

Capcut X BCEC

Spring 2024 | Midterm Deliverable



INTRODUCTION

OVERVIEW

OUTREACH INSIGHTS

CASE STUDY CANDIDATES

NEXT STEPS + CONCLUSION

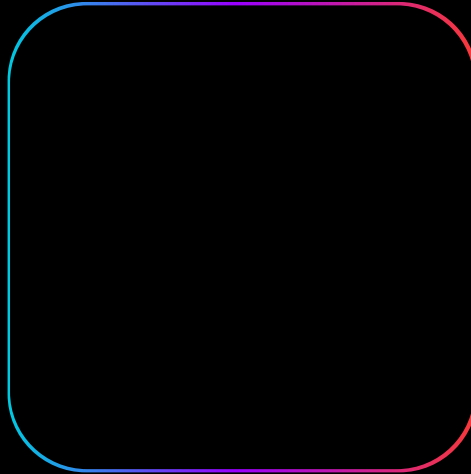
INTRODUCTIONS



Introduction

Project Managers

UC Berkeley's Business Careers in Entertainment Club (BCEC) is a student consulting organization sponsored by the UC Berkeley Haas School of Business. Our organization allows students to cultivate analytical and creative skills in entertainment through industry-specific sector projects.



Lilah Navale
B.A. Economics



Elaine Hong
B.A. Media Studies
B.A. Art Practice

OVERVIEW



Project Focus & Context

Project Focus

Gather feedback from varied perspective about Capcut Commerce Pro in preparation for its launch, including sourcing early-access testers.

Key Goals

Sourcing Outreach: Source and identify businesses to test Capcut Commerce Pro.

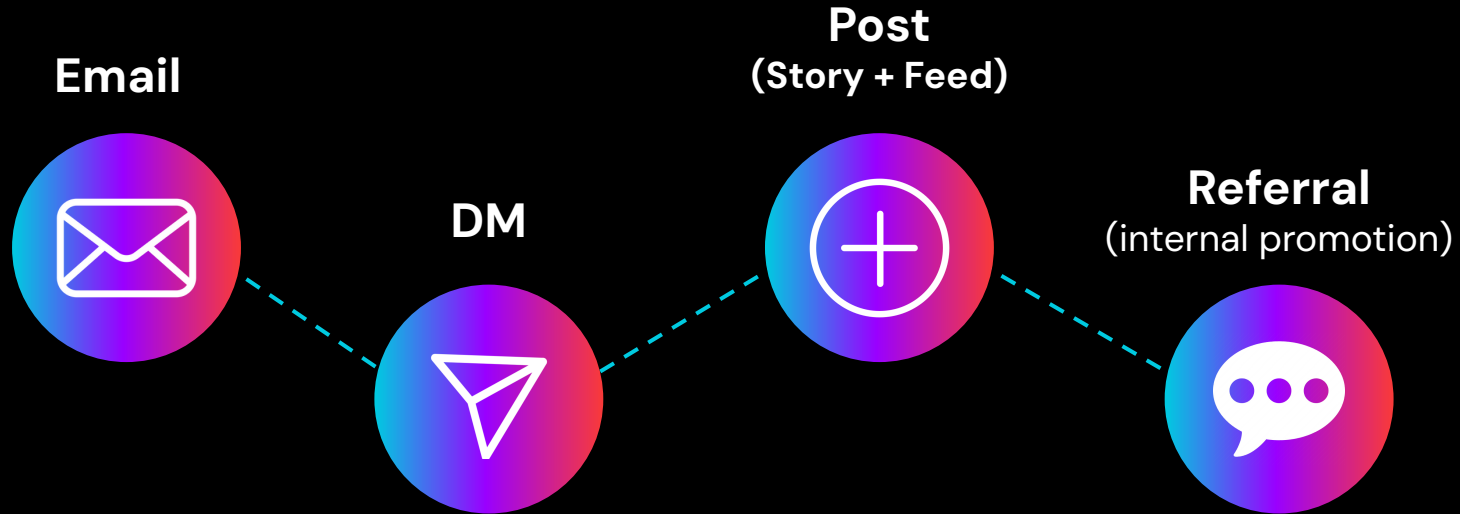
MEP Insights: Review and filter businesses that opted in to case studies.

