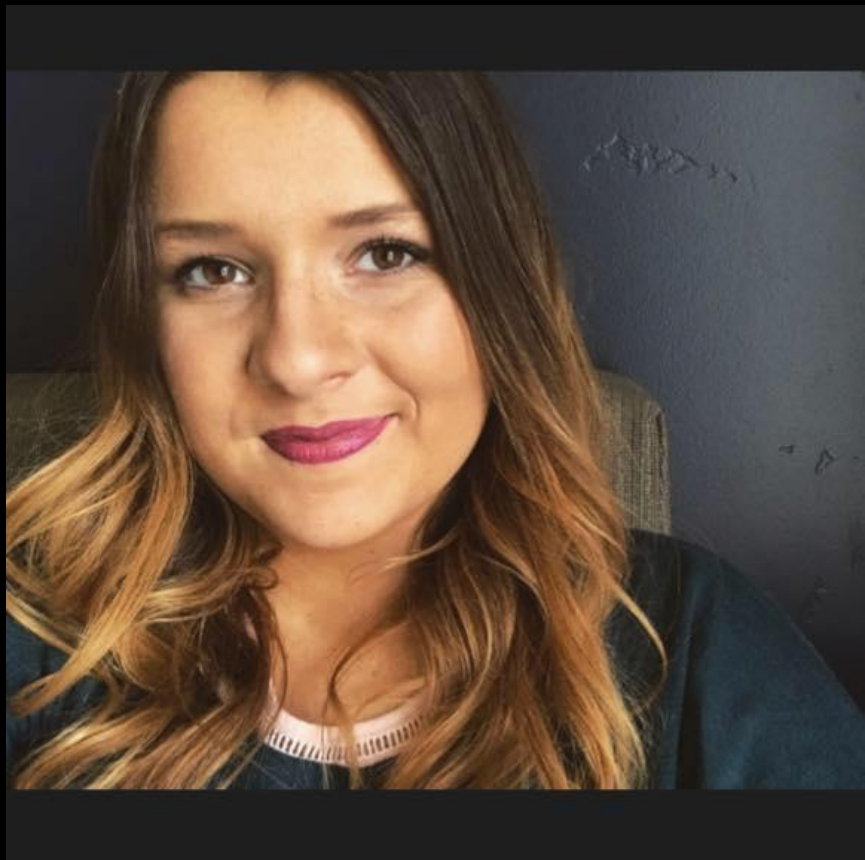# STYLE SMART

The app that makes sure your style is on point

App Creators: Roger Howard, Anuj Mehta, Emily Loveland and Pin Chia

Meet Riley

- Age: 19

- Year in School: Sophomore in College

- Moved from Illinois to Idaho for school

- Has a mom and sister still in Illinois

Key Features

o Outfit suggestions from the app based on user inputted wardrobe

o Feedback and suggestions from friends and family

o Suggestions of items to supplement her wardrobe

o A seamless connection to clothing options from Business Partners

User Input
