

Essence by You

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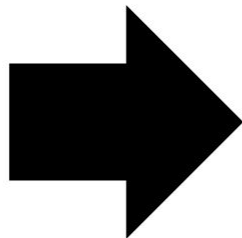
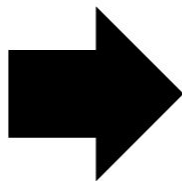
FRAGRANCE.
I LOVE IT. BUT WHY
PAY HUNDREDS
FOR A BOTTLE?



THERE HAS TO BE
A BETTER WAY.

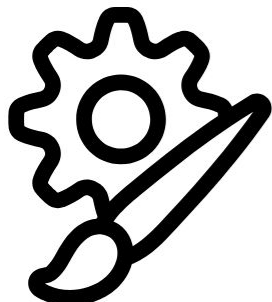


\$200



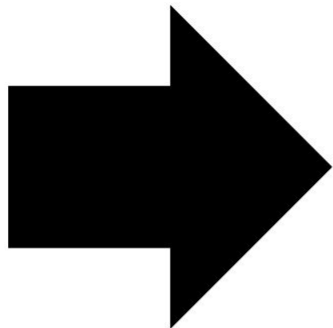
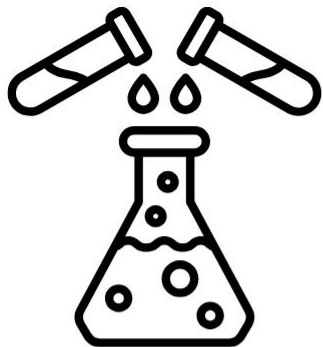
Designer cologne

Customization



Customization

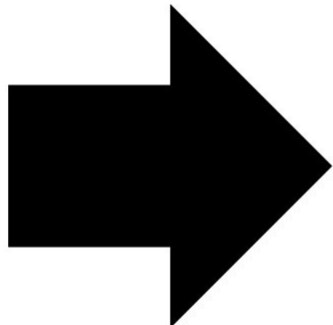




Step 1: Experiment



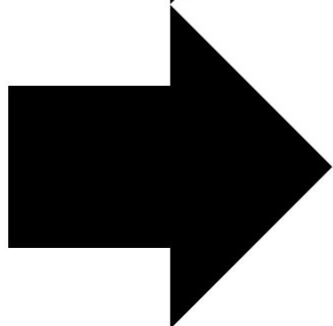
(Youtube)



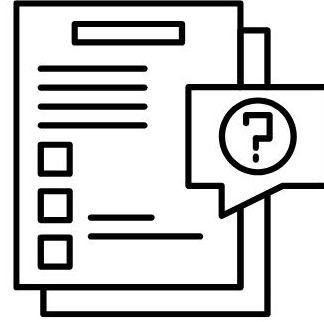
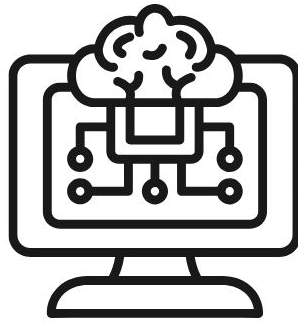
Step 2: Study



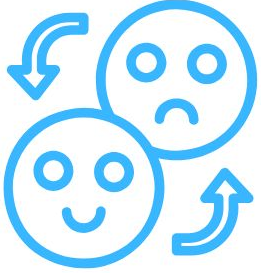
(Workshop Apothecary)



Step 3: Perfect



AI QUIZ



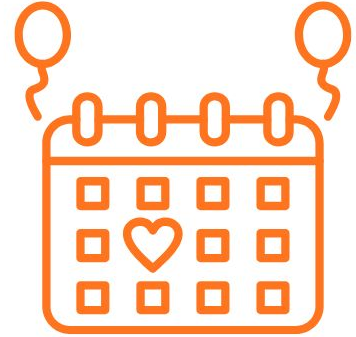
Mood



Lifestyle



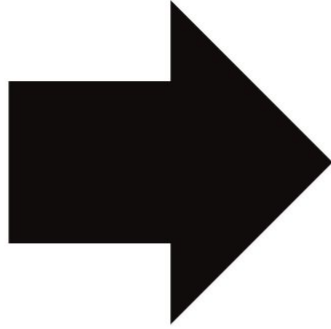
Personality



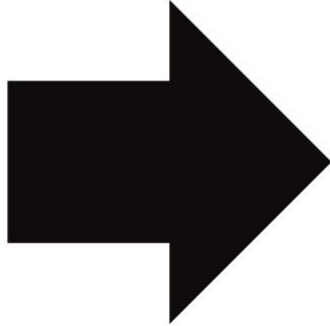
Occasion



(Wordpress)



