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12th Grade

*Womens Affordable Event Kit*

“Commercialization Plan”

Elevator Pitch: Are you a lady looking forward to glam up for a special day? Well, I have you covered with the Baddie Box. This kit is not only affordable but also has everything you may need. Looking for the perfect makeup routine has become a lot easier with the instructions and techniques included. No need to have to book nail or lash appointments at shops with this product being very convenient you can do it all yourself.

## Part 2 Executive Summary

Women may struggle to find the perfect makeup routine. This is because the cost of some products may be too expensive, the quality of some items is poor, they may not have knowledge of good products, and doing makeup is time-consuming. All of these reasons have multiple effects on your makeup routine. Pretty Enough Cosmetics, creator of the Baddie Box, is here to inspire women to feel pretty and powerful by magnifying the beauty that already exists. I am going to help women create an easier, helpful makeup routine with my product. My plan is to drop this event kit under my business "Pretty Enough Cosmetics Inc" for an affordable, profitable amount. It will be a limited edition item and I will only make about 20 boxes. I will start off by promoting the drop with pictures and videos of the designing process. When I drop this item to push it out more to more people I will create social media ads and posts.

## Part 3 Problem Summary and Proposed Solution.

Women need more affordable ways to express themselves without spending an arm and a leg on a product or service, but also still receive good quality items. I did a survey and asked a few peers if they'd rather go the cheaper route of receiving a service or product but still receive a good quality item or outcome. For example, would they rather wear \$50 Semi lashes or my \$10 strip lashes, or if it's last-minute would they try to find a nail tech to do their nails or just wear press on, and last would they rather go to a cheaper makeup artist than an expensive one but still receive good quality. I learned that some women rather prefer going the cheaper route because it is best for them or that it's just the product they prefer. If I create a customized event kit that is affordable, fun, and creative, then women who purchase it can save themselves a lot of stress when looking to glam up for a special day.

## Part 4: Summarize the STEM Concepts and Principles Underlying the Overall Plan."

The proposed solution incorporates concepts from science, math, and technology. In science, I learned that a 1980 study by researchers Jean Ann Graham of the University of Pennsylvania and A.J. Jouhar of Bristol-Myers Co. concluded that proper makeup application results in wearers being perceived as more physically attractive and therefore more desirable,

personable, and even intelligent. All cosmetic and personal care product manufacturers are required by federal law to demonstrate the safety of their products and ingredients before they go to market. The safety assessment process is a multi-step process that includes: Choosing Safe Ingredients, Defining a Safe Range, Determining Safe Product Use. All ingredients are evaluated in the final product to confirm that their actual use is within the safe range for both consumers and the environment. Then Cumulative Exposure is evaluated as part of the overall product safety assessments. Last is Post-Market Surveillance: once a product is marketed, consumer use is monitored and scientific information continues to be collected. These tests that the scientist takes ensure the safety of cosmetic and personal care products and their ingredients.

In the math field of this solution, makeup relates to math because of geometry. People can have different kinds of shapes of faces. These geometric shapes can include a circle, triangle, square, or even oval. Makeup can be applied to these geometric shapes of faces to enhance beauty. Also expenses and when buying for a business profit and budgeting your money matters. When making cosmetics, figuring out % activity of an ingredient, adding up formulas, figuring out the required ingredient amount, figuring out HLB, and converting units all takes math skills.

Technology has made it possible for cosmetic users to customize and produce cosmetics using a makeup 3d printer that customizes shades and prints any color the user may want. Technology is also helping create data for cosmetic companies, it's also an outlet for makeup artists. They can create videos and share them with everyone and promote their business. Technology is how most makeup artists start with finding their product

## Part 5. Commercialization Assessment of the Overall Plan

Problem:

Women need more affordable ways to express themselves without spending an arm and a leg on a product or service, but also still receive good quality items because I learned that some women rather prefer going the cheaper route because it is best for them or that it's just the product they prefer. I know this is a problem because I am a young woman who feels this way. I also see on social media by my peers that they may get canceled on by a hairdresser or

nail or makeup artist. Having a product like mine would be very convenient for young women and women will have everything they need.

Proposed solution:

My solution to this problem is that I will make a customized event kit that is affordable, fun, and creative. This event kit will include cosmetics products that have good quality and accessories that could be used on the go, maybe for a special day. This will be very convenient for the ladies.

Target customers and intended users:

Young women and women will use this product. This is in line with my business "Pretty Enough Cosmetics Inc " where I " inspire women to feel pretty and powerful by magnifying the beauty that already exists."

