

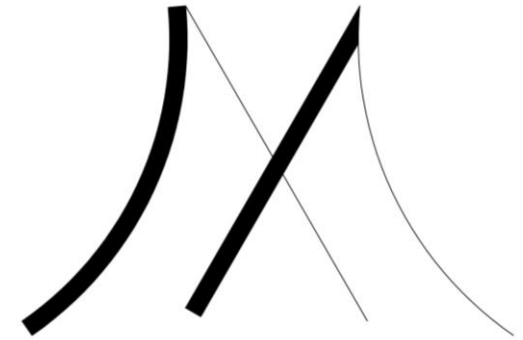
MISSION:

Uniting local culture and high end quality, Mirame is a unique grass roots business dedicated to the economic empowerment of Ecuadorian women. By blending traditional techniques and modern designs, the skilled artisans of Mirame are able to craft distinctive couture from all regions of Ecuador. Providing income abroad and value at home, Mirame connects us all on the road to income equality.



SPECIAL THANKS

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MIRAME

WATCH ME LIVE.

WATCH ME STRIVE.

WATCH ME SUCCEED.



The goal of this project is to create a business plan that is based on market research about potential participants, customers, and products to develop a high-end product using local resources and skills that women in the Azuay province have.

PRODUCT RECOMMENDATIONS

- Target audience will be US, Canada, and Europe based on sponsor preference and similar successful business models
- Based on the asset map, the women were best suited to create jewelry due to their high levels of enthusiasm and willingness to learn new skills
- Additionally, in the target market survey, the plurality of respondents (44%) indicated that they would prefer purchasing jewelry if they were to buy high end couture

STARTUP COST

- Crucial aspects of start up include: training, marketing, raw materials, designs, equipment, and salary
- Total cost for start up and raw materials for one year amount to \$140,000 based on jewelry production
- In ideal scenario, the company could break even in one year by selling 1,470 necklaces

BUSINESS CREATION PROCESS



MARKETING & ADVERTISEMENT

- The first is a promotional video which will mainly be used to get funding through a crowdfund. However, this video can also be used to attract potential investors and customers to the company
- The second is a website, which will further be proof towards a legitimate business for investors. In the future this website could also be a platform for people to purchase the products online.

FUNDING

- Initial capital can be raised by a crowdfunding campaign ready to launch on kickstarter
- Trying to raise \$10,000 initialize the business. With that hire 2 employees, buy machinery, and raw materials. This money will sustain Mirame for 6 months and in that time Hearts of Gold will need to look for other sources of funding such as LGT venture philanthropists or angel investors.
- Following this, the best method to secure long term funding would be to find an Angel investor

CONTACT US

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