

Blossom

built by creatives, for creatives

Creatives are amazing at creating things, but *tracking their money* is a full-time job nobody signed up for.

Blossom is here to help you grow your creative business.

Wen Huang (CCO) & Lakshay Arora (CTO) | HEC Paris MBA | VIBEATHON 2026



Blossom has the best of both worlds, built emotionally and functionally for the creative mind.

Finance tools creatives use



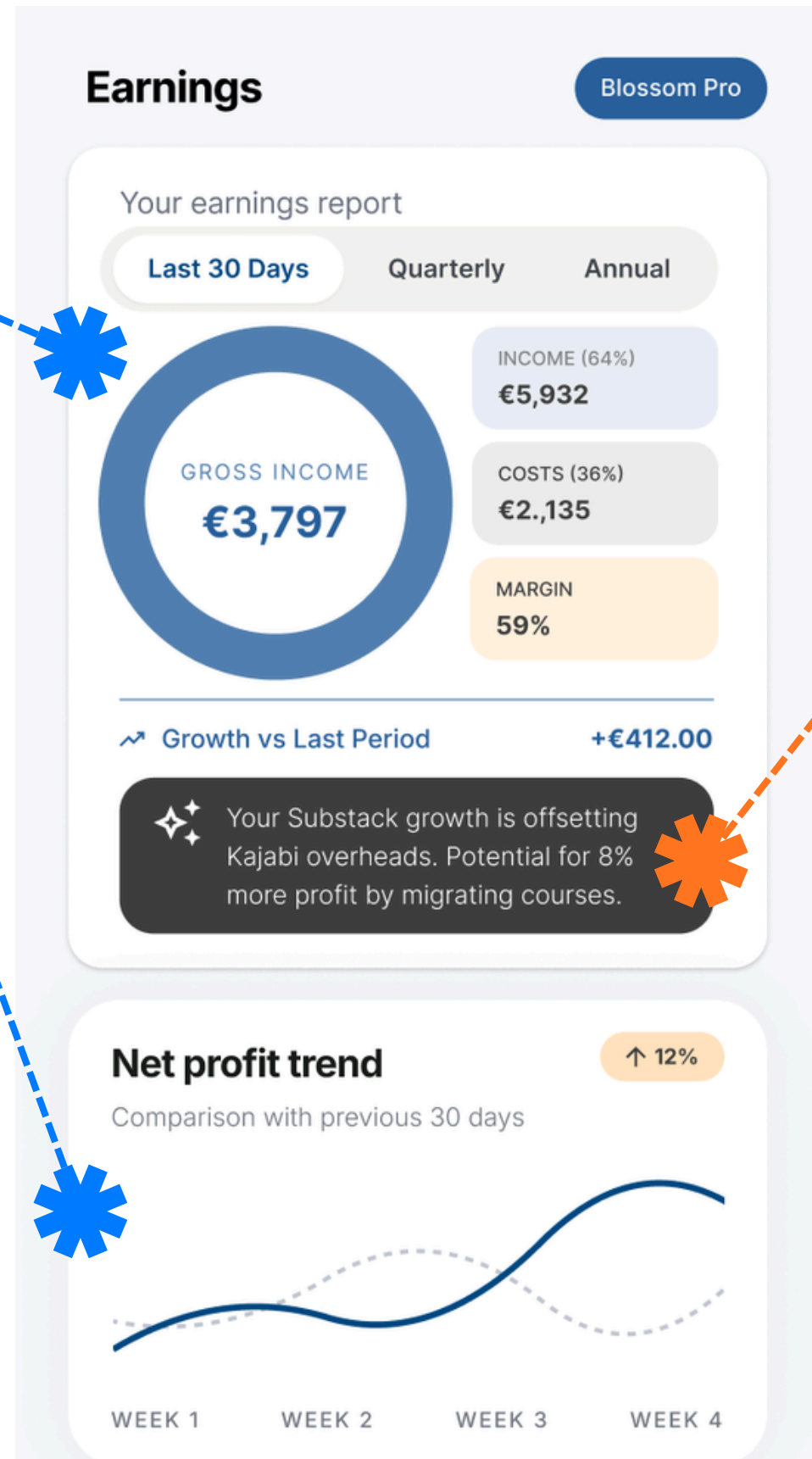
Solid invoicing *built for agencies* not creatives juggling multiple platforms



DIY workarounds. *No real-time sync. Breaks when life gets busy.*



Budgeting focused, not built for multi-platform creator income.



