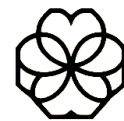




“Where your styles come home”

By, Mariah Maestas

5 May, 2026



ELEMENT OF YOU
INTERIOR DESIGN

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Executive summary:

Element Of You will begin by launching its brand website and establishing a social media presence within the first month to create an online sanctuary for its audience. By month three, the focus will shift to securing our first two clients and gathering testimonials using digital tools like Canva for personalized mood boards. Within six months, we plan to develop and launch our first digital toolkit to provide an accessible entry point and generate passive income. To reach these checkpoints, we will dedicate significant time to content creation and use high-quality imagery to showcase our unique design philosophy. By the end of the first year, our goal is to have successfully served five consistent clients and built a supportive community of 500 followers. We will also utilize feedback from these early projects to refine our "gentle guide" approach and improve the customer experience. This structured roadmap ensures that we move steadily from an initial concept to a flourishing, identity-focused decorating business.

The business I created has a purpose, the purpose is to create vibrant, evolving spaces that empower individuals to express their truest selves and flourish within their own four walls.

Element Of You is a specialized interior design consultancy that helps introverted and reserved individuals translate their inner identity into a physical living space.

Here is the breakdown of my business model:

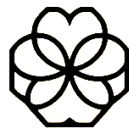
- Who it serves: Style-conscious teens and adults who are naturally quiet or reserved and may find verbal self-expression challenging.
- The problem it solves: The difficulty of expressing one's personality in a world of "loud" trends, and the need for a home that feels like a safe, authentic sanctuary rather than just a decorated room.
- What it does: It acts as a "gentle guide" to creating a home that speaks for the client, prioritizing emotional safety and sensory comfort over fleeting fashion.
- Main product/service: Personalized "identity-to-decor" blueprints and sensory-focused design plans that map a client's internal feelings to their external environment.

Mission and Vision

Element Of You creates personalized home decorating designs that help quiet, reserved teens and adults express who they truly are. We focus on people who struggle to communicate through words, using intentional design as a way for them to feel understood and safe in their own space. Our brand serves as a calm, creative, and supportive companion, acting as a gentle guide to help clients discover their true sense of self through their surroundings. We believe that a home should be a sanctuary that reflects the quiet strength and authentic personality of its owner. By prioritizing emotional comfort and individuality, we turn living spaces into meaningful environments that speak volumes without saying a word. Our goal is to empower every individual to flourish within a home that is as unique and deep as they are.

1. It focuses on helping people who struggle to express themselves through words and uses design as a way for them to communicate and feel understood.

Element Of You is a decorating business that helps people express who they are through their space. The company focuses on supporting quiet or reserved individuals who want their home to reflect their feelings, personality, and style. The brand values comfort, authenticity, and creativity, and its overall vibe is calm, warm, and encouraging — like a gentle guide helping someone discover their true self through design.



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Business Description

Many quiet or reserved people feel that their living spaces do not reflect who they actually are, yet they struggle to express their style and emotions through traditional means. Existing design services often focus on loud trends or "one-size-fits-all" looks, leaving these individuals feeling misunderstood or overwhelmed. Without a way to communicate their inner world, their homes can feel cold or impersonal rather than like a true sanctuary. This disconnect often leads to increased stress as the home fails to provide the emotional restoration these individuals deeply need. Current market options typically prioritize fast-paced, high-energy aesthetics that don't account for the subtle needs of a quiet personality. Consequently, many people settle for spaces that feel alien to them because they lack the tools to translate their feelings into decor. By not addressing these unique emotional requirements, standard designers miss the opportunity to create a space that truly supports an authentic sense of self.

Element Of You is a personalized interior decorating service designed to give a "voice" to the quiet and reserved. It exists to bridge the gap between an individual's inner world and their physical environment, ensuring that their home becomes a true reflection of their personality rather than just a collection of furniture. The business exists because many people—especially introverts and style-focused teens—struggle to express who they are through words alone. In a world dominated by loud, fast-moving trends, Element Of You provides a necessary refuge. It solves the need for emotional safety and authenticity, helping clients create a sanctuary that supports their mental well-being and allows them to flourish in a space that speaks for them when words feel like too much.