Competitors:

My competitors will be salons, other small businesses like mine, drug store products, and other beauty stores, for example "Sephora."

Customer value proposition & competitive advantage:

My competitors all sell cosmetics and beauty products but the difference is I will ensure good quality products and affordable prices. I also have different options in receiving your products or services. My kits are also a one-stop shop with everything you need for an event, requiring little decision fatigue.

Principal revenue streams expected:

Pretty Enough Cosmetics Inc. will accrue revenue through sales of the Baddie Box and other products. Each box will cost \$30. Once all 20 are sold, I will have \$600 to put into a new line.

Principal startup and operating costs expected to be incurred:

To start a business you will need an LLC in the state you want your business to be licensed in. In the state of Ohio, an LLC is \$99. There are 5 Basic Steps to Start an LLC in Ohio

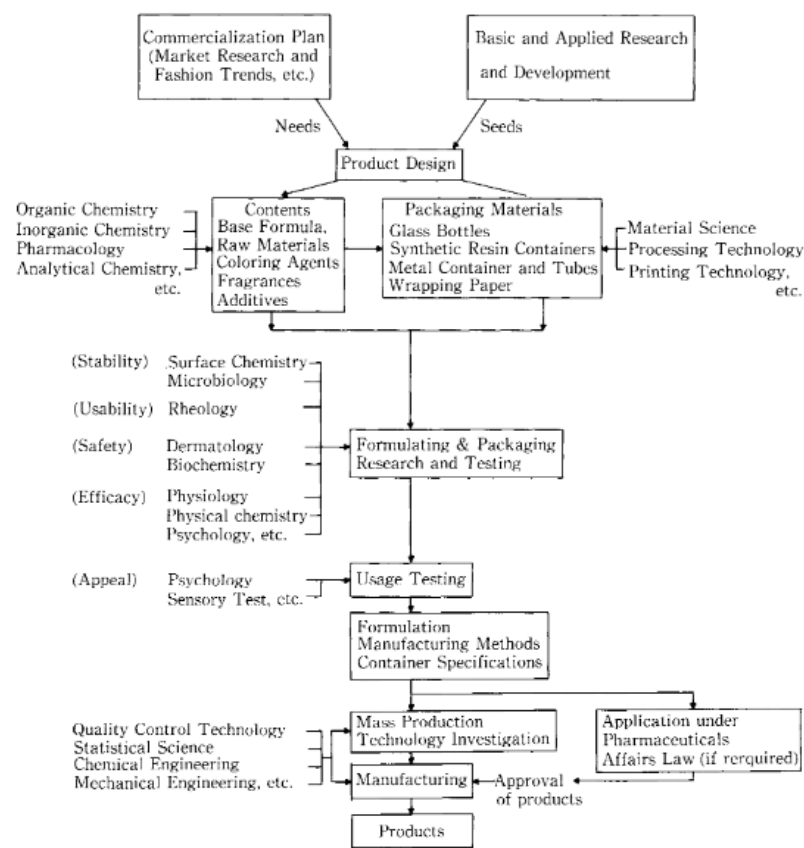
- Step 1: Name Your Ohio LLC
- Step 2: Choose a Statutory Agent
- Step 3: File the Articles of Organization
- Step 4: Create an Operating Agreement
- Step 5: Get an EIN

Other costs will include sourcing materials for the Baddie Box which will altogether cost \$20 to assemble. My initial profit margins are slim but these will increase as I can afford to order in bulk quantities or manufacture rather than outsource.

#### Part 6: Science and Technology Proof of Concept

Cosmetic science covers the fields from natural sciences to human and social sciences and is an important interdisciplinary element in various scientific disciplines. Cosmetics are becoming of more importance in daily life; they are used regularly by increasing numbers of people and very large quantities are consumed each year. In the text from “ New Cosmetic Science” from 1997, it states that “archeological excavations confirm that they were used in the early stone age and we can safely assume that cosmetics have a very long history (Pg.1 Lines 4-6 ).” Early people painted themselves with oils or mixtures of oils, clays, and plant materials to protect themselves against dryness from cold, burns from strong sunlight, and irritation from insect bites. Additionally, cosmetics were used for religious purposes. Fragrant woods for example were burnt to produce smoke and incense that would ward off evil spirits. As society changed so did the use of makeup. In the text, it says “ The main purposes for using cosmetics in modern society are for personal hygiene, to enhance attractiveness through use of makeup, to improve self-esteem and promote tranquility, to protect skin and hair from damaging ultraviolet light, pollutants, and other environmental factors, to prevent aging, and in general to help people enjoy a more full and rewarding life” ( Pg.1 Lines 16-20). Makeup cosmetics are mainly used on the face. Cosmetics are used in daily life. In the

1980s, the makeup trend became more evident. In addition to the problem of safety, product usefulness, which is what the product can do for humans, became the main research goal.



