

# Cornbio

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**Cornbio**

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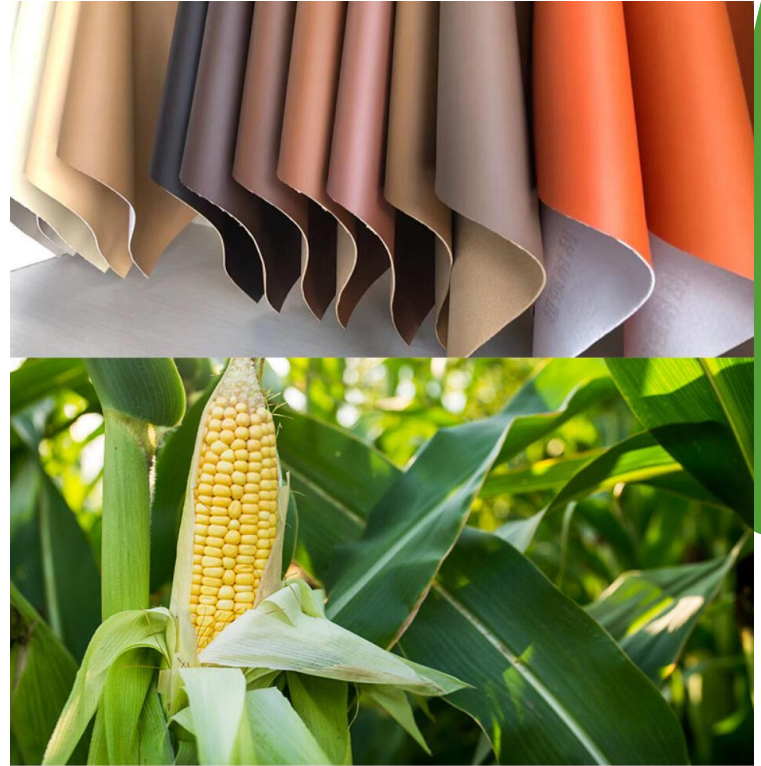
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# Our idea

Bio leather made from corn leaves is a sustainable and eco-friendly alternative to traditional leather. This innovative material could have a wide range of applications, from fashion and accessories to furniture and automotive upholstery.



## Cornbio



# Our idea

This is a promising solution to the environmental problems associated with traditional leather production.