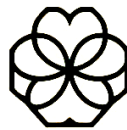
Element Of You solves the struggle of self-expression by providing personalized design plans and sensory-focused decor guides tailored specifically for the quiet individual. By using visual and tactile tools to translate emotions into a physical environment, we create a comforting sanctuary that communicates what words cannot. Our approach prioritizes authentic self-expression and emotional safety over fleeting trends, helping clients feel truly understood in their own homes. We focus on curated color palettes and meaningful textures that act as territorial markers to lower stress and increase a sense of security. Unlike traditional designers who push loud, one-size-fits-all styles, we offer a specialized "personality-to-decor" process that honors a reserved lifestyle. This gentle guidance allows individuals to build a defensible space that supports their mental well-being and daily flourishing. Ultimately, our solution transforms a standard house into a personal haven that perfectly reflects the depth of the person living within it.

Market Analysis

Element Of You targets quiet, reserved individuals between the ages of 15 and 40, primarily reaching out to introverted teens and young adults across the nation through an online platform. These customers identify as homebodies and creatives who deeply value mental wellness, intentional living, and the comfort of a personal sanctuary. Often feeling overwhelmed by loud, fleeting trends, they seek a space that provides emotional safety and reflects their authentic selves without the pressure of verbalization. As moderate spenders with decor budgets typically ranging from \$1,000 to \$10,000, they are willing to invest in high-quality, sensory-friendly items that offer long-term restorative value. This audience is particularly interested in neuro-inclusive design and tactile materials that support their unique emotional and mental health needs. By focusing on this specific demographic, we serve a growing market of people who prioritize solo rest and restorative rhythms within their own four walls. Ultimately, our typical customer is someone looking for a gentle guide to help them translate their inner world into a physical, comforting reality.

While companies like Havenly and Modsy offer affordable, tech-driven design, they often rely on mass-market trends and commission-based furniture sales that feel impersonal. Specialty firms like Sensory Interiors focus on wellness but often at a high-end price point that is out of reach for many.

Element Of You stands out by bridging this gap, offering a "gentle guide" approach that prioritizes emotional translation and authentic self-expression over generic aesthetics. Unlike the larger competitors, we focus specifically on the quiet individual's identity, providing a human-centered experience that helps clients build a sanctuary that truly communicates who they are.



ELEMENT OF YOU
INTERIOR DESIGN

Products and Services

Element Of You provides highly personalized, sensory-driven design roadmaps. Rather than selling physical furniture, you sell the intellectual property of self-expression—a professional guide that translates a client's personality into a tangible environment.

Menu of products or services:

Service Level	Description	Deliverables
The Reflection Session	A 90-minute deep-dive sensory audit and personality interview.	A "Quiet Self" summary report and initial palette.
The Core Blueprint	A complete "Identity-to-Decor" roadmap for a single room.	Mood board, 2D spatial layout, and curated material list.
Sensory Sanctuary Plan	A specialized plan focusing on lighting, acoustics, and texture.	Acoustic recommendations, lighting zones, and "Safe Zone" design.
The Full Haven	A multi-room, holistic design strategy for the entire home.	Comprehensive multi-room blueprints and priority shopping list.
Teen Identity Kit	A simplified, collaborative process for style-focused teens.	"Express Yourself" interactive digital board and DIY steps.

Pricing, Features & Benefits

Estimated pricing based on 2026 industry standards.

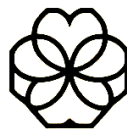
- Pricing Structure:
 - Flat Fee: Most common for blueprints (\$2,500 – \$4,000 per room). This provides clients with cost predictability, which is often preferred by reserved individuals who value transparency.
 - Hourly Rate: Best for smaller, ongoing consultations (\$100 – \$250/hr).
- Key Features:

- Identity-to-Decor Blueprints: Custom technical plans tailored to personal psychology.
- Sensory-Focused Design: Inclusion of "Safe Zone" areas and stress-reducing textures.
- Core Benefits:
 - Authenticity: A home that reflects who you are, not what is trending.
 - Emotional Safety: Environments engineered to support the introverted spirit.
 - Communication: A way for clients to express their values without needing to use words.

Future Product & Service Ideas

To scale Element Of You, consider these future-focused expansions:

- Subscription Boxes: Curated "Sensory Refresh" boxes with textures and scents that match the client's established blueprint.
- AI-Powered Personality Matcher: A tool that analyzes a client's digital "likes" and music tastes to generate an initial identity palette.
- AR Sanctuary App: An augmented reality tool allowing clients to "see" their blueprint in their space before buying anything.
- 3D Printed Custom Accents: Unique, sculptural decor pieces designed specifically to fit the "Identity-to-Decor" blueprint.
- Identity Design Courses: Digital workshops for teens on how to use design as a tool for emotional regulation and self-discovery.