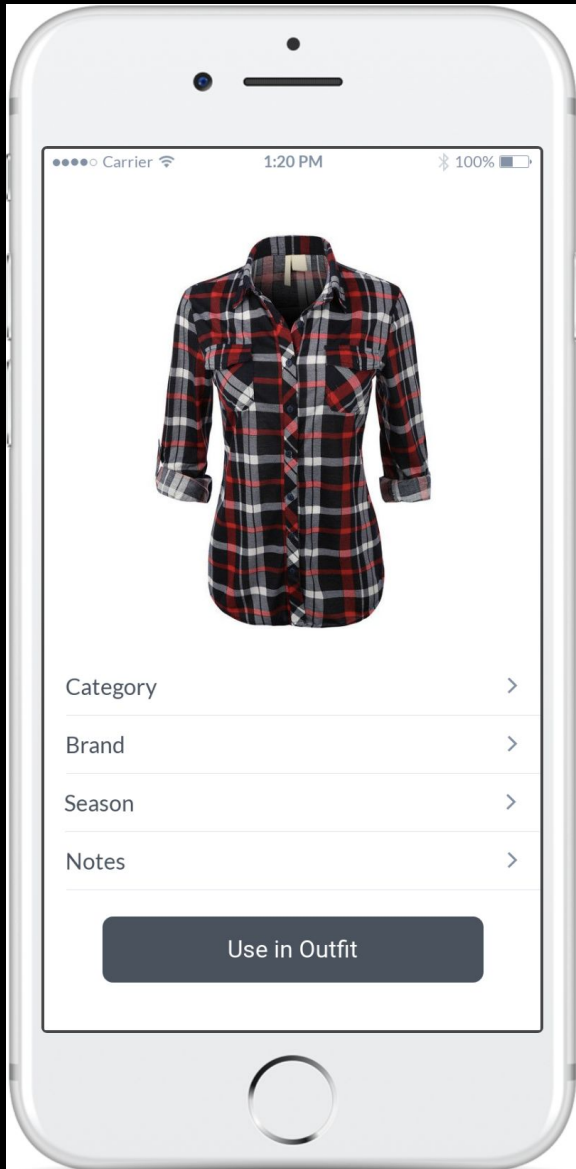
○ Picture of clothing

○ Category of the Outfit (Shirt, Pants, Dress, etc.)

○ Brand of Clothing (American Eagle, Old Navy, etc.)

○ Season clothes are worn (Winter, Spring, Summer, Fall)

Get App Generated Outfits

o Choose your style (Business Professional, Casual, Night Out, etc.)

o App goes through your closet and combines outfits based on your preferences

o Generate Feedback for the App
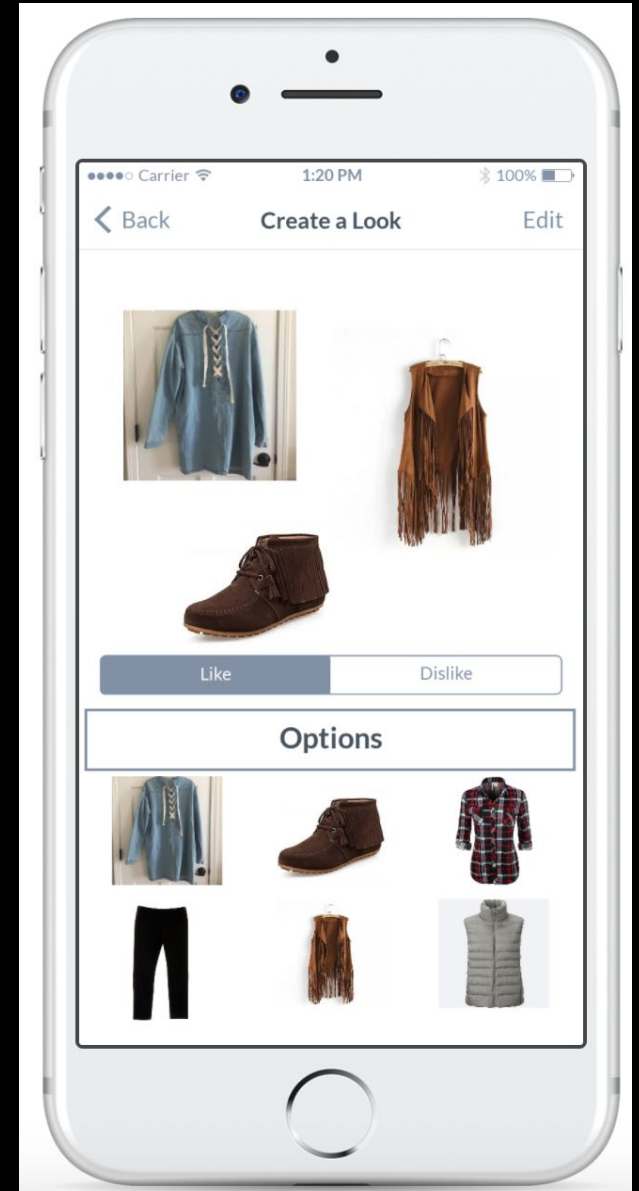
Family and Friends' Opinions
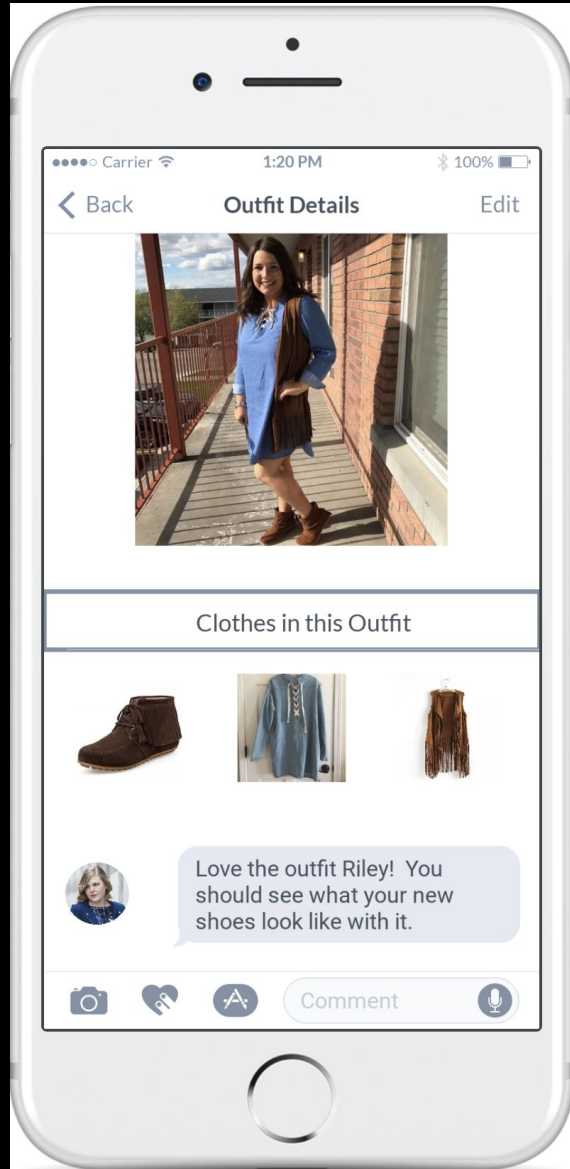
o Post outfit details and ask your friends their opinion

