

Coolip

...

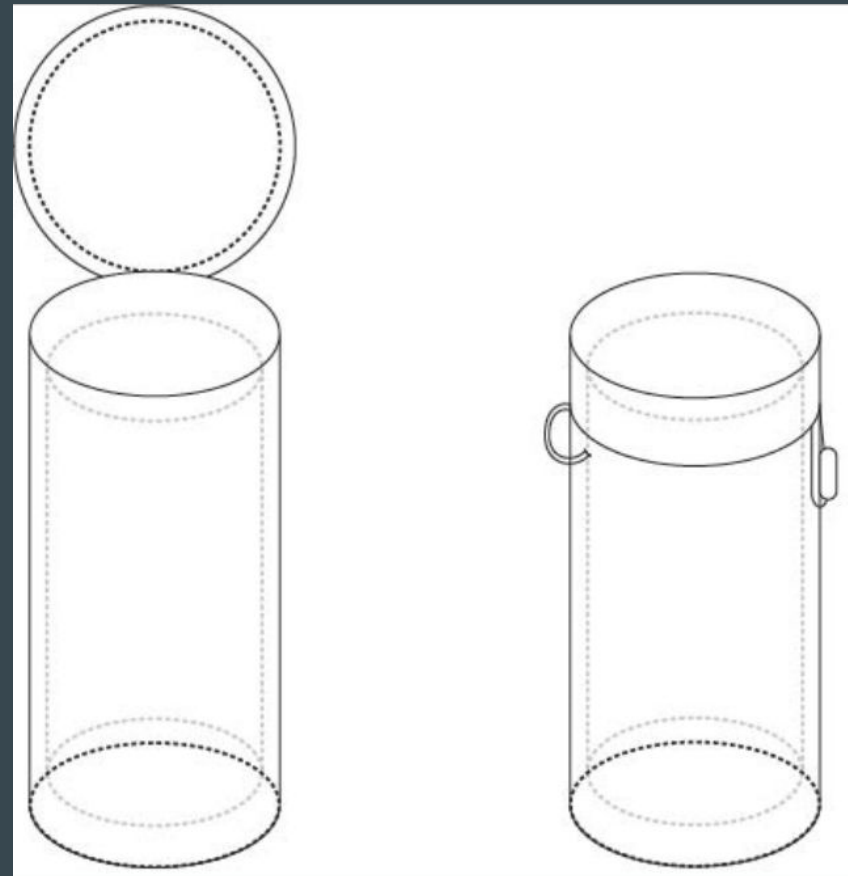
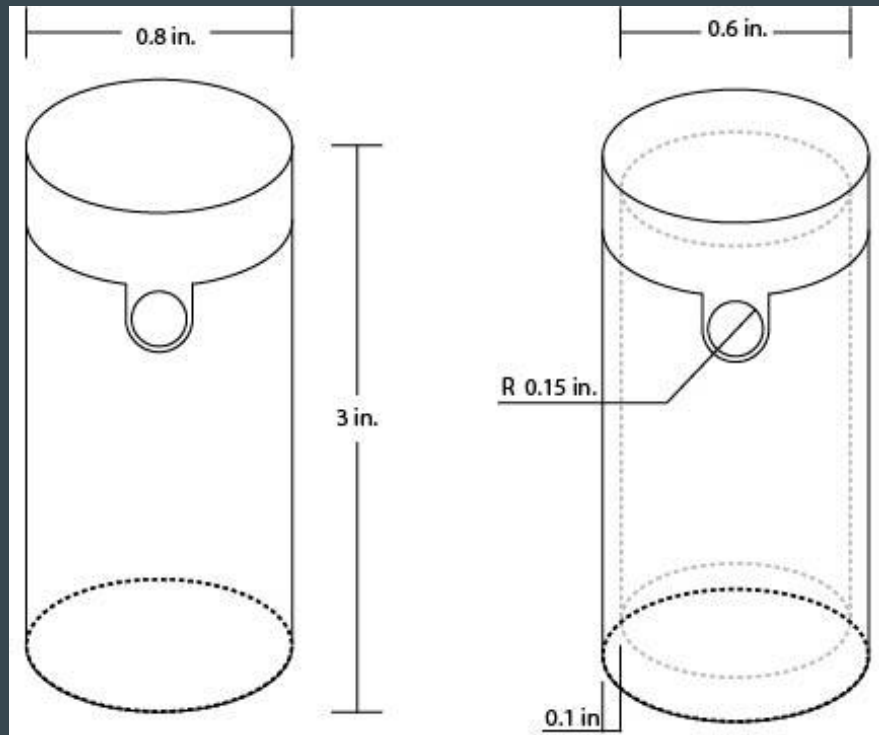
Amberly, Cade, Kaleb, Keri