Analysis: How can we use our insights to improve future recommendations?

OUTREACH INSIGHTS



Outreach Methods



Outreach Methods

Contact List:

325

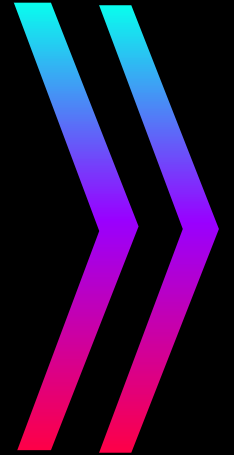
Accounts



157
Emails



168
DMs



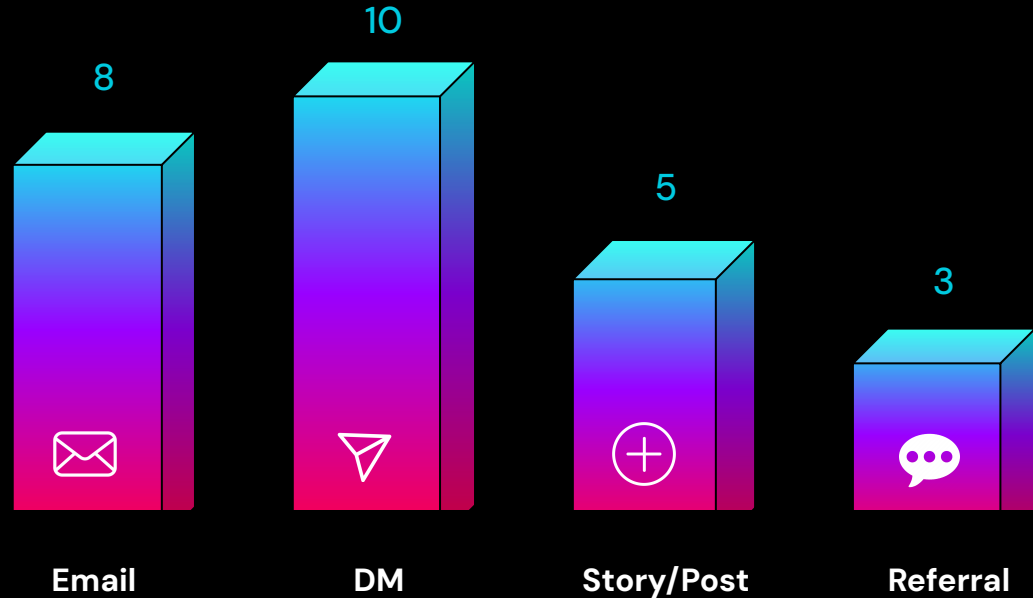
Outreach Results

22

Responses

14

Opt-in to
Case Study



CASE STUDY CANDIDATES



Case Study Candidate

HOMIE SF

OVERVIEW

Stationary and lifestyle products inspired by Vivian's childhood memories. Products includes stickers, keychains, apparel, pins, and more!

MEDIA PRESENCE

📷 3,433 114 products
🎵 154 On TikTok Shop

POPULARITY

- Free tote bag for every \$20+ in-person purchase
- 100+ likes per post
- Attended the SSAB Night Market event
- Created the "buff pokemon"

" I am passionate about bringing a touch of creativity, nostalgia, and inspiration into your everyday life! "



ROLE: Owner

LOCATION: San Francisco

CONTACT:

info.homiesf@gmail.com

WEBSITE:

<https://www.homiesf.com/>

✓ Tiktok Shop

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Case Study Candidate

Crafts by Saap

OVERVIEW

Crafts by Saap is an Indian woman owned local art brand that provides custom-made products and community workshops in the Bay Area.