o Get comments about outfits from friends and friend suggestions

Supplement Your Wardrobe

Based on the preferences you select, the app will suggest items to supplement your wardrobe and your outfits
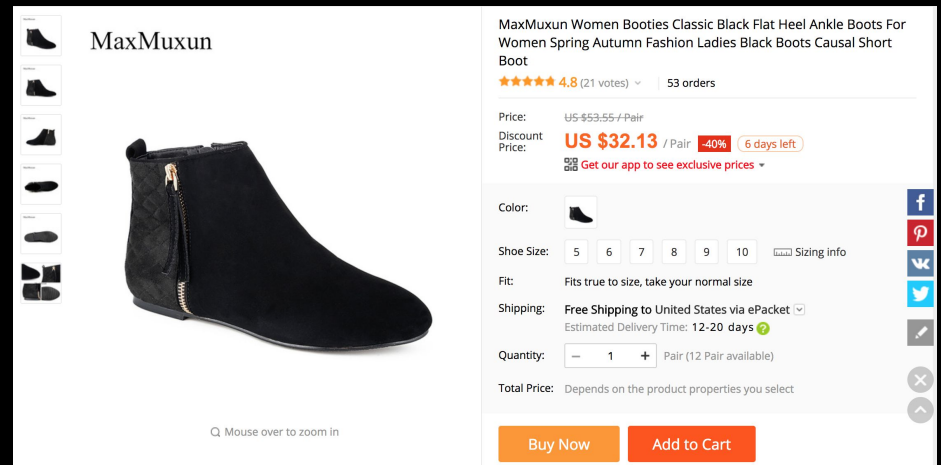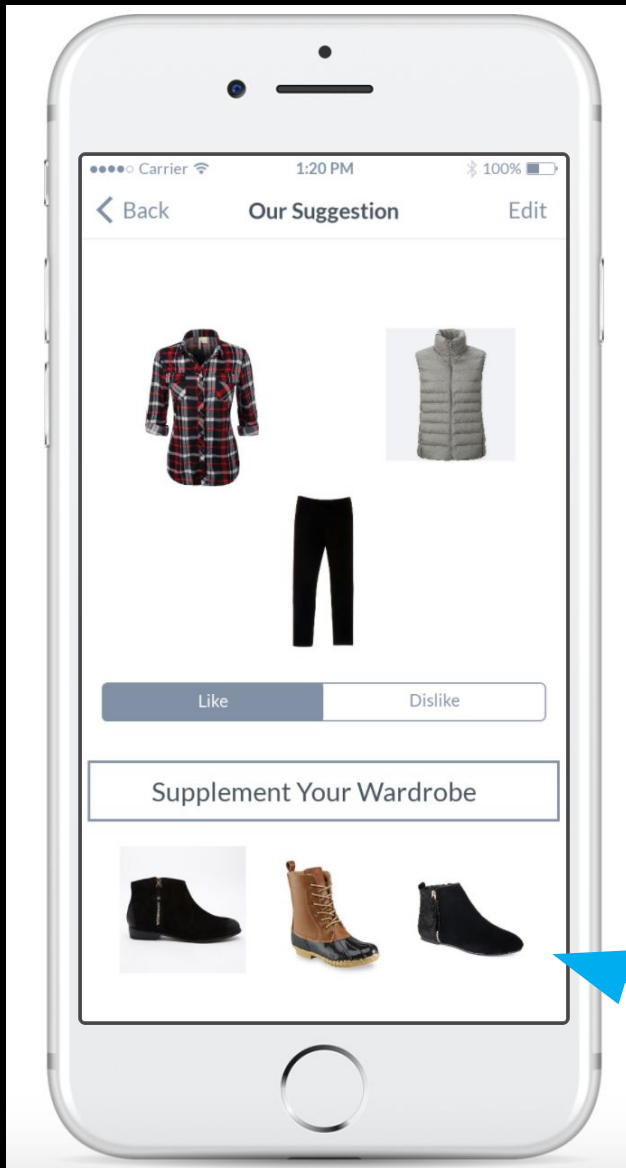
Business Partners

