
SKETCH

EXECUTIVE SUMMARY

WHO WE ARE

SKETCH is a team of student entrepreneurs building a platform that makes tattoos more accessible, creative, and confidence-driven. We combine design, marketing, operations, and tech to create a space where real tattoo artists can earn money for their work and customers can experiment with their ideas before committing. At our core, we're a creative, collaborative team that understands Gen Z's desire for personalization and self-expression. We're here to modernize the tattoo experience and give people a way to try it, love it, and ink it but on their terms.

Value Proposition

SKETCH lets people try personalized tattoo designs before they commit, giving customers confidence and giving tattoo artists a new way to earn.

EXECUTIVE SUMMARY
PROBLEM & SOLUTION

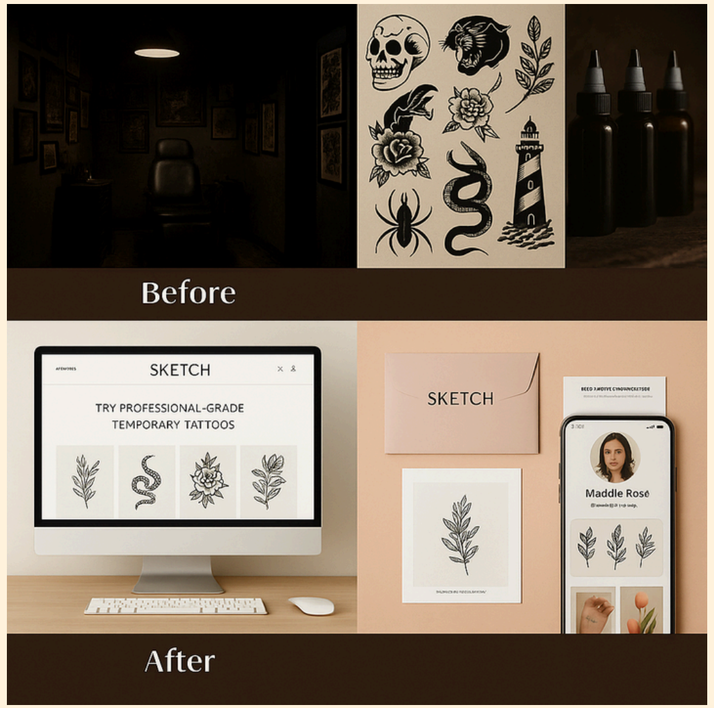
Tattoos are more popular than ever, yet millions of people still hesitate because they cannot confidently visualize a design before committing. Tattoos are permanent, expensive, and intimidating, and the current ways to "test" a design are inaccurate, low-quality, or simply not appealing.

SKETCH presents an effective solution by accomplishing three things:

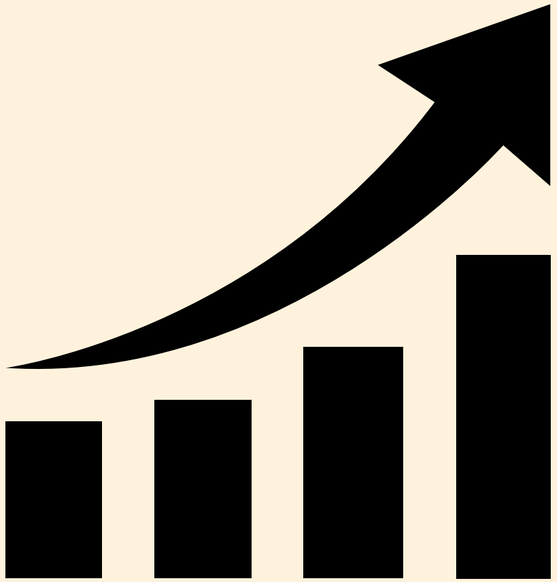
1. Connecting customers directly with real tattoo artists to create personalized, professional designs that reflect their ideas and identity.
2. Providing high-quality, skin-safe temporary tattoos printed in-house to give customers a realistic way to try their design before committing.
3. Building an accessible creative platform where users can browse designs, share feedback, and return to the same artist for the permanent tattoo when they are ready.

PRODUCT AND SERVICES PLAN

Our Branding



Availablity



Our Experience



Features:

SKETCH connects users with real tattoo artists for custom designs and high-quality, skin-safe temporary tattoos. Customers can browse artists, request designs, upload inspiration, and receive realistic temp tattoos through a smooth design-to-delivery process.

Benefits:

SKETCH removes the uncertainty of getting a tattoo by letting customers try designs first. It boosts confidence, supports artists with new income and exposure, and delivers a realistic experience far beyond basic stickers or filters.

MARKET AND INDUSTRY ANALYSIS

A large, fragmented U.S. tattoo market with rising demand but no modern, end-to-end customer journey.

Tattoo Market

- $4.4B+ U.S. tattoo & removal market with 23,000+ independent studios; highly fragmented and underserved digitally.
- 1 in 3 U.S. adults has a tattoo, with the highest adoption among Gen Z & Millennials (core SKETCH demographic).
- Customer experience remains offline, unstructured, and opaque, leading to poor artist matching and 1 in 4 consumers regretting a tattoo.
- Temporary tattoo market > $1B, driven by demand for flexible, low-commitment self-expression and “try-before-you-buy” behavior.
- Current players solve only isolated pieces of the journey:
- Tattoodo / CO:CREATE ↠ discovery & booking without design support or trial
- Inkbox ↠ temporary tattoos without connection to real artists or permanent work
- Major gap: no platform guiding users from inspiration ↠ design ↠ temporary trial ↠ permanent booking.
- SKETCH fills this gap as the first design-centric, Havenly-style tattoo marketplace, offering a complete, modern tattoo experience.