ELEMENT OF YOU
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Organization and Management

Element Of You is currently led by the founder, who acts as the Lead Designer and handles all core responsibilities, including deep-dive client discovery interviews and the creation of personalized design blueprints. As the sole operator, the founder also manages daily operations, product curation, and social media marketing to ensure the brand's calm and supportive vibe is consistent. While the founder handles the high-level creative work, they also oversee administrative tasks like scheduling and payment processing. As the business grows, the company plans to bring on a Social Media Manager to oversee visual storytelling across Pinterest and TikTok. Additionally, hiring a Freelance Assistant Designer will help scale the design process while maintaining our signature "gentle guide" philosophy for every client. This growth plan allows the founder to remain focused on the "personality-to-decor" translation that makes the business unique. Ultimately, our team structure is designed to support a growing community of quiet individuals looking for their own home sanctuary.

Team Structure & Compensation

Position	Key Responsibilities	Estimated Wages	Status
Founder / Lead Designer	<ul style="list-style-type: none">• Client discovery interviews• Creation of "Identity-to-Decor" blueprints• Operations & high-level curation• Brand oversight	N/A (Owner Draws / Profit)	Current
Social Media Manager	<ul style="list-style-type: none">• Visual storytelling on Pinterest & TikTok• Community engagement	\$25 – \$45 / hour	Future Hire

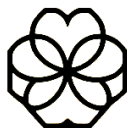
	<ul style="list-style-type: none"> • Maintaining "calm/supportive" vibe 		
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Freelance Assistant Designer	<ul style="list-style-type: none"> • Scaling the design process • Blueprint drafting & technical support • "Gentle guide" philosophy execution 	\$30 – \$60 / hour	Future Hire
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Administrative Support	<ul style="list-style-type: none"> • Scheduling & payment processing • Client onboarding • Daily task management 	\$20 – \$35 / hour	Current (Founder)
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Hiring & Growth Strategy

- **Founder Focus:** The hiring plan is specifically designed to offload execution and marketing tasks so the founder can remain the primary "personality-to-decor" translator.
- **Scalability:** Utilizing freelance talent for design and social media allows for flexible overhead while the business builds its community of quiet individuals.
- **Consistency:** New hires will be vetted specifically for their ability to maintain the signature "gentle guide" philosophy, ensuring the brand's emotional safety promise remains intact.