How does a Business Partner fit in?

o   Bid for the order items are recommended to users

o   Users click on items in app

o   Users are taken to the Business Partner's website for the purchase

Benefits for a Business Partner?

o   Products are highlighted to targeted consumers

o   Consumers are primed and closer to the point of purchase

o   Assurance that our platform drives their revenue

Financials

Profit: 7th year from Launch (2025)

o Users: 2,437,152

o Revenue: $12,950,064

o Total Costs: $8,426,772

o Profit $4,523,292

PROFIT
(2019 Dollars)

Our ask is $8 Million

Problems Solved

By using Style Smart Riley gets:

o Outfit suggestions from the app based on her wardrobe

o Feedback and suggestions from friends and family

o Suggestions of items to supplement her wardrobe

o A seamless connection to clothing options from Business Partners

Appendix

Financials Expanded

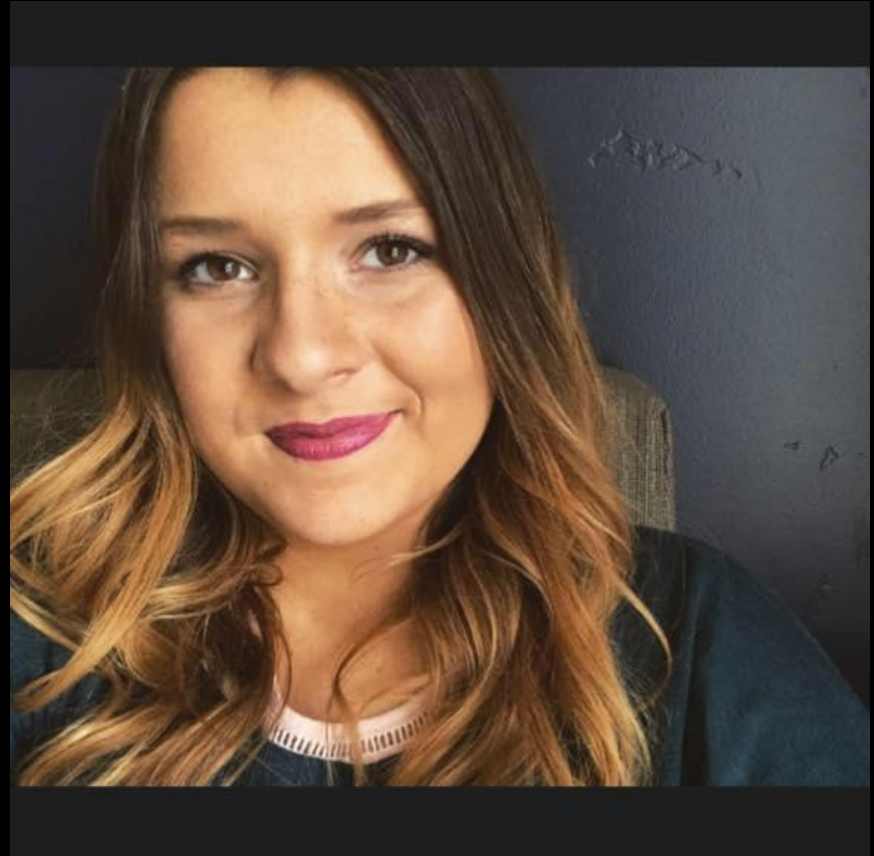|		2019		2020		2021		2022		2023	
		Worst	Best	Worst	Best	Worst	Best	Worst	Best	Worst	Best
Number of Users		100000	200000	130000	300000	169000	450000	236600	720000	354900	1224000
Growth Rate				30%	50%	30%	50%	40%	60%	50%	70%
Revenue Per User		$ 1.50	$ 2.50	$ 2.00	$ 3.00	$ 2.50	$ 3.50	$ 3.00	$ 4.00	$ 3.50	$ 4.50
Revenue		$ 150,000	$ 500,000	$ 260,000	$ 900,000	$ 422,500	$ 1,575,000	$ 709,800	$ 2,880,000	$ 1,242,150	$ 5,508,000
Costs											
4	Development / Programmers	$ 360,000	$ 360,000	$ 367,200	$ 367,200	$ 374,544	$ 374,544	$ 382,035	$ 382,035	$ 389,676	$ 389,676