Hypothesis: Women need more affordable ways to express themselves without spending an arm and a leg on a product or service, but also still receive good quality items because I learned that some women rather prefer going the cheaper route because it is best for them or that it's just the product they prefer. If I create a customized event kit that is affordable, fun, and creative, then 80% of women who purchase it can save themselves a lot of stress when looking to glam up for a special day.

### [The 5 E's Of My Users Experience](#)

ENTICED- I will make social media posts and videos about my product users will be drawn to the packaging. It will be so cute and eye-catching.

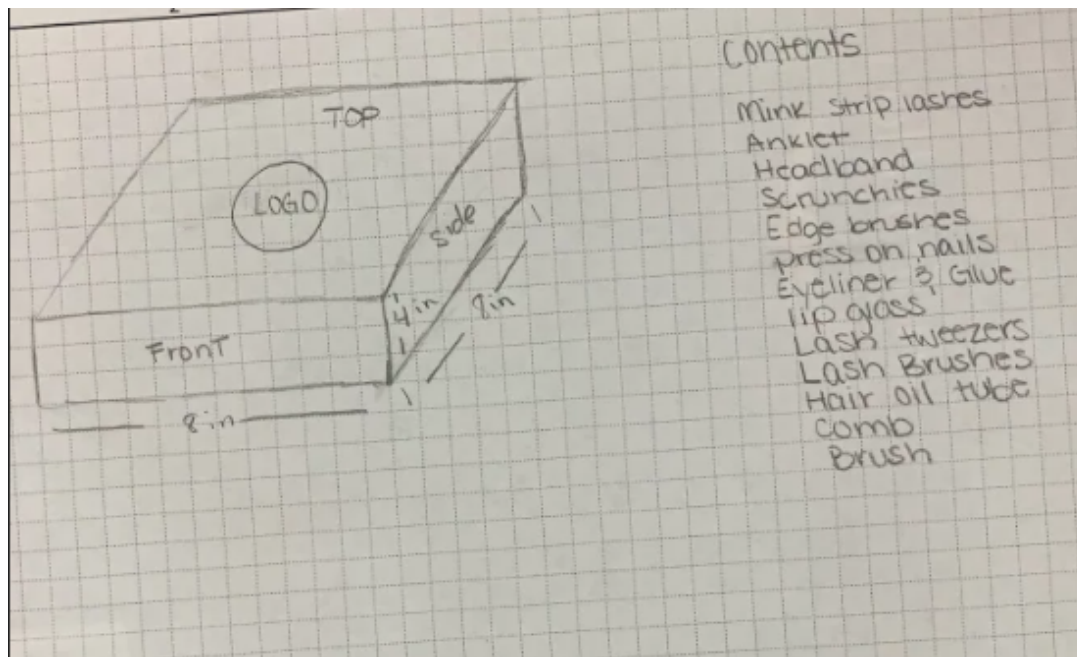
ENTERS- They will purchase the product and open it up to use it. Since my product has multiple items in it each item will have a description piece of paper of how to use it and or care instructions.

ENGAGES- To engage with my products ladies can put on false eyelashes and it comes with tools to do that to make it easy. They can press on nails. Wear the jewelry and accessories. The product will inspire women to feel pretty and powerful by magnifying the beauty that already exists.

EXITS- They will stop using this product by first sealing the items that open up then just put everything back into the box.

EXTENDS- The user will come back because of the results they will get from using my products.

Sketch:



Some additional work and my next steps to grow in my business are to create my website so I can begin to ship orders worldwide and I also have to come up with a backup plan like a statement to tell my customers if my orders ever get backed up with shipping.

Part 7 Acknowledgements.

I would like to thank my business mentor Jalisa Spy for helping me get my point across that Entrepreneurship is not easy, it takes a lot of time, effort, and hard work.

I would also like to thank the community partners I spoke to one on one in school. One helped me realize that I should come up with a backup plan for my customers if shipping gets backed up.

#### Part 8. References Cited

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[New Cosmetic Science Book](#)