



# OUTERRIM CREATIVES

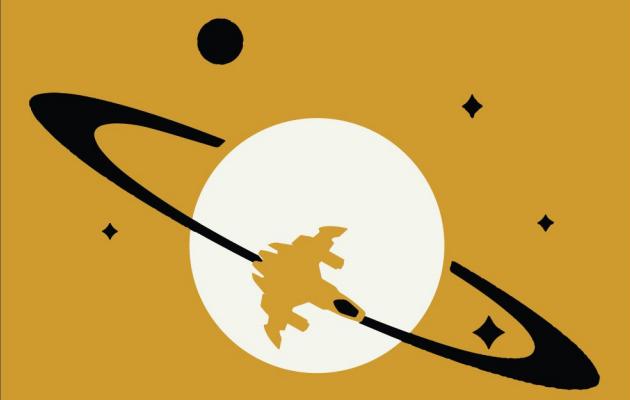


# THE TEAM



**Business Name:**  
**OuterRim Creatives**

**Industry:**  
**High-End Custom Cosplay  
& Costume Design**



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## Katie Strength

Co-Founder • Lead Designer

Katie brings 25+ years in professional costume design, theatrical production, and creative direction. She has led costume departments for award-winning regional theaters, designed for dozens of productions, and crafted standout builds for stage, screen, and cosplay competition.

With mastery in fabric selection, pattern drafting, and structural construction, her builds are both visually stunning and performance-ready.

At OuterRim, Katie leads the full creative process—from concept to final stitch—with unmatched attention to character integrity, detail, and transformation.

*“Katie’s passion, precision, and artistry drive the creative heartbeat of OuterRim.”*

## Todd Welch

Co-Founder • Director of Operations

Todd brings 25+ years of experience in scenic design, arts leadership, and executive management. He's overseen multi-site budgets, led teams across nonprofit and retail sectors, and launched creative departments that deliver both artistry and structure.

At OuterRim, he manages operations, client experience, and strategic growth—while also getting hands-on with fabrication, tech, and design.

Currently earning his M.A. in Business of Art & Design, Todd blends artistic vision with business acumen to scale OuterRim without losing soul.

*“Todd brings clarity to chaos and ensures every project gets across the finish line.”*

**Together, we bring decades of experience, creative vision, and operational strategy to a booming industry hungry for craftsmanship.**

# **Vision & Values**

The heart of OuterRim Creatives



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## **VISION**

To empower people to embody the characters they love with confidence and authenticity—transforming imagination into reality through story-driven design and precision craftsmanship.

## **CORE VALUES**

- **Storytelling** – every build begins with character and meaning
- **Craftsmanship** - hand-made, tailored, screen-accurate
- **Collaboration** – clients are partners in the process
- **Integrity** – transparent communication, honest timelines
- **Community** – give back; support fandom spaces

## **STUDIO PRINCIPLES**

- Face-forward, transparent build process
- Couture sewing + cinematic armor fabrication
- Durable, performance-ready results

# The Problem



## **Mass-Produced. Poorly Made. Never Personal.**

Off-the-rack costumes are built fast, not well. They're made with cheap materials, poor stitching, and generic sizing—designed to mimic a look, not support a **performance**. They don't **fit** right. They don't last. And they don't feel like you.

## **“Custom” Isn’t Always What It Claims to Be**

Even some shops that say “custom” still rely on recycled patterns or minimal consultation. They deliver something that's technically made to order—but not truly made for the person wearing it.

## **Cosplay Is Personal. The Industry Isn’t.**

Every client brings their own body, their own reason, and their own connection to a character. Costume should be part of the transformation—not a barrier to it. But most options ignore the person inside the armor.