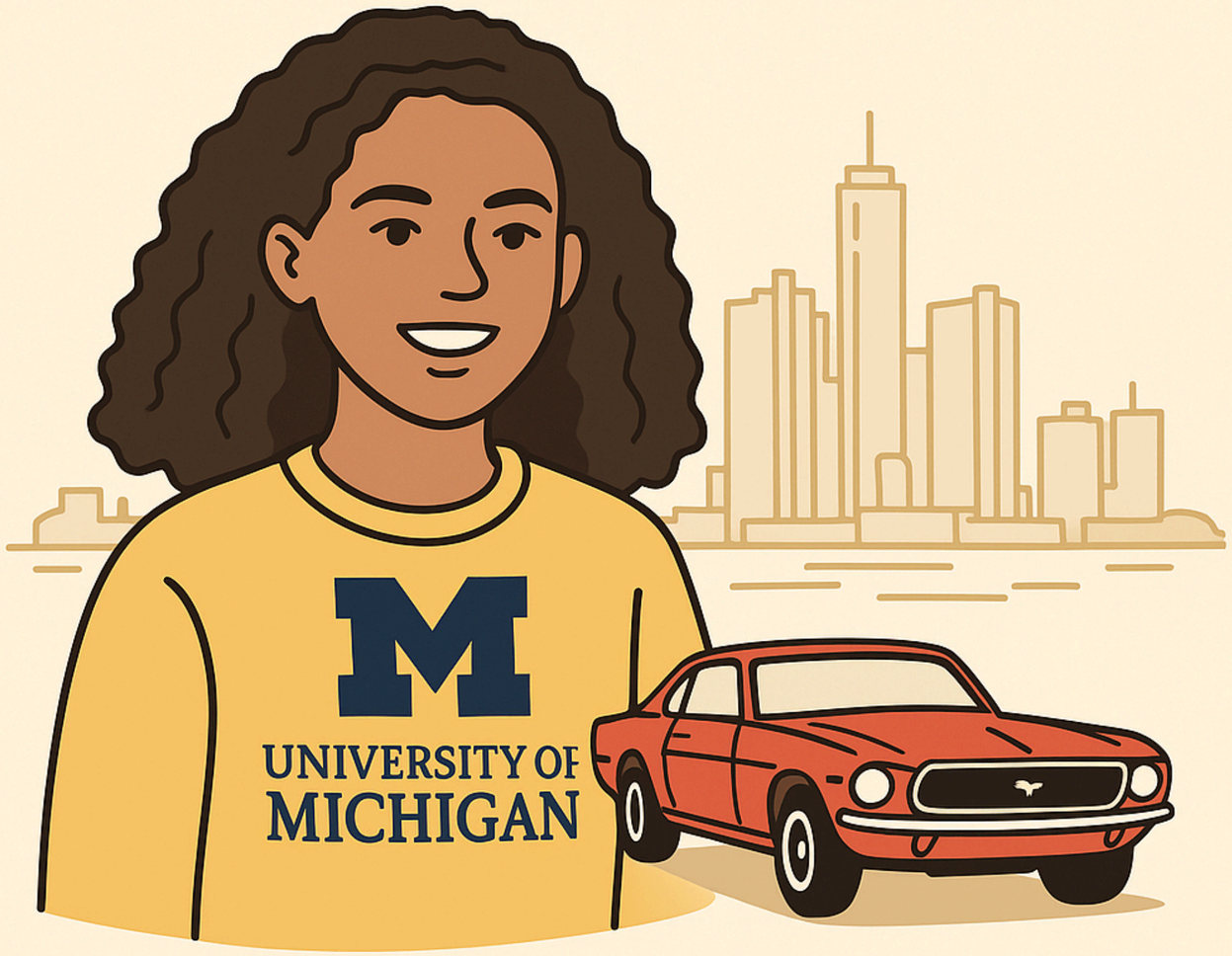


COMPETITOR	PRODUCT	STRENGTHS	LIMITATIONS
TATTOODO- Largest online tattoo marketplace	Global tattoo platform to browse designs, discover artists, and book appointments via mobile app and web.	• Huge artist base (hundreds of thousands of profiles) and 10M+ downloads. • Strong brand awareness in tattoo culture.	• Focuses on permanent tattoos only; no integrated temporary/“test” phase. • Discovery-heavy; less emphasis on structured design guidance (moodboards, iterations, mockups).
CO:CREATE – Curated, invite-only artist network	Invitation-only platform that connects clients with verified tattoo artists, who keep 100% of their earnings; clients pay a booking fee.	• Heavy focus on quality and trust – all artists handpicked & verified. • Tools for artists: booking control, deposit collection, messaging, calendar, etc.	• Primarily about booking real tattoos, not temporary trials. • Less consumer-facing design service; more “find a trusted artist” than “design my tattoo with me + try it on.”
INKBOX – Semi-permanent tattoo brand & artist marketplace	E-commerce brand selling semi-permanent tattoos that last 1–2 weeks and custom designs; works with artists to create designs, and has built a sizable platform/community around tattoos.	• Strong brand and consumer awareness; backed by 8-figure revenue and acquired by BIC. • Offers custom temporary tattoos via online dashboard	• Product-first: ships designs to you, but doesn’t own the long-term relationship with a specific artist or manage permanent bookings. • No explicit “we’ll help you design a piece, trial it, and then book the real thing” journey.

