April 11, 2016

Dear Student,

The YMA FSF Scholarship Committee is pleased to announce the release of this year’s (2017) $5,000 Scholarship. By publishing the $5,000 brief this month, you have nearly six months to develop your case which will be due October 14th, 2016.

This year, the $5,000 scholarship case study has been redesigned to be thought provoking with clear direction. It is focused on a fresh, new business model based around shared success. It will challenge you to explore the strategic partnership between Etsy and Macy’s but more specifically, Etsy’s new small batch manufacturing platform.

We are excited to announce a new change in order to attract a broader pool of applicants. In Part II of the $5,000 case study, there is now a third option in addition to design and merchandising. This new section will focus on technology and inspire students with a strong analytical skills to compete in our scholarship competition.

Lastly, additional details regarding the case study evaluation process have been given, so that you receive an in depth view to the judging criteria to better understand the level of importance within each part of the case study.

Please take advantage of this opportunity. We had 2 students win $5,000 scholarships last year. Scholarship winners participate in GALA activities in NYC and meet in person with Industry leaders which typically leads to job and/or internship offers!

The application and information about this opportunity is attached. You may contact Mr. Greg Vessels with any questions you have. He may be reached at gvessels@uga.edu or his office is located in Dawson Hall, Room 317. It is strongly recommended that a first draft be submitted to Mr. Vessels for review by the beginning of Fall Semester 2016.
Eligibility Requirements:

- The best and brightest student is eligible for the $5,000 scholarship competition. The student must have a desire to work in the fashion industry either in a creative or business capacity.

- TEN (10) students at a particular school can participate in the competition. The ten applicants no longer need to be restricted to 5 design and 5 non-design students. Instead, they can be ANY combination of design and non-design talent. For example, the student applicant pool may consist of 7 design and 3 business students or 2 design and 8 business. The choice is up to the school to select the best talent.

- All TEN (10) applicants can be from the same class (sophomores, juniors, or seniors). Although seniors are naturally expected to be stronger candidates, preference will not be given to them. The YMA-FSF goal/hope is to have a balance of classes. An ideal applicant pool would be 10% sophomores, 40% juniors, 50% seniors. If a sophomore can demonstrate his/her desire and commitment to enter the fashion industry, and can complete the application process at a high level, they have an opportunity to be a three-time scholarship recipient.

- Applicant must be enrolled as “full time” student at one of the 46 YMA-FSF participating schools. The list of schools can be found at www.fashionscholarshipfund.org.

- Seniors must have an expected graduation date of Spring 2017, Summer 2017 or Fall 2017. Seniors graduating Fall 2016 are NOT ELIGIBLE for the competition.

- Overall G.P.A. of 3.0 or above in a 4.0 G.P.A. system (official transcript to be submitted). An overall G.P.A. of 2.99 is not eligible.

- Applicant is required to complete a case study (topic will be provided by YMA-FSF).

- Applicant will be expected to participate in an interview with a YMA FSF School Ambassador.

Applicant Information:

- Scholarships are solely merit based.

- Applicant will be required to complete the online YMA FSF application.
• Applicants are not to submit their scholarship packets individually to the FSF office. Instead, packets will be submitted by the Educator.

• If selected for a YMA FSF Scholarship, the recipients are strongly advised to participate in a summer internship (unless there is extenuating circumstances documented with a letter of explanation).

• **November 15, 2016 is the deadline for the completed scholarship packet** (application, case study, resume, and transcript) to be RECEIVED at the YMA FSF office. The FSF will begin accepting scholarship packets as early as November 1, 2016.

• If a winner of the $5,000 scholarship, the award letter along with the scholarship check will be mailed to the YMA-FSF educator contact in March 2017 who will then distribute the checks to the winners. The scholarship checks are to be used for education.

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**Educator Responsibilities:**

• Send one box per school containing all scholarship materials for each applying student.

• Attach the checklist to the front of each student’s packet to confirm all required documents are in the student’s packet including the completed application, academic transcript, resume and portfolio or business project.

