

Introduction

StyleSmart is a social media platform designed to help people stay trendy and express themselves through their clothing. People using this platform will take pictures of the clothes in their wardrobe, and an algorithm within the platform will present them outfit options. These outfit options will be based on user-defined preferences. Based on the user's style and inventory of apparel, another algorithm within the platform will suggest clothing items the user could buy to augment their wardrobe and connect them to stores where they can purchase the items. This platform would use images and information provided by the user as well as information from the user's social media use as a supplementary data source to determine how to design outfit suggestions. Users will connect with their friends and family members. This allows them to see what their friends are wearing and comment on it. It allows users to get direct feedback from friends and family on their wardrobe. supplementary data source to determine how to design outfit suggestions. Users will connect with their friends and family members. This allows them to see what their friends are wearing and comment on it. It allows users to get direct feedback from friends and family on their wardrobe.

Strategic Analysis

People can have difficulty selecting the right clothing for the right occasion. This difficulty reflects a myriad of problems that consumers face. They must plan their wardrobes, manage their wardrobes, develop their style, shop, find fashion inspiration and advice, and express their identity through their clothes. Consumers struggle to manage how they portray themselves through the clothes they wear due to a volatile fashion environment where trends change quickly.

StyleSmart empowers its users to portray their identity and style through their clothing. The purpose of this app is to allow users to effectively express themselves through the clothes they wear on any occasion. StyleSmart help users to integrate the inspiration they find in social media; the advice they receive from their network; and their current inventory of clothing so that they can develop, implement, and maintain the style that best expresses who they are.

The primary function of StyleSmart is to quickly present users with suitable outfit suggestions. Users take pictures of the clothes in their wardrobe, and the application will inventory, categorize, and maintain an updated database of the user's clothes. StyleSmart analyze the user's inventory of clothes, their profile data, the weather, feedback from their network, and user preferences to recommend outfits for specific occasions. The platform suggests clothing items the user could purchase to achieve other similar outfits. Users would be guided to the website where they could immediately purchase these items. Users can seek help from other users on StyleSmart to achieve the desired look. They can do so by connecting, following, liking, and commenting on each other's outfit related media.

Our target segment is middle-class women between 16-35. These women have some disposable income and can afford items to supplement their wardrobe. They commonly seek advice from friends and family on their wardrobes. They struggle to put together new trendy outfits using their existing inventory of clothes. This app solves their problem as it is the best and most convenient way to manage their clothing and appearance. The platform will help them implement styles they find online and make shopping faster and easier. No other platform can provide such customized recommendations or solutions. Customers are incentivized to use this platform because they will get social validation and confidence. Their outfits will be validated as their network comments on their clothing and outfits. They will be given specific purchase recommendations that complement their existing wardrobe, while matching the users changing stylistic preferences.

Competitor Analysis

The applications competing in the clothing oriented social media space are:

- *PS Dept.* and *LIKEtoKNOW.it* allows users to shop clothes from pictures they find. Users click on an item, and they are taken to a website where they can purchase the item. It does not allow a user to find outfits based on their own wardrobe. These applications are free.

- *Pose* is a free app that allows users to upload pictures and exchange them with other people on the app. The app lets them shop for clothes featured on it. It provides clothing suggestions based on the local weather.
- *Polyvore* allows users to create their own styles based on a network of online shopping sites and exchange them with other people on the application. It is a place where people create wardrobes based on pictures they like or a place where some small stores can curate an online presence. This application is free.
- *Stylebook* allows users to organize their clothes, create styles, and track when and how they wore their clothes. It does not allow friends and family to comment on wardrobes and does not permit any in application shopping. Users must pay a periodic subscription fee.
- *Closet* is a free application that allows users to organize their clothes, create styles, and track when and how they wore their clothes.

The key distinguishing feature of our platform is the way directly provides users outfit suggestions, while integrating similar features from competitors in reinforcing roles that drive social interaction and commerce. Additionally, it provides an opportunity for participating business partners to advertise their clothing inventories using a proprietary bidding algorithm process as is discussed in the financial section of this paper.

SWOT Analysis

Strengths:

- Utilize existing social networks to crowd source customized fashion recommendations for users quickly enough to support last minute decision making.
- Provide consumers a better sense of current and emerging fashion trends in their geographic location based real time data collected through other social media networks, like Instagram, Pinterest, Facebook, Snapchat.
- Easily integrate this platform with other social media platforms, like Instagram, Pinterest, Facebook, Snapchat, to capture user base quickly and establish our platform as a standard.
- Drive down cost of fashion for users by providing recommendations to mix & match existing clothing available in their wardrobe to achieve look that they want.
- Business model is scalable to include accessories like make-up, purses, and sunglasses.
- Provide additional services to support packing for trips and finding appropriate wardrobe choices for other locations with different dress codes and cultures.

Weakness:

- Dependence on online medium for creating business value which may alienate “Not so tech-savvy” consumers and population from smaller towns like Champaign.
- Dependence on the participation of both clothing vendors i.e. our business partners, and other social media platforms to grow the user base and make the platform viable.
- Competition with established social media giants and online retailers for user’s attention and participation.

Opportunities:

- Reap a first movers advantage by creating a social media platform that directly assists consumers with making fashion decisions.
- Create a two-sided business model where revenues can be generated from both retailers and users, who might pay to get advice from outside their network.
- Create a convenient and satisfying user experience for dissatisfied consumers who are frustrated by managing their wardrobe and clothes shopping.
- Partner with retailers (both big names and local shops) to integrate their entire line of products into the algorithms and extract revenue based on clicks and purchases.

- Capture fashion related consumer content that can be used to improve the design and marketing of clothing. This could be sold to other brands. This could be used to support the launch of a platform related brand.

Threats:

- Online retailers like Amazon and established lifestyle brands may copy the StyleSmart business model to provide similar services to their existing consumers.
- Existing social media platforms like Facebook, Instagram, Pinterest, and Snapchat may restrict access to user accounts and the media related to those accounts.
- Existing social media platforms like Facebook, Instagram, and Snapchat can develop similar wardrobe recommendation features for their users. Their massive user bases could prevent entry into the market by preemptively meeting some of the needs of StyleSmart's target market.

