



BUSINESS PLAN

Next \$50M Men Grooming
Business

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Inspired by the Legacy Shave's Success?

Why stop there? Take it to the next level—innovate next \$50M men grooming product, patent it, own it and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.

Potential Patentable Improvements

Here are some exemplary product ideas for the next \$50M men grooming product. This should help you to structure your thoughts.

1. InkSync

- A razor equipped with a built-in laser or LED guide, projecting perfectly aligned lines for cheek, jaw, and neckline trims. No more crooked beards or guesswork.

2. TempShave

- A smart razor handle that heats or cools on demand, providing a personalized barbershop feel at home. It reduces razor burn and enhances comfort in all climates.

Now it's your turn.

Step 1 - Brainstorm to come up with unique improvements – add new features or modify features listed above.

Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link

<https://calendly.com/patentyogi>

Business Plan:

Executive Summary

EdgeMode Grooming Inc. is a next-generation men's grooming startup revolutionizing the shaving experience with **precision technology** and **personalized comfort**. Our debut product line includes:

- **InkSync** – A razor equipped with a built-in **laser or LED guide**, projecting perfectly aligned lines for cheek, jaw, and neckline trims. No more crooked beards or guesswork.
- **TempShave** – A **smart razor handle** that heats or cools on demand, providing a personalized barbershop feel at home. It reduces razor burn and enhances comfort in all climates.

We aim to own the intersection of **tech and grooming**, targeting style-conscious men, barbers, and wellness-driven millennials. Our goal: build the **“Dyson of grooming.”**

Company Overview

- **Business Name:** EdgeMode Grooming Inc.
- **Founded:** 2025
- **Headquarters:** Brooklyn, NY
- **Structure:** Delaware C-Corp
- **Mission:** To elevate the shaving ritual through cutting-edge design and innovation
- **Vision:** Become the global leader in tech-integrated personal grooming for men

Market Analysis

🎯 Target Segments:

- Millennials and Gen Z men aged 20–45
- Professional barbers and stylists
- Urban and suburban professionals
- Gifting market (Father's Day, holidays)
- DTC grooming subscription buyers

📊 Market Size:

- U.S. men's grooming market: \$13B (2024), projected to hit \$18B by 2028
- Electric razors & grooming tools: \$4.5B
- Smart personal care devices CAGR: 16.2%

Market Trends

- 🧑‍🦱 Demand for **barber-quality results at home**
 - 📱 Growth of **smart grooming devices** (Bevel, Gillette Labs, Manscaped)
 - 🔥 Rise in **personalization and sensory grooming**
 - ☑️ Shaving tools merging with **AI, projection, or thermal tech**
 - 📺 Popularity of **grooming as lifestyle gifting**
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Product Description

1. InkSync – Beard Lineup Projection Tool

- Built-in **laser or LED light module** (FDA-safe, Class 1)
- Projects clean **line guides** on the face for neck, cheek, and jaw trims
- Detachable cartridge razor head (5-blade or straight-style)
- Optional app sync to preview styles (goatee, full beard, stubble fade)
- Rechargeable via USB-C; 60-minute battery life

2. TempShave – Thermo-Adjusting Razor Handle

- Dual-mode heating (up to 120°F) and cooling (down to 55°F)
 - Rapid temperature shifts with ceramic thermal elements
 - Adaptive skin sensor detects shaving zone (chin vs. cheek)
 - Built-in safety shut-off and waterproof design (IPX7)
 - Works with standard blade cartridges (Gillette, Schick, etc.)
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Marketing & Sales Strategy

🎯 Launch Tactics:

- Viral “barber at home” demo videos on TikTok, YouTube Shorts
- Early influencer seeding with barbers and style icons
- Press push to tech & grooming media (Hypebeast, GQ, Gear Patrol)
- Partnerships with barbershops for limited in-shop demos
- Subscription options for blade refills + exclusive content access

📦 Sales Channels:

- D2C via Shopify + Amazon Premium Beauty
- Barbershop distribution (revenue share)
- Premium retail (Nordstrom Men's, Urban Outfitters, Best Buy)
- Holiday gift bundles (via Target, Brookstone, or Hammacher)

Management and Organization

- **CEO** – [Your Name]
- **CTO** – Ex-R&D engineer from a wearable health tech company
- **CMO** – Digital-first brand strategist from Dollar Shave Club
- **Advisor Board** – Licensed barber, industrial designer, IP attorney

Financial Plan

Year 1 Estimated Costs:

Category	Cost (USD)
Product design & prototyping	\$400,000
Tooling + First manufacturing run	\$600,000
Software/App Dev (InkSync add-on)	\$150,000
Salaries & operations	\$450,000
IP, Legal, & Compliance	\$150,000
Marketing + PR + Launch kits	\$250,000
Total Estimated Spend	\$2M

Funding Requirements

- **Seed Round Ask: \$2.5 million**
- **Use of Funds:**
 - Final product development and testing
 - Patent filings (utility and design)
 - Launch campaign + influencer marketing
 - Team hiring (engineering, growth)
 - Inventory for 25,000 units + packaging

Revenue Streams

1. **Product Sales** (InkSync + TempShave)
 2. **Blade Subscription Service**
 3. **App Premium Features** (InkSync AR style preview)
 4. **Retail Licensing & Distribution**
 5. **Holiday & Gift Bundle Packs**
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Revenue Projections

Year	Units Sold	Avg. Price/Unit	Total Revenue
Y1	30,000	\$59	\$1.77M
Y2	100,000	\$65	\$6.5M
Y3	250,000	\$70	\$17.5M

Intellectual Property

- **Utility Patents:**
 - Laser/LED face-alignment projection system for grooming
 - Temperature-regulating razor with adaptive skin sensor
 - **Design Patents:**
 - Razor form factor and LED ring housing
 - Thermal grip + temperature indicator integration
 - **Trademarks:**
 - InkSync, TempShave, EdgeMode
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Milestones (Year 1)

Month	Milestone
M1	Finalize CAD designs and component sourcing
M2	File provisional patents and initiate safety certifications
M3	Produce engineering prototypes for InkSync and TempShave
M4	Film launch content + TikTok demo campaign
M5	Kickoff preorders + open D2C Shopify site
M6	Launch subscription platform for refills
M8	Retail pitch to Nordstrom, Target, and barbershop chains
M12	Reach \$1.5M in revenue and prepare Series A funding

Interested in taking your idea further?

[Book a free consultation with our experts](#)