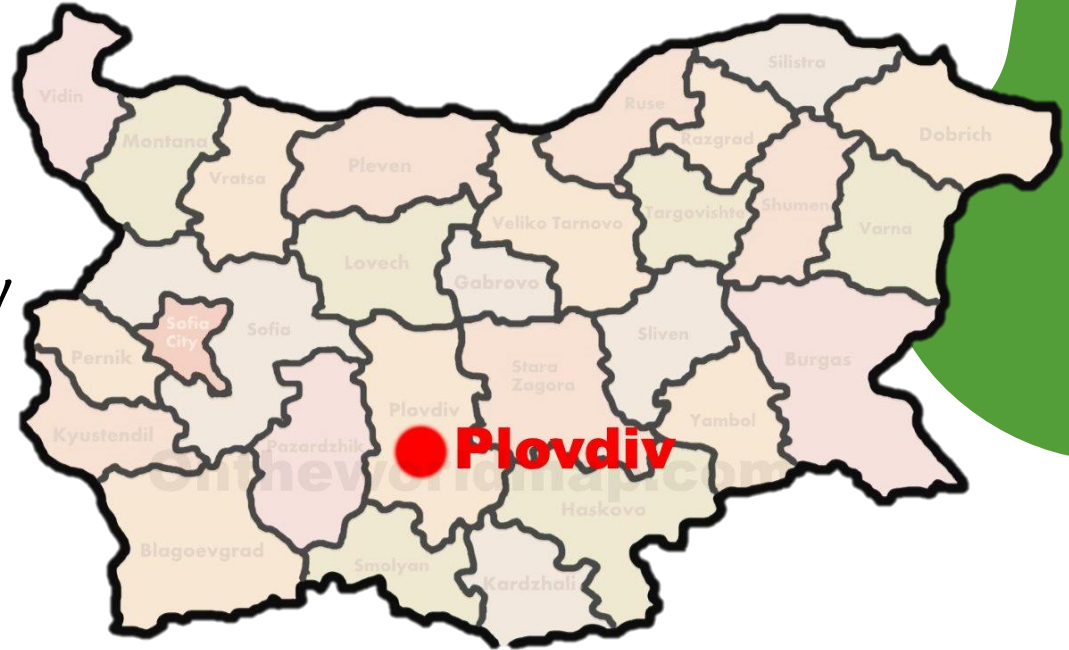
# Market research

## ❖ Audience

- Leather industry
- Fashion industry
- Automobile industry
- Furniture industry

## ❖ Location

- Plovdiv



## Market Overview

Market size outlook ( \$ million)



4418.7

2019 market size ( \$ million)



3.16

CAGR % (2019-2024)



Accelerating

Growth momentum



743.19

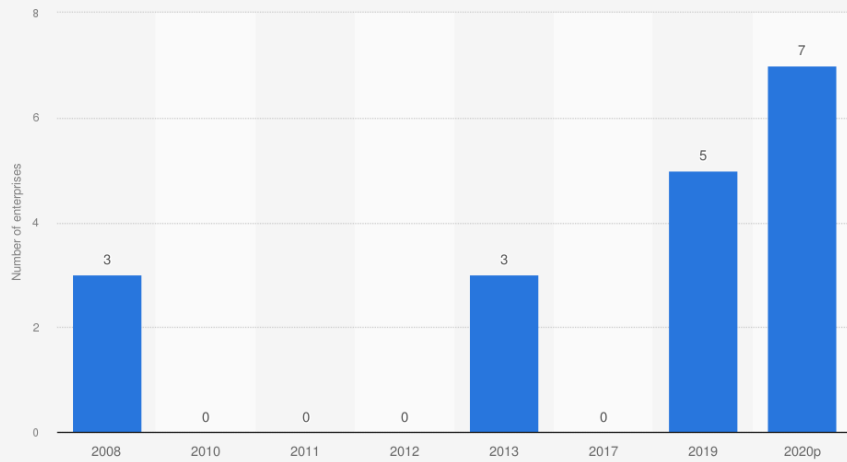
Incremental growth between 2019 and 2024 ( \$ million)

- ❖ Revenue in the Luxury Leather Goods segment amounts to US\$60.20m in 2023. The market is expected to grow annually by 4.51% (CAGR 2023-2028).

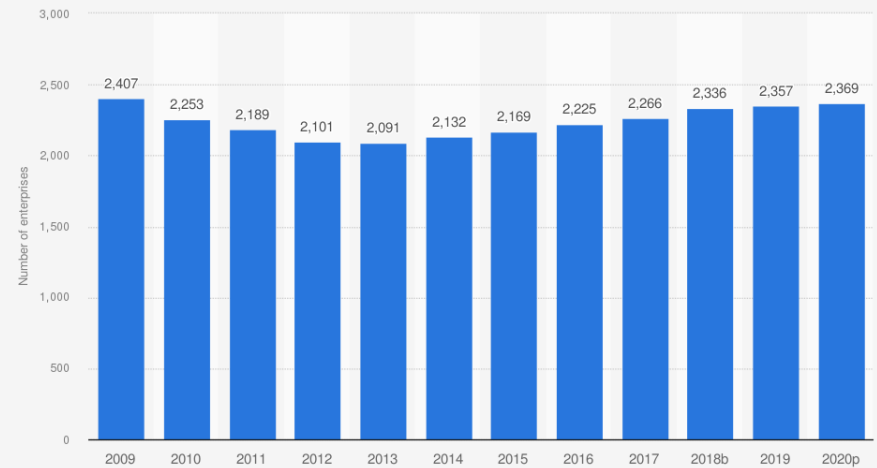


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**Number of enterprises in the manufacture of motor vehicles industry in Bulgaria from 2008 to 2020**