2	Sales / Marketing Staff	$ 200,000	$ 200,000	$ 204,000	$ 204,000	$ 208,080	$ 208,080	$ 212,242	$ 212,242	$ 216,486	$ 216,486
	Advertising	$ 20,000	$ 20,000	$ 20,000	$ 20,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000	$ 10,000
	Servers / Cloud Comuputing	$ 240,000	$ 480,000	$ 318,240	$ 734,400	$ 421,986	$ 1,123,632	$ 602,596	$ 1,833,767	$ 921,972	$ 3,179,753
2	Management	$ 210,000	$ 210,000	$ 214,200	$ 214,200	$ 218,484	$ 218,484	$ 222,854	$ 222,854	$ 227,311	$ 227,311
2	Adminstrative / Analytics	$ 190,000	$ 190,000	$ 193,800	$ 193,800	$ 197,676	$ 197,676	$ 201,630	$ 201,630	$ 205,662	$ 205,662
	Office Space	$ 36,000	$ 36,000	$ 36,720	$ 37,454	$ 38,968	$ 40,542	$ 43,023	$ 45,657	$ 49,420	$ 53,494
	Legal Counsel	$ 14,400	$ 14,400	$ 14,688	$ 14,688	$ 14,982	$ 14,982	$ 15,281	$ 15,281	$ 15,587	$ 15,587
	Research & Development	$ 7,500	$ 25,000	$ 13,000	$ 45,000	$ 21,125	$ 78,750	$ 35,490	$ 144,000	$ 62,108	$ 275,400
	Insurance	$ 6,000	$ 6,000	$ 6,120	$ 6,120	$ 6,242	$ 6,242	$ 6,367	$ 6,367	$ 6,495	$ 6,495
	Social Media Dashboard	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200
Total Costs		$ (1,283,900)	$ (1,541,400)	$ (1,387,968)	$ (1,836,862)	$ (1,512,087)	$ (2,272,932)	$ (1,731,518)	$ (3,073,832)	$(2,104,717)	$ (4,579,863)
Profit (Loss)		$ (1,133,900)	$ (1,041,400)	$ (1,127,968)	$ (936,862)	$ (1,089,587)	$ (697,932)	$ (1,021,718)	$ (193,832)	$ (862,567)	$ 928,137