Platform Design

Features:

- 1) **User Profile.** It is how the user establishes an in-application presence and provides data to guide the application's algorithms.
 - a. **Input:** The user provides their name and e-mail address. The user establishes a username and password. The user provides their physical dimensions - , a physical description, a full-length picture of themselves in tight-fitting clothes (athletic wear, yoga apparel), and a close-up picture of their face. The user inputs clothing and accessory constraints. The user inputs their stylistic and brand preferences. Multiple choice and binary checkboxes are used. There are also comment boxes where the user can provide additional information.
 - b. **Output:** The user is searchable by other users. The user can be followed and network with other users via friending. The application's algorithms can generate recommendations; link additional stylistic and personality traits with the user; and digitally fit clothing onto the user.
- 2) **Style Summary / Fashion Audit** (Sub feature of the user profile). It is a dash board that indicates how the user's algorithm is developing recommendations for the user. This allows the user to decide how they might want to adjust their preferences, friends, and follows to optimize the algorithm's recommendations in line with their style.
 - a. **Input:** The input is the sum of the user's input, friend's input, and follower's / following input.
 - b. **Output:** The application provides a report of how the algorithm is building user recommendations based on its weighting of user, friend, and follower's / following input. It shows the user's stylistic orientation using a range of categories and descriptions.
- 3) **Digital Closet.** It is a categorized and cross-referenced database of all the user's clothing and accessories. It provides the user and the application an overview of the user's apparel inventory.
 - a. **Input:** The user inputs all their clothing and accessories into the application by taking a picture of the item or selecting the item from a menu. This menu uses categories, brands, descriptions, and pictures from online vendors to find matching apparel and accessories.
 - b. **Output:** A searchable database of a user's apparel is created for reference by the user and the application.
- 4) **What to Wear** It is a learning algorithm that provides recommendations to the user by showing the user pictures of herself/himself dressed in different clothes, based on the user defined event or situation.
 - a. **Input:** The user inputs an event/occasion that they must attend. This includes the option of indicating where and when the event/occasion will occur. The user has the option of adjusting the event using checkboxes for default events, grades of dress, and allowing their recommendations to be adjusted for weather conditions locally or at the event

- location. The user will be able to select specific items on the pictures generated and switch them with other clothes. This inputs goes into our proprietary data mining algorithm.
- b. *Output:* The application uses proprietary algorithm and mines the data to generate various clothing, accessory combinations, based on the situation and what the user input into their digital closet. An image of the user in the clothes would appear to give the user an idea of what they would look like. The user scrolls through their available options and selects what they prefer. The algorithm records the users preferred selections and the frequency which they wear an outfit and its component items.
- 5) **Create My Event** (Sub feature of What to Wear?). It enables the user to create default events/occasions to streamline the use of the What to Wear? algorithm.
- a. *Input:* The user adjusts default events/occasions and creates personalized default options to suit recurring events/occasions.
 - b. *Output:* A user defined event/occasion will appear in the What to Wear? application.
- 6) **Do You Like It** (Sub feature of What to Wear?). It enables users to query friends and followers about their outfit choices, based on the application generated user pictures from “What to Wear?”.
- a. *Input:* The user selects pictures of the outfits recommended by the application, adjusting them as desired. The user selects specific friends / followers or pre-defined friend / follower groups to query for their feedback. The algorithm will record the user’s initial selection, the friend/follower feedback, and the user’s final clothes selection for future reference.
 - b. *Output:* Friends and followers provide feedback via the “Opinion Poll” (friends / followers), text messages (friends), or rearranging the clothes from the user provided pictures (friends).
- 7) **Build Your Outfit.** It enables a user the ability to model clothing from their wardrobe on a digital model of themselves; save combinations they like; and source recommendations from the algorithm and friends / followers / follows.
- a. *Input:* The user selects the “Build Your Outfit” application. The user can access their digital closet directly and select items or use various filters to aid in finding appropriate clothing. The user can adjust their style preferences to see the outcome, and apply these temporary settings on their default profile. Outfits the user saves can be linked with future events/occasions, and the algorithm will use them as a reference for future recommendations.
 - b. *Output:* The user will be able to see a picture of themselves modeling their outfit. The user can review feedback from the algorithm and feedback from friends / followers.
- 8) **What to get** (Sub feature of What to Wear and Build Your Outfit). It enables the user to find specific clothing items and accessories to supplement their wardrobe, based on recommendations from the application’s algorithm, friends, and follows / followers.
- a. *Input:* The user selects the “What to Get?” application and selects an occasion that they will attend. The user may also input where and when they will attend, if they desire more specific feedback. The user selects items they need which are put into a shopping list.
 - b. *Output:* The application recommends articles of clothing or apparel that the user can buy to supplement their inventory of clothing. The user is presented with apparel items they should purchase. They are shown pictures of the different outfits they could make and provided a diagram to show how this item improves their wardrobe and their stylistic metrics. The application indicates where the clothing can be purchased and what the cost would be based on the users sourcing and credit options. The user has the option to reserve apparel at local stores, so they can go there to try them on. The store will know who is coming and what they want to try on.

- 9) **Follow** It enables users to maintain visibility on other users they wish to follow. This enables users to extract data from the followed user's profile data to influence their own style. The user should explicitly access to be followed by others for this feature to work. Users should allow themselves to be followed to get access to follow other users.
 - a. *Input:* The user selects other users to follow. The user selects their privacy settings for followers and categorizes them in groups.
 - b. *Output:* The application's algorithm adjusts recommendations to the user based on the stylistic choices of the users that are followed. Only their user defined profile information can be accessed by the following user. Only information which the followed user makes public can be used. The "follow" application will give the user a summary of how following a particular user will influence their apparel recommendations and give the user the ability to select which parts of the followed user's profile information the user wants to use.
- 10) **Friend** It enables users to maintain visibility on other users they deem important; query them for feedback; and get access to data from that user's personal fashion algorithm.
 - a. *Input:* The user selects other users and sends them friend requests. The other user confirms they are friends. The user selects their privacy settings for friends and categorizes them in groups.
 - b. *Output:* The application's algorithm adjusts recommendations to the user based on the stylistic choices of the users that are friends. A user can access all stylistic information from their friend's algorithm that is not specifically restricted by their friend. Only information which the friended user makes public can be used. The "friend" application will give the user a summary of how friending a particular user will influence their apparel recommendations. The application will give the user the ability to select which parts of their friend's profile information the user wants to use.
- 11) **Opinion Poll** It enables followers and friends to provide simple feedback which is not linked with their user names to create an anonymous poll. User responses are either "Like", "Neutral," or "Dislike." Anonymity is required to ensure honest answers are provided.
 - a. *Input:* A user shares an outfit with followers or friends. The user can use the feedback from the poll to update their algorithm.
 - b. *Output:* A user receives a tallied report that summarizes approval for an outfit. Their style algorithm develops a way to adjust its recommendations based on the feedback from other users, based on their profile data and personal algorithms.

User Type Descriptions

Common Users: These are the consumers who use the application to enhance their style, feel connected with a larger fashion community, and manage their clothing.

Administrators: These are the employees of our firm who manage and supervise the operation of the application for the consumers. They ensure consumer and business partner data is protected.

Business Users: These are our firm's business partners who use the application to connect with consumers who want their products and services.

Developers: These are independent users with whom our firm shares limited information. The information is shared to augment development, maintenance and test additional applications which will support our platform.