Creator-economy platforms



Link-in-bio monetization layer. *No income intelligence or deal benchmarking*

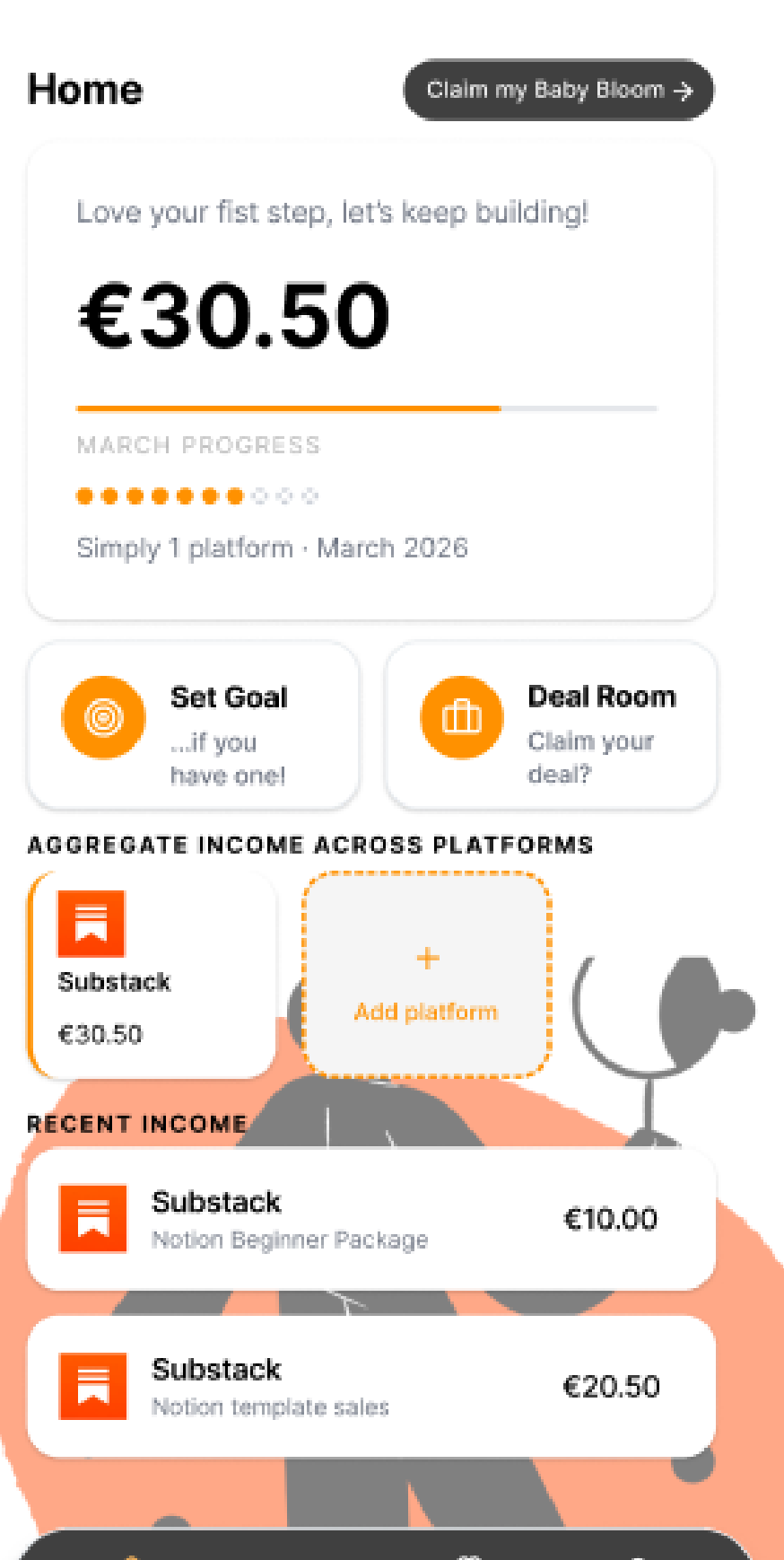


Creator banking card. Financial products *without the insight layer*

creator sp*tter

Brand deal marketplaces – *single touchpoint, not full financial picture.*

Blossom keep you motivated to *create*, not anxious about money. Cash out on the *FUN*, not your soul. Welcome on board!