Our Idea

- A heat-resistant container for lip balm and lipstick
- Idea comes from the problem of lip balm melting and creating a sticky mess when stored in warmer areas
- Helping to solve the problem of having to clean up the messes made from melted lip balm
- Making it able to hang on a keychain



Prototype



Feasibility

- Key Partners
 - Company we get the supplies and materials from
 - Whoever makes the product/manufacturer
 - Places selling the product
- Key Resources
 - Materials for making the product
 - Small containers that can withstand the heat of a hot car or even direct sunlight
 - Our key partners
- Key Activities
 - Making the product
 - Product design is not complicated
 - Marketing the product
 - Selling the product
 - Establishing and maintaining good relationships with customers and manufacturers
 - Designing for specific segments' interests
 - Patterns, sports teams, etc.



BURT'S BEES®

ChapStick®

Vera Bradley

Viability

- Channels

- Individual product that we would have other places sell
- Website where you can buy the product directly from us

- Cost Structure

- Materials to make the product
 - Do not anticipate costs to make product to be very high
 - Likely just outer fabric combined with inner insulating fabric. If not insulated enough, include flexible foam insulation between layers
- Making the product itself
- Marketing to advertise the product

- Revenue Streams

- Charge for each individual product
- Sell them for a reasonable price to ultimately sell more
- About \$3 to \$6 each
 - Affordable and convenient for everyone but especially college students

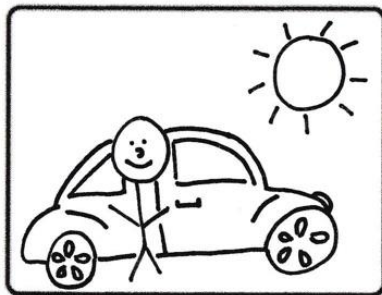
- Retail cost of Insul Bright insulated fabric → \$64 for 16,200 sq. in. → ~257 sq. in. per dollar
- Inner layer of Insul Bright will require ~6.25 sq. in. of fabric → can make ~41 individual products per dollar of material → ~2.4 cents per product
- Cost of outer fabric will vary based on design/pattern, etc. but the per sq. in. price will almost definitely be lower than the insulated fabric despite requiring ~8.55 sq. in. of material.
- If flexible foam insulation is necessary, the cost will still remain low, although it was very hard to calculate → most likely less than 4 or 5 cents per unit for a tenth inch

Desirability

- Value Propositions
 - Stores lip balm anywhere without concern of it getting damaged, having to replace it, etc.
 - Clip feature, making it able to hang on a keychain
 - Prevents lip balm from melting when kept in a warmer place
 - More eco-friendly by reducing the overall amount of lip balm bought
- Customer Segments
 - Anyone who uses lip balm
 - College students who keep a lip balm in their backpack, car, dorm, etc.
 - Adults who keep a lip balm in their bag, desk, pocket, etc. at work
 - Travelers who like to take a lip balm on vacation with them
- Customer Relationships
 - Establish personal relationships with customers so they tell other people good things about us

