



JEFFREE STAR  
COSMETICS

# *Companies Born from Communities*

MAKER  
BRAND  
CO

TEAM 9

SEP, DENIZ, INÉS, JING AND IRMA  
25/01





## Catalog

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 Instagram

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Powered by Shopify



## 9.1 Maker Brand Co (Startup)

# Community Engagement



benjaminuyeda • 关注

benjaminuyeda Today we are officially launching @makerbrandco 🎉 As makers we are really excited about designing and curating the products we want exactly the way we want them. @modernbuilds and @foureyesfurniture and I have been collaborating on this for a while but these three products are just the beginning. Check out the link in my bio

加载更多评论

ourwanderinglove Beautiful designs!! 😍

shellyfloydart Congratulations!!!

claudiennehibbertrealtor 🍷

linapaslaptis Very nice



1,221 次赞

2018年8月23日



# Community Engagement

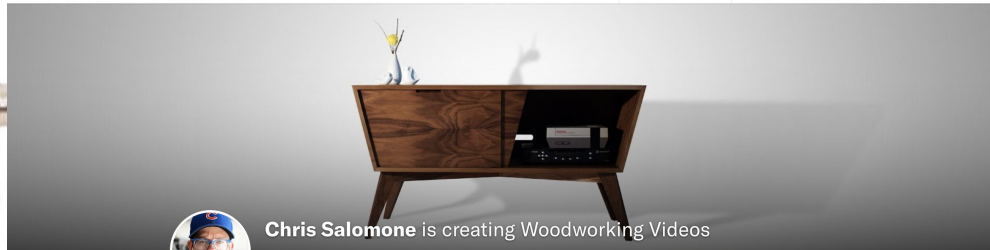


benjaminuyeda • 关注

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PATREON

Find a creator Create On Patreon Explore Creators Sign Up Log In



Chris Salomone is creating Woodworking Videos

Overview Posts

BECOME A PATRON

855

patrons

+ FOLLOW

SHARE



SHARE

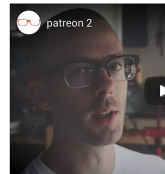
TWEET

GOALS

< >

COMPLETED

Hello! I am here to share my love and passion for creating furniture, and other objects, usually out of wood with like-minded people...you!



patreon 2

TIERS

Pledge \$2 or more per month

What You Get:

- Sketchup File of every project.
- MP3 of all original music used in videos.
- Priority communication. I always try to respond to everybody who takes the time to message me. It's getting harder to do. My patrons will always be my priority.

# Community Engagement



PATREON |

Chris Salomone is creating Woodworking Videos

855 patrons

+ FOLLOW | SHARE

SHARE | TWEET

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BECOME A PATRON



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Saunalahti 18:33 %17

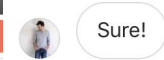
benjaminuyeda

brand. So if you would be up for it, we could organise a Skype call or any way of communication that you would prefer and have a chat :)

Looking forward to talking to you, thank you!