MEDIA PRESENCE

📷 1,734	20+ products
🎵 102	Online, In-Person

POPULARITY

- connects with community by hosting local events
- creates relevant BTS and DITL reels/posts
- 509 sales on etsy
- active interactions on social media

“I’m just a girl with a vision that loves bringing my imagination to life with my hands.”



Sapna Tandel

ROLE: Owner

LOCATION: San Leandro

CONTACT:

craftsbysaap@gmail.com

WEBSITE:

etsy.com/shop/CraftsBySaap

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Case Study Candidate

Cloverleafpie

OVERVIEW

Cloverleafpie is a stationary and apparel brand featuring items themed around cute animals and food, with a strong brand presence and creative products.

MEDIA PRESENCE

📷 5,918 110+ products
🎵 42 Online website

POPULARITY

- 558 sales on Etsy
- Advertising 2024 market schedule
- Newsletter with shop updates and restocks
- High instagram engagement

"Based in the Bay Area, I am a student illustrator and concept artist who has a passion for making cute things!"



JENNIFER LEE

ROLE: Owner

LOCATION: San Francisco

CONTACT:

jenniferlee109925@gmail.com

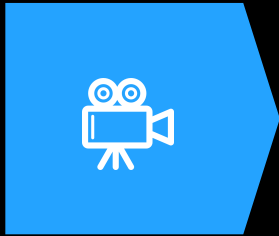
NEXT STEPS



Next Steps

1

Group Dogfooding



Dogfood the MEP & provide feedback

2

User Interviews



Conduct user interviews with the finalized case study testers

3

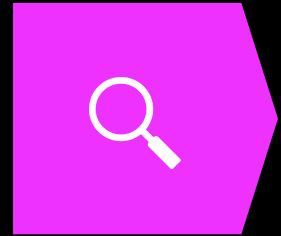
Review



Consolidate dogfooding & user interview feedback

4

Analyze



Draw conclusions & potential recommendations

QUESTIONS



APPENDIX



Case Study Candidate

ZUBERI STUDIOS

OVERVIEW

Zuberi Studios is a 'slow' fashion brand who values sustainability and only sells handmade, custom, one-of-a-kind items, made to order. Highlighted products include corsets, necklaces, and cargo pants/skirts.

MEDIA PRESENCE

📷	231	20 products
🎵	43	Online website

POPULARITY

- Like count not visible
- Trendy fashion photography
- Relevant TikTok trends (Day in My Life, POV, etc...)
- Approved sustainable practices

"As I have gotten older I've come to appreciate the fact that I am different and want to celebrate the fact there is no reason to shrink yourself in order to fit in"



SARAH ZUBERI

ROLE: Owner

LOCATION: San Francisco

CONTACT:

contact@zuberistudios.com

Case Study Candidate

SMORES VINTAGE

OVERVIEW

Smores Vintage is a curated thrift shop that mainly sells streetwear. Their main channels of sale are through Instagram, and pop-up marketplaces.

MEDIA PRESENCE

📷	920	20+ products
🎵	0	In-person selling

POPULARITY

- Engages with other marketplaces (OK in SF)
- Owner is in high profile dance group (32k+ follower)
- Not very high follower-like engagement



ROLE: Business Owner

LOCATION: Bay Area

CONTACT:

aljonamores61@gmail.com

WEBSITE:

https://www.instagram.com/smores_shop/

" I am passionate about bringing a touch of creativity, nostalgia, and inspiration into your everyday life! "

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Case Study Candidate

Flora Stories

OVERVIEW

Flora Stories is a floral boutique owned by Laura, a florist in the Bay Area. Laura specializes in floral workshops, creative photoshoots, and custom bouquet orders.

MEDIA PRESENCE

📷 2.9K Online website
📘 43 under construction

POPULARITY

- Collaborate with local businesses (Bakeries & exhibition)
- Create reels/BTS for workshops
- 150+ likes on IG posts
- Active interactions on IG

" I am passionate about bringing a touch of creativity, nostalgia, and inspiration into your everyday life! "



LAURA YOUK

ROLE: Owner

LOCATION: San Francisco

CONTACT:
hello@flora-stories.com