Target Market

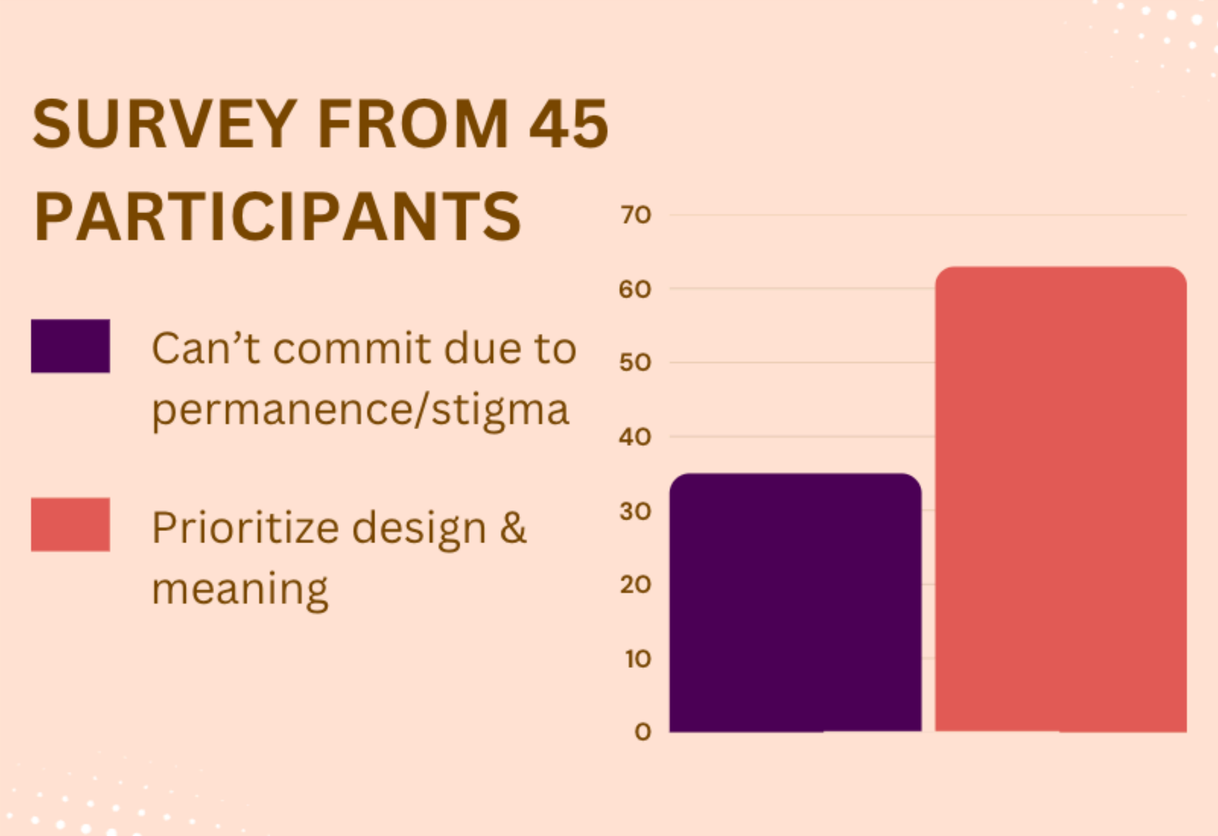
We know our target market because we are our target market: 18-25 year olds who want a tattoo that care deeply about the design but are afraid of the commitment. This is a broad category to fill, so we focus mostly on those that are fashion driven and active on social media.

Meet Emma!



Validation

From conducting our interviews, we can confidently say users will choose SKETCH. We found that 65% of our 45 survey respondents cared most about the design and meaning of a tattoo. We also found in our second round of surveys that 73% of survey respondents believe we are pricing our average design well, at $100. Our temporary tattoo option is much less expensive than Inkox, but presents the same quality to help you make that decision to put that design on your body forever. Our first thought of going toe to toe with Inkbox as our main product being a temporary tattoo was shown as too robust for us to accomplish a longer lasting product than Inkbox. After our rebrand, we saw that our online tattoo marketplace is much more viable and fills in gaps between curiosity and commitment with body art.



MANAGEMENT TEAM & STRUCTURE

Maddie Krozek
CEO
55% Equity

Nick
Head of Business Model & Finance
11.25% Equity

Caleb
Head of Product & Operations
11.25% Equity

Jonah
Head of Strategy & Partnerships
11.25% Equity

Oliver
Head of Marketing & Creative
11.25% Equity

Competitive Compensation Plan:
Fixed salary with performance-based incentives tied to user growth, artist acquisition, and platform engagement.

Filling the Gaps:
Additional support needed in legal (terms, contracts), large-scale manufacturing, and advanced web development.

MARKETING PLAN



MARKET ALIGNMENT

High

SKETCH

Customization

INKBOX

Low

High



fiverr.

Low

Participation

BRANDING and PRICING

Branding Differentiation:

- Unlike competitors, SKETCH provides limitless customization by connecting customers directly with real tattoo artists.
- SKETCH aims to replicate the process of a real tattoo.
  - while enhancing the experience by being online, and offering a “try before you buy” element
    - Combat regret, boost confidence.
- Core features
  - Customizable designs
  - Direct artist collaboration
  - E-commerce platform
  -

Pricing Strategy and Revenue Sources: SKETCH utilizes a two-tiered purchase model

- **Designs:** Artist + Customer, on the SKETCH platform
  - Artists set their own rate
    - **75%** artist split, **25%** platform fee (SKETCH)
- **Temporary Tattoo Prints**
  - Avg. ~**$25–$30**
  - variable based on size, quantity, etc.

CHANNEL POSITIONING

Primary Distribution Channel (Online E-commerce)**:**

- The core offering is delivered through an online platform where customers are matched with an artist to design their tattoo
- The customer journey involves visiting the website, entering style/budget/location, getting matched with an artist, collaborating via chat, receiving the temporary tattoo, and wearing it for 1–2 months
- The temporary tattoos are manufactured in-house initially, with plans to potentially outsource later, and shipped to the customer, often via USPS

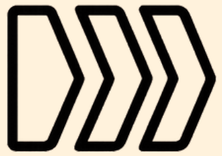
Secondary/Partnership Channel (Physical Tattoo Shops)**:**

- Services are also offered through select partner tattoo shops
- The goal is for customers, upon finalizing their design with SKETCH, to be able to walk into their local tattoo shop with a design they know is perfect
- **SKETCH aims to establish a presence in tattoo shops, envisioning itself as the "DoorDash online front-end for tattoo shops"**

OPERATIONS STRATEGY

How Sketch Works

Customer Journey:
SKETCH operates as a streamlined design-to-delivery pipeline. Customers submit a request, upload inspiration, and are matched with an artist based on style, budget, and timeline. After the artist completes the digital design, SKETCH prints a high-quality temporary tattoo in-house and ships it directly to the customer for trial. This flow reduces uncertainty, speeds up revisions, and builds trust before the customer books the real tattoo.



