

PRIMO

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Mission and Vision

PRIMO is a start up created by Jonathan Seyoum and I centralized around the idea of giving minority activists, artists, and groups a platform to express themselves through fashion. We also plan to team up with other startup initiatives, such as the Locker Room Originals brand, to design concepts and ideas that can help both parties succeed.

Research and Empathy

When we started out we were interested in clothing design and social issues, so we combined these interests in order to create PRIMO. In our first business model we focused heavily on the social aspect of PRIMO because it differentiated us from other streetwear brands and it was something important to us. Today, we are focusing less on this aspect of the business in order to increase our brands versatility. We will still dedicate aspects of our company to the social mission, but the scope of our product designs will be more diversified.

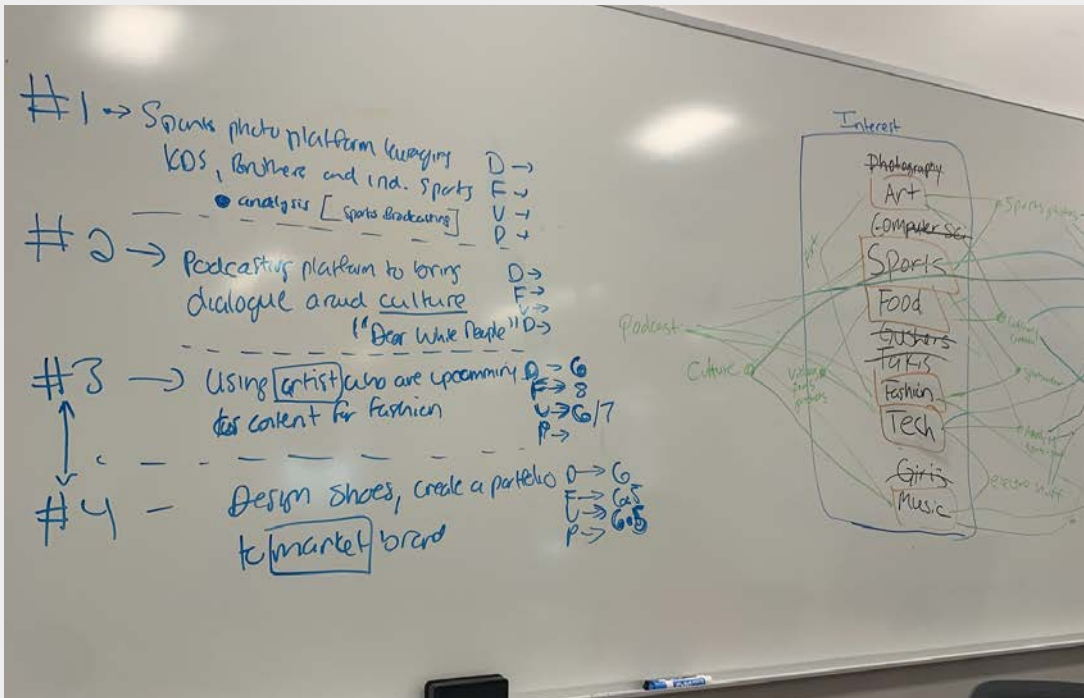


FIGURE 1: Notes from our initial meeting to conceptualize company ideas

Designs and Prototypes

We began our design process by trying to create shirt designs that would address a certain racial issues.



FIGURE 2: T-shirt mock up questioning whether the effects of Jim Crow Laws are still present today

Using photoshop, we created many shirt mock-ups and concept designs and tried to include certain aspects of social and racial issues that were unique and not seen on shirts too often.

We attempted to create thought provoking designs in an attempt to create pieces that would stand out and abstractly question the society we live in today.

We hope to leverage controversy, abstractness, and uniqueness in the future to help develop our brand and produce something that truly stands out.

Network and Partnerships

Since networking is an important part of the entrepreneurial process, we also spent time planning and beginning to build partnerships with people and companies we can work with to help build our brand and achieve the goals we have. We have worked with Mr. Daltirus since the planning of our business and have continued working with him through the developing of PRIMO.

To gain a better understanding of the development phase of the entrepreneurial journey, we have helped Locker Room Originals and the Iron Prover Foundation develop and launch their business model plan and develop partnerships with Athletic Departments in the Denver Metro Area.

Business Model



FIGURE 4: Early logo concept for our brand

Steps for the Future

As we move on to college, we plan on taking business classes throughout our 4 years in order to gain more knowledge and experience in the field. We hope to continue developing PRIMO and plan to use our new knowledge to fully launch the brand. Our goals for the future are to partner with local artists and screen printing companies along with prototyping and launching new lines, which we will begin to work on as a part of our Career Internship Experiences(CIE) project.



FIGURE 3: Logo concept for Locker Room Originals

For the future, we plan to partner with artists and screen printing companies in the Denver area in order to support local businesses. By partnering with other artists, we will also be able to better represent current social and racial issues in our work.

PRIMO's business model is similar to many streetwear models already in use but differentiates itself through its message.

Shopify- an online shopping platform that will allow us to list all of our products with a monthly subscription fee.

Guerilla Marketing- One of our marketing strategies that other streetwear brands have found to be successful where we use unconventional tactics to promote our products and brand.

Release Schedule- We plan on releasing new lines at least once every four months to keep our selection diverse and up to date

Limited Products - We plan on limiting the amount of products we sell in order to create value over time.