

UTO IC Incubation Program

UTO

2. Value Proposition (or business idea)

UTO is a new kind of jewelry, a category that hasn't existed before.

3. Problem statement

The fashion industry is one of the most polluting industries in the world. The biggest power of fashion is the power of novelty, that's why we consume too many clothes.

5. Competitor Analysis

Because of the designs my main competitors are designer jewellery brands, for example Hugo Kreit. The main thing that sets apart is the function itself.

7. Industry:

Fashion industry

9. Target market

Our target audience and potential customers are the people who would like to start working out, but doesn't find the home space motivating enough, and has a relatively small space.

10. Milestones

- our webshop is open
- you can find the UTO-s in a concept store in the heart of Budapest, presenting sustainable designers
- we're one of the finalist of the international Zagreb Design Week Award

12. Biggest challenges

- permanent social media presence
- getting new customers
- having the same quality while working with a small amount of products

4. Solution overview

UTO offers a unique solution to overconsumption on the market: with these accessories you can retwist the T-shirts you already own, you get something new without buying new. You can wear every UTO at least three different ways. The jewellerys are made from biodegradable, plant-based resin, shipped in a mycelium mushroom box. In every aspect of the business we try to find the most environmentally-friendly solution: that's why we work in a pre-order system in our web shop.

6. Business model

As you can read on our website: UTO is small and we want to keep it this way. We want to stay a "handmade only" brand, where we make small series collections. Although to reach the western European market we want to sell in online stores like Apoc Store in the future.

8. Team description

The founder, Lala Tóth is responsible for the online communication, designs, and production. There are permanent collaborators like Boldizsár Tóth graphic designer, programmer and creative consultant, Barnabás Nemes who helps with the production of the video content, Rozina Pusztai copywriter and Barnabás Tóth sound designer.

11. Next steps

- cooperation with online concept stores focusing on independent designers
- building a strong customer base in the region
- presence at international design fairs and events
- reaching the west-European market

13. Contact information:

Full name of team lead: Lala Tóth
Contact email: studio@u-t-o.eu
Contact number: +36303278413
Project website (if available): u-t-o.eu