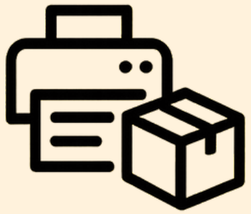
Artist Workflow

Optimized for speed and clarity:
Artists onboard through a curated portal where they upload portfolios, set pricing, and receive design requests. Each project includes a clear brief, built-in messaging, structured revision rounds, and secure payouts. This workflow ensures artists spend less time managing logistics and more time creating.



Printing + Fufillment

In-house for quality and control:
Early production is handled internally to guarantee color accuracy, line precision, and consistent print quality. SKETCH maintains inventory of adhesive sheets, cosmetic-safe inks, and packaging materials to support small-batch production. As order volume grows, fulfillment can scale to hybrid or outsourced manufacturing.



Operations Timeline

Year 1

Goal: Launch SKETCH and validate model
– Launch with first users and artists
– Ship initial designs + temporary tattoos
– Finalize packaging, printing, and suppliers
– Begin digital marketing + gather feedback
Revenue: $42,530

Year 2

Goal: Scale users and artists
– Grow to 12,500 customers
– Improve printing + fulfillment
– Enhance website and artist portal
– Start micro-influencer partnerships
Revenue: $780,469

Year 3

Goal: Expand product line + reach
– Launch SKETCH Originals
– Support 20,000+ customers
– Strengthen national marketing + pop-ups
– Improve margins with bulk materials
Revenue: $1,248,750

Year 4

Goal: Accelerate growth
– Reach 40,000 customers
– Expand Originals and seasonal drops
– Partner with tattoo studios
– Scale production + customer service
Revenue: $2,497,500

Year 5

Goal: Full U.S. presence
– Reach 100,000 customers
– Build national brand recognition
– Partner with major e-commerce platforms
– Operate full fulfillment facility + expanded team
Revenue: $6,243,750

Research and Development

Equipment Needed (Capital Investment)

- Custom temporary tattoo printer + material cartridges
- Packaging & fulfillment supplies (adhesive sheets, cutters, heat press)
- Basic photo/scan setup for skin-tone and placement testing
- Software engine to run website

Market Testing

- Ran initial user surveys confirming strong demand for “try before you buy” tattoos
- Conducted early artist interviews validating paid design packages
- Completed small-batch prototype tests with positive user feedback
- Preparing limited beta with 25–50 users across Colorado & California

Key Challenges

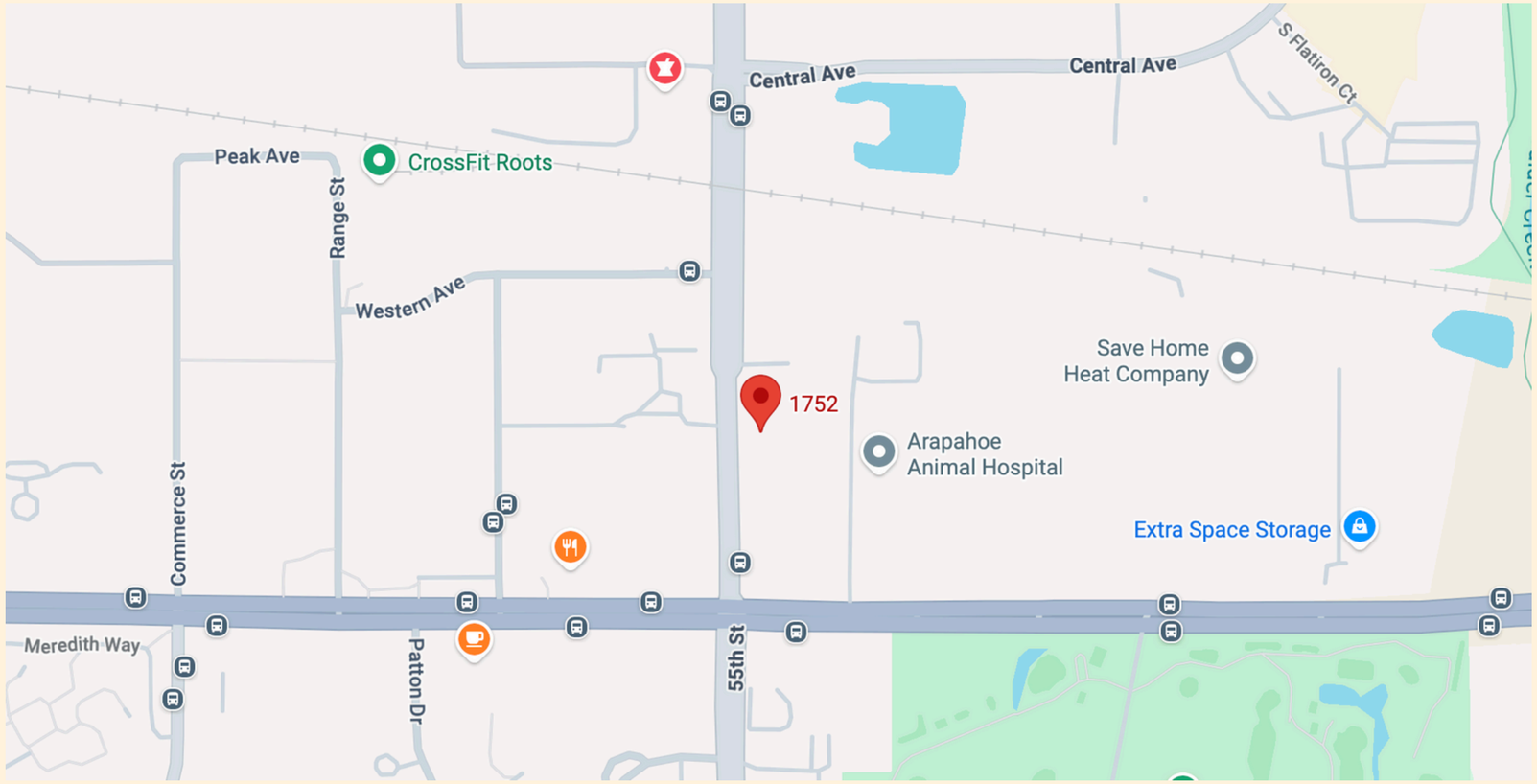
- As company and artist response builds, keeping the site up and running
- Ensuring temporary tattoos accurately match real tattoo size, line weight, and placement
- Achieving high-quality, consistent prints at scale
- Building artist-friendly design-to-temp workflow
- Compliance with cosmetic-grade ink and skin-safety standards