Financial Summary

The financial viability of the platform relies on making the platform an intermediary between a user base that wants to optimize their inventory of apparel, to suit their style, and the vendors providing the apparel. This is a position our platform can occupy based on the opportunity costs that customers and vendors incur in the market place. It is challenging and costly for vendors to market their apparel to all the consumers that might want their goods, and it is difficult and time consuming for consumers to find the

clothes that best meets their preferences. Our platform will reduce market frictions between demand and supply and capture a portion of the surplus generated.

Our revenue model is based on developing business partners. They are the vendors from whom we extract revenue based on marketing their apparel to consumers. The difference between business partners and non-business partners, within the platform, is based on how the platform enables the user to directly engage business partners to purchase apparel. Users will not be able to navigate through our platform to the sites of non-business partners. Users will have to navigate to the sites of non-business partners to purchase apparel. Our platform will maintain a comprehensive and categorized inventory of clothing, scrapped from the internet. Hence, the clothes of non-business partners will be recommended to users, but the users will have the normal barriers between them and purchasing. Because the onboarding cost for non-business partners is low and their revenue would increase based on decreasing the barriers between customers and purchases, we are incentivizing non-business partner conversion.

The platform, in its first versions, will extract revenue solely from partnered vendors. We will do this in three ways:

- Click through on recommended items: Our platform will generate revenue from vendors by guiding consumers to the vendor's site or store. This revenue stream targets those vendors focused on getting traffic to their website and driving brand awareness.
- Percentage of purchase: Our platform will generate revenue from vendors by taking a percentage of the sales value of each item. This revenue stream targets those vendors focused on turning over inventory, which already have an established brand.
- Priority of recommended items: Our platform will generate revenue from vendors based on how prominently they want their goods prioritized by our platform's recommendation algorithm. We will use a bidding algorithm to enable vendors to compete for different levels of prominence for their products. We will implement a second price, Vickery, auction. Vendors will determine what apparel items they want to prioritize and what the budgets for those items are. This revenue stream targets those vendors seeking to get greater exposure for individual goods.

We have developed these three revenue generating methods so that we can tailor our revenue stream around the objectives of our business partners. This will enable us to create the most value for them and enable the platform to generate higher revenue. This approach will distinguish our platform to vendors as a unique tool they can use to increase their sales or customer exposure, while reducing the risk they face incurring marketing costs and inventory holding costs.

We estimate that our entire potential user base ranges between 6 million users[i] (US) and 413 million[ii] users (Global). We have chosen to use Pinterest[iii] as our bench mark given the similarities between the demographic, psychographic, and behavior of our target user base. We have estimated that we will be able to secure between 100,000 and 200,000 users during the first year of operations (Table 1), which represents 3% of our minimum potential user base. Our growth rate (on average increasing by 10% each year [40%, 40%, 50%, 60%, 70%]), gradually grows to reflect the anticipated network effects from added users. We assume that user familiarity with other platforms and our platform's interconnectedness with other popular platforms will drive user growth. We judge that 100,000 to 200,000 is the threshold of users before network effects begin to drive greater user adoption.

We anticipate that our average revenue per user (Table 1) will be between \$0.70 and \$0.40 by the end of 2019. We estimate that our per user revenue will increase by \$1.00 for every year a user persists in using our platform. Our target users spend between \$300 and \$1,200 per quarter[iv] on apparel, not counting the opportunity and transportation costs involved in shopping. As our revenue stream is generated by a mix of value capturing mechanisms, we will be able to generate revenue from consumer browsing, outfit development, and purchases.

Given the sophistication of our platform, business plan, and value chain, we must recruit highly capable talent to ensure the success of the platform. We will begin to apply a 2% pay increase, starting in 2020, to account for inflation.

- Management (Table 1): Based on BLS figures for related jobs, we estimate a fair yearly salary to be \$105,000 per year^[v]. We will hire two managers and create a management team. They will have complementary skill sets so that they can manage all aspects of the firm's operations. This is essential because of the demands involved in directly managing the daily operations of firm and developing its relationships with our business partners. Furthermore, we foresee the need to create current operations and future operations cells to facilitate seamless transitions between the phases of our platform's growth.
- Administrative / Analytics (Table 1): Based on BLS figures for related jobs, we estimate a fair yearly salary to be \$95,000 per year^[vi]. We will hire two of these specialists to ensure that the enterprise operations and processes work efficiently. We want these individuals to do analytics to support the management team's decision making, as they are managing the firms accounts, payroll, and creating progress reports.
- Development / Programmers / Cyber Security (Table 1): Based on BLS figures for related jobs, we estimate a fair yearly salary to be about \$90,000 per year^[vii]. We will hire four of these specialists to build a team that is able to maintain the platform and develop the platform. We will also need them to ensure the cyber security of the platform and the integrity of its information. We anticipate the possibility of having to establish overlapping shifts to support responsively operating the platform in multiple time zones. When these specialists are not actively involved in maintaining and safeguarding the platform, they will be developing application to improve the functionality of the platform for consumers.
- Sales / Marketing Staff (Table 1): Based on BLS figures for related jobs, we estimate a fair yearly salary to be \$100,000 per year^[viii]. We will hire two of these specialists to ensure that the application is effectively marketed to both consumers and to vendors. The difficulty involved in executing marketing both up-stream (vendors) and down-stream (users) requires multiple experienced professionals who can coordinate their efforts to drive demand for our services.

We anticipate the need of several services and assets to support the operation of our platform. We estimate that costs will each increase by at least 2% each year, starting in 2020, to account for inflation.

- Servers / Cloud Computing (Table 1): Based on open source data, the cost of renting servers is approximately \$0.20 per user per month^[ix]. Our cost is based on our number of users, so this cost might vary greatly. We have chosen to rent servers given the cost of purchasing the hardware and space. Renting is our most scalable option.
- Office Space (Table 1): We estimate the cost of renting office space based on allocating 150 square feet per employ, at a cost of \$2.00 per square per month^[x]. We intend to locate our office in an area just outside of a major metropolitan area to keep rental costs low, yet enable us to have access to experienced human capital.
- Legal Counsel (Table 1): We estimate the retainer fee for legal counsel will cost \$1,200 per month^[xi]. This fee reflects our expectations that we will frequently need help with designing and creating contracts with vendors, beyond using standardized contracts.
- Insurance (Table 1): We estimate that we will have to pay an insurance premium of \$500 per month^[xii].
- Social Media Dashboard (Table 1): We estimate that we will have to pay \$100 per month to utilize a social media dashboard to enable our firm to monitor and engage consumers and vendors over social media. This is based on the charge that the social media dashboard Hootsuite charges for a small team^[xiii].