• The box will then be mailed to the **NEW** FSF office address:
  
  The YMA Fashion Scholarship Fund  
  1501 Broadway, 18th Floor  
  New York, NY 10036  
  Office Phone: (212) 278-0008 / (212) 278-0019

• Once projects are submitted, they become the property of the YMA FSF. All projects will be held in confidence. **Case study projects WILL NOT be returned.** Therefore, please be sure the students make a copy for their records.

• The FSF Scholarship Committee, upon final student selections, will notify the student and school of acceptance by Mid-December 2016. Notification will go by phone to the school educator and by written confirmation to the students.
# 2017 YMA FSF $5,000 Scholarship Fund Application

**Student's Personal Data:**

Name:  
School:  
Major:  
Graduation Date (mth/yr):  
GPA:  

**Primary e-mail address:**  
(Please note, if you use your school email as your primary email address, you must also provide your personal email address.)

**Secondary email address:**

Cell Phone:  
Home Phone:  

**Permanent Address:**  
Number and Street  
Apartment #  
City or Town  
State  
Zip Code

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**If different from above, please give your mailing address for all FSF correspondence.**

Mailing address (date from:  mmm/yyyy  to:  mmm/yyyy )  
Number and Street  
Apartment #  
City or Town  
State  
Zip Code

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FSF Summer Internship Program

The FSF offers Summer Industry Internships to scholars in various cities, such as: Los Angeles, CA; San Francisco, CA; Kansas City, MO; Greensboro, NC; New York City, NY; Dallas, TX

Scholars must be available to interview in person with interested companies and provide their own housing while in the city of their internship.

Please take a moment to answer a few questions which will provide helpful information regarding your preference for a Summer Internship.

1) Select the type of Summer Internship you are seeking for Summer 2017 (June and July).
   __ Design
   __ Retail Buying, Planning
   __ Wholesale Sales, Merchandising
   __ Marketing/Advertising/Public Relations
   __ Finance, Operations

   If you are interested in a design internship, please answer the next two questions.
   a) Rate in order of preference (5 most desirable, 1 least desirable). Be flexible.
      __ Men’s
      __ Women’s
      __ Children’s
      __ Accessories
      __ Home

   b) If you are a design major, how would you classify your design style? (Please Check One)
      __ Contemporary
      __ Traditional
      __ Streetwear/Urban
      __ Active/Athletic

2) In what city would you like your internship to be?

3) Provide the dates when you are available to interview? Please note, the dates should be no later than March 30, 2017.
BACKGROUND:

Etsy is a marketplace where people around the world connect to make, sell and buy unique goods. The Etsy business model is based on shared success: Etsy makes money when its sellers make money. In order to combat a growing trend of successful sellers leaving the site, in 2015 Etsy launched Etsy Manufacturing and announced a new retail partnership with Macy’s. The two strategic initiatives were designed to help the company scale its fastest growing sellers and keep them loyal to the platform that has launched their success.

OBJECTIVE:

In this case study, you will explore the realm of possibilities Etsy’s new small batch manufacturing platform offers to its sellers and end-use customers through its new partnership with Macy’s. Your objective is to identify what product line would make the collaboration most successful for all stakeholders involved. All scholars must complete Part I, and each scholar must complete one section (A, B, or C) from Part II.

PART I:  IDENTIFY THE END-USE CUSTOMER THIS COLLABORATION SHOULD TARGET

Conduct a SWOT analysis of the Etsy and Macy’s partnership, evaluating the two companies’ strengths and weaknesses, opportunities & threats in the context that supports the main objective of the case. Identify the end-use customer this collaboration should target in the opportunities section of your analysis.

PART II: IDENTIFY ETSY SELLERS WHICH WOULD CREATE THE MOST DEMAND FROM THE TARGET CUSTOMER

A. DESIGN & PRODUCT DEVELOPMENT

You are a small-scale designer with aspirations to launch a national product line. Identify a white space opportunity for a new shop on Etsy within Apparel, Jewelry, Accessories or Home that will resonate with the customer you have identified in Part I.