Serpil (Sep) Oguz  
serpil.oguz@aalto.fi

14 January 5:12 PM



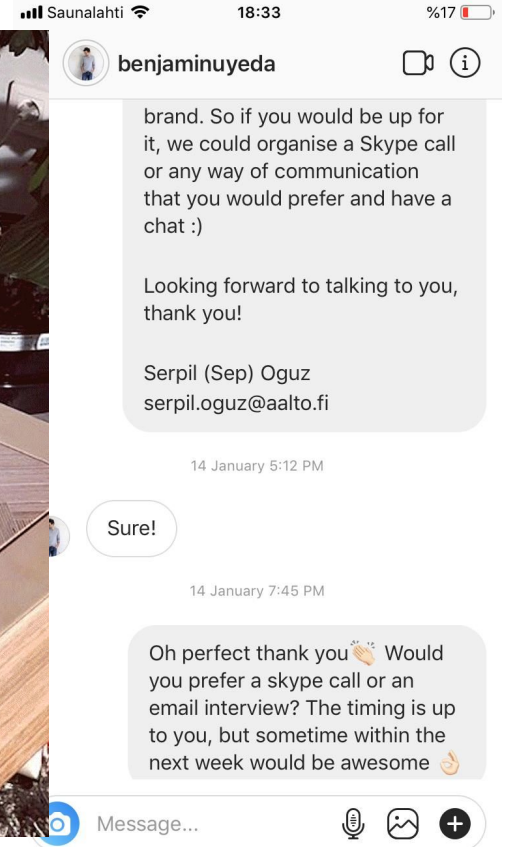
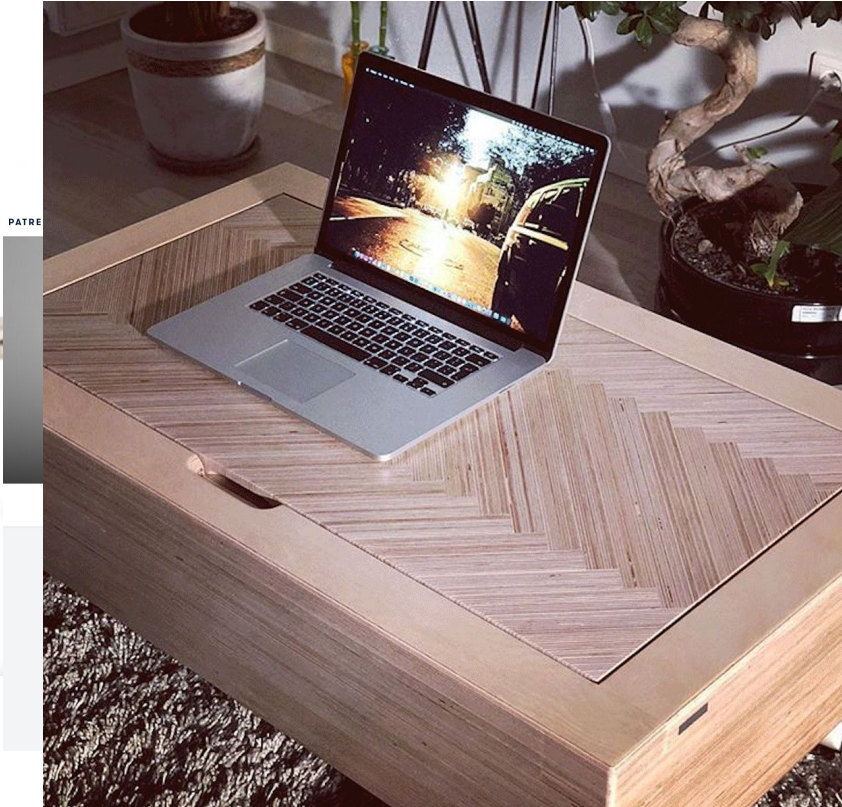
Sure!