✿ Buddie (Freemium)

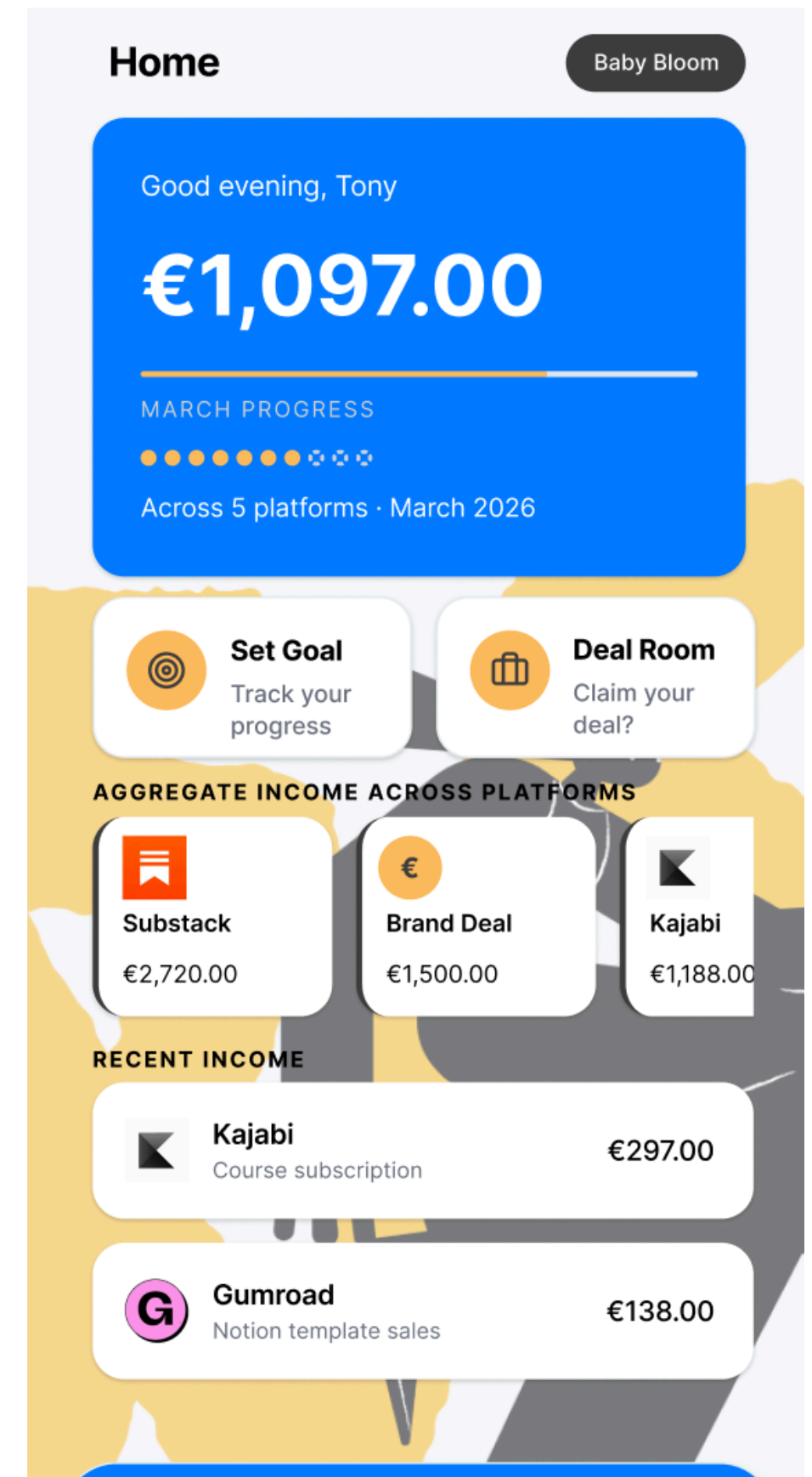
For curious creators just starting to see traction. **Buddie** offers *platform income overview* & *myth-busting insights*. Baby steps, one thing at a time.

➡ We expect users to see growth potential and motivated to upgrade their plan.