1. Develop a brand name and a positioning statement targeted at the customer you identified in Part I; explain the story behind your concept and why it will work in the Etsy Macy’s Shops (one page).
2. Create an inspiration board for your new line (half page).
3. Create a hangtag and label design (half page).
4. Create a materials story (fabric, fiber, alloy etc.) including selection of colors and prints (one page).
5. Design 6 to 8 items within your new product line with rendered color detailed croquis as well as flat technical sketches for each item (three pages).
B. MERCHANDISING & MARKETING

You are the Director of Special In-Store Merchandising Projects at Macy’s. Identify an existing Etsy seller within Apparel, Jewelry, Accessories or Home that has the greatest opportunity for growth based on the customer analysis you conducted in Part I.

1. Based on the SWOT analysis you conducted in part I, explain why you believe this new line will be successful in the Etsy Macy’s Shops and how it fills the void in the current Macy’s assortment.
2. Develop a launch plan for the Etsy Macy’s Shop. Consider the following:
   - What will the assortment you buy look like? How will it differ between small, medium and flagship size stores?
   - How and where will you display the merchandise? Consider the current Macy’s selling floor.
3. Develop a marketing campaign to promote your Etsy Macy’s Shop launch.
4. Provide a concise six-month financial plan detailing expected sales, receipts, profit margin and inventory.
5. What are your plans to scale up your Shop if it is successful? How will you liquidate your Shop’s inventory if it does not sell?

C. TECHNOLOGY & ANALYTICS

You are the VP of Analytics at Etsy. You have been tasked with developing a process which will allow your company to identify products with greatest potential to scale nationally through the Etsy’s / Macy’s partnership and Etsy Manufacturing.

1. Identify a market player you believe is currently best in class in terms of using predictive technology to manage its inventory. Explain your choice.
2. Develop your own set of instructions which will act as an algorithmic model for predicting the demand of products currently sold on Etsy when launched nationally through the Etsy/Macy’s partnership.
   - Identify five to ten specific inputs you would use to build your model. Data available for your analysis will include both Macy’s & Etsy point of sale information, including online and in-store.
   - How will you identify emerging trends that would resonate with the customer identified in Part I?
3. Develop a second set of your own instructions which will act as an algorithmic model for predicting whether the product you identified as high-demand can be easily manufactured at a scale required to sell at Macy’s.
   - Consider barriers and costs required to scale and the level of production required to sell in Macy’s.
   - How would you leverage Etsy Manufacturing to ensure you maximize the potential of all of the products your first algorithm identified as high-demand?
**JUDGING CRITERIA:**

You will be judged equally on the depth and relevance of your research (Part I, 40% of score), the creativity and feasibility of your ideas (Part II, 55% of score) and the clarity with which you portray both. Following format directions will account for the remaining 5% of your score. Your case will be judged by industry professionals including the YMA FSF Board of Governors, YMA FSF Mentors, and YMA FSF Alumni. Keep your audience in mind when ensuring your ideas are clear and well-supported.

All scholars must complete Part I, and each scholar must complete one section (A, B, or C) from Part II. Scholars should draw on their findings from Part I and build on them in Part II. All scholars must also use at least one primary source as part of their research, whether it is through an interview, a self-distributed survey, or a self-led focus group.

**FORMAT DIRECTIONS:**

All case studies are to be done in an 8 ½” by 11” APA format, with no exceptions. All case studies must be no longer than 10 pages: 4 pages for Part I and 6 pages for Part II. This does not include appendix, bibliography and footnotes, which should take up no more than 5 additional pages. Make sure to include a title page with one sentence to summarize your case. On the title page, do not include your name or school as case studies will be evaluated anonymously. Be sure to proofread your case study. Points will be taken off for not following format directions, as well as for grammar and spelling errors.
2017 YMA FSF $5,000 Scholarship Application Checklist

Applicant Name: __________________________________________________
School: ___________________________________________________________
Major: ____________________________________________________________
Graduation Date (mm/yyyy): _______________________ GPA: ______________

☐ DESIGN
☐ NON-DESIGN

Dear Educator,

Attach this checklist to the FRONT of each student’s scholarship packet.

Place all required documents in the order below to verify completion. A scholarship packet which is incomplete will be disqualified.

☐ Completed Application (include pg. 2, Summer Internship Preference)
☐ Official Transcript
☐ Resume
☐ Case Study / Please check the box above for design or non design
☐ Bibliography

Educator Contact Signature: ___________________________________________