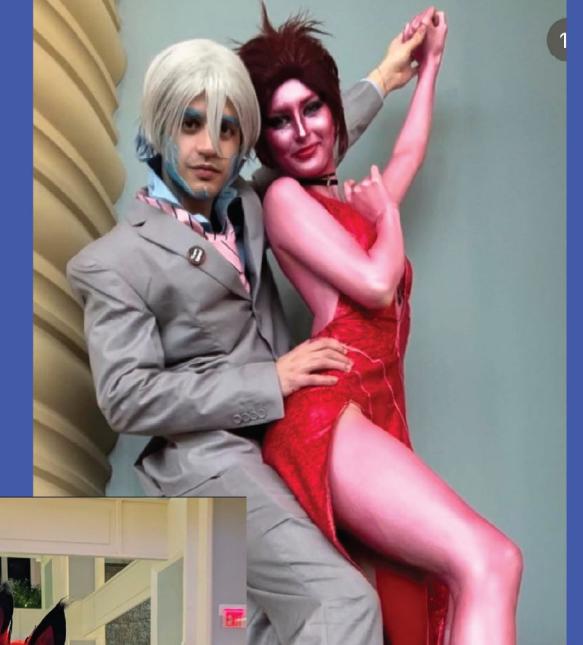
**At OuterRim, we don’t just tailor costumes. We tailor transformation. Because not everyone wants—or can—fit into something off the rack.**

# The Solution



## Tailored to the Person, Not Just the Character

Every build begins with a real human body—its movement, shape, and presence. We design costumes that fit physically and emotionally—made to embody, not just imitate.



## Handcrafted. Durable. Built to Perform.

We use professional-grade construction techniques drawn from theater, film, and competition. Every stitch, every seam, every detail is made to last—not just look good for a photo.



## Story-Driven. Artist-Led. Client-Involved.

Our design process honors the story behind the character and the person becoming them. Clients are partners in creation, not just recipients of product. Each costume is a collaboration.



**We don't just build costumes.**

**We craft wearable stories—tailored with precision, purpose, and soul.**

# Meet Our Ideal Client

*The Embodied Storyteller*



**Name:** Ari – 501st Member

**Age:** 28-42

**Profession:** Educator, Designer,  
or Tech Professional

**Income Level:** \$60k-\$120k

**Location:** Urban or suburban;

**Conventions:** 2 – 4 per year

## Core Traits

- Passionate about accuracy, lore & detail
- Willing to invest in quality craftsmanship
- Active in online cosplay & Legion communities
- Values trust and storytelling in builders

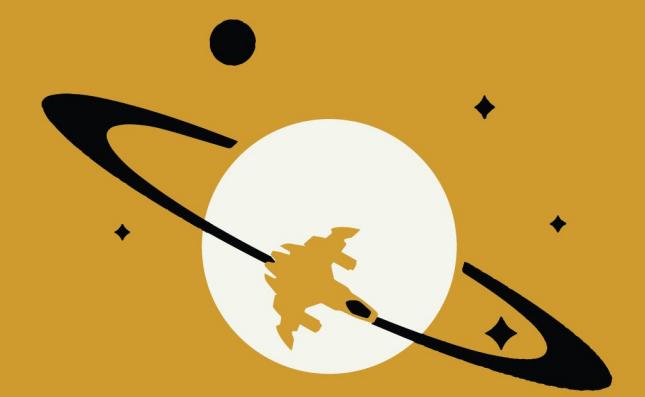
## Personality & Motivations:

- Perfectionist with an artistic soul
- Seeks meaning & authenticity in every build
- Values collaboration and transparency
- Wants costumes that feel like the character

## Pain Points:

- Tried DIY but lacks time or advanced skill
- Burned by unreliable or low-quality builders
- Frustrated by poor communication or hidden costs
- Needs a partner, not a vendor

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# The Market Opportunity



## \$23 Billion Global Cosplay Market

Expected to grow from \$4.6B to \$23B by 2030 (17.4% CAGR)  
Fueled by fan events, streaming culture, and the rise of screen-accurate, story-driven designs.



## Clients Pay for Quality

Serious cosplayers, performers, and filmmakers regularly invest \$500–\$4,000+ in custom builds that are tailored, durable, and emotionally expressive.

## Demand Is Rising. Supply Isn't.

Most high-end shops are overbooked or inconsistent.

The demand for performance-grade, story-driven builds is outpacing skilled supply.



# What We Heard from Real Cosplayers



## 1. *Trust is everything.*

Cosplayers commission from builders they trust — or from brands that show their face, process, and passion.



