

# HYBRID (BUSINESS + IMPACT) DECK PITCH

FOCN HADASSAH COHORT 6

## NACHE STUDIO

EMPOWERING WOMEN & YOUTHS  
THROUGH CREATIVITY

NACHE  
STUDIO

## EXECUTIVE SUMMARY

"UNLOCKING  
CREATIVITY, ENDING  
POVERTY"

**1** NO  
POVERTY



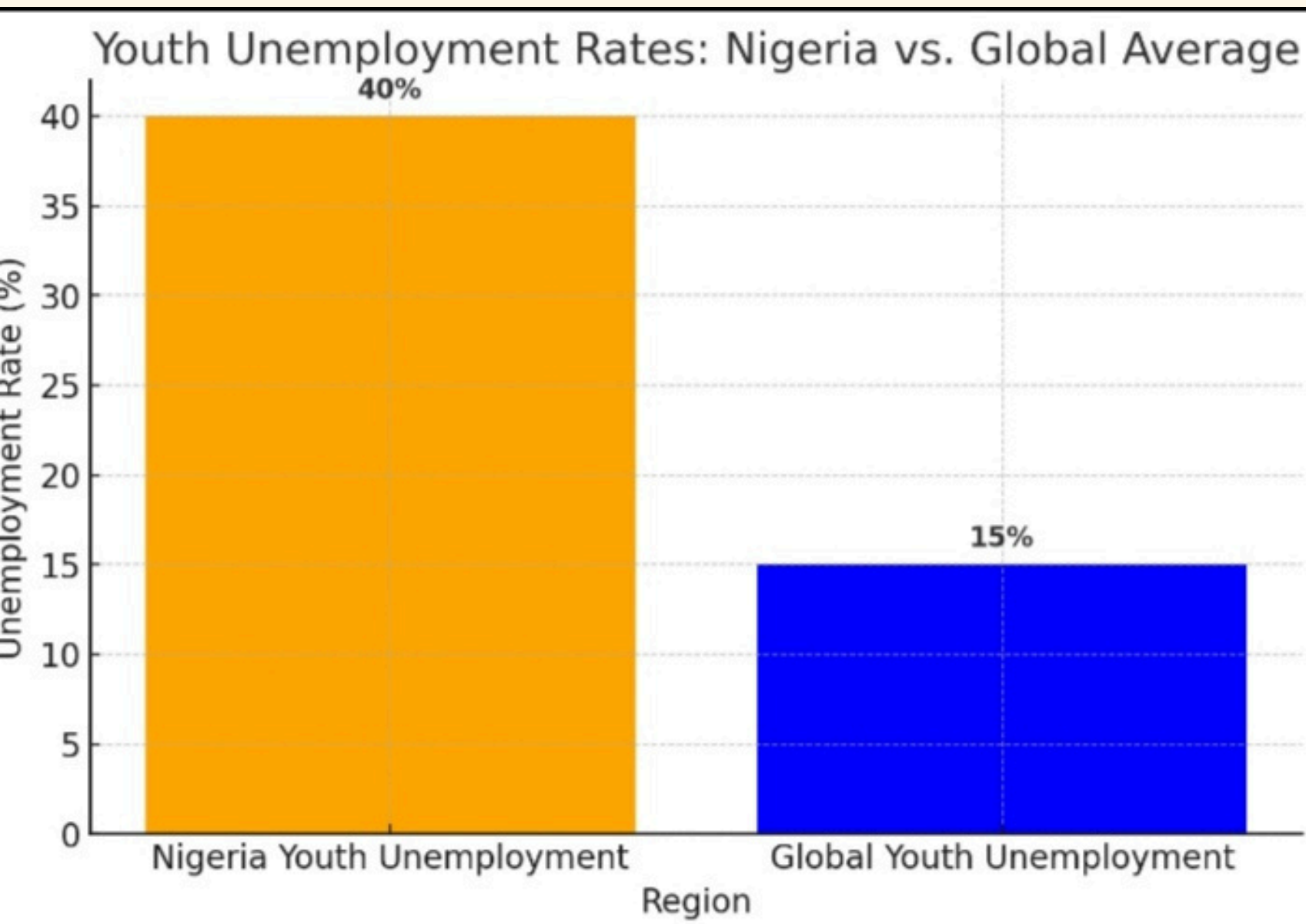
**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



NACHE STUDIO is a social enterprise that empowers women and youth through sustainable income opportunities, selling handmade products (jewelry, stationery, self-care kits) and running skill-building workshops, fostering \*inclusive economic growth\* while aligning with SDGs 1 and 9.