Next Steps

- Finalize temp tattoo printing pipeline (design ↠ mockup ↠ physical sample)
- Pilot test fulfillment process with small batch production
- Refine artist onboarding and design toolkit
- Integrate mockup-generation into product (mobile photo ↠ placement preview)

OUR LOCATION

Even though SKETCH is a digital platform accessible from anywhere, our operations are based in Boulder, Colorado. This central location gives us access to a strong creative community, reliable fulfillment partners, and a growing network of tattoo artists. Boulder's startup-friendly environment allows us to scale efficiently while staying connected to both artists and customers nationwide.

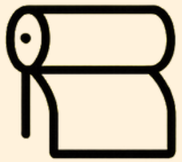


Approx. 7,000 sq ft space available for printing, packaging, and order fulfillment.

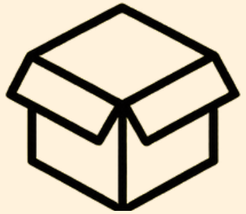
IN-HOUSE OPERATIONS

Printing → Packaging → Fufillment

High-quality printing done internally:
SKETCH begins with fully in-house printing to maintain maximum accuracy in line weight, detail, and sizing. This allows us to test materials, refine print settings, and deliver consistent temporary tattoos without relying on external manufacturers.



Controlled, small-batch packaging:
All temporary tattoos are cut, sealed, and packaged internally to ensure each order matches the digital design and is prepared safely using cosmetic-grade materials. This also allows us to perfect our brand presentation before scaling.



Direct shipping from our Boulder workspace:
Orders are shipped via USPS First Class with tracking. In-house fulfillment keeps shipping reliable and affordable while enabling quick adjustments to order volume and packaging.



COSTS, EXPENDITURE, and INVENTORY

COST STRUCTURE

SKETCH operates as a lightweight, capital-efficient startup with costs concentrated in production materials, packaging, and early operational labor. Our model minimizes fixed expenses by relying on contract artists, small-batch printing, and lean in-house fulfillment.

- **Materials:** adhesive sheets, cosmetic-safe ink, print film
- **Packaging**: sleeves, inserts, branding cards, mailers
- **Software:** website hosting, payment processing, CMS tools
- **Shipping:** USPS First Class labels
- **Overhead:** workspace, utilities, insurance

EXPENDITURE BREAKDOWN

Early expenditures focus on building the printing pipeline, improving operations, and driving user acquisition. These expenses decrease per unit as we scale, improving margins year over year.

- **Printing cost per temp tattoo:** ~$2–$3 (materials + ink)
- **Packaging + shipping cost per order:** ~$4–$6
- **Artist payouts:** 75% of the design fee
- **Marketing spend:** $7 per new customer (TikTok creators + targeted ads)
- **Tech infrastructure:** $2 per user annually
- **Processing fees**: ~3% per transaction

INVENTORY MANAGEMENT

SKETCH uses a just-in-time inventory model. We hold small batches of materials, allowing us to control costs, avoid overproduction, and maintain freshness of printing inputs. This system supports scaling without requiring major upfront investment.

- **On-demand printing = zero finished goods inventory**
- **Small-batch storage:** ink, film rolls, adhesive sheets
- **Reorder point system:** restock automatically at 20–30% remaining capacity
- **Low spoilage risk:** long shelf life on materials
- **Scales with volume:** easy to expand to bulk purchasing in Years 2–3

POTENTIAL RISKS

Artist Supply & Quality Risk

Risk: SKETCH relies on independent artists. If artist onboarding is slow or designs are inconsistent, the user experience suffers.

Mitigation: Build a curated onboarding flow, early artist incentives, and quality standards for submissions.

Customer Adoption & Retention Risk

Risk: Users may hesitate to pay for custom designs or temp tattoos if the value isn't clear, slowing early traction.

Mitigation: Strong creator-driven marketing, user education, showcasing success stories, and offering early promotional pricing.

Production & Fulfillment Capacity Risk

Risk: In-house printing and packaging may face bottlenecks as volume scales, causing slower turnaround times or higher operational strain.

Mitigation: Start with small-batch controls, track order volume closely, and transition to hybrid or outsourced production by Year 2–3 when demand increases.

Competitive Market Risk

Risk: Users may hesitate to pay for custom designs or temp tattoos if the value isn't clear, slowing early traction.

Mitigation: Strong creator-driven marketing, user education, showcasing success stories, and offering early promotional pricing.

