

# Makeup Go-Go

~Beauty For All~



## Social Backgrounds and our mission

One of the biggest problems that visually impaired people face is the mental health of themselves. It is known that they are more likely to suffer from depression or anxiety than general people. This leads them to stay at home, since it is known that about 80% of agoraphobic people have mental health disorders.

We, Metasequoia aim to help the visually impaired to possess higher self-esteem. This lowers the stakes of getting out of their homes, which will lead to more social connection. Focussing on makeup and beauty enhancements, our goal is to broaden the choices for those with severe vision impairments, so that they can enjoy their natural beauty.

Although the idea of blind makeup is spreading, visually impaired people still have problems with eye makeup. It is a complicated process, and it is particularly difficult if they cannot differentiate the colors.

## Product and Services

The product we created is called Makeup Go-Go, a peel-off type eyeshadow. This is how you use it.

1.close your eyes and put the sticker on carefully so that they fit on your eyelids.

2.wait for a while.

3.peel the sticker off your eyes slowly  
With only these three steps, eye makeup can be completed without any visual difficulty.

Users will not have to worry that their makeup might be placed in the wrong place. Moreover, the eyeshadow places color and glitter around the eyes, which makes the surroundings of the eye stand out more than the actual eye. This is beneficial for some visually disabled people, deflecting attention from their actual eyes. We produce 10 color variations that compliments all skin tones so that customers can arrange them to their needs. Makeup Go-Go includes a user manual card in braille. It has a description of each color also in braille, using not only the name of the color but adjectives that associate the color, such as mild, cute, energetic, or strong. This way users can choose their color that suits the setting without relying on visual sense. This product works well for not only the customers, but also for people in developing countries. Due to the undeveloped medical system and lower GNI(gross national income), a lot of patients with cataract and glaucoma in sub-Saharan Africa cannot afford their surgery costs. Part of the profit from our business will be aided to those Africans via medical NPOs such as Sightsavers.

## Technology

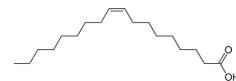
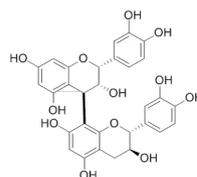
*Makeup Go-Go* contains Marula oil. This oil is extracted from the fruit of the Marula trees which is indigenous to South Africa.

The characteristic components of Marula oil are  $\omega-9$  oleic acid, palmitic acid, and Procyanidins.  $\omega-9$  oleic acid has lower irritation to human skin.

Most visually impaired people have delicate skin around their eyes, so this component is effective to them.

Palmitic acid increases the amount of moisture content of the skin and enhances an effect of moisturizing.

Procyanidins have an antioxidative effect and it is often used to prevent cataract. As Procyanidins are a well-known substance for cataract patients, they can comfortably use our product.



## Product Design

This product consists of two sheets, each with pigmented stickers which can easily be detached. The stickers can be directly put on the face after being peeled off of the sheet.



## Marketing strategies

### 1) Analysis and Target

People who lose vision have twice the chance of becoming mentally disordered. Despite the prediction that the number of visually impaired people will triple in the next 30 years, close connection between psychiatry and ophthalmology often goes overlooked when considering the struggles of patients. The obstacles they will have when getting dressed or putting makeup on will put them off going out, thus resulting in a tendency to stay at home and shut themselves out from social communities.

Through Makeup Go-Go, visually challenged people are expected to increase their self-esteem, be encouraged to gain the motivation to go out, and be confident enough in themselves to become engaging. Those without handicaps can also use this product, helping expand businesses specialized to support the visually impaired. We conclude that our target customers are every person who is interested in fast and easy makeup.

### 2) Marketing Strategies

We intend to base the activities of the product mainly in the U.S, Africa, and South Southern Asia given the facts below.

-The demands for cosmetics are the largest in the U.S

-The Indian Color Cosmetics Market is expected to grow at a CAGR of around 13% for the forecast period from 2018 to 2022. Additionally, it is identified that northern India will consume the major proportion of the color cosmetics.

-The cases of blindness or uncorrectable vision impairment in Southern Asia and sub-Saharan Africa are especially high in number due to medical insufficiency.

### 3) Method

We will begin from the U.S., where sales of beauty cosmetics are high. There we will gain customers from the blind and visually impaired community and those who support it. We will expand our business worldwide, mainly in Asian and African countries where many have acquired vision impairment.

## Finance

- One package offers 8 sets of Makeup Go-Go for ¥1700, in the first year. The price will go down as we increase the production; ¥1500 in the second year, ¥1400 in the third.
- To purchase lands for factories and necessary equipment, our company collects ¥175,000,000 from private investors who are interested in the well-being of the visually impaired. We distribute dividends to them from the following year, in the payout ratio of 20%.
- We start donating 30% of our profits to medical NPOs from the second year.

per 1000 JPY	Year 1	Year 2	Year 3
<b>1.Revenues</b>	<b>340000</b>	<b>900000</b>	<b>1190000</b>
Product/Service	340000	900000	1190000
Unit Sold	200000	600000	850000
Unit Price	1.7	1.5	1.4
<b>2.Cost</b>	<b>20000</b>	<b>60000</b>	<b>85000</b>
Unit Cost	0.1	0.1	0.1
<b>3. Expenses</b>	<b>459,900</b>	<b>548,200</b>	<b>605,350</b>
Staff Salaries	370000	395000	420000
Sales & Marketing	900	1200	1350
Rent	9,000	12,000	14,000
Other Expenses	80000	140000	170000
<b>4. Profit/Loss before tax</b>	<b>-139,900</b>	<b>291,800</b>	<b>499,650</b>
5. Income Tax	0	87540	149895
<b>6. Net Profit/Loss</b>	<b>-139,900</b>	<b>204,260</b>	<b>349,755</b>
7. Capital Investment	35000	10000	10000
<b>9. Free Cash Flow</b>	<b>-174,900</b>	<b>194,260</b>	<b>339,755</b>
10. Funding required	175000	0	0
11. Divident for Shareholders	0	38852	67951
12. Donation	0	58278	101926
<b>14. Cash Balance</b>	<b>100</b>	<b>97,230</b>	<b>267,108</b>

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