Our advertising budget (Table 1) is \$20,000, for 2019 - 2020, and \$10,000 thereafter. The function of the budget is to pay for advertising on Facebook and Pinterest to increase our target demographic's awareness of our application. On Pinterest, we will run an "engagement campaign" with the objective of driving user to our Pinterest boards where they can see how our platform can support their lifestyle. We expect to pay an average CPM of \$5.30 and CPE of \$0.27^[xiv]. On Facebook, our

campaign will be to increase brand awareness and drive traffic to our Facebook page. We expect to pay an average CPC of \$0.15 and CPM of \$6.00[xv]. Between both social media platforms, we expect to generate an average of 4,000 visits to our pages per week with our limited budget. 5/8th of our budget will be committed to Pinterest. This is because we judge more of our target demographic actively uses Pinterest and that Pinterest's format best supports marketing our platform. We are assuming that once a threshold of 200,000 users is attained, we can leverage them to recruit other users and reduce our advertising budget.

We estimate that we will have to invest at least 5%[xvi] of our revenue in research and development (Table 1) that is focused on improving the application's features and functionality. We expect that this estimate may exceed 5% based on user demands, technological developments, and the size of our revenue[xvii].

Based on the average of our best and worst projections; using 2% inflation in costs year over year; and using a 10% discount rate, we estimate that our platform will be profitable by 2025 (Graph 1) in 2019 dollars. This estimate reflects profitability over our total cumulative costs, which are carried over from previous years. Our platform requires an \$8 million injection at the beginning of 2019 to fund its launch, which demarcates our platform's transition from Beta testing into market testing.

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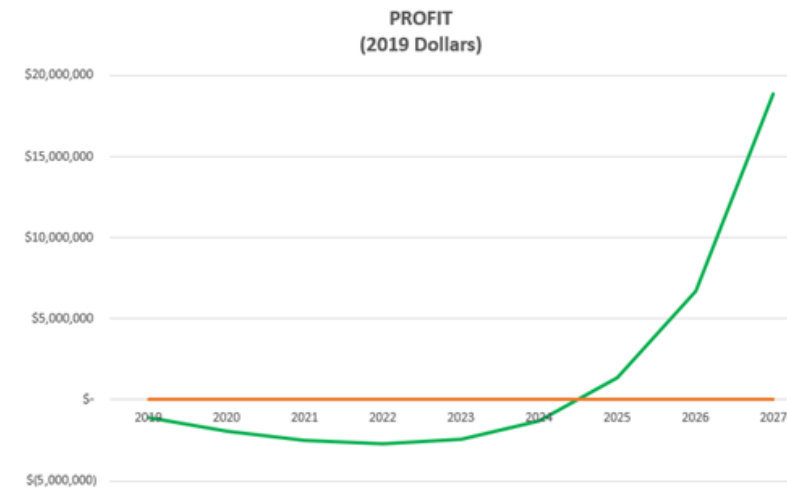
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APPENDIX

TABLE 1: PLATFORM FINANCIALS

	2019		2020		2021		2022		2023		2024	
	Worst	Best	Worst	Best	Worst	Best	Worst	Best	Worst	Best	Worst	Best
Number of Users	100000	200000	130000	300000	169000	450000	236600	720000	354900	1224000	567840	2203200
Growth Rate			30%	50%	30%	50%	40%	60%	50%	70%	60%	80%
Revenue Per User	\$ 1.50	\$ 2.50	\$ 2.00	\$ 3.00	\$ 2.50	\$ 3.50	\$ 3.00	\$ 4.00	\$ 3.50	\$ 4.50	\$ 4.00	\$ 5.00
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	\$ 2,271,360	\$ 11,016,000
Costs:												
4 Development / Programmers	\$ 360,000	\$ 360,000	\$ 367,200	\$ 367,200	\$ 374,544	\$ 374,544	\$ 382,035	\$ 382,035	\$ 389,676	\$ 389,676	\$ 397,469	\$ 397,469
2 Sales / Marketing Staff	\$ 200,000	\$ 200,000	\$ 204,000	\$ 204,000	\$ 208,080	\$ 208,080	\$ 212,242	\$ 212,242	\$ 216,486	\$ 216,486	\$ 220,816	\$ 220,816
Advertising	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,001	\$ 10,002
Servers / Cloud Computing	\$ 240,000	\$ 480,000	\$ 318,240	\$ 734,400	\$ 421,986	\$ 1,123,632	\$ 602,596	\$ 1,833,767	\$ 921,972	\$ 3,179,753	\$ 1,504,659	\$ 5,838,026
2 Management	\$ 210,000	\$ 210,000	\$ 214,200	\$ 214,200	\$ 218,484	\$ 218,484	\$ 222,854	\$ 222,854	\$ 227,311	\$ 227,311	\$ 231,857	\$ 231,857
2 Administrative / Analytics	\$ 190,000	\$ 190,000	\$ 193,800	\$ 193,800	\$ 197,676	\$ 197,676	\$ 201,630	\$ 201,630	\$ 205,662	\$ 205,662	\$ 209,775	\$ 209,775
Office Space	\$ 36,000	\$ 36,000	\$ 36,720	\$ 37,454	\$ 38,968	\$ 40,542	\$ 43,023	\$ 45,657	\$ 49,420	\$ 53,494	\$ 59,062	\$ 65,209
Legal Counsel	\$ 14,400	\$ 14,400	\$ 14,688	\$ 14,688	\$ 14,982	\$ 14,982	\$ 15,281	\$ 15,281	\$ 15,587	\$ 15,587	\$ 15,899	\$ 15,899
Research & Development	\$ 7,500	\$ 25,000	\$ 13,000	\$ 45,000	\$ 21,125	\$ 78,750	\$ 35,490	\$ 144,000	\$ 62,108	\$ 275,400	\$ 113,568	\$ 550,800
Insurance	\$ 6,000	\$ 6,000	\$ 6,120	\$ 6,120	\$ 6,242	\$ 6,242	\$ 6,367	\$ 6,367	\$ 6,495	\$ 6,495	\$ 6,624	\$ 6,624
Social Media Dashboard	\$ 1,200	\$ 1,200	\$ 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)	\$ (2,769,731)	\$ (7,546,478)
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	\$ (498,371)	\$ 3,469,522

GRAPH 1: PLATFORM PROFITABILITY PROJECTION



User Interaction and Flow Diagrams

Exhibit 1: Main login/ Home : Creation of User Profile, Asynchronously Synchronizing user calendar, social media events to central repository of our application.