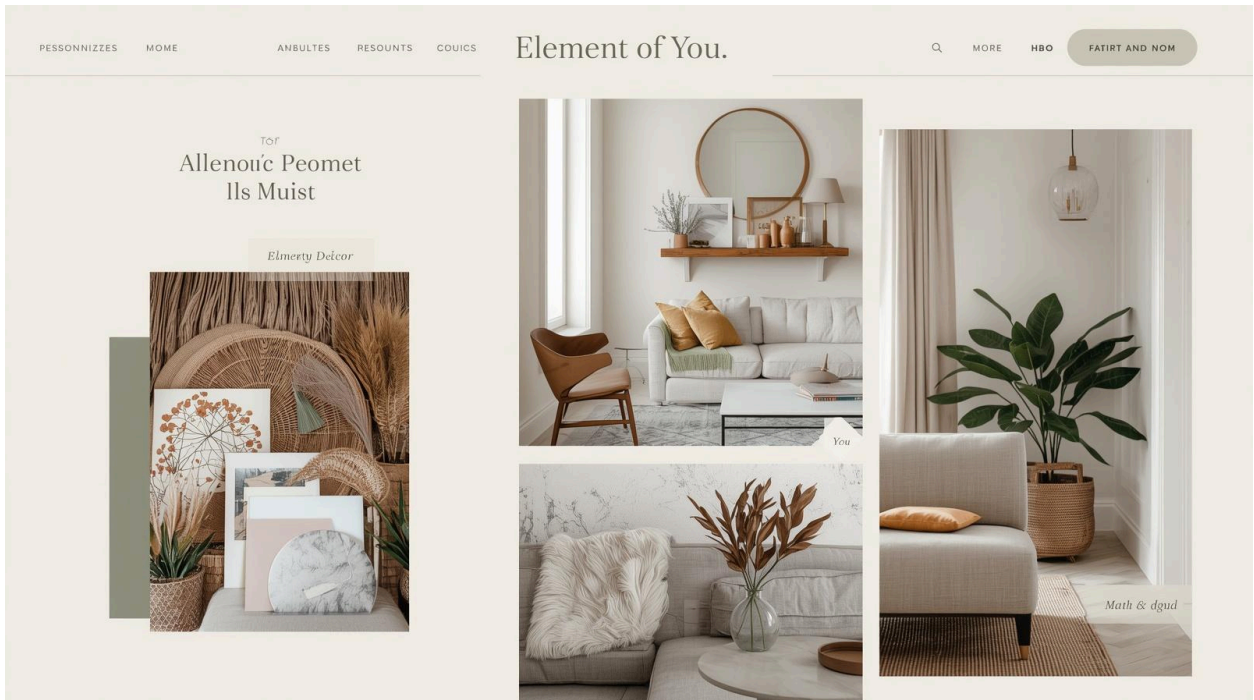
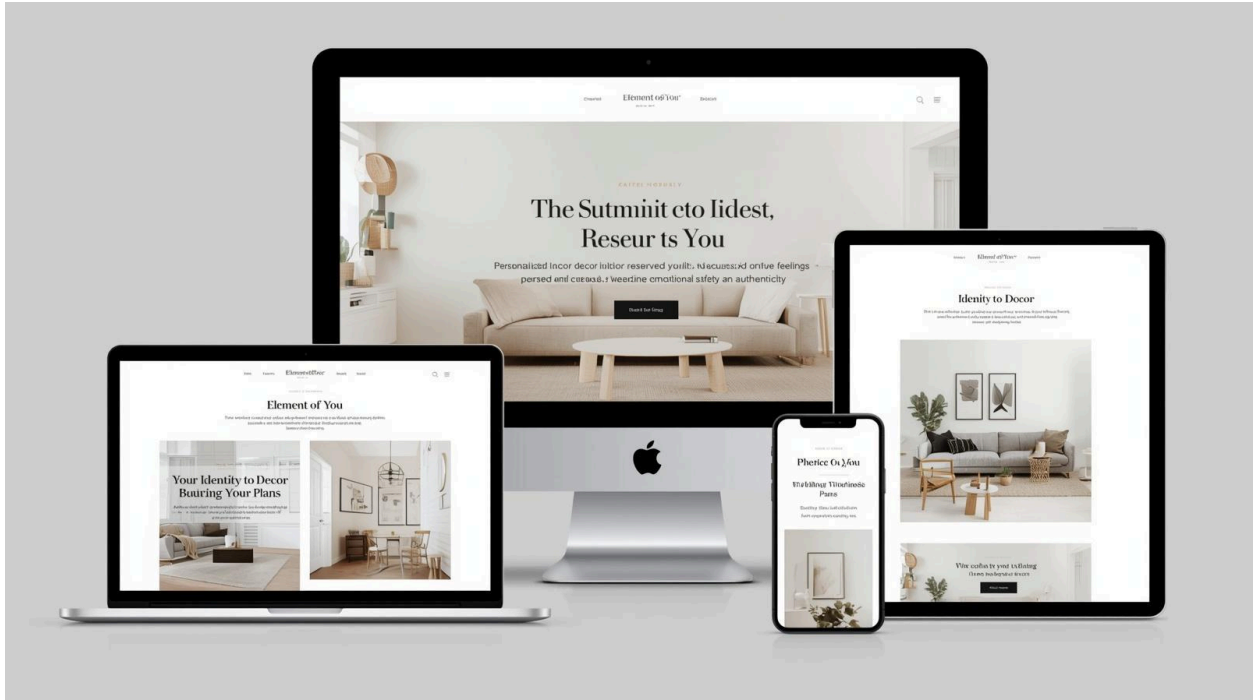
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Marketing and Sales

Element Of You will market its services through Pinterest and Instagram by sharing "Sanctuary Mood Boards" and aesthetic room transformations that visually represent the quiet identity. The business will also create educational short-form videos on TikTok that offer sensory-friendly decorating tips, positioning the brand as a gentle guide for self-expression. By utilizing visual SEO, we will target keywords like "introvert sanctuary" to attract individuals searching for restorative home environments. Additionally, a referral program will encourage satisfied clients to share their personalized designs with friends, helping to build a community through authentic word-of-mouth. We plan to collaborate with wellness influencers who resonate with our "calm and supportive" vibe to reach a broader but highly relevant audience. These activities are designed to build trust and show potential clients that their home can truly speak for them. Ultimately, our multi-platform approach ensures that we are present wherever quiet creatives look for inspiration and emotional comfort.

