Designed Good

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Executive Summary

Company Overview
Designed Good is an exclusive, members-only flash sales site that offers curated brands and products with a socially conscious edge. Designed Good features these products for 72 hours at deep discounts of 40% off their original retail price, offering consumers the opportunity to seize upon trend-setting products at awesome prices. However, the key insight is that the products are style first, sustainability second – they are cool products first and foremost because of their design, but the ethical mission of the brand provides the consumer with the extra satisfaction of making a responsible purchase. Lastly, the company creates customer stickiness through its double bottom line: Designed Good will also donate 10% of the face-value retail price towards a micro-loan organization like Kiva.org.

Furthermore, Designed Good uses a world-class web interface to feature these products; user experience remains paramount. Designed Good will showcase trendy products on a design-oriented website, so that the shopping experience aligns with the aesthetic quality of the featured items.

Ultimately, Designed Good’s goal is to be the trendsetter in the market, setting the standard for chic in the marketplace and pushing those criteria towards sustainable and design-focused products. As a market indicator of what’s cool and socially responsible, Designed Good will epitomize online shopping as a more comprehensive experience on a website with opportunities for interaction. Designed Good envisions a community of consumers, driven partly by the members-only nature of the site and partly by the opportunity to interact with the products and other consumers; for instance, future members could upload Instagram-like photos of themselves using or wearing the products directly to the website.

Examples of socially responsible products include TOMS shoes, a one for one shoe company (for every pair you buy, they donate a pair to a child), Warby Parker eyeglasses (for every pair you buy, they donate a pair), and Canada Goose designer outerwear (they responsibly source their down feathers). More examples and a better understanding of the marketing of this idea can be seen by visiting a very barebones prototype we have developed at: www.sowshop.moonfruit.com.
Objectives

· **Offer superior products** – Designed Good will offer great products that also contribute to appealing causes. Shoppers will not be sacrificing aesthetic/design for the purpose of those causes.

· **Build a community of “socially chic” shoppers** – Designed Good is looking to build a strong community of users that identify themselves as shoppers with an eye for design; the sense of community will perpetuate itself through online interaction, and will develop and spread out into a variety of style fields (i.e. outerwear or decorative arts) as the company grows.

· **Set the trend for ethical consumerism** – Designed Good is looking to become the benchmark for responsible consumption, building a strong reputation around its ability to select great items that feed into the emerging socially-conscious ethos. Designed Good will become an authority for design-focused shopping.