Cover Page

[Insert brand name, founder’s name, brand’s logo]

Note: Feel free to change the font, add pictures, and slides.

Brand Story

Introduction, short narratives about the brand, what inspires you in making this brand

Problem / Market Insight

Purpose: Show what gap or issue your brand addresses.

Include:

- The challenge in the current market (e.g., loss of traditional craftsmanship, lack of sustainable materials, etc.)
- Consumer behavior trends (local or global)
- Why it matters now

Solution / Brand Concept

Purpose: Show how your brand solves the problem or stands out.

Include:

- Your product or creative direction
- How it connects heritage and innovation
- Your unique selling proposition (USP)

Market Opportunity

Purpose: Show that your brand has growth potential.

Include:

- Target market segments (age, geography, lifestyle)
- Estimated market size in Indonesia
- Consumer trends that support your vision

Product Line / Collection

Purpose: Present your tangible offering

Include:

- Key product categories or hero items
- Photos of the brand's collection over the last 1–2 years
- How many collections are published in 1 year?
- Design philosophy or technical highlights (e.g., materials, sustainability, craftsmanship)
- **sketches of Spring Summer 2028 (12 Looks)**
- concept/theme of the collection

*The sketch designs are not yet published or sold

Business Model

Purpose: Explain how you make money.

Include:

- Revenue streams (e.g., direct sales, stockists, online, collaborations)
- Pricing strategy (accessible luxury, premium, etc.)
- Production capacity and distribution overview

Traction / Achievements

Purpose: Show credibility and momentum.

Include:

- Sales milestones, exhibitions, or partnerships
- Media coverage
- Collaborations or awards

Growth Plan / Roadmap

Purpose: Outline your plan for the next 3 years.

Include:

- Key goals (sales, expansion, collection development, exports, etc.)
- Milestones or timelines

  Example: "2027 – first international buyer," "2028 – Paris showroom," etc., or
- collaboration you would like to make in the future

Financial Overview

Purpose: Show basic financial health and projections.

Include:

- Current revenue in each month for the last 12 months,
- Cost structure
- Projected sales growth
- Key expenses (production, marketing, etc.)

Keep it visual—simple charts (such as bar/pie chart) are best.

Team

Purpose: Introduce the people behind the brand. (up to 3 people)

Include:

- Founder(s) + 2 key team members
- Short bios, roles, and contact

Design Team

Purpose: Introduce the people behind the brand's collection design

Include:

- educational background of the designer

Thank you for registering PINTU 2027!

Don’t hesitate to reach us if you have any questions