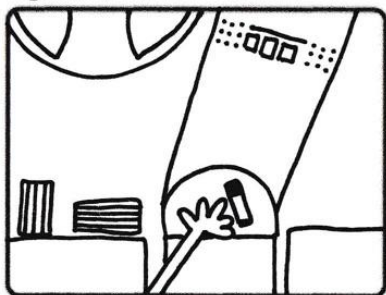
CooLip Story

- Story will be told through a commercial-style video
- Video will show two different scenarios
- “Problem” scenario will be black & white, while the “solution” will be color
- Goal is to exaggerate the problem and make it relatable, creating an impactful story



Happy person walking
to their car on a
sunny day + getting in

Black+white

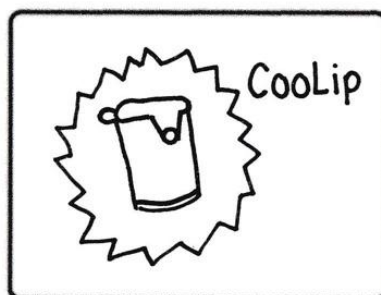


Reaching for lip
balm in their car

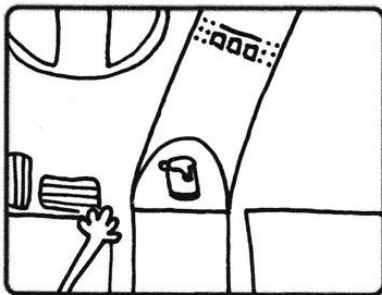
Black+white



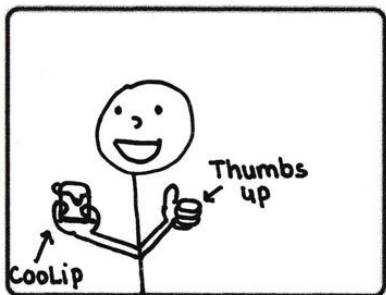
"Tired of your melted
lip balm leaving a
sticky mess all over
your hands + car?"



"You need a Coolip!"

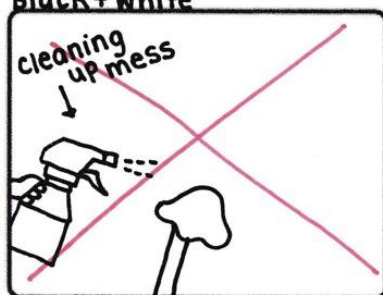


Reaching for
Coolip in their car

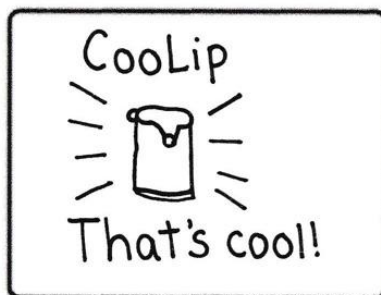


"With Coolip, you'll
never have to worry
about your lip balm
melting if it is stored
in a warm place."

Black+white



"Never clean up a
sticky melted mess
ever again!"



"Keep any lip balm
or lipstick cool with
Coolip!"

Content Marketing

Our marketing strategy focuses on casting a wide net of potential customers based on:

- Anti-Clutter
 - People who do not like messes and clutter would take interest in our product, as Coolip provides a simple solution to melted lip balm and the messes it creates
- Environmentally Friendly
 - People who care about the environment would like our product, as it reduces overall lip balm purchases
- Self-Care Enthusiasts
 - People who value self-care would enjoy our product, as it provides easy and mess-free accessibility to continuous lip balm use

These are just a few examples of potential content marketing strategies.

Persona

- Karli, 20 years old, sophomore at LVC
- Physical therapy major
- From Mechanicsburg, PA
- Loves going to the gym, self-care, and watching Tik Toks, drives a Jeep, works at a pool during the summer and teaches color guard outside in the fall
- Big online shopper, often clicks on ads when she sees a sale, likes to save money, gravitates toward eco-friendly products
- Walks to the Arnold Health Professions Pavilion often and always works outside between her summer and fall jobs



CoolLip