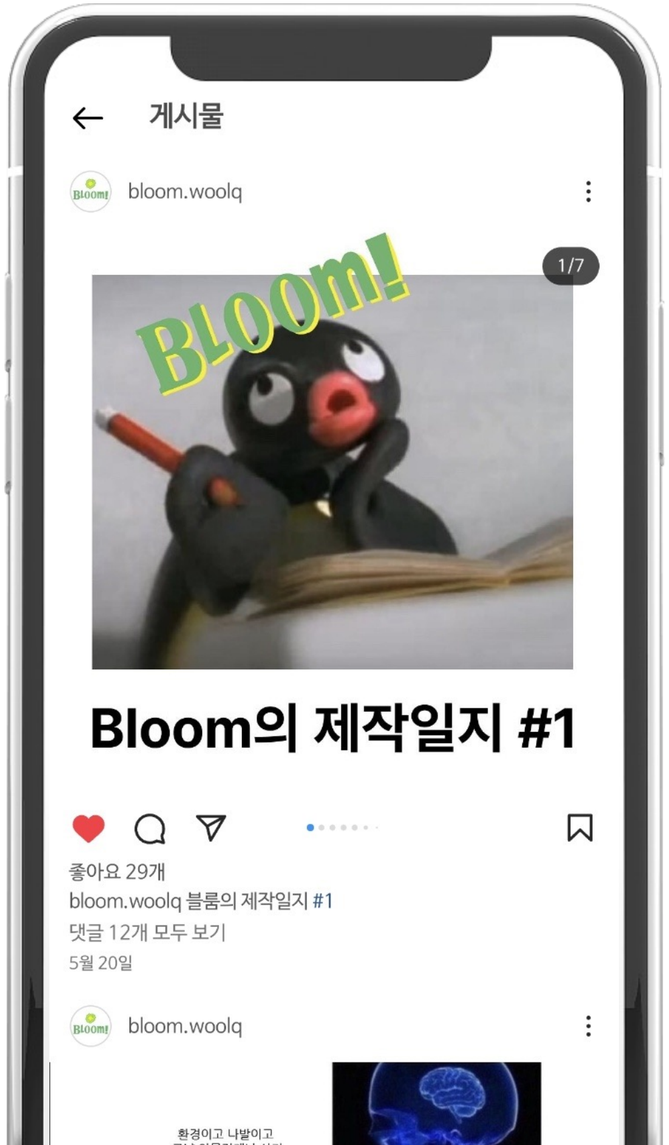
Introducing the eco-friendly PLA material used in Bloom cup holder Using the Aespa's Supernova song and meme.

[World Coral Reef Awareness Day]

Explaining coral reef bleaching and spreading the word about global warming in honor of World Coral Reef Awareness Day

[Daily environmental sips]

Daily environmental sips, which delivers daily environmental news and knowledge in the form of card news.

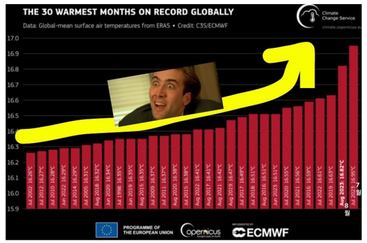


Production Journal

Sharing production process and stories

[제작일지 #1]

아 덥다 더워~~



세계기상기구(WMO)피셜, 관측이 시작된 이래 작년 7월 지구의 평균 기온이 **역대 최고점**을 찍어버렸다...

열이 나는 지구를 위해 작은 행동이라도 환경보호에 일조할 순 없을까?

제작했던 컵홀더 후보들

다양한 소재를 고민하고 편리성을 중요시했다!

Create a friendly and playful atmosphere by sharing the production process and episodes
convey product credibility and brand authenticity

Reach

- Accounts Reched: 1,567
- Followers: 74
- Non-followers: 1,493

By content type

- posts: 1.6K
(Followers: 148, Non-followers: 1.5K)
- Reels: 101
(Followers: 63, Non-followers: 38)
- Stories: 57
(Followers: 57, Non-followers: 0)

Engagement

- Account engeged: 58
- Followers: 34
- Non-followers: 24

By content interactions

- Posts: 853
- Reels: 138

Profile Activity

- Profile visits: 541

Followers

- Total followers: 75

Marketing Results

Business Plan Presentation

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O53:P53

Bloom KPI *일주일 간격 업데이트*

0603 pm 2:30 ver

KPI	시작	목표	현재	달성율
팔로워수	4	150	73	49%
계정 도달	0		1,565	
콘텐츠 도달+참여 합	0	9,000	5,880	65%
콘텐츠 참여	0	3,000	1,643	55%
뉴스피드 컨텐츠 수	0	70	41	59%

mov KPI Top3

img KPI Top3

오전(am8-pm1)
오후(pm1-pm6)
저녁(pm6-am12)
새벽(am12-am8)