# PROBLEM

"40% OF NIGERIAN YOUTHS ARE UNEMPLOYED. CREATIVITY IS THE ANSWER."



Many young Nigerians face a disconnect between their skills and the evolving demands of the labor market, leading to widespread underemployment and low wages—averaging just ₦30,000 monthly in informal sectors. Access to skill-building resources and innovation hubs is limited, restricting opportunities for youth to turn their creative talents into viable businesses. Additionally, sectors that value creativity remain underfunded, stifling economic growth and innovation.

# SOLUTION

"DUAL REVENUE: PRODUCTS + IMPACT PROGRAMS"

Nache Studio empowers creativity and income through engaging paid and free workshops in candle making, jewelry, baking, and more—building valuable skills while generating revenue. We craft unique, eco-friendly handmade stationery, accessories, and self-care products, all customizable to reflect your personal style. Our commitment to sustainability and ethical production ensures every purchase supports both the planet and our vibrant artisan community.

# PRODUCT FEATURES

## UNIQUE, HANDMADE, AND IMPACT-DRIVEN

Nache Studio offers a diverse range of creative products designed to inspire and empower

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### ● Handmade Accessories

Unique, handmade accessories  
Customizable jewelry & fashion items.

### ● Custom Gifts & Décor

Unique gifts & decor items  
Personalized for special touches.

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### ● Stationery & Journaling:

Creative stationery & journals  
Inspiring self-expression &  
productivity.

### ● Art & Craft Kits

Creative DIY kits for skill-building and  
self-expression.

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## TARGET MARKET & OPPORTUNITY

# "A \$500M CREATIVE ECONOMY OPPORTUNITY IN NIGERIA"

Creativity is the  
New Currency

- Women aged 18–35 seeking flexible income through creative entrepreneurship
- Youths aged 15–30 in both urban and rural areas eager for skill development and job opportunities
- Increasing demand for handmade, sustainable, and personalized products in local and global markets
- Opportunity to leverage creativity as a tool for economic empowerment and poverty reduction