Workshop Apothecary



**\$10 Ask an expert
feature**



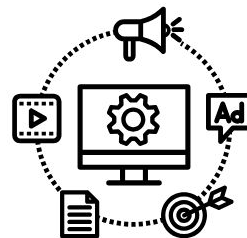
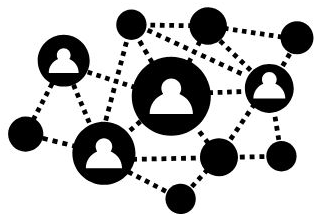
ItsDylanThomas (~93k)



Little.Miss.Perfume (~52k)



TheTripleBway (~310k)





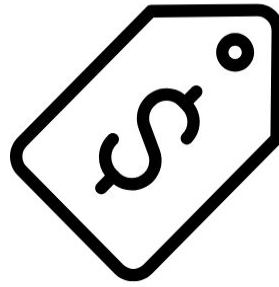
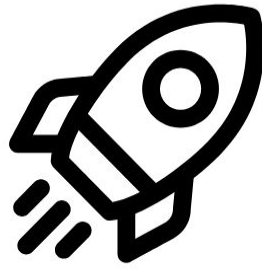
= \$39.99



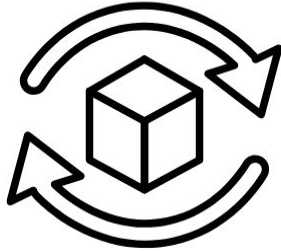
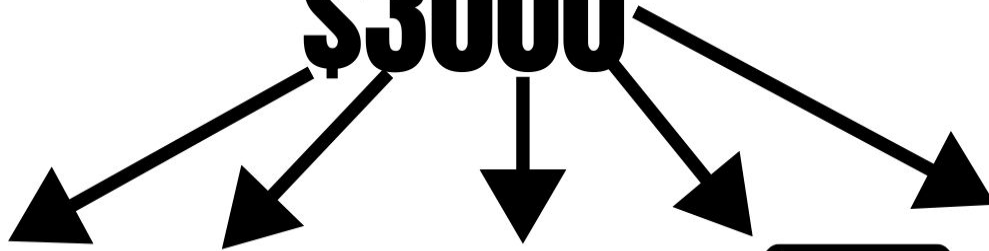
Influencer scent



= \$44.99

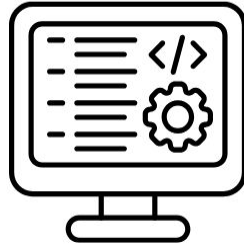


\$3000



\$700

Inventory



\$800

Website



\$600

Legal requirements



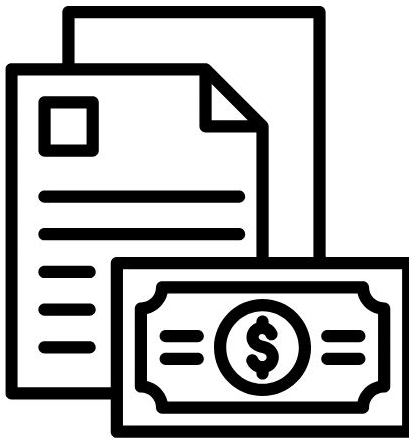
\$500

Training



\$400

Contingency fund

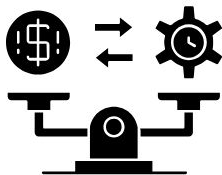


Break even:

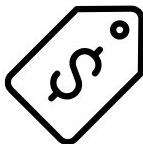
112



=



Costs/Margins:



=

\$13.10

=

\$26.89



Now, lets make your scent! (G)

Now we would like to guide you through our AI system so you can create your scent

These are some simple steps that can guide you through your creation:

1. Go to www.essencebyyou.com
2. Click the “Create Your Scent” button
3. Answer all 20 questions
4. Enjoy your scent creation!