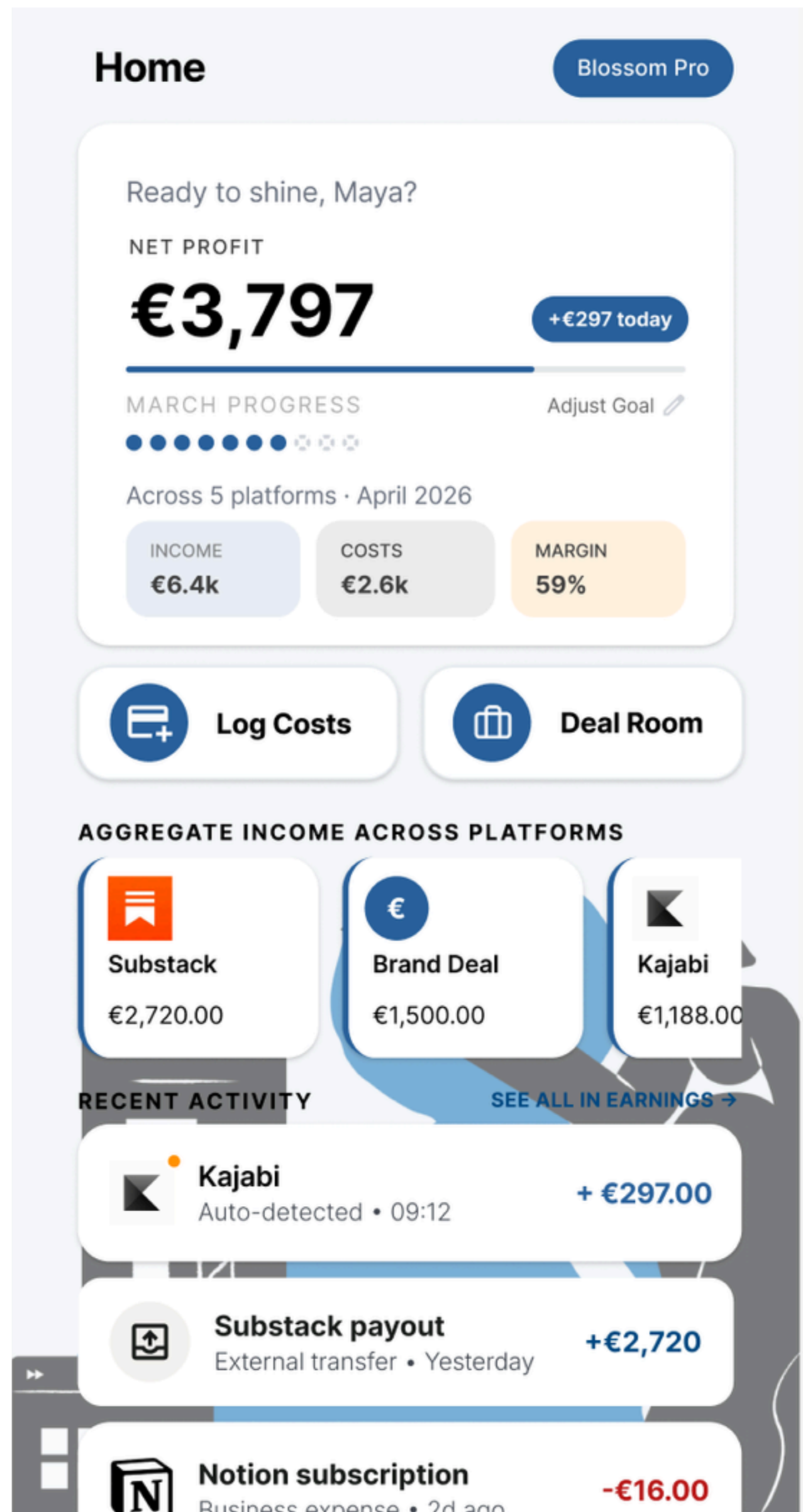
✿ Baby Bloom (€14.99/m)

For creators already earning and ready to own the full picture. **Baby Bloom** offers *multi-platform sync*, *income breakdown* and *goal setting*. One home for your creative business financials.

➡ *Ready for something even bigger?*



Blossom Pro reveals the full financial journey of your creative business



✳ Blossom Pro (€29.99/m)

For professional creators on every platform, *full money flow*, zero spreadsheets.