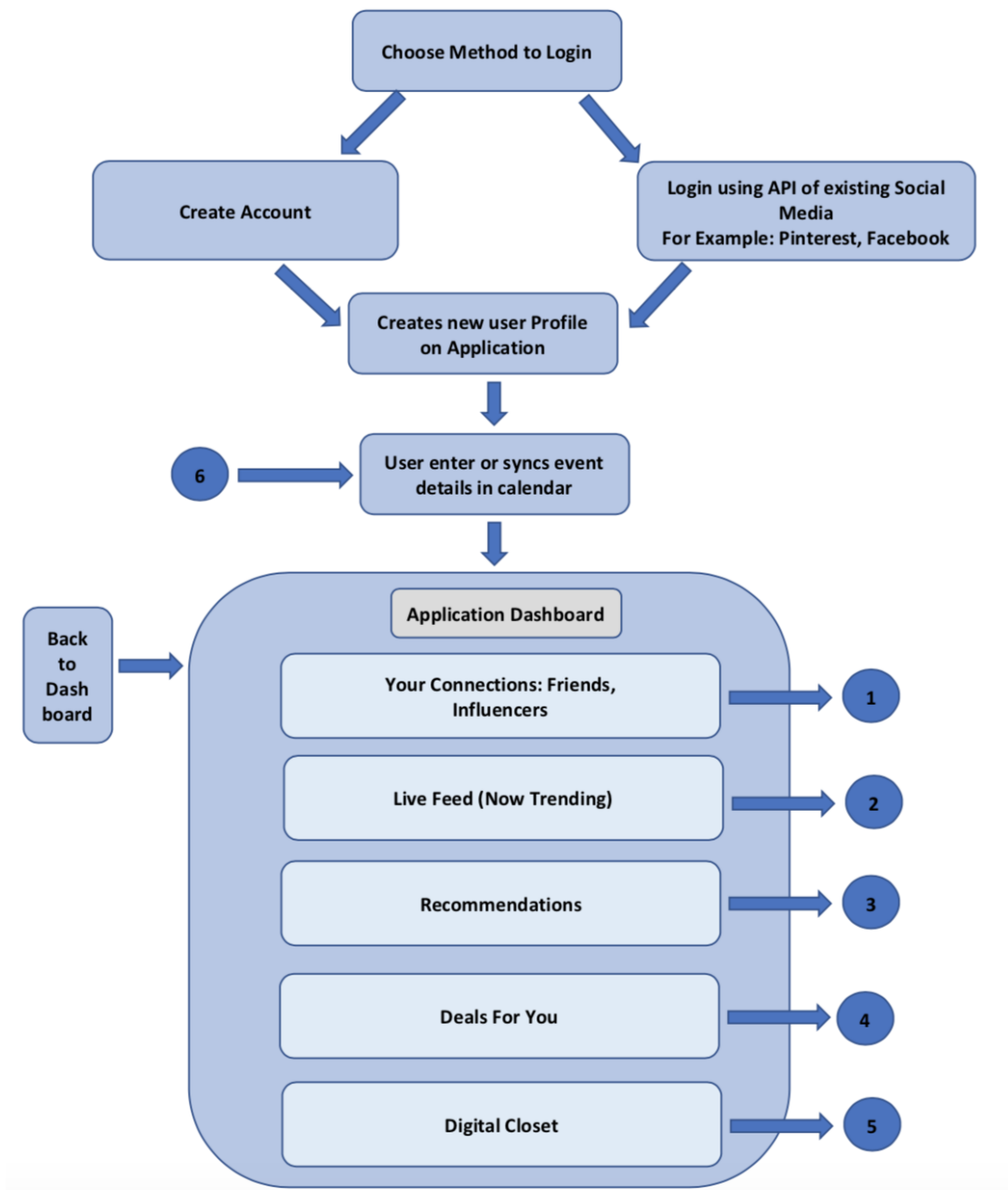


Exhibit 2: User Profile: Consolidated User Profile and Key Features which user can access through this section of application

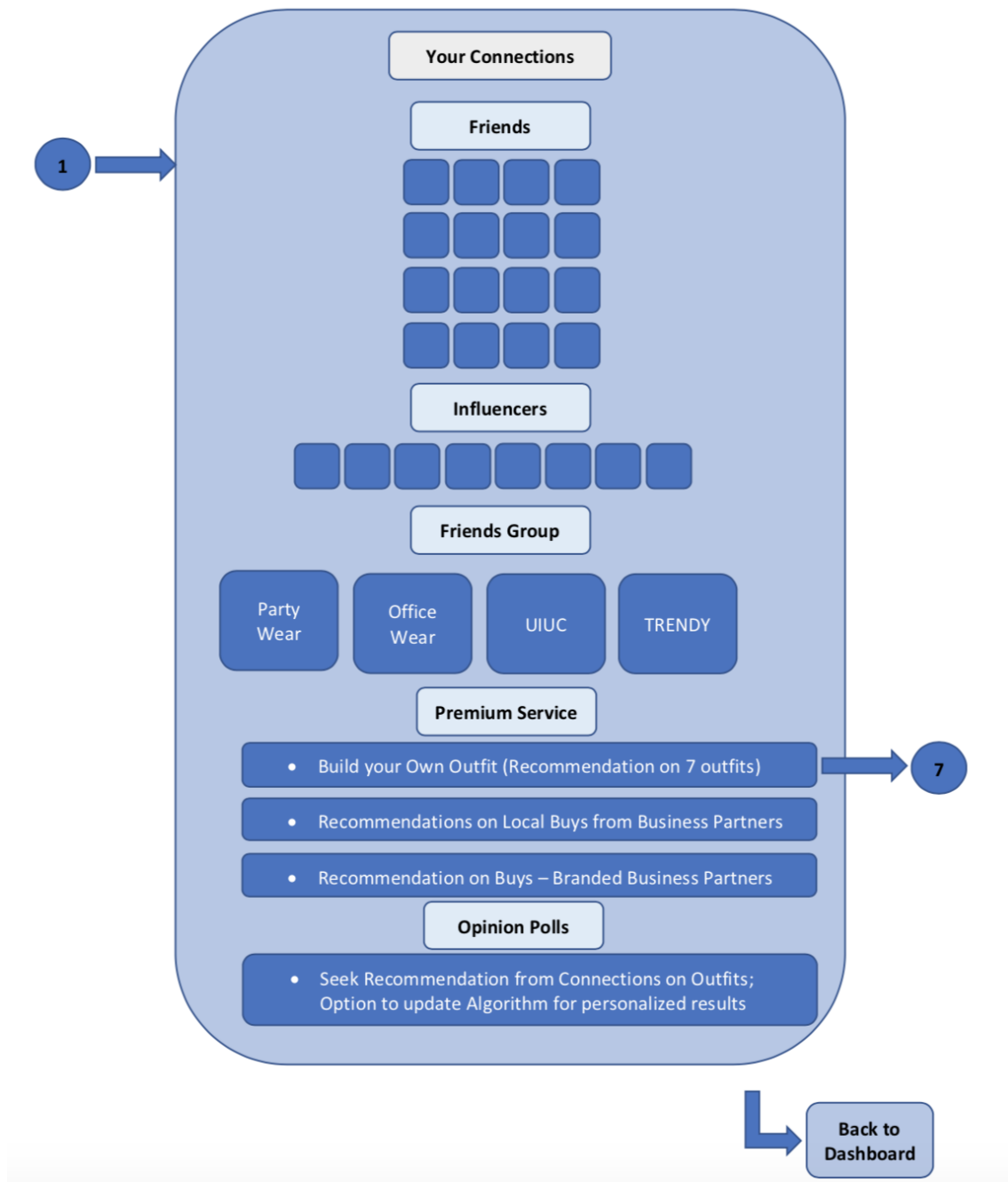


Exhibit 3: User's Wall : This is the section where users receives real-time information about friends and Followers