		2024		2025		2026		2027	
		Worst	Best	Worst	Best	Worst	Best	Worst	Best
Number of Users		567840	2203200	908544	3965760	1453670.4	7138368	2325872.64	12849062.4
Growth Rate		60%	80%	60%	80%	60%	80%	60%	80%
Revenue Per User		$ 4.00	$ 5.00	$ 4.50	$ 5.50	$ 5.00	$ 6.00	$ 6.50	$ 7.00
Revenue		$ 2,271,360	$ 11,016,000	$ 4,088,448	$ 21,811,680	$ 7,268,352	$ 42,830,208	$ 15,118,172	$ 89,943,437
Costs									
4	Development / Programmers	$ 397,469	$ 397,469	$ 405,418	$ 405,418	$ 413,527	$ 413,527	$ 421,797	$ 421,797
2	Sales / Marketing Staff	$ 220,816	$ 220,816	$ 225,232	$ 225,232	$ 229,737	$ 229,737	$ 234,332	$ 234,332
	Advertising	$ 10,001	$ 10,001	$ 10,001	$ 10,002	$ 10,001	$ 10,002	$ 10,001	$ 10,002
	Servers / Cloud Comuputing	$ 1,504,659	$ 5,838,026	$ 2,455,603	$ 10,718,616	$ 4,007,545	$ 19,679,378	$ 6,540,313	$ 36,131,339
2	Management	$ 231,857	$ 231,857	$ 236,494	$ 236,494	$ 241,224	$ 241,224	$ 246,048	$ 246,048
2	Adminstrative / Analytics	$ 209,775	$ 209,775	$ 213,971	$ 213,971	$ 218,250	$ 218,250	$ 222,615	$ 222,615
	Office Space	$ 59,062	$ 65,209	$ 73,436	$ 82,701	$ 94,997	$ 109,122	$ 127,854	$ 149,801
	Legal Counsel	$ 15,899	$ 15,899	$ 16,217	$ 16,217	$ 16,541	$ 16,541	$ 16,872	$ 16,872
	Research & Development	$ 113,568	$ 550,800	$ 204,422	$ 1,090,584	$ 363,418	$ 2,141,510	$ 755,909	$ 4,497,172
	Insurance	$ 6,624	$ 6,624	$ 6,757	$ 6,757	$ 6,892	$ 6,892	$ 7,030	$ 7,030
	Social Media Dashboard	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200	$ 1,200
Total Costs		$ (2,769,731)	$ (7,546,478)	$ (3,847,552)	$ (13,005,992)	$ (5,602,132)	$ (23,066,184)	$ (8,582,771)	$ (41,937,009)
Profit (Loss)		$ (498,371)	$ 3,469,522	$ 240,896	$ 8,805,688	$ 1,666,220	$ 19,764,024	$ 6,535,401	$ 48,006,428

SWOT Analysis

STRENGTHS
- Integration with existing FB, IG, Pinterest
- Crowd source fashion recommendation
- Business model is scalable to include accessories

WEAKNESS
- Dependence on online medium
- Requires participation from business partners on social media platform

OPPORTUNITIES
- First movers advantage
- 2-Sided business model; Lucrative for users and business partners
- Enhance consumer experience

THREATS
- Online retailers like Amazon and online lifestyle stores
- Social media platforms like FB, IG, Pinterest, and Snapchat

Sign up

Full name

Email

Password

Create your account

By creating an account, you agree to our Terms

Already have an account? Sign in

Choose Method to Login

Create Account

Login using API of existing Social Media
For Example: Pinterest, Facebook

Creates new user Profile on Application

6 → **User enter or syncs event details in calendar**

Back to Dash board →

Application Dashboard

Your Connections: Friends, Influencers → 1

Live Feed (Now Trending) → 2

Recommendations → 3

Deals For You → 4

Digital Closet → 5

Phone Screen (left):

Carrier 📶 1:20 PM 100% 🔋

Category >

Brand >

Season >

Notes >

Use in Outfit

Flow Diagram (right):

Deals For You

4 → **What to get**

- Based on previous purchase history
- Complimentary purchases

Our customized recommendations for you

- Popular purchase trends in your area
- Potential to improve Stylistic metric and Wardrobe

Where to buy

Online- Retail Stores (Business Partners)

Offline-Retail Stores (Business Partners)

Stores within < 5 miles radius

Stores within 5-15 miles radius

Back to Dashboard

Digital Closet

Manual Database creation by User
- User can take pictures and add clothing information
- Brand of existing Clothing
- Pictures of existing Clothing
- Size and fitting of existing clothing