Marketing Strategy: The Four P's

- **Product:** Personalized "Identity-to-Decor" blueprints and Sensory-focused design plans. These are digital or physical roadmaps that translate internal personality into physical sanctuary spaces.
- **Price:** A value-based Flat Fee (\$2,500 – \$4,000 per room) provides the transparency and emotional safety quiet clients value.
- **Place:** Primary presence on [Pinterest](#) and Instagram for visual discovery, with TikTok serving as the educational hub for sensory decorating tips.
- **Promotion:** Utilization of Visual SEO (targeting keywords like "introvert sanctuary") and collaborations with wellness influencers who share the brand's calm, supportive ethos. The sales process is built to prioritize emotional intelligence and safety:
 1. **Inquiry & Discovery:** Potential clients find the brand via Pinterest/TikTok and book an initial session.
 2. **The Sensory Audit:** A 90-minute session to understand the client's "inner feelings" without requiring heavy verbal expression.
 3. **Proposal & Blueprint:** A transparent, flat-fee proposal leads to the creation of the custom roadmap.
 4. **Retention & Referrals:** Post-service, a Referral Program encourages satisfied "quiet creatives" to share their designs. Retention is maintained through Subscription Boxes or annual "Sensory Refresh" check-ins that evolve the sanctuary as the individual grows.



Financials

Costs:						
business registration		\$50	Costs:			
brand identity design		\$4,000	business registration		\$50	
Website developement		\$350	brand identity design		\$4,000	
Software setup		\$550	Website developement		\$350	
Initial marketing		\$3,000	Software setup		\$550	
trade account fees		\$500	Initial marketing		\$3,000	
professional cameras and lens		\$4,000	trade account fees		\$500	
lighting kits		\$1,000	professional cameras and lens		\$4,000	
			lighting kits		\$1,000	
Variable costs						
software subscriptions		\$100	Variable costs			
professional insurance		\$75	software subscriptions		\$100	\$1,200
Marketing & SEO		\$2,500	professional insurance		\$75	\$900
Office/studio rent		\$450	Marketing & SEO		\$2,500	\$30,000
memberships		\$600	Office/studio rent		\$450	\$5,400
3d modeling		\$300	memberships		\$600	\$7,200

accounting		\$110	3d modeling		\$300	\$4,000
ai assistants		\$20	accounting		\$110	\$1,320
project management		\$100	ai assistants		\$20	\$240
			project management		\$100	\$1,200
utilities and supplies		\$75				
professional liability		\$142	utilities and supplies		\$75	\$900
general liability		\$60	professional liability		\$142	\$1,700
cyber liability		\$150	general liability		\$60	\$720
sample logistics		\$150	cyber liability		\$150	\$1,800
procurement & freight		\$1,500	sample logistics		\$150	\$1,800
contingency fund		\$1,000	procurement & freight		\$1,500	\$18,000
continuing education		\$5,000	contingency fund		\$1,000	\$12,000
specialized training		\$2,000	continuing education		\$5,000	\$60,000
trade show travel		\$2,000	specialized training		\$2,000	\$2,400
client experience		\$3,500	trade show travel		\$2,000	\$2,400
self care/therapu		\$130	client experience		\$3,500	\$42,000
professional services (retainers)		\$300	self care/therapu		\$130	\$1,560
digital storage		\$15	professional services (retainers)		\$300	\$4,000
total		\$16,022	digital storage		\$15	\$180
			total		\$16,022	\$149,460

revenue streams						
identity-to-dec or blueprints			revenue streams			
hourly consultations			identity-to-dec or blueprints			
pull project management			hourly consultations			
designer- for- a- day			pull project management			
furniture & decor markups			designer- for- a- day			
custom product lines			furniture & decor markups			
E commerce shop			custom product lines			
digital products			E commerce shop			
affiliate marketing			digital products			
online course			affiliate marketing			
			online course			
Sales numbers						
selling price per unit		\$300	Sales numbers			
cost per unit		\$0	selling price per unit		\$300	
profit per unit		\$300	cost per unit		\$0	
			profit per unit		\$300	
Projected						

income						
Year 1		\$4,500	Projected income			
Year2		\$5,175	Year 1		\$4,500	
Year 3		\$5,951	Year2		\$5,175	
			Year 3		\$5,951	
Projected expenses						
Year 1	\$149,460		Projected expenses			
Year 2	\$164,406		Year 1	\$149,460		
Year 3	\$180,847		Year 2	\$164,406		
			Year 3	\$180,847		
Profit/loss						
Year 1	-\$144,960		Profit/loss			
Year 2	-\$159,231		Year 1	-\$144,960		
Year 3	-\$174,895		Year 2	-\$159,231		
			Year 3	-\$174,895		

Appendices

More Marketing and sales charts:

Category	Estimated Cost	Details
Content Creation	\$500 – \$1,000	High-quality "Sanctuary Mood Boards" and short-form video editing for TikTok/Reels.
Paid Social Ads	\$500 – \$1,000	Targeted ads on Pinterest (\$3-\$8 CPM) and TikTok (\$4-\$10 CPM).

