

-knittable-

You bring the idea - we make it knittable

The product

Knittable will be a **knitting design tool** where the user can see their idea come to life, ready for knitting or publishing in multiple sizes.

Knittable will enable the user to share their accomplishments with a **community of knitters**, which will create inspiration and a sense of belonging.

Knittable will empower creative knitters and knit designers to sell their designs in a **marketplace** with drastically reduced time and effort.

Why now?

The popularity of knitting has been slowly on the rise during the last decade due to increased mental and environmental awareness.

This aligned perfectly with people seeking hobbies during the epidemic, leading to an explosion of new knitters in the past few years.

The knitting community has been grossly overlooked by the tech industry, leaving a **huge growing market with a great appetite for new solutions.**

Market size

● TAM

In the developed countries many sources have estimated the size of the knitting population at around 10% of the total, resulting in approx.

130 million knitters
= 222 bn ISK annually

● SAM

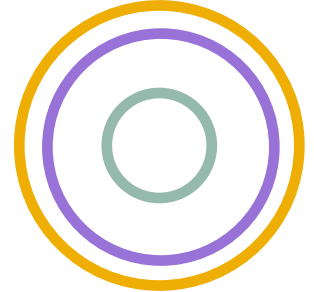
Chosen target markets

86 million knitters
= 147 bn ISK annually

● SOM

15% market share

13 million knitters
= 22 bn ISK annually



Revenue model

BEGINNER

Free

- Helper tools
- Your knitting profile
- Community
- Tutorials

ENTHUSIAST

\$5.5 per month

Beginner +

- Interactive patterns
- Design features for helper tools

PRO

\$22 per month

Enthusiast +

- Multisize interactive patterns
- Promote and sell patterns

Why us?

- Over 25 years of collective experience in software development, marketing, and business development.
- Experience spans startups and scaleups of all sizes, contributing to product development, staffing, and team management.



CEO and founder
Nanna Einarsdóttir



Chairman of the board
Renata Blöndal



Software developer
Jón Þorsteinsson

Action plan