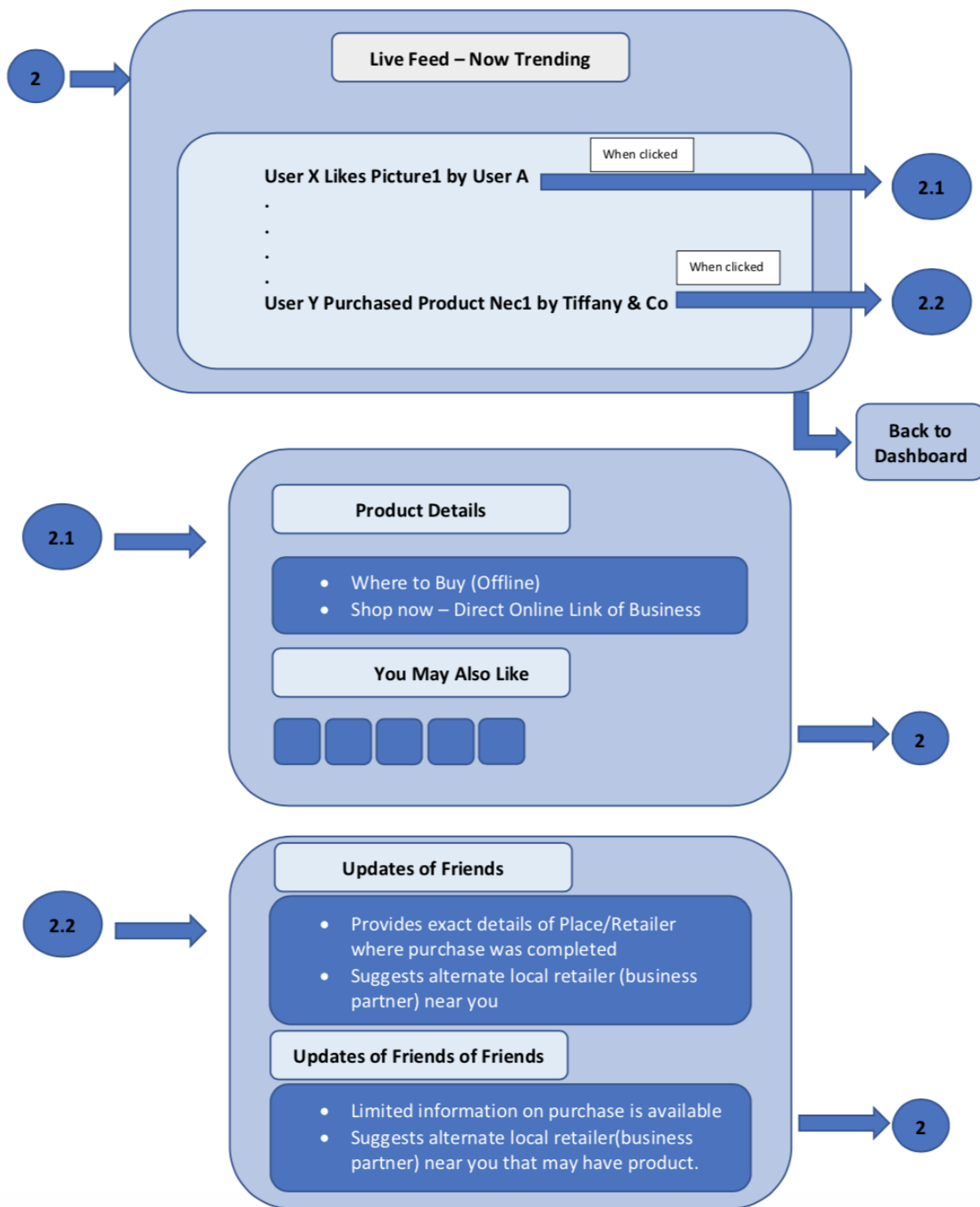


Exhibit 4: What to Wear: Algorithm mines data based on users input, Information on styles trending on users network/connections and geographical location of user.