번호	게시일	Contents	포맷	도달	공감	댓글	스토리 공유	저장	조회수	참여 합	제작자	게시 시간대
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39	2024. 6. 1	매일환경한모금 #5 그린워싱	img	38	12	4	0	0		16	지은	오후
40	2024. 6. 2	매일환경한모금 #6 탄소발자국	img	36	14	4	0	0		18	지은	오전
41	2024. 6. 2	진짜 쓰레기 무단투기	mov	40	12	4	0	0	163	179	승한	저녁

KPI	5.10 (Channel Operation)	5.21 (week 1)	5.27 (week 2)	6.3 (week 3)
Total Followers	4	38	73	73
Account Exposure	0	1,881	3,385	4,237
egmt.	0	782	1,143	1,643
Contents	1	19	29	41

Short-term Goals

3 Months Plan

Increase Brand Awareness

social media marketing

- Regularly upload posts and launch campaigns

Influencer marketing

- Work with influencers to review and promote the products

Acquire New Customers

Purchase Discount Promotion

- Offer a 30% discount promotion for first-time customers

Mid-term Goals

6 Months plan

Secure Loyal Customers

Customer Engagement Events

- Gen-AI Cup Holder Design Contest
Plan a customer engagement event where customers can submit their designs, and the images are generated through Gen AI. The winning designs will be turned into actual products through a contest.

Pop-up Stores

- Experience Zone
Provide zones where customers can experience the product firsthand.

- Coffee Events
Offer coffee events at pop-up stores.

Increase Sales

Partnerships with Coffee Shops

- Partner with local coffee shops to display and sell products.

Secure Stable Supply and Distribution Network

- Find and contract stable distribution partners to build a supply chain that matches the increased production volume.

Long-term Goals

12 months plan

Build a Sustainable Brand Image

Environmental Protection Campaigns

- Plan regular campaigns centered around environmental protection.

CSR Activities

- Conduct various corporate social responsibility activities focused on supporting local communities and protecting the environment.

Expand into Global Markets

Build Local Partnerships

- Onlile
Lunching on global ecommerce platform

- Offline
Open global location offline store

Collaboration & Event Planning

Celebrity Collaboration Partnership with a famous celebrity to release a limited edition reusable cup holder.

Social Media Event Drive a variety of sns events, including custom design events

Brand Collaboration Launching products in collaboration with ESG-minded companies

Eco-Friendly Market Organize a pop-up market in major urban areas to showcase and sell Bloom's eco-friendly products.

Bloom!

Financial Plan

04

Product Sale Channels

Item: Reusable Cup Holder

Website

A dedicated website allows complete control over branding and user experience while collecting valuable customer data

Instagram

Instagram’s visual platform enhances product showcase and engagement through interactive features and influencer collaborations

29cm

The 29cm is a specialized platform that targets fashion-forward consumers, offering a curated shopping experience for niche products

Offline Store

Enhance customer experience by allowing consumers to interact with products physically, building stronger brand presence and loyalty

Cost Structure

Business Plan Presentation

Bloom!

Overall Monthly Cost : ₩216,170

Material

₩82,100

- Filament 4KG
- Regular maintenance

3D printing

₩ 19,400

- Program
- Electricity

Service Fee

₩50,600

- Mid Journey
- ChatGPT

Sticker Pack

₩ 40,970

- Third-party order
- 40 sales

Marketing

₩ 23,100

- Social platform feed exposure

* Given Numbers May Vary

Monthly Net Profits

₩299,830

- Expected Revenue – Monthly Expenses = Monthly Net Profits

Unit Price

₩12,900

Sales

40 units

Expected Revenue

₩436,000

* Given Numbers May Vary

Investment Highlights

Business Plan Presentation

Bloom!

Point 1

Financial Projections

- We project strong ROI and long-term revenue growth.

- We will increase sales through stable distribution networks and partnerships with coffee shops.

Point 2

Market Growth Potential

- The eco-friendly products market is rapidly growing.

- There is an increasing interest in sustainable consumption among young generations.

Point 3

Innovative Product

- Our product features unique designs and integrates advanced technology.

- We offer customized designs using Gen-AI.

Point 4

Bloom!

Sustainable Brand Image

- We build a positive brand image through environmental protection campaigns and CSR activities.

- We use eco-friendly materials and sustainable production methods.

BLOOm!

We will be a brand that leads the way in Green Culture