



P O U N D C A K E

Educational platform for Pound
Cake



P O U N D C A K E



Our Big Idea

- Create a platform to....
 1. Educate our users on current events + social issues
 2. Establish a Poundcake community





P O U N D C A K E

Jennifer Smith - consumer

“Be the change you want to see in the world”



Characteristics: A vibrant young professional, enjoys following beauty trends, and is heavily involved in charity events.

Hobbies: Tennis, experimenting with makeup, reading romance novels, browsing the web

— **Age:** 24

- **Occupation:** Receptionist
- **Marital status:** Single
- **Income:** \$43,022
- **Education:** Arts Associate degree



P O U N D C A K E

Adam Conwell - writer



“Never allow anyone to make you feel like you are not good enough ... That’s what I tell my daughter everyday”

Characteristics: Open to learning, curious, painting, and an advocate for women’s rights.

Hobbies: Surfing, wine-tasting, walking his dog, writing

— **Age:** 28

- **Occupation:** Assistant Professor of Art
- **Marital status:** Married
- **Children:** 1
- **Income:** \$58,009
- **Education:** Ph.D. in Philosophy



P O U N D C A K E



Sheila Johnson - moderator

“Be yourself. People don’t have to like you, and you don’t have to care”

Characteristics: hard-working, very organized and enthusiastic.

Hobbies: Competing in endurance events, traveling, playing guitar.

— **Age:** 29

- **Occupation:** Entrepreneur
- **Marital status:** It’s complicated
- **Children:** 0
- **Income:** \$65,000
- **Education:** BA bachelor’s degree



P O U N D C A K E

- **Unmet needs:**

Redefine relationship

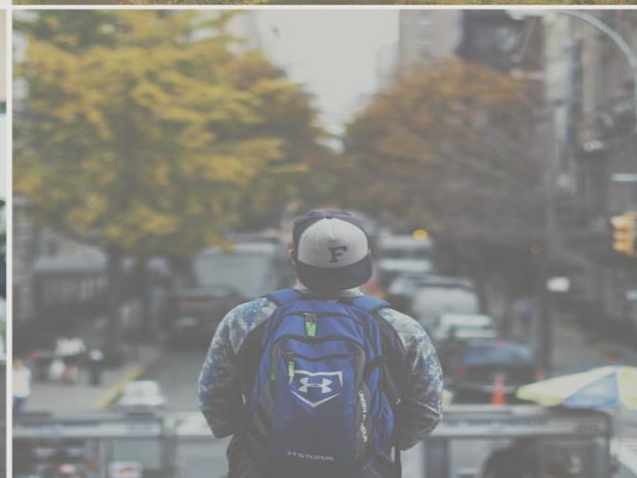


Provide a virtual space

Start a conversation



Our Solution ...



The Business Case

- Resources : Website Content Management
 - WordPress
 - TextPattern
 - Drupal