**Number of enterprises in the manufacture of furniture industry in Bulgaria from 2009 to 2020**





# Buyer persona



**Name:** Anna Vasileva

**Gender:** Female

**Age:** 40

**Education:** Business administration

**Occupation:** Business owner

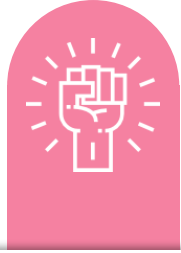
**Marital status:** Married

**Location:** Sofia, Bulgaria

Anna Vasileva is in her early 40's who is a business owner of fashion brand "V&F" for over a decade. She's happily married with 2 kids, lives in a big house, enjoys annual family vacation and likes to cook. She enjoys leadership activities and attending conferences to meet new people. She is hard-working and works with brands which knows and trust



# SWOT ANALYSIS



## STRENGTHS

- Unique idea
- Sustainability
- Versatility

S



## WEAKNESSES

- Durability
- Cost
- Perception

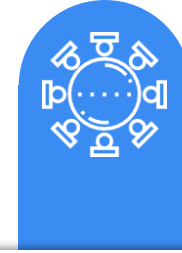
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## OPPORTUNITIES

- Growing demand
- Collaboration
- Innovation

O



## THREATS

- Competition
- Limited availability
- Regulations

T

# PESTLE

P

Political

- Government regulations
- Trade policies

E

Economic

- Cost of production
- Consumer demand

S

Sociological

- Consumer preferences
- Ethical concerns

T

Technological

- Advancement in manufacturing
- Research and development

L

Legal

- Intellectual property
- Environmental regulations

E

Environmental

- Sustainability
- Land use

# Lean Canvas

## Problem

- ❖ Negative environmental impact
- ❖ Production cost
- ❖ Availability of raw materials

## Solution

- ❖ Use renewable energy sources and reduce their use of chemicals and water
- ❖ Invest in new technology or seek out more cost-effective sources
- ❖ Increase the availability of corn starch and natural rubber

## Key Metrics

- ❖ Customer acquisition cost
- ❖ Conversion rates
- ❖ Revenue

## Unique Value Proposition

- ❖ Sustainable: It's made from renewable resources.
- ❖ Lightweight: Corn leather is lighter than traditional leather.
- ❖ Breathable: Allows air to pass through, making it a good choice for clothing and accessories.