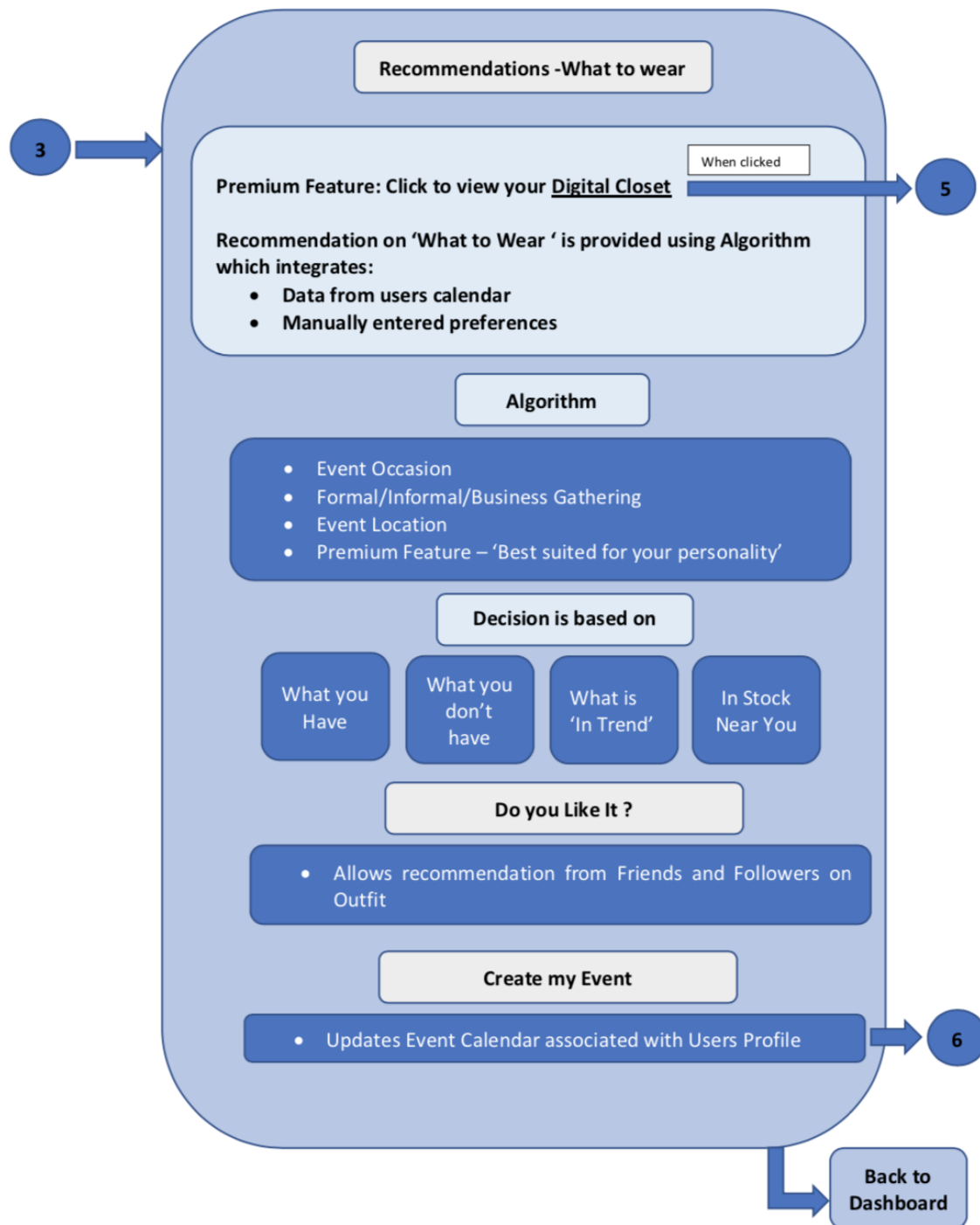


Exhibit 5: Deals for you & Recommendations: Our customized recommendations are based on bidding by business partners; This acts as alternative source of advertising & marketing for business partners.

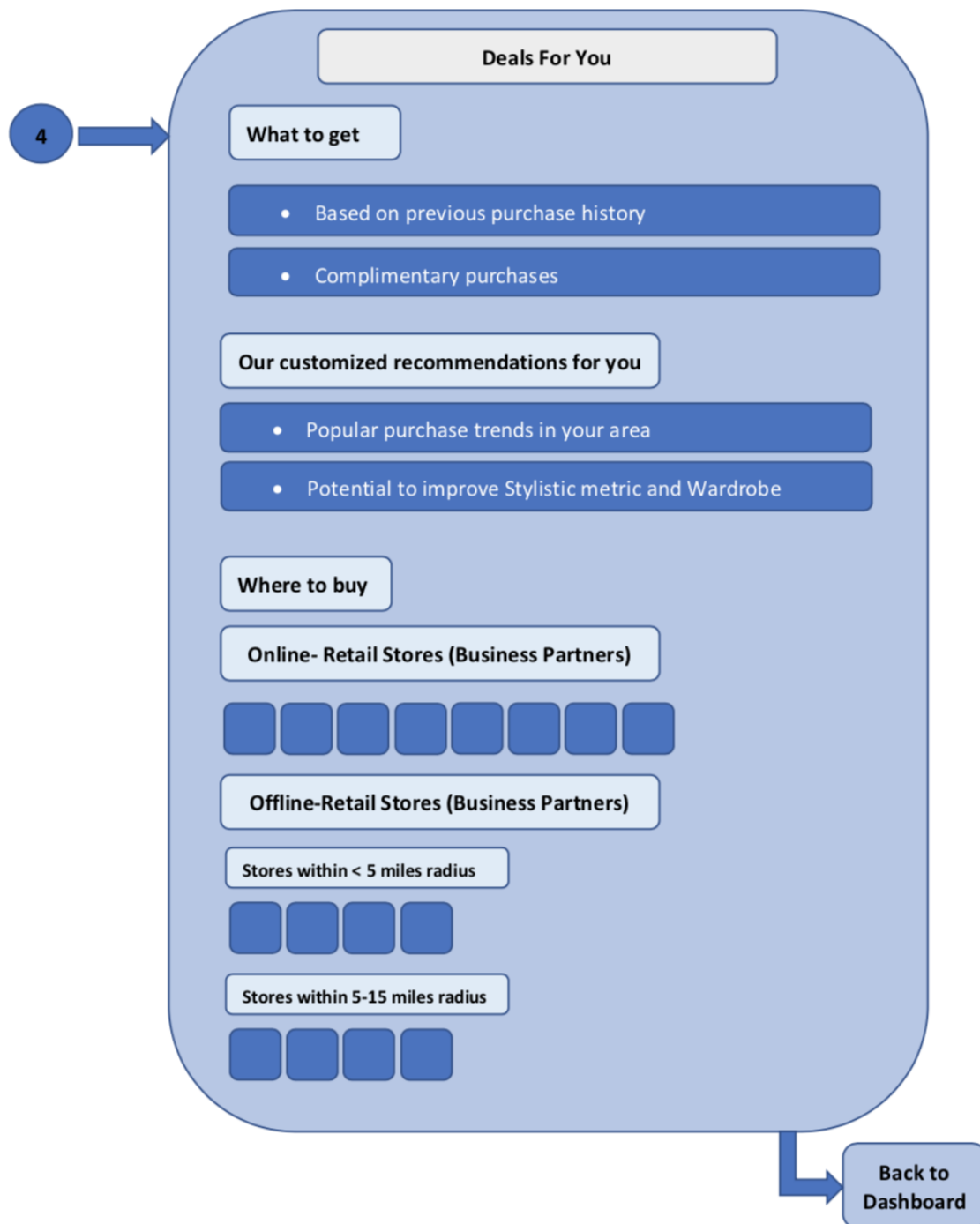


Exhibit 6: Digital Closet: This presents virtual view of their existing clothes in digital closet. This is a digital representation of inputs from each user.