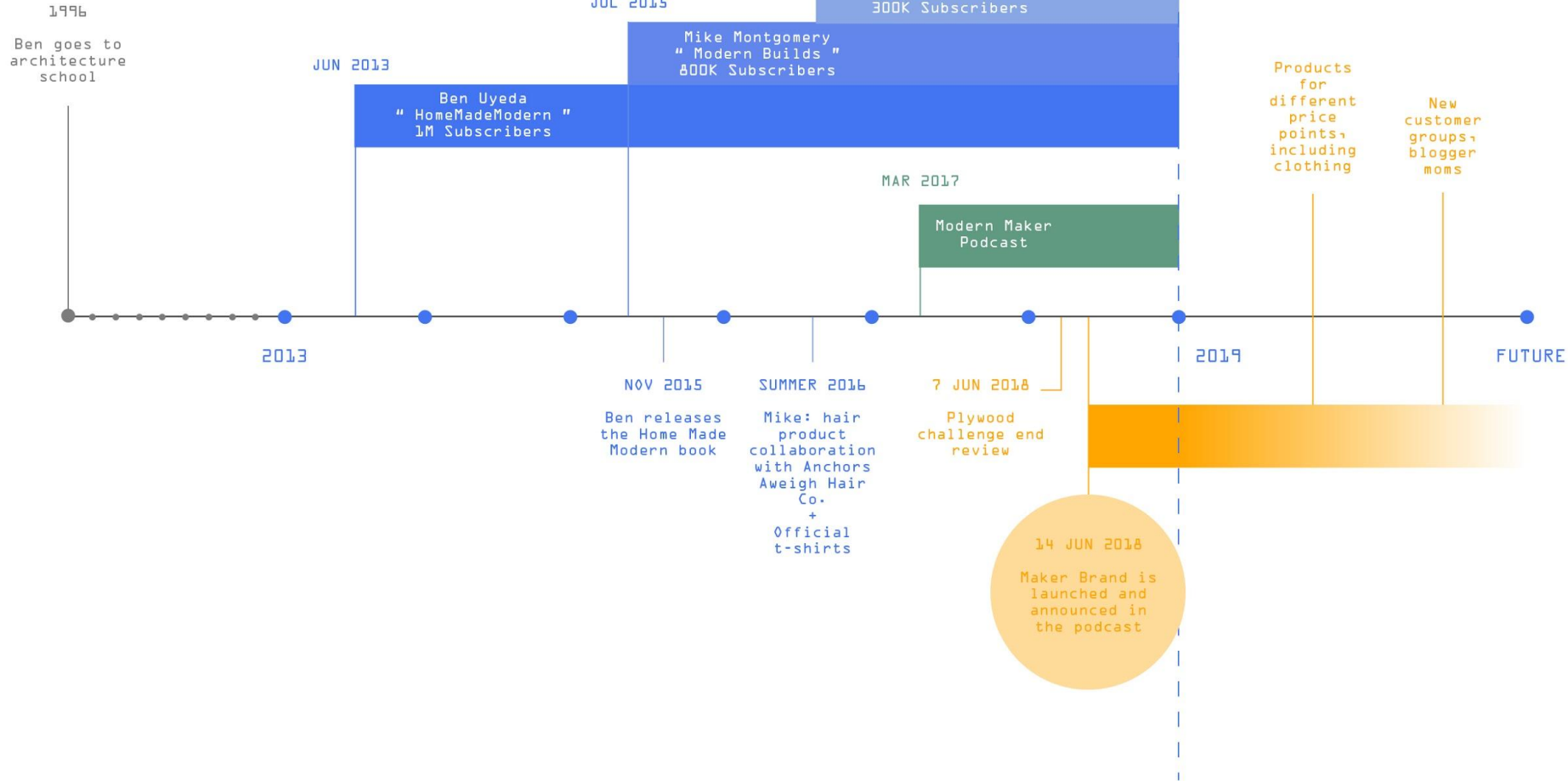
14 January 7:45 PM

Oh perfect thank you 🙌 Would you prefer a skype call or an email interview? The timing is up to you, but sometime within the next week would be awesome 🙌

Message...

