
SKETCH

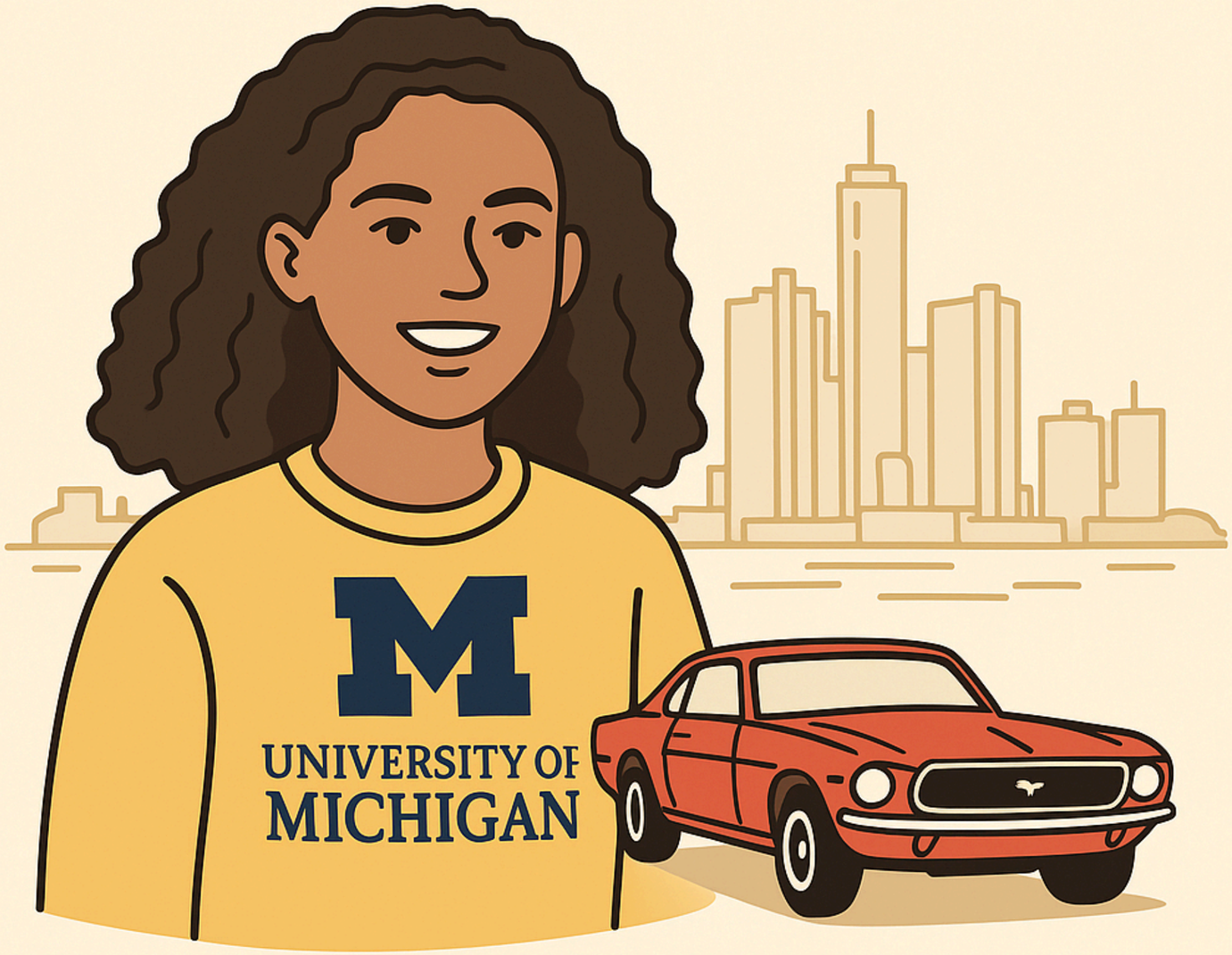


1. Tattoos are expensive, permanent, and intimidating to commit to

2. Over 50% of us already have tattoos but more say they would if they could test designs first

3. There’s no easy way to experiment with tattoos before getting inked

Meet Emma!