## Unfair Advantage

- ❖ Customization
- ❖ Durability
- ❖ Consistency
- ❖ Lower cost

## Channels

- ❖ Fashion stores
- ❖ Leather stores
- ❖ Car stores
- ❖ Furniture stores

## Customer Segments

- ❖ Niche market

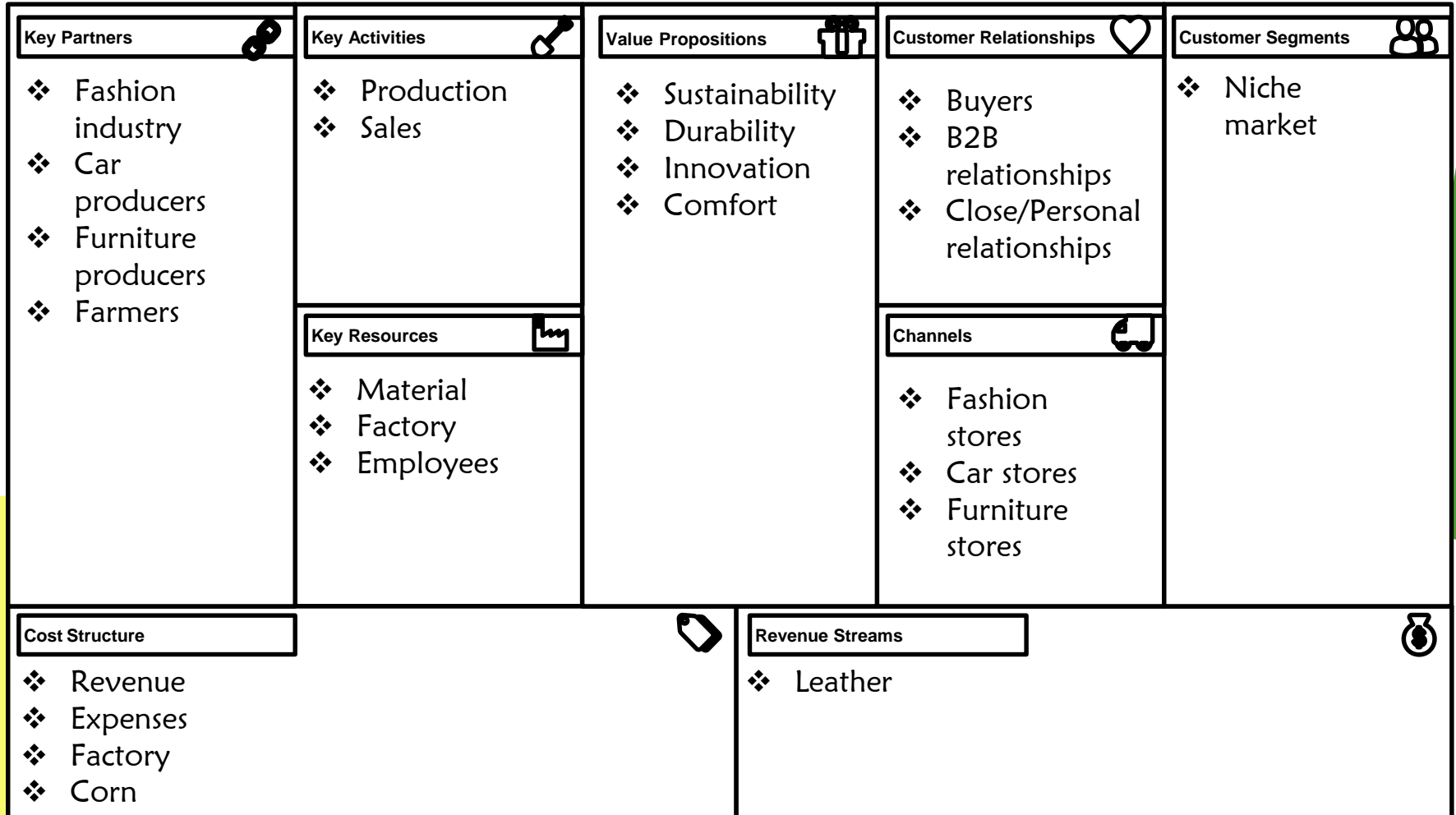
## Cost Structure

- ❖ Revenue
- ❖ Expenses
- ❖ Factory
- ❖ Corn website

## Revenue Streams

- ❖ Leather

# Business Canvas



# Financial part

## Expenses:

Company registration costs –  
150/24m=6.25  
Rent – 7 000  
Electricity and water – 1500  
Internet – 100  
Advertisement – 800  
Security – 500  
Subscription – 500  
Salary – 24 560  
Social security – 12 360  
Raw materials – 13 540  
Equipment and machinery – 5 780.75

Total: 66 647.00

## Income:

Fashion stores – 25 500  
Leather stores – 30 000  
Car stores – 17 000  
Furniture stores – 14 000

Total: 86 500.00



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# Markup and Margin

Markup = profit / (cost \* 100%)  
cost) / price

Margin = (price - cost) / price

Markup:  
 $\frac{19\ 853,00}{66\ 647,00} * 100 =$   
29%

Margin:  $\frac{70 - 38}{70} = 0,46$



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**Thank you for  
your attention!**



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