Nigerians in target demographic exceeds

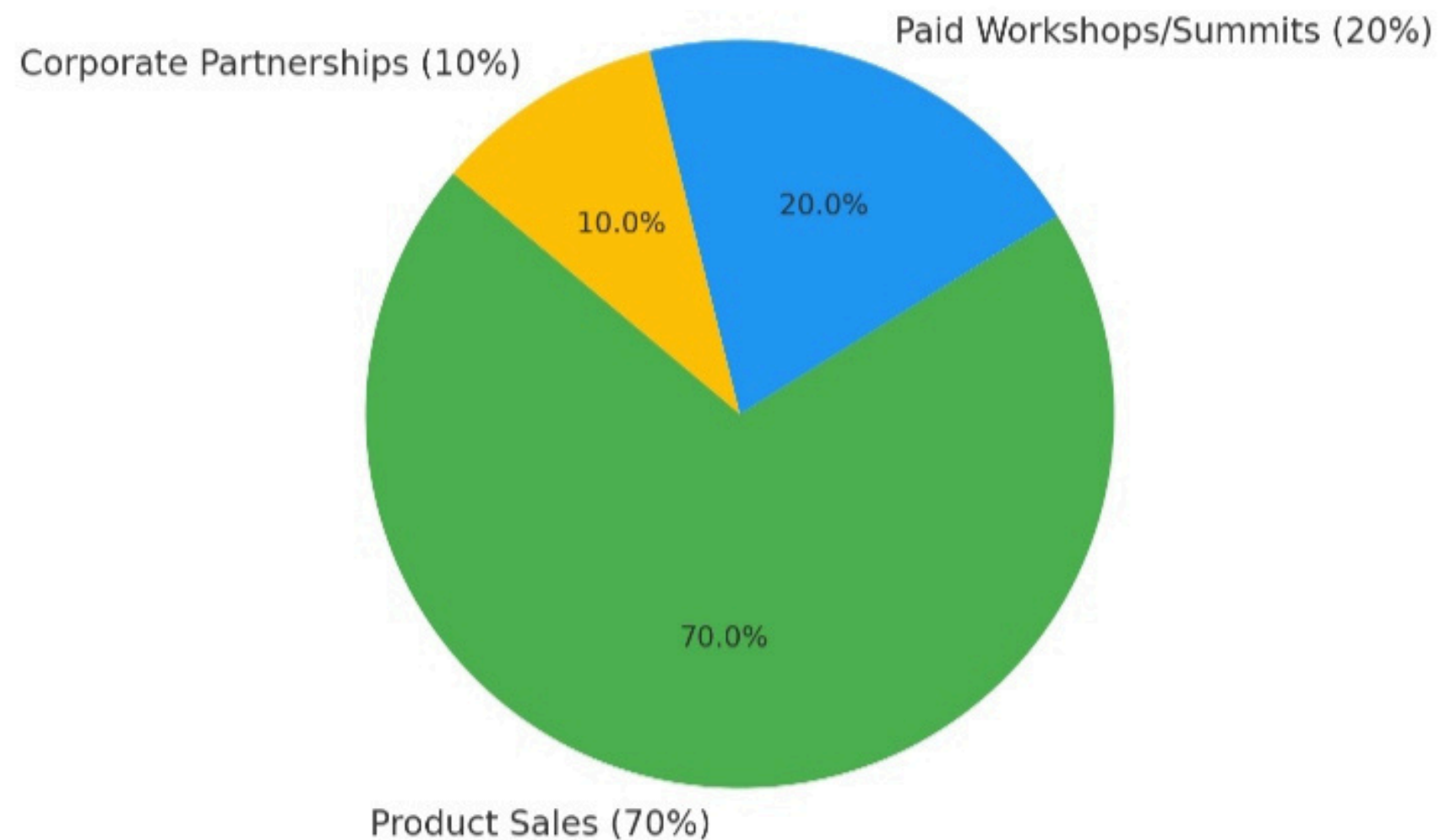
# 60 Million

And we are strategically focused on key hubs including Benin City, Asaba (Delta State), Akure (Ondo State), Lagos, Abuja, and Port Harcourt, where our impact can be maximized.

# BUSINESS MODEL

## FROM SKILLS TO SALES: A 360° CREATIVE ECOSYSTEM

Dual Revenue: Products + Impact Programs



## Our Revenue Streams

- Product Sales (70%)  
Unique stationery and creative products that spark imagination.
- Paid Workshops/Summits (20%)  
Hands-on training and networking opportunities that foster creativity and skill-building.
- Corporate Partnerships (10%)  
Collaborations that bring creative solutions and bespoke products to businesses.

# COMPETITIVE ADVANTAGE

## WHY NACHE WINS: IMPACT + SCALABILITY

Our hybrid model seamlessly combines product sales with complimentary workshops, fostering strong customer loyalty and community engagement, while transparent impact tracking and accessible pricing ensure trust, accountability, and inclusivity for a diverse customer base.

- Dual revenue streams: sales + empowerment programs
- Scalable community-driven model leveraging volunteers and interns
- Commitment to sustainability and social impact differentiates us from pure marketplaces

# THE TEAM

LED BY NAOMI JOHN, THE  
CREATIVE ENTREPRENEUR.



## FOUNDER AND CEO

3+ years in community  
development and creative  
empowerment

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Supporting Network:  
Leveraging a dedicated  
volunteer team, skilled  
interns, and passionate  
community members to drive  
programs and operations

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Scalable Model: Flexible  
team structure designed for  
growth and deep community  
engagement without heavy  
fixed costs

# FUNDING REQUEST

SCALING IMPACT WITH INVESTMENT

## **₦1M to Scale Impact**

Funding Ask: ₦1M for:

Item	Amount (₦)
Inventory	400.000
Workshops	250.000
Marketing	100.000
Equipment	250.000
Total	1.000.000

ROI: 4x revenue growth by 2027.

# THANK YOU



NACHE  
STUDIO

We appreciate your time and consideration.  
Together, let's empower creativity and build lasting impact.

Naomi John

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