## 2. *Storytelling > Speed.*

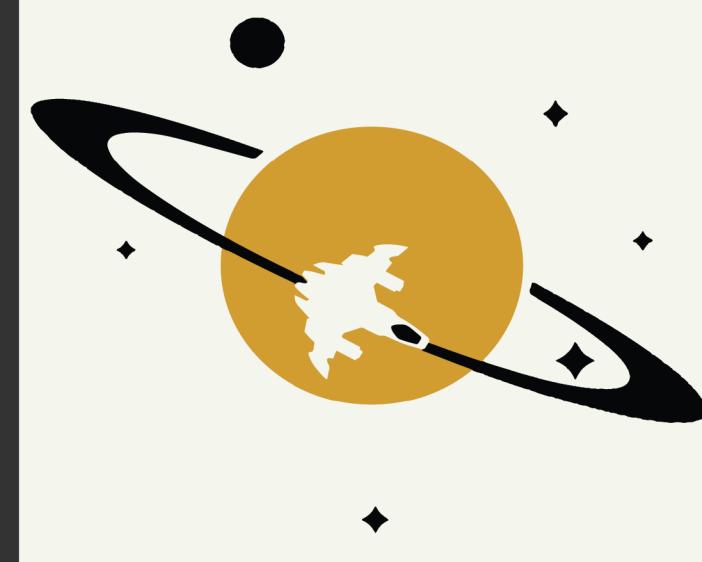
Clients value collaboration, character meaning, and craftsmanship more than quick turnarounds.



## 3. *Guidance over files*

DIYers crave guidance: fit advice, sourcing help, and walkthroughs — not just pattern downloads with no context.





## Competitive Landscape:

*Few builders meet the needs of serious cosplayers who value performance, precision, and partnership. We do*