# Community Engagement







## *Sales*

DIRECT SELLING

E-COMMERCE

DIGITALIZATION

webstore and videos

## *Community*

CUSTOMER LOYALTY

CROWDSOURCING

the ads

USER DESIGNED

enabling the users  
to design

## ***Videos***

RAZOR AND BLADE  
free videos,  
pricey products

OPEN SOURCE  
videos

MAKE MORE OF IT  
all of them work  
on other projects  
  
videos

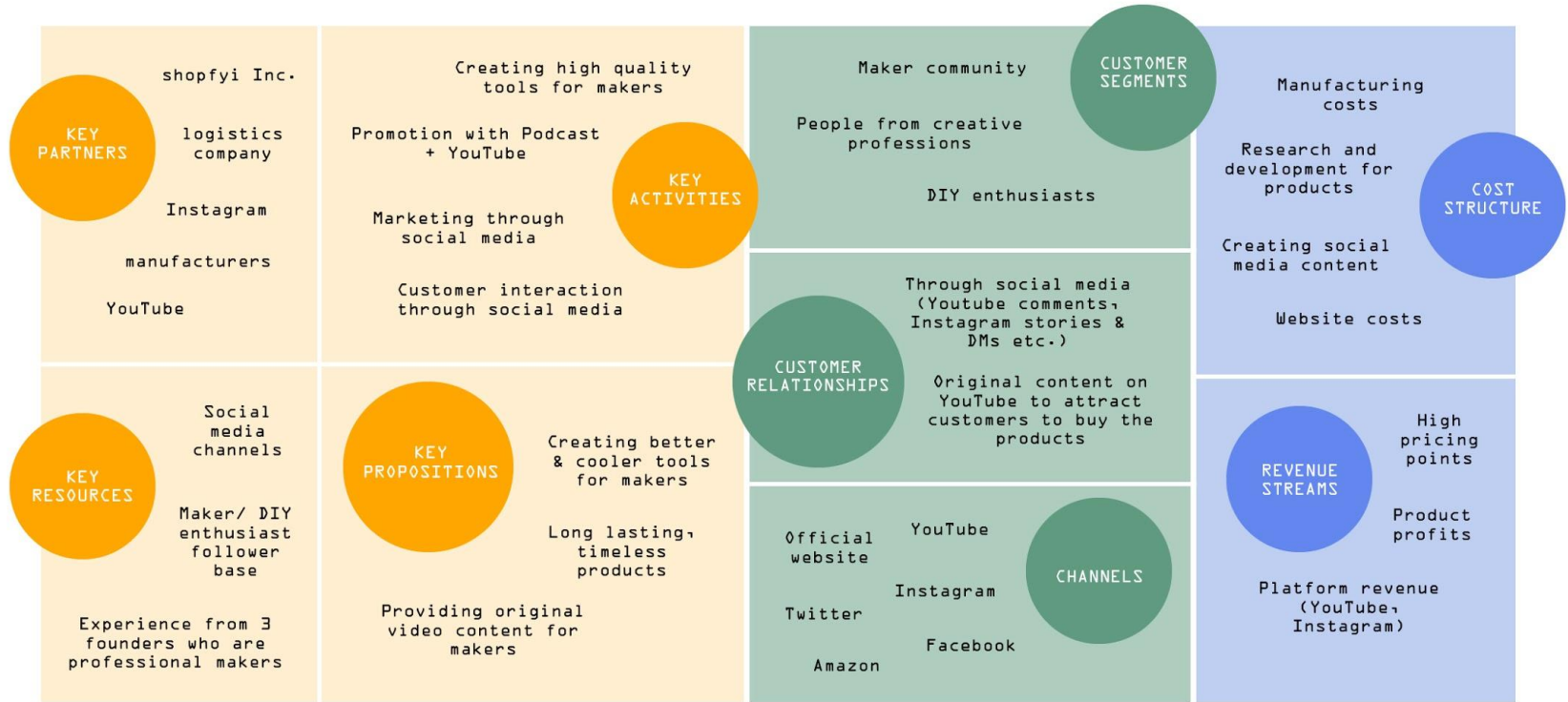
## ***Products***

AIKIDO  
differing from  
the other

ULTIMATE LUXURY

REVERSE ENGINEERING  
product development  
  
website and videos

# Business Model



# *Opportunities*



# Opportunities



expand target  
customer group



sell through  
retailers

# Opportunities



expand target  
customer group



low-cost  
product line



sell through  
retailers

# Opportunities



expand target  
customer group



low-cost  
product line



sell through  
retailers



community of  
maker culture