PROJECTED REVENUE MODEL

SKETCH has 2 primary sources of revenue:

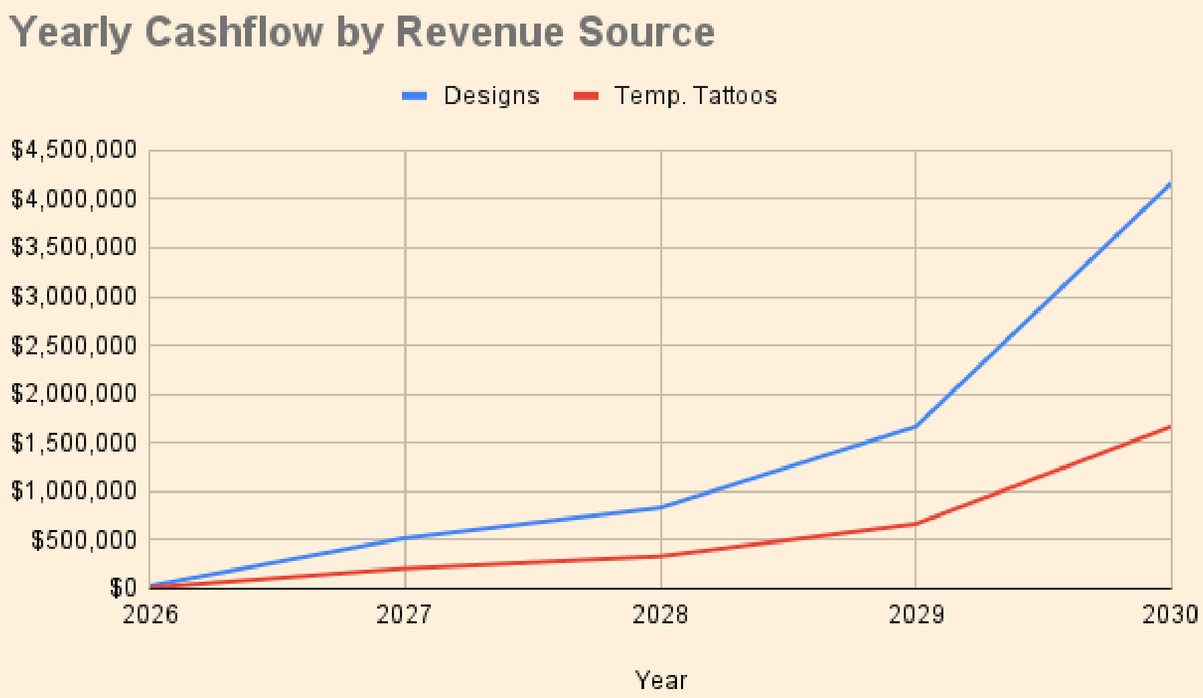
1. **Design Commissions**

- We take a 25% cut of our individual contract artists' design fees, meaning they keep a generous 75% of their fee.
- This means our cut of total design revenue is equal to: 0.25 * TotalDesignRev.

2. **Temporary Tattoo Sales**

- We will also offer to ship temporary versions of tattoo designs for customers to try on
- Our incoming cashflow from temp. tattoo sales Is equal to: TotalTemp.Rev. - COGS

The cost of both the design, and temporary tattoo will depend on factors such as size, complexity, etc. But for our models, we just use the expected average price for these services



REVENUE ASSUMPTIONS

1. # **Customers - Variable**

- We define a customer as someone who purchases at least one design in a given year.

2. **% of repeat customers (yearly) - 50%**

- Customers tend to be loyal to brands of choice, leading to a likelihood of repeating purchases

3. **Avg Yearly Designs per Repeat Customer - 2.33**

- A repeat customer will order more than one design per year

4. **Avg Price of Design - $100**

- We imagine most designs will take a few hours to create at minimum wage. 6hrs x $15.00 ≈ $100.

5. **% Ordered - 50%**

- Surveys suggest those interested in SKETCH are also interested in our TEMP tattoo products.
- Product B (temp's) / Product A (designs) = % Temps Ordered

6. **Avg Price of Temp Tattoo - 30$**

- Using competitor pricing, we can estimate an average price of what users will pay for high-quality, temporary tattoos

EXPENSE ASSUMPTIONS

1. # **of Employees - Variable**
- Only the 5 of us for the first 6 months, then bringing on new employees on as needed.

2. **Artist Cut - 75%**
- Artists will keep 75% of revenue generated from tattoo designs, leaving the rest to cover our costs

3. **Cost Of Goods Sold - $10**
- It costs a couple dollars to print, and a couple more dollars to ship temporary tattoos

4. **Avg Employee Salary - $75,000**
- We want to offer a slightly competitive salary for roles such as marketing, and financial analytics

5. **Ads and Marketing (user/year) - $7**
- We want to have a big marketing budget as this is our primary means of growth.