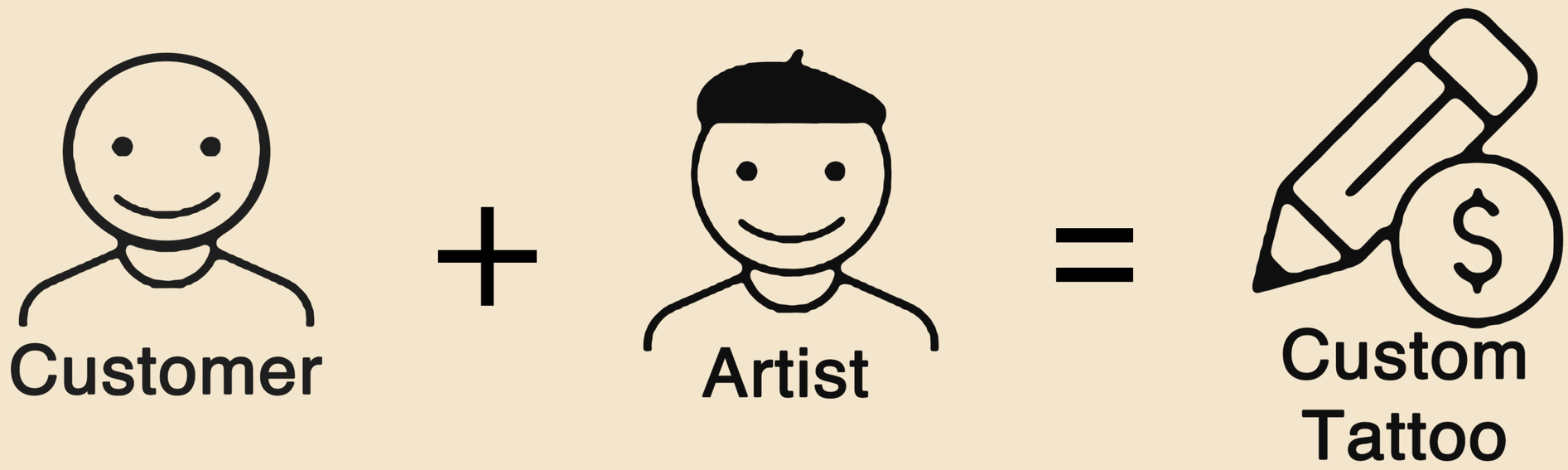
A creative platform for collaboration



High-quality, skin-safe designs



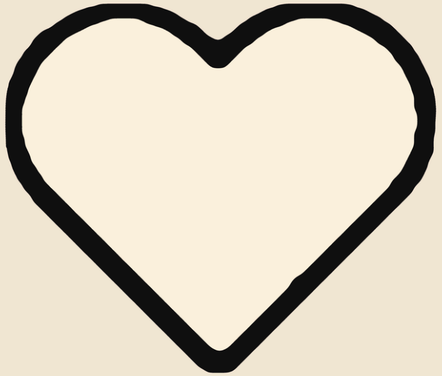
Redefining modern tattoo culture


Customer
Artist
Custom
Tattoo

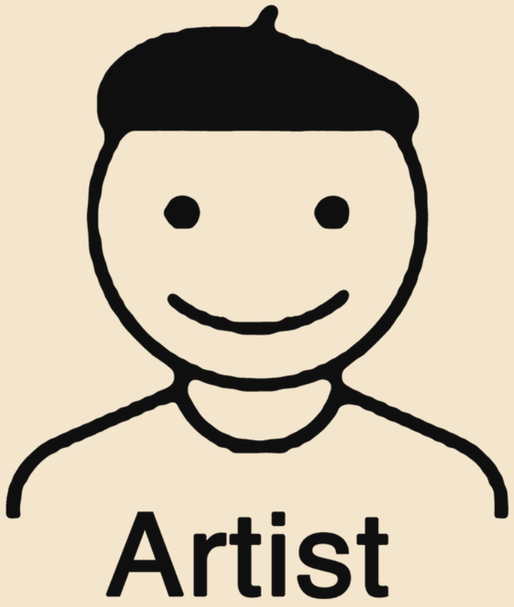


