

BADASS UNDERWEAR



@BadassUnderwear

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Overview of Badass Underwear

- ★ We're targeting everyone from high school girls that are going through one of the most awkward phases of life, college aged women who are working tirelessly for grades that can lead to their dream jobs, and mothers who need the extra courage to start their entrepreneurship path that they've been dreaming about their whole life.
- ★ We design various styles of underwear with a positive motto inscribed on the hip. The idea behind this product is to encourage and promote women's body positivity and female empowerment while providing consumers with a light, comfortable pair of underwear that relays a positive message.
- ★ Our product is delivered to customers neatly wrapped in tissue paper and contains a printed Badass inspirational card. Each card includes quotes that both motivate and relate to the word printed on each specific undergarment. This package is then sealed with a sticker of our logo.



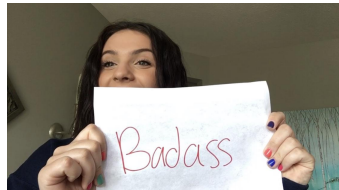
Sitting on a BADASS Thought ...
"There is nothing more badass than being who you are."





Opportunity: Campaign

- ★ Sitting on a ____ Thought
 - When we initially brainstormed, sitting on a happy thought was our original idea for the name of the company: our vision was you're literally "sitting" on the thoughts that you want to embody that day. However, once we played around with the names and landed on, "Badass", we didn't want to lose the very thought that started the product, and thus we decided to integrate it into our campaign.
- ★ This motto is a way for our customers to find a word that speaks to them, empowers them, and positively motivates them.
- ★ We want to help women embrace and confidently wear the words they choose to live by.





Survey Data and Sales

- ★ We sold out of 60 pairs in two days and kept 6 for prototypes.
- ★ Based on these sales, the phrase Badass was most desirable, as well as the seamless cut.
- ★ Sold at \$10.50 and leaves us with a \$2.75 profit margin.

Survey

	Votes
Cotton	37
Seamless	45

	Votes
Cheeky	20
Thong	51
Both	11

Cost to Make

	Costs
Underwear	\$1.66
Printing	\$5.86
Cards and Stickers	\$0.21
Tissue Paper	\$0.02
Total:	\$7.75

Sales: 60 pairs

	S	M
Badass	26	5
Fearless	8	2
Be You	17	2



Funds For The Future

There is no better time to start a female empowerment campaign. This is just the beginning of a worldwide movement changing the lives of women including equal pay for equal work, the Me Too campaign, and the overall celebration of all bodies.

Immediate Plans:

- ★ Include more phrases: bold, rebel, determined, confident
- ★ Add colors: reds, pinks, and nudes
- ★ Variety packs
- ★ Include more sizes: XS to XXL
- ★ Boost profit margin to at least 50%
 - ordering and printing underwear in bulk to reduce costs
 - exploring other printing companies that have the option to ship

Down the Road

- ★ Expand to Sports Bras, Spandex, Sets
- ★ Website



Management and Closing

- ★ Juliet Kunkel: External Communications and Financial Officer
- ★ Allison Gonzalez: Marketing Officer
- ★ Alivia Morgan: Technology Officer
- ★ Rhiannon Young: Research and Development Officer

Ready to Join Us?

We appreciate all feedback. Let us help you find your word and remember to be a badass!

Find us at:



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