The Lean Start-Up

By: Katie Schloss
Designer / Founder / Licensor
Idea
Consumer Needs
Feasibility
Opportunity
It all starts with an idea.
THE MAP NECKLACE

"NOT ALL THOSE WHO WANDER ARE LOST."

J.R.R. TOLKIEN

THREE JANE
Map Necklace: Take any address in the world, and we'll engrave the map onto a rectangular plate, marking the exact location with a tiny diamond, of course!
Does anyone else want this?
"I love that you can personalize these to mark an important place with a small diamond. They are just so special, and I fell in love with the concept. They are the perfect gift, and I have many friends with spring birthdays!"
Jennifer Lawrence and 10 other bridesmaids wearing Map Necklaces on the cover of Martha Stewart Real Weddings, Spring 2013.
THREE JANE

"I got the idea for the Map Necklace when my little sister was studying abroad in London. My sister is impossible to buy for, so I thought of one thing she didn’t have in Europe... home. I made a Map Necklace of our house in Connecticut, that way she could have a little piece of home wherever she went."

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Create Product: Formulation

Test Product: Trunk Shows

Feedback: Listen

Competitor Reviews: What are people saying about your competitors, both good and bad?

COGS Analysis: Can you make money/sell at an affordable price?
But was it feasible?
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Places I Remember®

Select any address in the world and let a diamond mark the moment and place you'll never forget.

Maps by A. JAFFE®

EST. 1992
Sterling Silver Rectangle Map Necklace

Style: MAPNO455
Starting Price: $195

Select any address in the world, and let a diamond mark the moment that changed everything. Where you met. Where he proposed. Where you call home.

Details & Dimensions:
- Sterling silver with round brilliant diamond
- Minimum diamond total weight 0.004ct
- Plate 28mm x 17mm
- Chain 18” with 2” extender

Due to a high volume of orders, our production timeline has increased to 10 business days. We apologize for the inconvenience.
Keep in Touch!

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