6. **Tech Infrastructure (users/year) - $2**

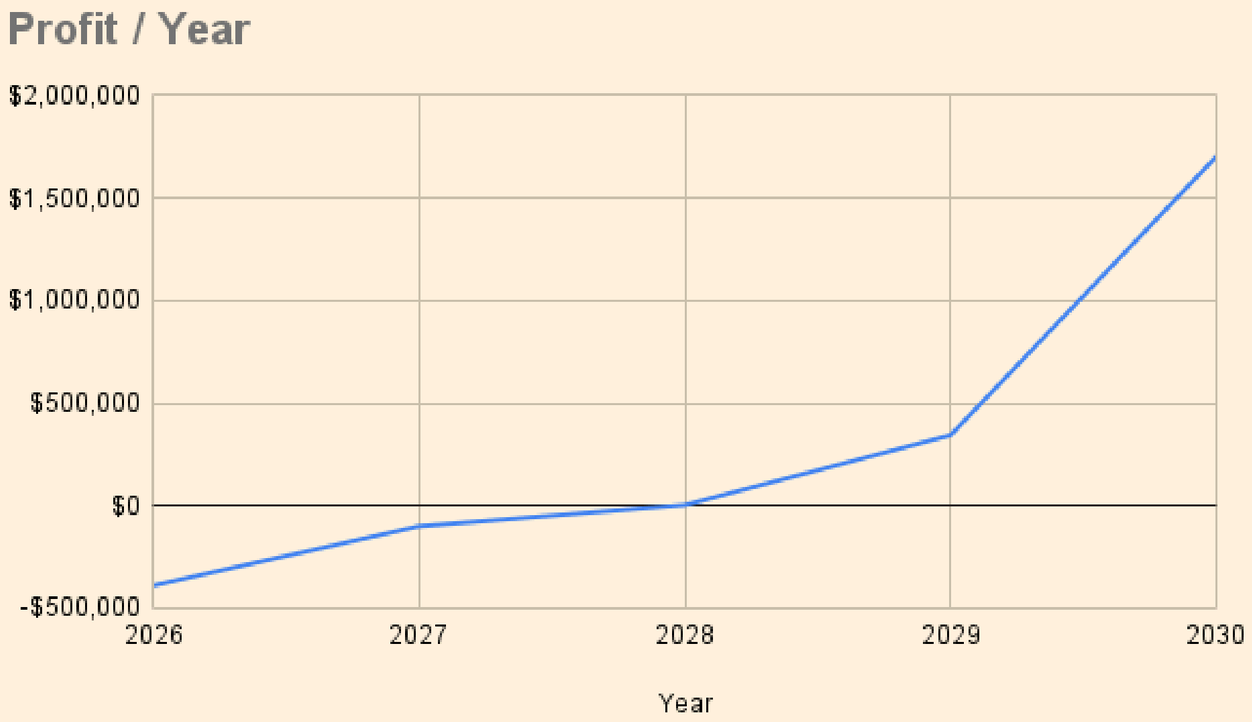
7. **Payment Processing - 3%**

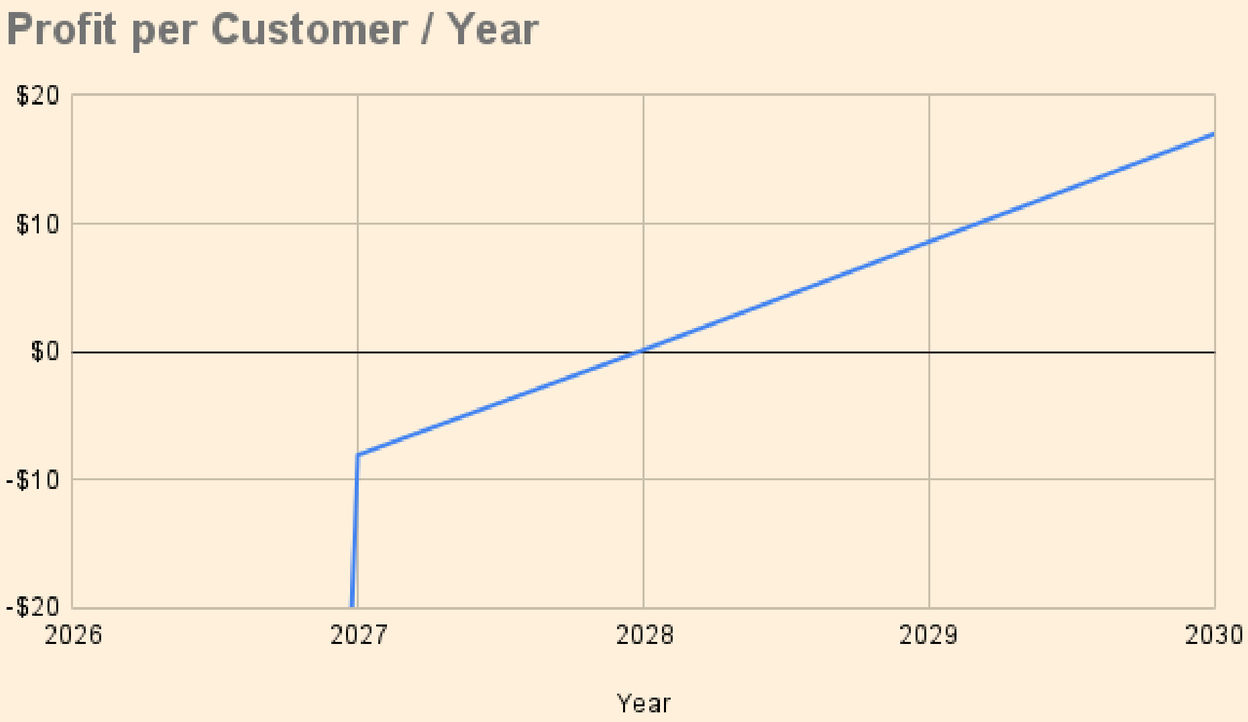
8. **Insurance/Legal/Other - 5%**
- Whatever other company related issues arise such as legal fees, insurance, etc.

9. **Taxes - 21% (of profit)**

PROJECTED FINACIALS

Funded by revenue and an initial investment, we expect an initial loss of just under $500,000 during years 1 and 2 which will set up SKETCH's marketing and operations for long-term sustainable growth. Due to decreasing costs at scale, we expect SKETCH to be profitable by year 3, once we hit around 20,000 customers. From there, our expected profit per customer continues increasing leading to a combined EBITA of almost $3,000,000 in years 4 and 5.