Custom Tattoo

+ SKETCH =



Temporary Tattoo



75%

25%

SKETCH



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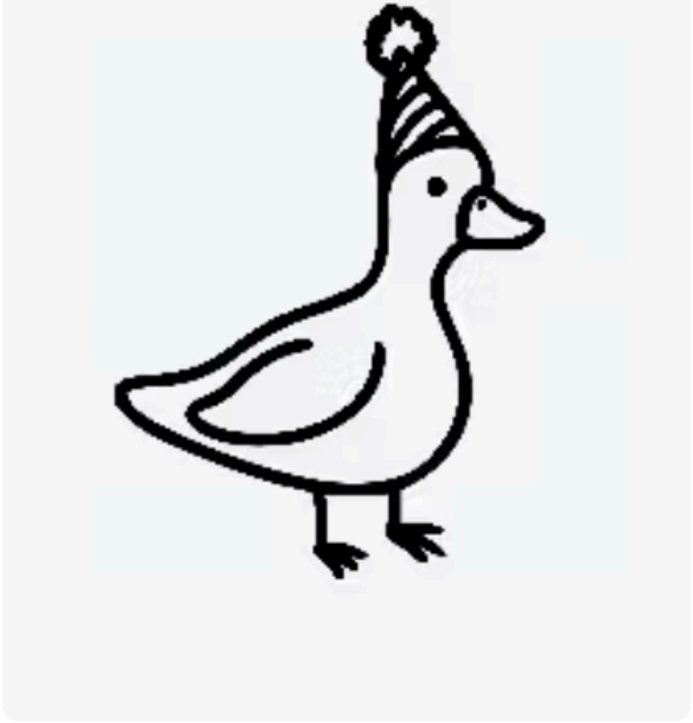

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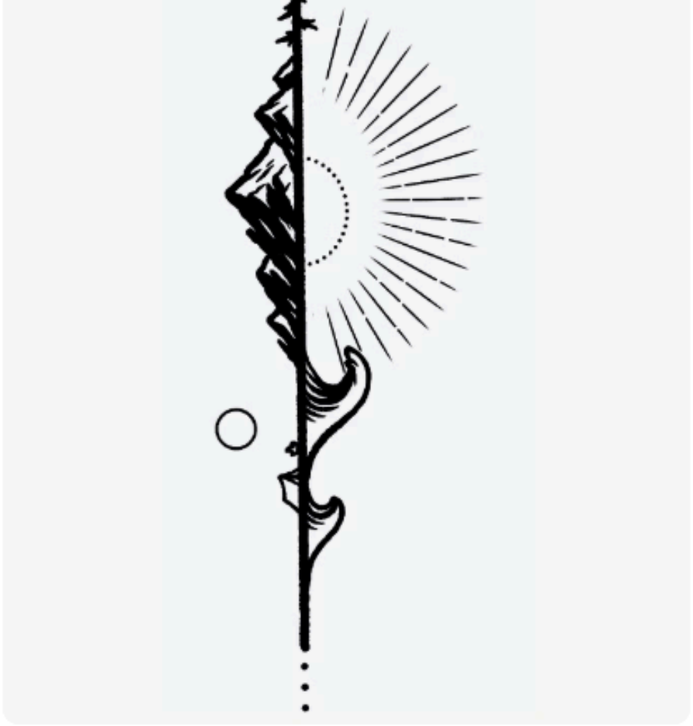

