***Team M Scope***

*Pound Cake*

*Developing technology enabled web/mobile tools for*

*VIRTUAL REPRESENTATION*

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**Statement of Purpose:**

Pound Cake is a growing cosmetics startup company based in Philadelphia, founded by Camille Bell and Jonathan Velazquez. Pound Cake is focusing on providing cosmetics that are specifically geared toward complementing every skin tone. Pound Cake was founded for the need of cosmetics for darker skin tones because people with darker skin tones always have trouble finding their shades. They emphasize on cruelty free products and products that fit 5 different skin tones: light, medium, warm, deep, and rich. Their “flagship” product will be a red matte lipstick that have different variations complementing the 5 skin tones. Nonetheless, they will have a range of colors from red all the way to black and names of these colors are inspired by a type of cake. Pound Cake’s vision is to change the current status quo of the cosmetic industry by offering the underrepresented products for everyone; and at the same time featuring these people on their website, blog, and social media pages.

As of now, Pound Cake lacks a presence on social media and their website. They currently have a facebook page and a website with only an email subscription signup.Given that Pound Cake currently has no products available to buy, they currently have no sales. However, they are prototyping and developing their first products. Their first products are matte lipsticks and they need $15,000 funding to complete prototyping. The matte lipsticks will be retailed for $20 each and they cost about $4-$6 to make. Pound Cake is trying to build a following through various online channels.

As a result, Poundcake is looking to increase their social media presence in order to attract their audience base by getting bloggers from around the world to draw a crowd by building an interactive website. Most importantly, Pound Cake needs to develop their website in order for online purchases of their products to be an option. We will research the best way to reach an audience and to see if a website or app will fit the company’s vision. Having collected the requirements for how leadership wants the site or app to look like, we will build a prototype and present it for approval.

**Objectives**:

1. Increase customer interaction on Instagram/Facebook to 1,000 ‘likes’ within 6 months of launch.
2. Increase amount of community videos received by 50% within 3 months of site launch.
3. Gain 200 customers, who buy Pound Cake products within 6 months of launch.

**Assumptions**:

1. Diversity of people of all skin tones will be the target focus of their customer base.

2. Prototype of “Red Velvet” matte lipstick for medium skin tone will be the first product line in the market.

3. Millennials and people of color are the main targets for their products.

**Constraints**:

1. Lack of funding, website development, packaging of products and development costs of products.
2. Did not provide us with images of products or models showing off the products