Database gets auto-populated by
Integrates login of individual partnering retail stores and fashion stores
- Captures data about your purchases
- Captured data on preferred brand
- Captures data on your clothes, design preference, color preference
- Captures data on size and fits of apparels

View your Digital Closet

Back to Dashboard

Phone screen (left):

●●●●○ Carrier 📶　　1:20 PM　　　❋ 100% 🔋

Category　　　>
Brand　　　>
Season　　　>
Notes　　　>

Use in Outfit

5

Left Phone Screen

●●●●○ Carrier 🛜   1:20 PM   ✳ 100% 🔋

‹ Back   **Create a Look**   Edit

Options

Right Diagram

7 →

Build your Own Outfit

View your Digital Closet

Recommendation of Algorithm

+

Review your New Look

Your look based on 'Build your own Outfit' Feature

- Review Picture based on Manual selection from closet and Algorithm Recommendation
- User can post this picture on 'Live Feed'
- Ask Friends and Followers for feedback

'What to get' for wear this new look? → **4**

1   OR   **Back to Dashboard**

Left screen (phone mockup):

●●●●○ Carrier 📶 1:20 PM 🅑 100% 🔋

Menu **Feed** Me

Riley

Right screen (flow diagram):

Your Connections

1 →

Friends

[grid of connection tiles]

Influencers

[row of tiles]

Friends Group

| Party Wear | Office Wear | UIUC | TRENDY |

Premium Service

- Build your Own Outfit (Recommendation on 7 outfits) → 7
- Recommendations on Local Buys from Business Partners
- Recommendation on Buys – Branded Business Partners

Opinion Polls

- Seek Recommendation from Connections on Outfits; Option to update Algorithm for personalized results

Back to Dashboard

Live Feed – Now Trending

2

When clicked

User X Likes Picture1 by User A
.
.
.
.
User Y Purchased Product Nec1 by Tiffany & Co

When clicked

2.1

2.2

Back to Dashboard

Product Details

2.1

- Where to Buy (Offline)
- Shop now – Direct Online Link of Business

You May Also Like

2

Updates of Friends

2.2

- Provides exact details of Place/Retailer where purchase was completed
- Suggests alternate local retailer (business partner) near you

Updates of Friends of Friends

- Limited information on purchase is available
- Suggests alternate local retailer(business partner) near you that may have product.

2

Ask a friend for advice

This feature allows you to contact specific Facebook friends to get their thoughts on your wardrobe

Get Advice!

Recommendations -What to wear

3 →

When clicked

Premium Feature: Click to view your <u>Digital Closet</u> → 5

Recommendation on 'What to Wear ' is provided using Algorithm which integrates:
- **Data from users calendar**
- **Manually entered preferences**

Algorithm

- Event Occasion
- Formal/Informal/Business Gathering
- Event Location
- Premium Feature – 'Best suited for your personality'

Decision is based on

| What you Have | What you don't have | What is 'In Trend' | In Stock Near You |

Do you Like It ?

- Allows recommendation from Friends and Followers on Outfit

Create my Event

- Updates Event Calendar associated with Users Profile → 6

Back to Dashboard

Left screen (phone mockup):

●●●●○ Carrier 📶 1:20 PM ⚡ 100% 🔋

Let us generate a look based on your needs

Active
Casual
Night Out
Business Professional
Business Casual
Formal

Right screen (flow diagram):

Recommendations -What to wear

3 →

When clicked

Premium Feature: Click to view your Digital Closet → 5

Recommendation on 'What to Wear ' is provided using Algorithm which integrates:
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Algorithm

- Event Occasion
- Formal/Informal/Business Gathering
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Do you Like It ?

- Allows recommendation from Friends and Followers on Outfit

Create my Event

- Updates Event Calendar associated with Users Profile → 6

Back to Dashboard

Left screen (Outfit Details):

‹ Back   **Outfit Details**   Edit

Clothes in this Outfit

Love the outfit Riley! You should see what your new shoes look like with it.

Comment

Right diagram:

3 →

Recommendations - What to wear

When clicked → 5

Premium Feature: Click to view your Digital Closet

Recommendation on 'What to Wear ' is provided using Algorithm which integrates:
- Data from users calendar
- Manually entered preferences

Algorithm

- Event Occasion
- Formal/Informal/Business Gathering
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Back to Dashboard