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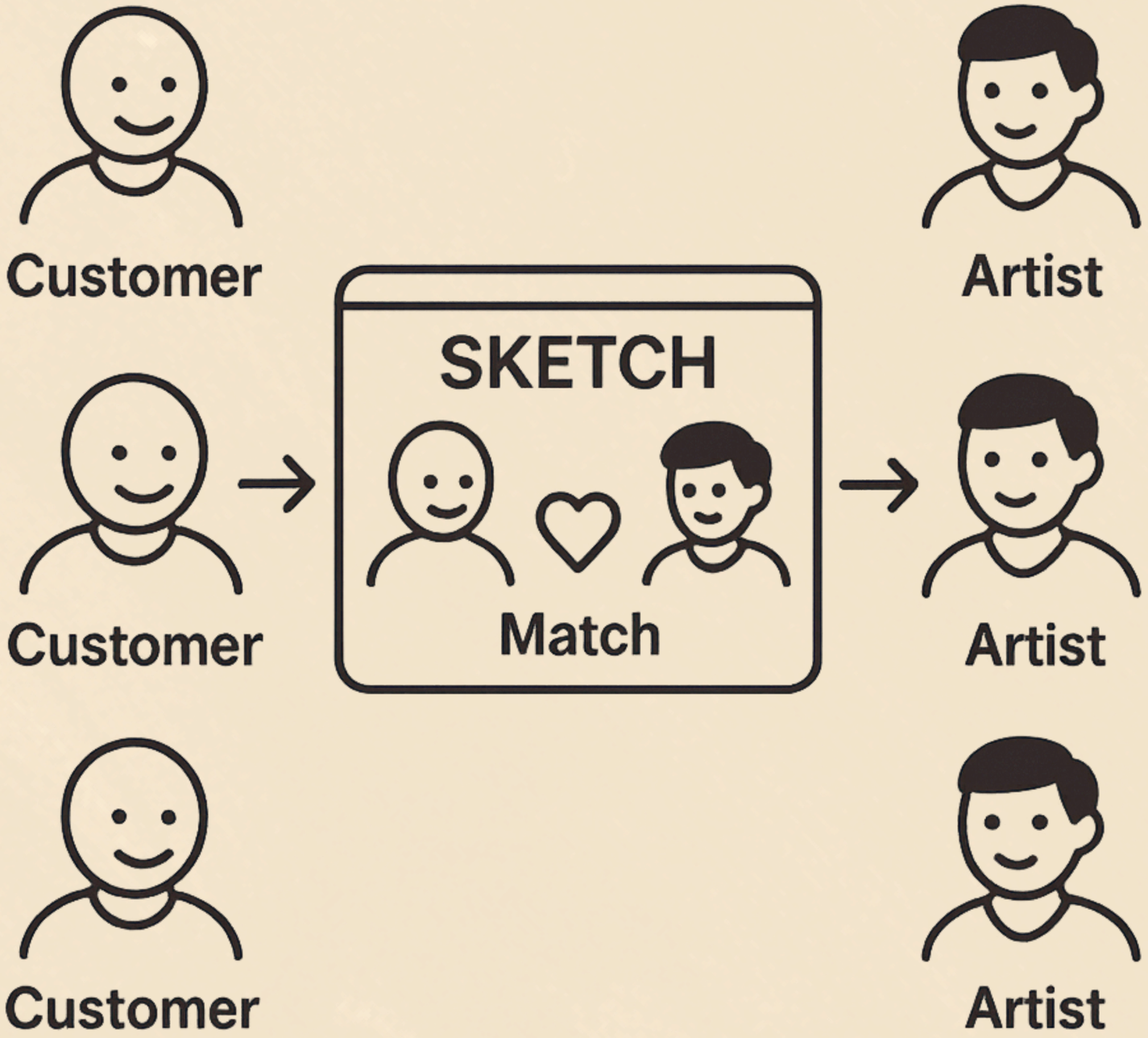
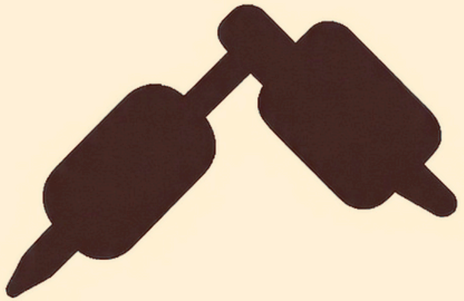

Customer
Artist
SKETCH
Customer
Match
Artist
Customer
Artist

Emma after SKETCH!



SKETCH



$1.4B
Tattoo Industry
in the US

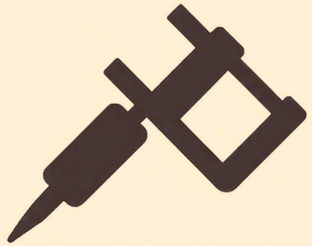


8%
Growth

BY YEAR 2030...