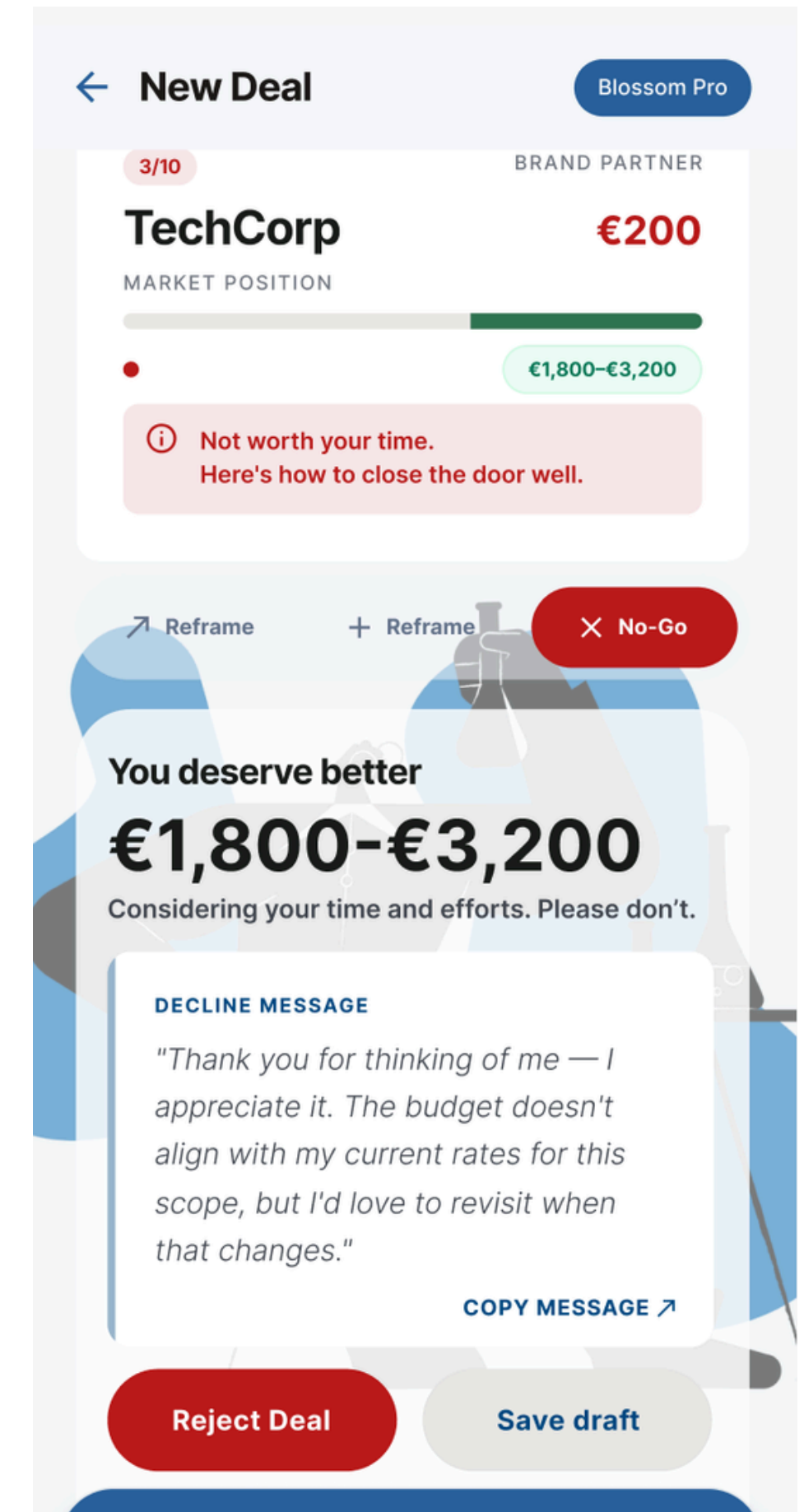
Blossom Pro differentiates itself on:

■ Cost Log

Track every business expenses, gear, subscriptions, collab fees. See your true net profit margin, not just top-line revenue.

■ Deal Room

- Benchmark it against market rates and tells you if the offer is fair, if there's room for counter or you should walk away.
- Save offerings and drafts, all versions and documentation. Revisit anytime.



Blossom meets creators where they are.

* Go-To-Market Strategy

● Social-first acquisition (Buddie & Baby Bloom)

- **Focusing on platforms that amplifies social effect:** TikTok, Instagram, and creator newsletters.
- **Marketing focus:** content that speaks to the "where can I go from here?" anxiety.
- **Workflow:** Sign up in email list → waitlist → early access loop with referral incentives.

● Invite-only sales pitch (Blossom Pro)

- **B2B approach:** Direct outreach to creative business owners and talent managers.
- **Focus group sessions:** Map user financial journey, behavior and expectations
- **Testimonials gathering:** Personal onboarding with a Blossom team member, and build credibility & more social effect

Month 1-2: Soft Launch

Buddie beta · Email waitlist
50 early creators · Feedback loop

Month 3-4: Baby Bloom Launch

Paid tier live · social campaign
referral program · **500 users** target

Month 5-7: Blossom Pro invite

Deal Room beta · build focus groups
outreach to **30 creator businesses**

Month 8+: Full Launch

All tiers public · PR push
partnership with creator platforms

Get in touch

Happy to accompany you and see you *in full Blossom*.



Wen Huang
HEC Paris MBA '27
Chief Creative Officer



Lakshay Arora
HEC Paris MBA '27
Chief Technology Officer

Join the email list



Shout out to Ultima for
quality illustration for free