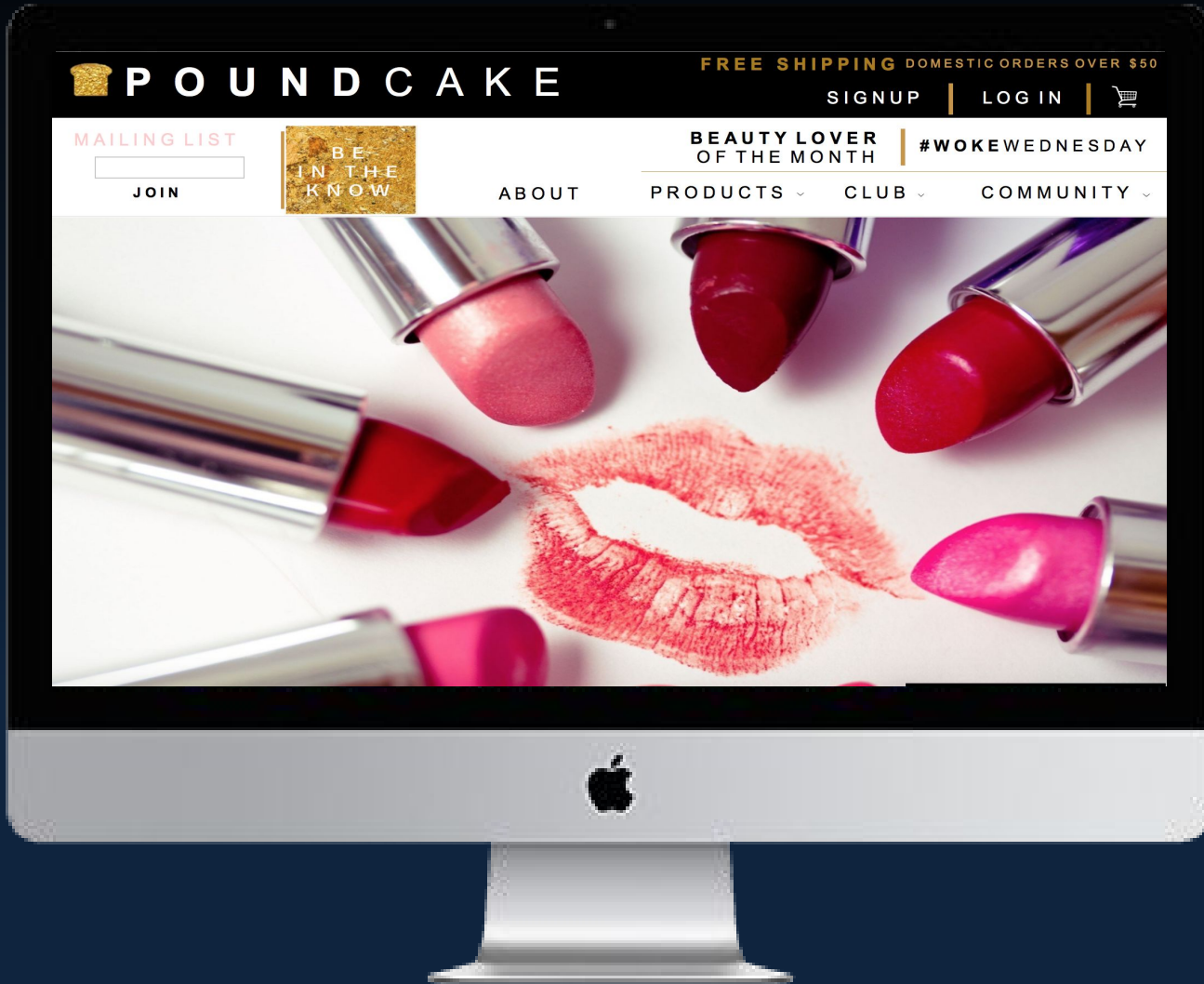




P O U N D C A K E



TESSA KAYE ALISA ISLAM ADAM SKOLNICK
COLE DERHAMMER RYAN GIBBONS
MARTIN ESSER TONY NGUYEN



50
CAKE CLUB
SUBSCRIPTIONS

50% MORE
NEWSLETTER
SUBSCRIBERS

40% MORE
SOCIAL MEDIA
TRAFFIC

INCREASE
FINANCES
BY **5%**
PER MONTH
IN YEAR 1,
7.5% IN YEAR 2





SEBASTIAN BENNETT

“DON'T GET ME STARTED ABOUT
THAT KENDALL JENNER AD”

19 YEARS OLD

STUDENT
TISCH-NYU

LIVES IN STUDIO LOFT

INCOME : PARENTS

CONFIDENT, BRAZEN

FASHION FORWARD

“BLACK SHEEP” OF FAMILY

AVID PROTESTER

PROGRESSIVE MENTALITY



VICTORIA WASHINGTON

“I’M NOT A REGULAR MOM, I’M
A COOL MOM”

32 YEARS OLD

LAWYER

THE ROTHBERG LAW FIRM, LLP

1 DAUGHTER

RESIDENT

RITTENHOUSE APARTMENT

INCOME: 135-180K

POISED, ASSERTIVE

NATURAL LEADER

PROMOTED - PARTNER AT 27

FEMINIST

BOLD PERSONALITY



LUCIA RIVERA-SANCHEZ

"I ENJOY THE FINER THINGS IN LIFE"

26 YEARS OLD

RISING RUNWAY MODEL

MARRIED

TECH GURU HUSBAND

RESIDENT

BEACH FRONT PROPERTY- MIAMI

INCOME: 60 - 80 K

TRANSITIONED TO WOMAN

LGBTQ+ SUPPORTER

EXPENSIVE LIFESTYLE

PRESENTING
AN
ECOMMERCE SOLUTION



FOR



P O U N D C A K E



ACCOUNT MANAGEMENT



ONLINE SHOPPING



SUBSCRIPTIONS TO CAKE CLUB



IMPLEMENTATION
\$8,000

TIME FRAME
14 WEEKS

MAINTENANCE
\$1,500 PER YEAR

BASIC TECH SKILLS



QUESTIONS