

BUSINESS PROFILE

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CURATED FOR: EDUCATED CHOLA
FOR LEEAF PROGRAM

BUSINESS PROFILE

Chosen business:

<https://www.educatedchola.com/> &

<https://www.instagram.com/educatedchola/>

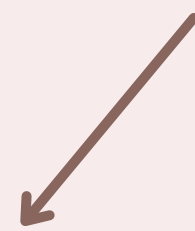
Tier 1: (Create an elevator pitch for selected business)

My company, Educated Chola, is developing the normalization of mental health by talking and embracing this within the Latinx community and all other communities. To help Latinx audiences discuss mental health with resources, blogs, and their shop showcasing, normalizing, and embracing mental health with their website and shop embracing a topic that is often overlooked or just hidden among Latinx communities.

Tier 2: (Identify how the business is currently utilizing or underutilizing the current brand type)

This business is heavily focused on personal experience with mental health, which gives it authenticity, but there should also be consistency. The blog section seems not to be updated as frequently on the website. Among their primary forms of social media, Instagram seems to have been using or even misusing hashtags, causing content to not be as predominant on the explore page.

From tier 2, here are potential taglines to make the business stand out more.



POTENTIAL TAGLINES:

Unlearning generational stigma of mental health together!

Normalizing mental health one product at a time.

Sharing mental health struggles to help others.

Tier 3: (Identify the business target, buyer personas, and create a color palette)

Business Target:

- millennial (21-39)
- women
- residing in Los Angeles County
- middle income

Buyer Persona:

AGE mid to late 20's - late 30's	SECTOR professional industry, either within finance, business.	PAIN POINTS She doesn't usually buy items for herself, primarily for others Just starting to go to therapy and is learning how to destigmatize it
LOCATION medium or large urban city	SOCIAL MEDIA Active on Instagram, casually uses Facebook	TOOLS USED TO RESEARCH Looks over social media for new products, word of mouth
EDUCATION college degree or some college	PERSONALITY Likes to explore cities, follows, and supports local businesses—shops ethically and small when can.	WHY US? With the Educated Chola business, she can read and look into the products and resources to assist her journey with destigmatizing mental health

Color Palette:

The color palette that Educated Chola has now with the pink and purple on her blog is already cultivating colors that deal with loyalty, dependability, and soft color that showcases a calm manner; with the pink color, it also showcases calmness as well as love, kindness. SO these established colors are excellent. I would like to see accent colors incorporated more.