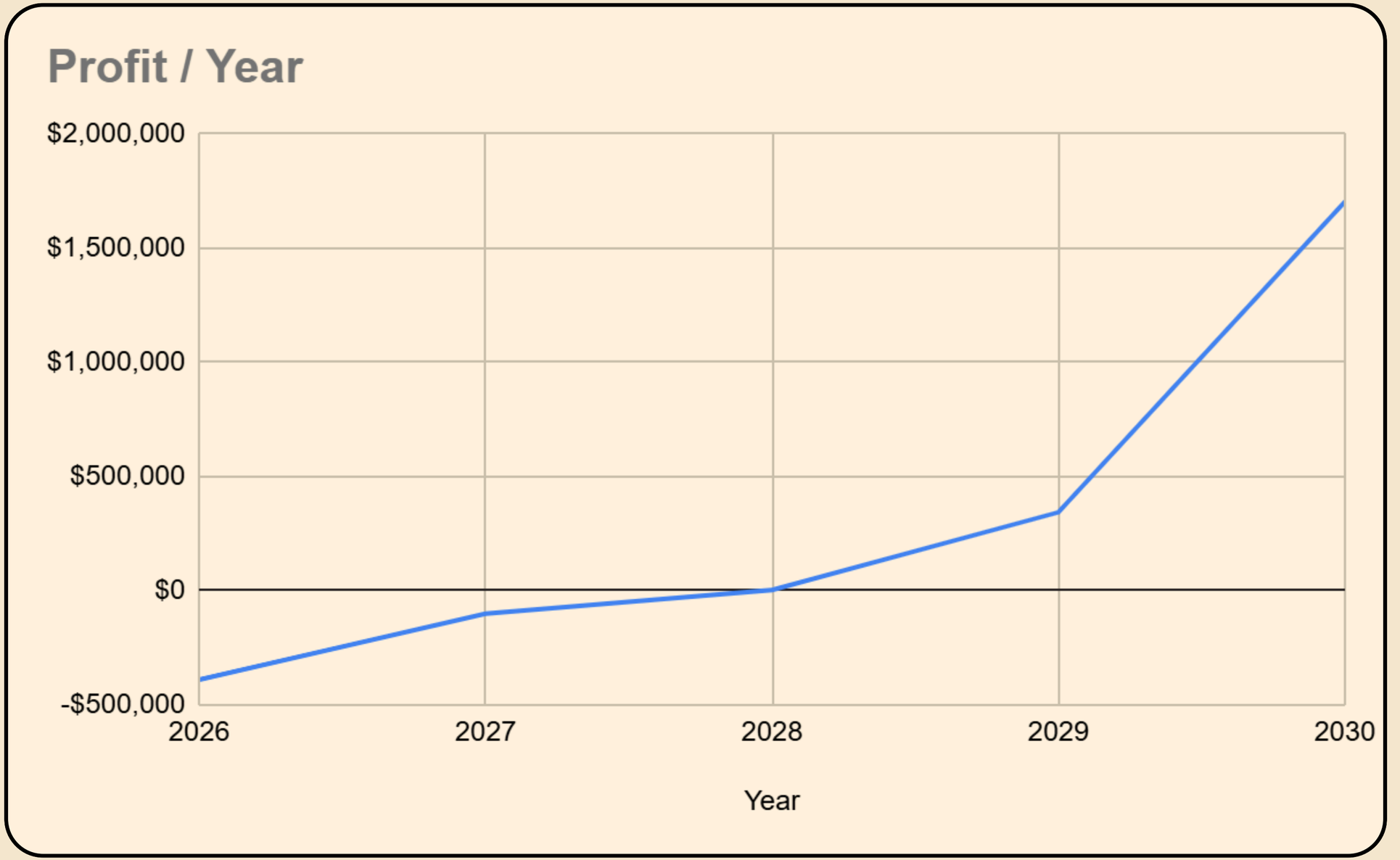
$1.7M

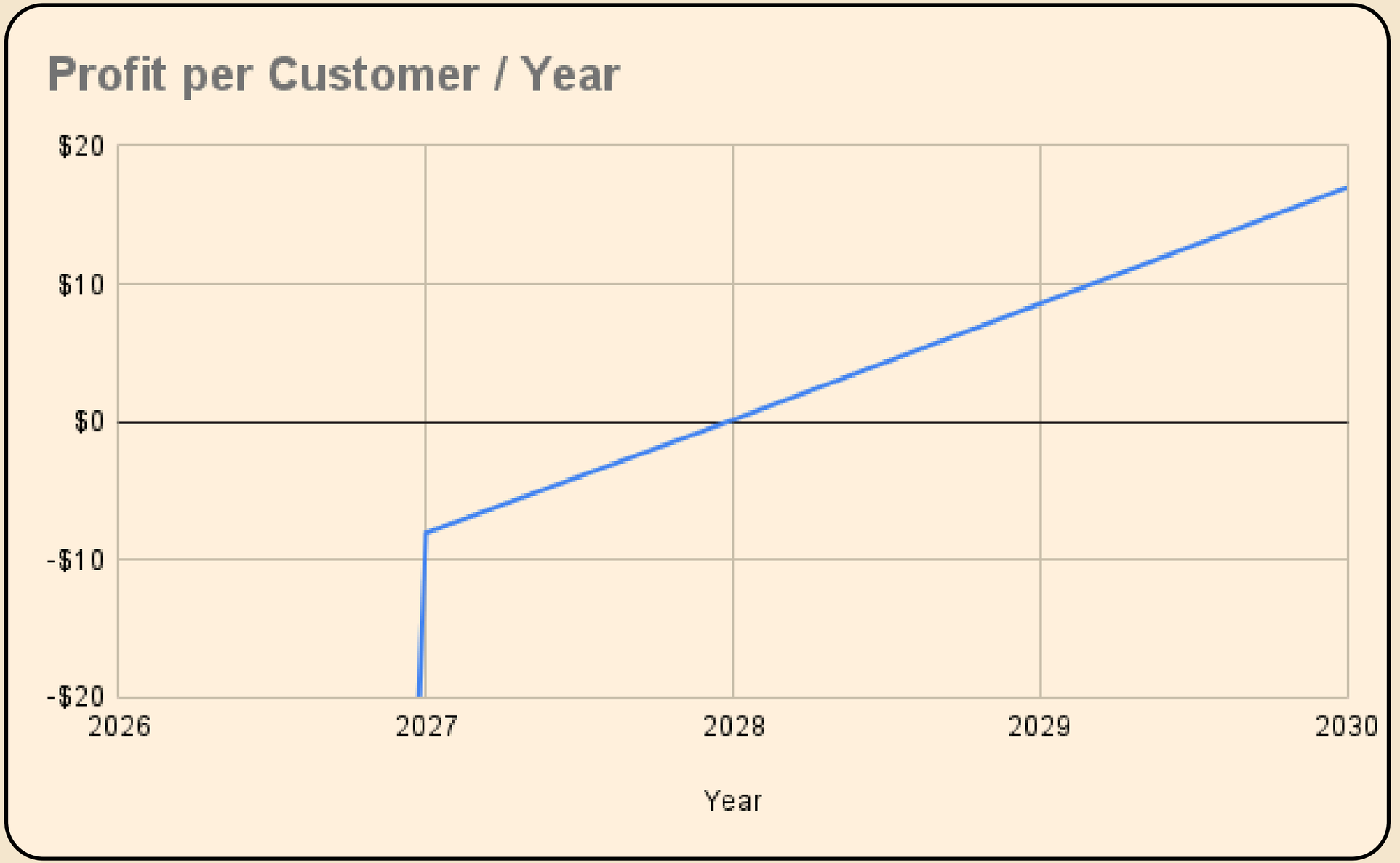


165K
Designs



83K
Temporary
Tattoos


Profit / Year
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
-$500,000
2026
2027
2028
2029
2030
Year


Profit per Customer / Year
$20
$10
$0
-$10
-$20
2026
2027
2028
2029
2030
Year



At least 1 Design in a given year



50% of Designs purchase a temporary tattoo

100$ Avg Design Price

30$ Temp Tat. Price

10$ COG

Pre-Launch

Website, artists, and suppliers are finalized and ready to go

Early Launch

Start with 10 test users to ship first designs

Growth Stage

Scale to 100 users and 20 artists

Year 1 Goal

Reach 2,000 users and 100 artists

Feature	SKETCH	Traditional Studios
Curated Artist Onboarding	✓	X
Digital Co-Design & Revisions	✓	X
Try-Before-You-Ink-Temp-Tattoos	✓	X
Transparent Pricing & Online Booking	✓	X

Curated artists → Digital co-design → In-house fulfillment → Quality-focused scale



Maddie Krozek



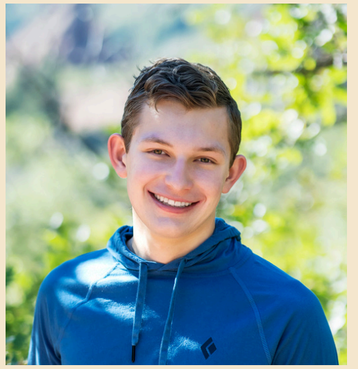
Oliver Jones



Nick Spilotro



Jonah Schwartz



Caleb Bettcher

TRY IT. LOVE IT. INK IT.