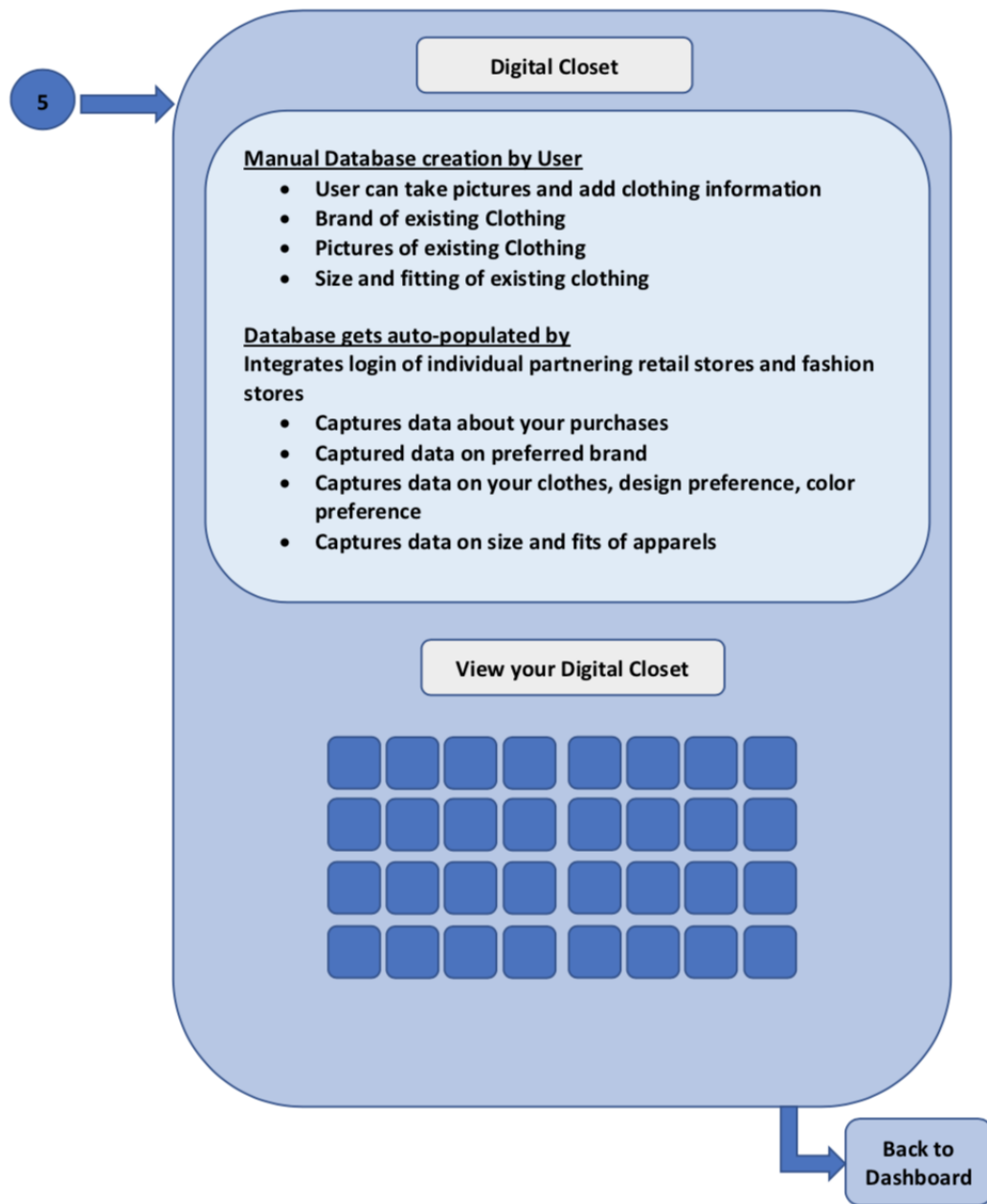


Exhibit 7: This feature leverage proprietary algorithms recommendation feature. This enables user to pick an outfit from his/her digital closet and supplement it with recommended outfit.

This directs users to Business partners websites, who won bidding process to get their outfits lists on priority on our recommendation list.

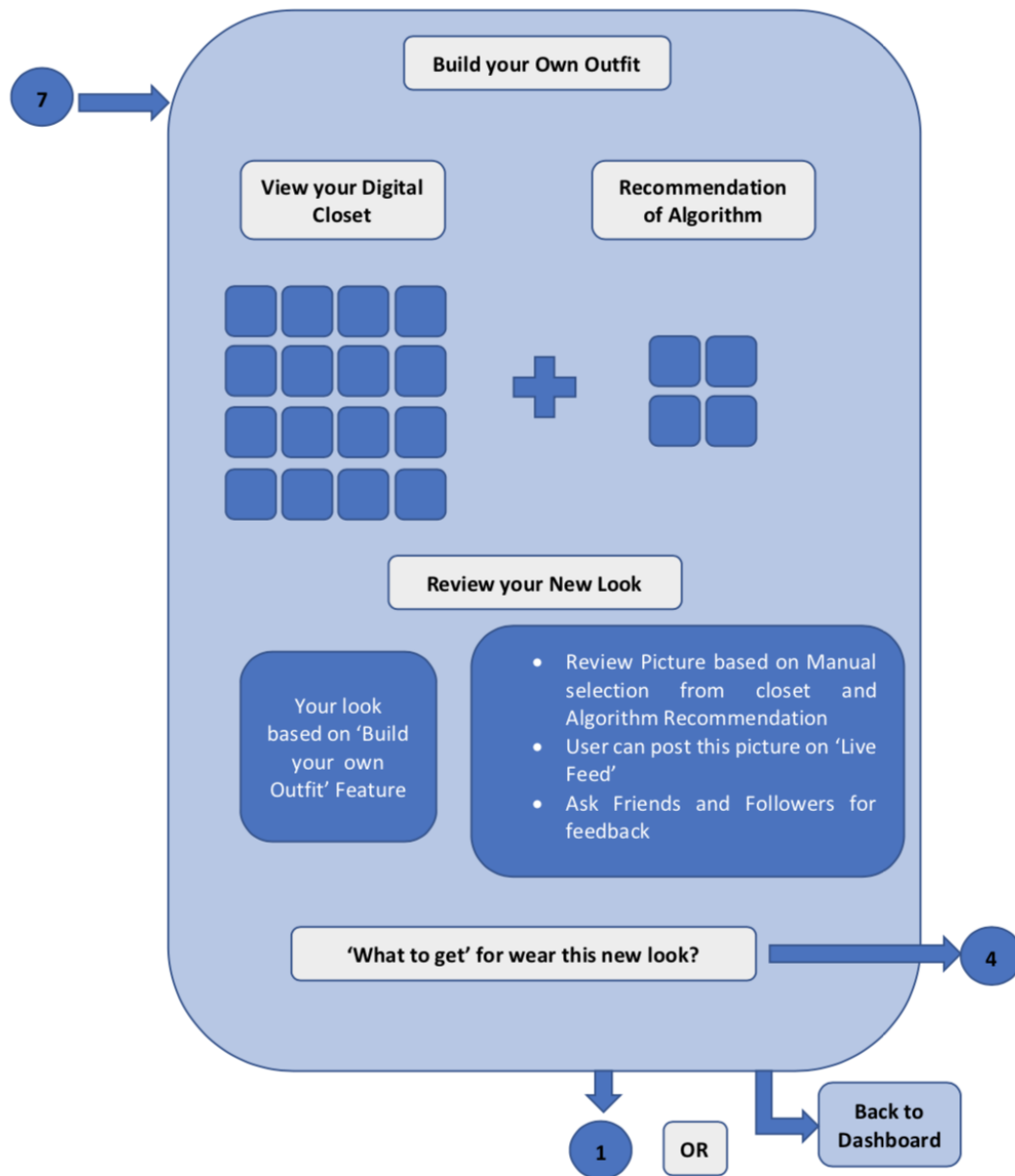


Exhibit 8: Wire Frames of Style Smart Mobile Application