PROJECTED FINACIALS

	Year 1												5 Year				
Month	**Jan26**	**Feb26**	**Mar26**	**Apr26**	**May26**	**Jun26**	**Jul26**	**Aug26**	**Sep26**	**Oct26**	**Nov26**	**Dec26**	**2026**	**2027**	**2028**	**2029**	**2030**
Variable Assumptions																	
# Customers	1	3	10	20	40	100	300	500	1,000	3,000	1,500	1,700	681	12,500	20,000	40,000	100,000
# of Employees	5	5	5	5	5	5	6	6	6	6	6	6	6	7	9	12	15
Revenue																	
Rev. From Design	$14	$42	$139	$278	$555	$1,388	$4,163	$6,938	$13,875	$41,625	$20,813	$23,588	$113,414	$2,081,250	$3,330,000	$6,660,000	$16,650,000
Rev. From Temp	$2	$6	$21	$42	$83	$208	$624	$1,041	$2,081	$6,244	$3,122	$3,538	$17,012	$312,188	$499,500	$999,000	$2,497,500
Total Revenue	$16	$48	$160	$319	$638	$1,596	$4,787	$7,978	$15,956	$47,869	$23,934	$27,126	$130,426	$2,393,438	$3,829,500	$7,659,000	$19,147,500
Expenses																	
Artist Expense	$10	$31	$104	$208	$416	$1,041	$3,122	$5,203	$10,406	$31,219	$15,609	$17,691	$85,061	$1,560,938	$2,497,500	$4,995,000	$12,487,500
COGS	$1	$2	$7	$14	$28	$69	$208	$347	$694	$2,081	$1,041	$1,179	$5,671	$104,063	$166,500	$333,000	$832,500
Ads and Marketing	$1	$2	$6	$12	$23	$58	$175	$292	$583	$1,750	$875	$992	$4,768	$87,500	$140,000	$280,000	$700,000
Tech Infrastructure	$0	$1	$2	$3	$7	$17	$50	$83	$167	$500	$250	$283	$1,362	$25,000	$40,000	$80,000	$200,000
Salary	$31,250	$31,250	$31,250	$31,250	$31,250	$31,250	$37,500	$37,500	$37,500	$37,500	$37,500	$37,500	$412,500	$525,000	$675,000	$900,000	$1,125,000
Payment Processing	$0	$1	$5	$10	$19	$48	$144	$239	$479	$1,436	$718	$814	$3,913	$71,803	$114,885	$229,770	$574,425
Corperate Expenses	$1	$2	$8	$16	$32	$80	$239	$399	$798	$2,393	$1,197	$1,356	$6,521	$119,672	$191,475	$382,950	$957,375
Total Expenses	$31,263	$31,289	$31,381	$31,513	$31,775	$32,563	$41,438	$44,063	$50,627	$76,880	$57,190	$59,815	$519,796	$2,493,975	$3,825,360	$7,200,720	$16,876,800
Profit																	
Total Revenue	$16	$48	$160	$319	$638	$1,596	$4,787	$7,978	$15,956	$47,869	$23,934	$27,126	$130,426	$2,393,438	$3,829,500	$7,659,000	$19,147,500
Total Expenses	$31,263	$31,289	$31,381	$31,513	$31,775	$32,563	$41,438	$44,063	$50,627	$76,880	$57,190	$59,815	$519,796	$2,493,975	$3,825,360	$7,200,720	$16,876,800
EBITA	-$31,247	-$31,242	-$31,222	-$31,193	-$31,137	-$30,967	-$36,651	-$36,085	-$34,670	-$29,011	-$33,255	-$32,689	-$389,370	-$100,538	$4,140	$458,280	$2,270,700
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$1,035	$114,570	$567,675
Total Profit	-$31,247	-$31,242	-$31,222	-$31,193	-$31,137	-$30,967	-$36,651	-$36,085	-$34,670	-$29,011	-$33,255	-$32,689	-$389,370	-$100,538	$3,105	$343,710	$1,703,025

Funding

Our Ask: 500k

Why 500k?

With our total cost in year 1 being ~150k and our revenue projected at 516k, 500k will be just enough to cover any potential other losses in our first years of operation that we can bring back to our shareholders.

Capital-efficient model: artists set their own rates and earn 75%, reducing upfront design staffing costs.

Lean R&D requirements: only requires small-scale printing equipment, prototyping tools, and fulfillment setup—not heavy manufacturing.

Clear early demand: user surveys, artist interviews, and prototype testing validate willingness to pay for “try-before-you-buy” tattoos.

Marketplace dynamics: modest capital can unlock large transactional volume once the design ↠ temp ↠ permanent funnel is built.

Where?

Angel investors familiar with creator economy, design tech, or beauty/wellness.

Pre-seed venture funds focused on consumer platforms, marketplaces, and experiential retail.

Strategic investors in tattoo supplies, beauty tech, or creator tools.

Friends & family allocation (small percentage) to accelerate early build.

How?

Deploy capital into:

- Product development & mockup engine
-
- Temporary tattoo production pipeline
-
- Artist acquisition + early market incentives

Long-term: build toward a series seed focused on national rollout + enhanced design tools once marketplace liquidity is proven.

MORE ABOUT PARTNERSHIPS

Secondary/Partnership Channel (Physical Tattoo Shops)**:**

- **SKETCH aims to establish a presence in tattoo shops, envisioning itself as the "DoorDash online front-end for tattoo shops"**
  - Same way DoorDash exclusively runs the websites and online orders for some restaurants
- Long-term strategy includes partnering with tattoo studios across the U.S., offering shops free advertising to SKETCH users, making them recommended spots for permanent tattoos, and other benefits

Meanwhile... (what we need to do now)

- Advisory board
  - Tattoo artists on ‘The Hill’
    - Our local artists provide key insight on our relationship with both artists and tattoo industry

GET IN TOUCH

SKETCH

Our Website
www.sketchtattoos.com

Email Address
SketchTattoos@gmail.com

Social Media
@SKETCH
on TikTok + Instagram!

THANK YOU!



Maddie Krozek



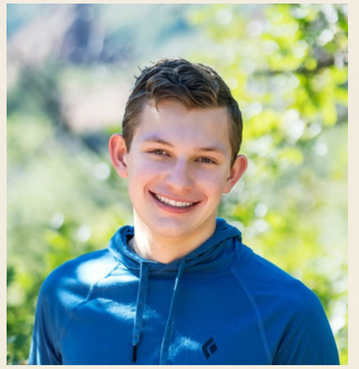
Oliver Jones



Nick Spilotro



Jonah Schwartz



Caleb Bettcher

TRY IT. LOVE IT. INK IT.