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Executive Summary

Company Overview

OCOVES LLC is operating as a business-to-consumer (B2C) enterprise dedicated to transforming men's skincare through health-focused ingredients and refined fragrances. Our mission is to empower men to feel confident and cared for by offering products that prioritize both skin health and personal expression.

This mission not only elevates personal care but also reflects in our slogan: “Stay Fresh, Stay Driven.” OCOVES provides a product that supports confidence, professionalism, and health.

Vision Statement

Our vision at OCOVES is to redefine men’s personal care by building a health-driven brand that prioritizes innovation and sophistication. We aim to expand into a diverse product line which includes spray-on colognes, body washes, hair care, and more. This will provide men with modern solutions that enhance their confidence and well-being.

Key Metrics

The men's grooming market is experiencing significant growth, driven by increasing awareness of personal hygiene and a rising demand for premium, health-conscious products. In 2022, the global male grooming market was valued at nearly \$80 billion and is projected to reach approximately \$115 billion by 2028 ([statista.com](https://www.statista.com)).

In the United States, the men's grooming products market was estimated at \$46.54 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 8.3% from 2024 to 2030, reaching \$81.05 billion by 2030 ([grandviewresearch.com](https://www.grandviewresearch.com)).

This growth is fueled by a shift towards natural and organic grooming products, with consumers seeking items free from harmful components such as aluminum, artificial dyes, and skin irritants. OCOVES is well-positioned to meet this demand by offering innovative products that combine sophistication with skin health.

Aside from market data, OCOVES has accomplished significant milestones:

- **Winner of the Salt Lake Community College Shark Tank Competition** – First place recognition.
- **Funding from Two GetSeeded Competitions** – Secured at the University of Utah.
- **Media Features** – Highlighted in a University of Utah article and interviewed by *Deseret News*, where Ethan was likened to the next Elon Musk.

These achievements show the momentum behind OCOVES and its mission to redefine men's personal care.

Introduction

Overview

OCOVES stands apart from the pack in the men's personal care industry. We offer a health-driven, superior alternative to traditional cologne. Our unique selling proposition lies in combining captivating fragrances with skincare focused benefits, redefining what personal care limits for modern men.

At OCOVES, we believe smelling great should go hand in hand with feeling great. Why settle for a cologne that dries out your skin when you can experience a balanced scent that takes care of your skin? With OCOVES, you don't have to choose between luxury and care. You simply achieve both.

Products and Services

OCOVES was created with a vision to redefine the cologne experience for men. This journey began with the development of our hydrating cologne. A product that prioritizes both fragrance and skincare. The challenge then became identifying the fragrances that resonate most with our audience.

Drawing inspiration from the natural tones of Polo Blue and the waterfronts of California, we crafted our Sea Salt fragrance. This scent embodies the fresh essence of coastal living and offers a modern aroma.

To further expand our appeal, we conducted a focus group with men in our target demographic. Their feedback revealed the need for a second fragrance to complement our portfolio. Through a follow-up questionnaire, we discovered a strong preference for woody, earthy scents inspired by brands like YSL. This led us to develop our Pine fragrance, capturing the crisp aroma of nature's forests.

Our two signature fragrances, Sea Salt and Pine, cater to distinct yet complementary preferences, ensuring broad appeal among men across the country. Both products reflect OCOVES commitment to sophistication, health, and innovation.

Company History

During his time at university, Ethan McQuarrie, the founder of OCOVES, conducted research into cologne and personal care products commonly used by men. By analyzing their ingredients. He uncovered a troubling trend: many of these products contain harmful components such as aluminum, artificial dyes, and irritants that can damage the skin and overall well-being.

Recognizing a significant gap in the market, Ethan became obsessed with creating a solution tailored to the needs of professional men. The goal was to create products that combine sophistication and skin health. This vision led to the development of Olympus Body Co LLC that later changed into OCOVES Men's Hydrating Cologne, a groundbreaking alternative to traditional colognes. Formulated with nourishing fruit butters and essential oils, it delivers an elegant fragrance while deeply hydrating the skin.

Moving towards OCOVES launch in April of 2024, reaching the homes of our target audience proved to be a challenge; however, with the guidance of Leonard Leslie, founder of Park City Toffee, We discovered a cost-effective way to introduce OCOVES to the market. Leonard inspired the decision to sell OCOVES at farmer's markets and sports-centered events, creating a grassroots approach to building our brand.

With Leonard's mentorship, OCOVES made its debut at the Salt Lake Criterium during the summer of 2024 and quickly expanded to weekly appearances at the Park City Farmer's Market. These events not only introduced OCOVES to a broader audience but also provided invaluable insights into consumer preferences, optimal pricing, and effective ways to engage with our target market.

The feedback we received from retailers, consumers, nurturing mothers, and, most importantly, professional men was instrumental in refining our product and branding. This journey led to a transition from our playful white bottle to a professionally sleek black jar, better aligning with our sophisticated brand identity and audience expectations.