Influencer Partnerships	\$300 – \$1,000	Partnering with 1-2 micro-influencers (10k-25k followers) in the wellness/introvert niche.
Tools & Software	\$200 – \$500	Social scheduling (Tailwind/Hootsuite), SEO research tools, and CRM for referral tracking.
Total	\$1,500 – \$3,500	~10-15% of target revenue.

Competition charts:

Competitor Name	Location or Website	What They Do	What They're Known For
1. Havenly	Havenly.com	Provides online interior designing starting at a low price	Affordability and speed. Known for 3d renderings and being a "budget" all in one shop for modern styles
2. Sensory interiors	Sensoryinteriors.com	specializes in "sensory-informed" design for neurodivergent	Scientific wellness. Known for prioritizing how light, sound, and texture affect the nervous system rather than just aesthetics.

t individuals
(ADHD,
Autism).

3. Modsy Modsy.com
- Offers 100% digital design process with “no IRL conversations”
- Introvert-friendly convenience. Known for an entirely digital experience where customers just upload photos and take a quiz.

Competitor	Strengths (What They Do Well)	Weaknesses (What’s Missing)	What You Can Do Differently
Havenly	Affordability & Speed: Offers low-cost packages and an easy-to-use digital platform for quick style ideas.	Sales Pressure: Pushes specific partner brands to earn commission. Communication is often limited to slow email threads.	Unbiased Guidance: Focus on authentic self-expression rather than furniture sales. Use "gentle guiding" instead of automated sales bots.

Sensory Interiors	Specialized Wellness: Strong focus on how light, sound, and texture affect the nervous system.	Luxury Price Point: Often targets high-end residential or commercial projects, making it less accessible for teens or budget-conscious adults.	Emotional Personalization: Combine sensory science with a focus on "the quiet individual's" identity and personal feelings, making it accessible for smaller budgets.
Modsy	Technology: Uses advanced 3D renderings and "Live Swap" tools that appeal to introverts who want a "no-talk" experience.	Lack of Human Connection: Designs can feel like "design-by-numbers" or generic. Limited ability to incorporate a client's existing, meaningful items.	Personality-Driven Storytelling: Use design to tell the client's story. Focus on "territorial markers" that reflect their specific inner world rather than just generic 3D layouts.

Revenue streams:

Element Of You generates revenue primarily through a Direct-to-Customer (D2C) model by selling personalized "Identity-to-Decor" design packages. These specialized service fees range between \$150 and \$500 per room, ensuring the service remains accessible for teens and young adults while reflecting its custom, emotional value. To supplement this main income, the company earns affiliate commissions by recommending curated decor items through trusted partner links. We also provide digital toolkits, such as downloadable "Quiet Sanctuary" guides and DIY checklists, for those who prefer a lower-cost, self-guided approach. This diverse income strategy allows us to maintain a personal connection with clients while building a foundation for passive revenue. Future growth plans include expanding these digital offerings into a robust library of home-wellness resources. Ultimately, our revenue model is designed to support the brand's long-term stability and its mission of helping individuals flourish in their own spaces.

Mission Statement/ Marketing plan

Element Of You is a personalized interior decorating service designed for quiet, reserved individuals who want their homes to reflect their inner feelings and personality. Our business serves style-focused teens and adults who often find it difficult to express themselves through words, using design as a powerful tool for communication. We specialize in creating "identity-to-decor" blueprints and sensory-focused plans that prioritize emotional safety and authenticity over loud, fleeting trends. By focusing on the unique needs of the introverted spirit, we help our clients discover their true selves and flourish within their own four walls. Our mission is to provide a gentle, supportive guide to building a sanctuary that speaks for the individual when words feel like too much. Through this intentional approach, we turn living spaces into comforting environments that support a quiet and authentic sense of self. We believe that every person deserves a home that acts as a true reflection of who they are and a refuge from the outside world.

