

Assessment

Leaf Shave Company, LLC

"Turns out that your new best razor is one you build yourself... wait... what?"



SUMMARY

- Leaf Shave Company, LLC is a digitally-native consumer goods company that was founded in 2016 in Pittsburgh, PA. Leaf has developed patent-protected and proprietary shaving-razor technologies and accessories to provide a boutique shaving experience for the modern consumer, where that consumer is concerned about the cost of shaving blades from "big-shave" or seeks out alternative shaving solutions that avoid unnecessary waste and plastics. Consumers can save thousands of dollars over their lifetime by switching to Leaf.
- By leveraging the unbeatable economics of classic double-edge blades, around for more than a century, the Leaf Razor competes head-to-head with modern cartridge shavers and old-school safety razors. As a result, the company's customers bridge from the casual shaver to the serious razor collector.
- The Company launched on Kickstarter in 2016, raising more than \$100,000 dollars and becoming a top 1% crowdfunded project in Kickstarter history. Since then, Leaf has delivered thousands of razors and kits to the US and more than 20 countries around the world.
- Leaf is currently experiencing growth in customer-base, while investing in R&D, marketing and sales and continual build-out of their e-commerce channel and engineering a positive consumer experience.

ANALYSIS

Key Concept

- There are 8 key concepts that are used to evaluate the submitted idea or invention. Each of these concepts will be defined here. Ideas or inventions that can address each concept in a compelling manner will be well positioned for success.

Analysis

- Effectiveness re: how well the key concept is addressed will be provided in this section.

Grade

- Each key concept will be provided a grade to measure the quality of the concept as directly related to the specific topic.

SUMMARY RESULTS AND ACTION PLAN

Review

- A weighted average score will be provided based on the analysis completed above. This will identify areas of strength as well as items that require additional attention. This will also provide an overall assessment of the quality of the concept from a commercialization perspective.

Key Action Items

- Important tasks as well as suggestions for a timeframe will be outlined in this section to make sure that your next steps will contribute to an effective commercialization plan.

Next Steps

- Recommendations will be provided in this section to help set an Action Plan in order to move the concept forward based on goals and objectives.