**ProCosplay**

**Snakepit Studios**

**Sionnach Studios**

*OuterRim Creatives*

**mass templates**

**Semi-custom**

**Pattern-focused**

*Fully  
Tailored*

**Screen Accuracy**

**Moderate**

**High**

**High**

*Film  
Quality*

**Durability**

**Inconsistent**

**Moderate**

**Low**

*Performance  
Built*

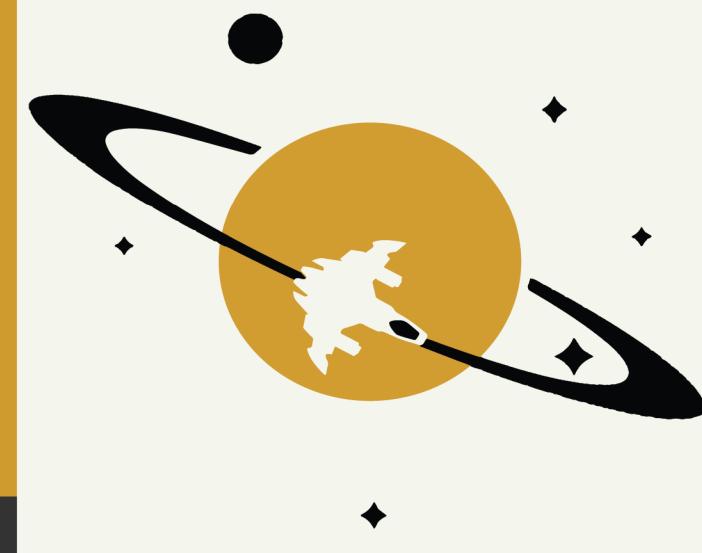
**Client  
Collaboration**

**Limited**

**Transactional**

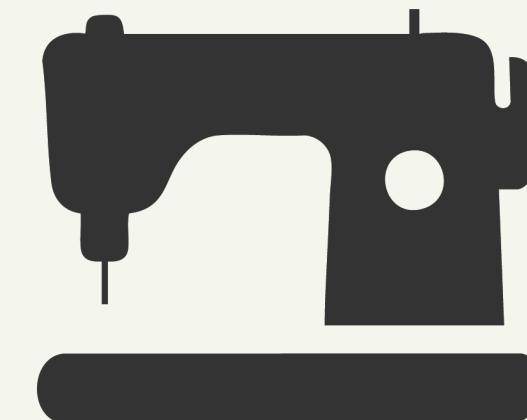
**minimal**

*Hands-on  
Partner*



# **Why OuterRim Wins**

*Built for Story. Designed for Performance.*



## **Craftsmanship**

**Screen-accurate  
Performance-ready  
Tailored fit**

Couture sewing +  
armor fabrication  
synergy



## **Story & Connection**

**Every build begins  
with the client's story**

Collaboration +  
transparency at  
every step



## **Trust & Experience**

**50 + years combined  
theatre & design  
expertise**

Proven reliability,  
Legion approvals,  
repeat clients

Hand-Made • Tailored • Screen-Accurate

Crafting transformation through story and skill

# Connecting with Our Audience: Strategy Rooted in Story



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## Instagram & Tiktok

Behind-the-scenes  
storytelling, build videos,  
and reveal reels

Builds awareness,  
trust, and showcases  
craftsmanship



## YouTube Channel

Free + premium guided  
content, tutorials, and  
process walkthroughs

Establishes authority,  
drives engagement +  
long-form education



## Conventions

In-person builds, Q&As,  
cosplay photos, live  
collaboration

Builds community,  
generates  
word-of-mouth leads



## SEO + Etsy Shop

Dual path:  
digital patterns, tutorials,  
and commissions

Captures search traffic and  
converts fandom into  
customers

# Measuring Growth & Momentum - OKRs

Guided by Research, Driven by Story



## 1. Objective – Build Awareness through Storytelling

- 20 % growth on Instagram + TikTok
- 10 K monthly video views
- 30 % website traffic increase



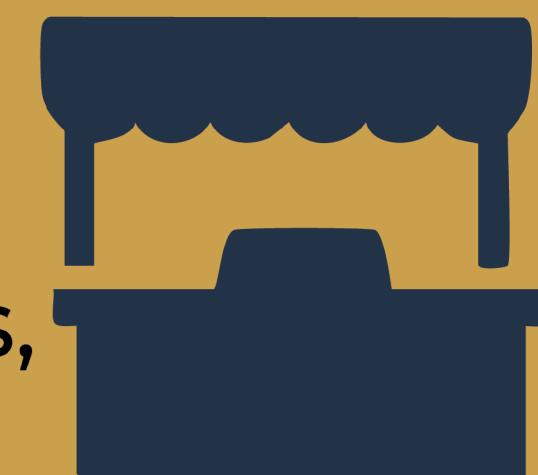
## 2. Objective – Strengthen Trust & Authority

- 6 YouTube tutorial releases by Q2
- 3 costume certifications
- 4 client spotlight posts each quarter



## 3. Objective – Scale Revenue & Reach

- Attend 3 major conventions (CO Springs, Phoenix, Atlanta)
- Add 2 new investor or partner relationships
- Grow Etsy sales by 25%



### Social Posting Cadence:

- Instagram – 3–4 posts/week
- TikTok – 2–3 posts/week
- Facebook – 1–2 posts/week
- Blog – Monthly

*Each milestone measures not just growth — but trust, craftsmanship, and community.*

# The Ask & Opportunity



**Equipment Name:**  
**Babylock Altair 2**  
Industrial-grade sewing & embroidery machine

**Retail Price:**  
**\$9,499**

## We Are Seeking \$10,000

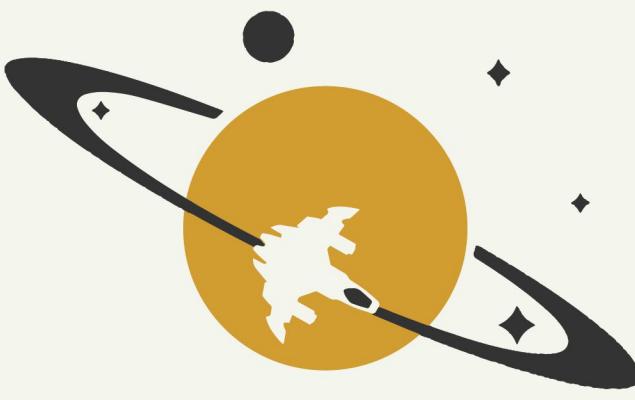
to scale proven traction

- Funds industrial-grade BabyLock Alistar 2
- Improves speed, consistency, and quality
- Expands capacity for concurrent, larger commissions
- Unlocks revenue growth toward \$100K+ in 2026
- Keeps builds in-house to protect brand craftsmanship

**OuterRim Creatives exists where story, precision, and performance meet.**

- High-end cosplay is growing — but underserved at the top
- Clients want more than a costume — they want transformation
- We've built trust, demand, and momentum
- Now it's time to scale — without losing soul

**A focused investment. A proven model. A brand built to last.**



# OUTERRIM CREATIVES

High-End Custom Cosplay & Costume Design

Based in Northern Colorado  
50+ paid commissions in Year One  
Scaling toward \$100K+ in 2026



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**Built for story. Backed by skill. Ready to scale.**