

# STYLE SMART

The app that makes sure your style is on point

App Creator: Anuj Mehta

# Meet Riley

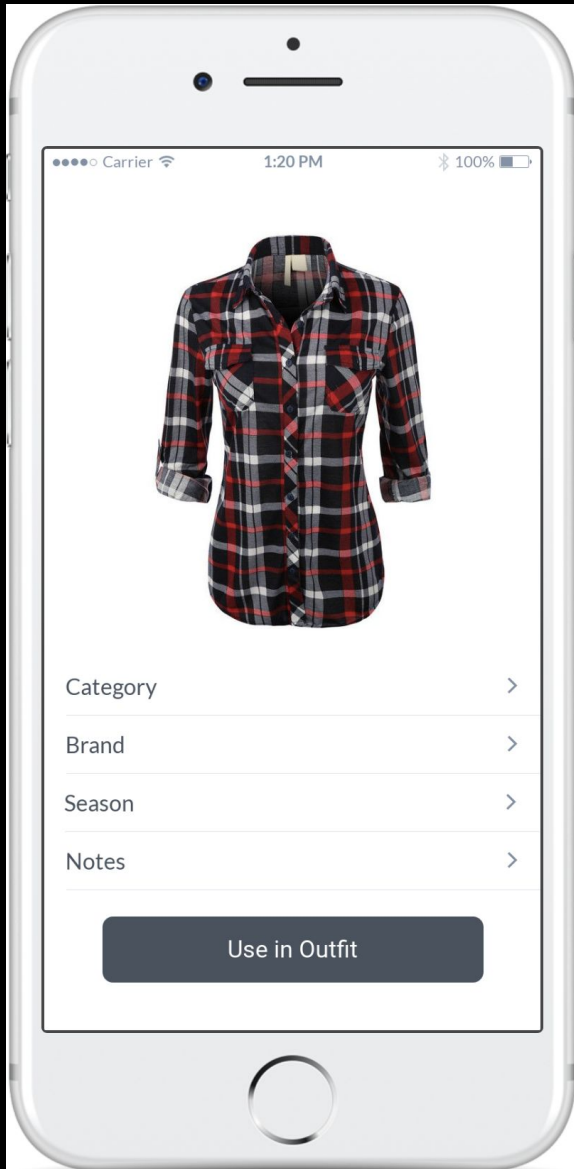


- Age: 19
- Year in School:  
Sophomore in College
- Moved from Illinois to  
Idaho for school
- Has a mom and sister still  
in Illinois

# Key Features

- Outfit suggestions from the app based on user inputted wardrobe
- Feedback and suggestions from friends and family
- Suggestions of items to supplement her wardrobe
- A seamless connection to clothing options from Business Partners

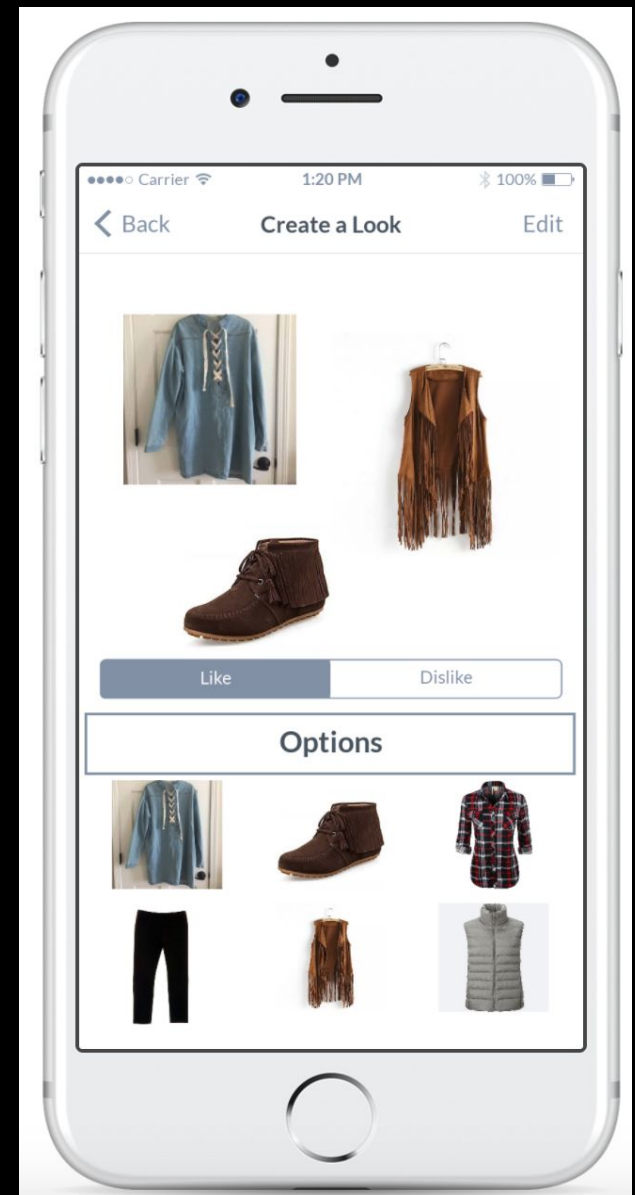
# User Input



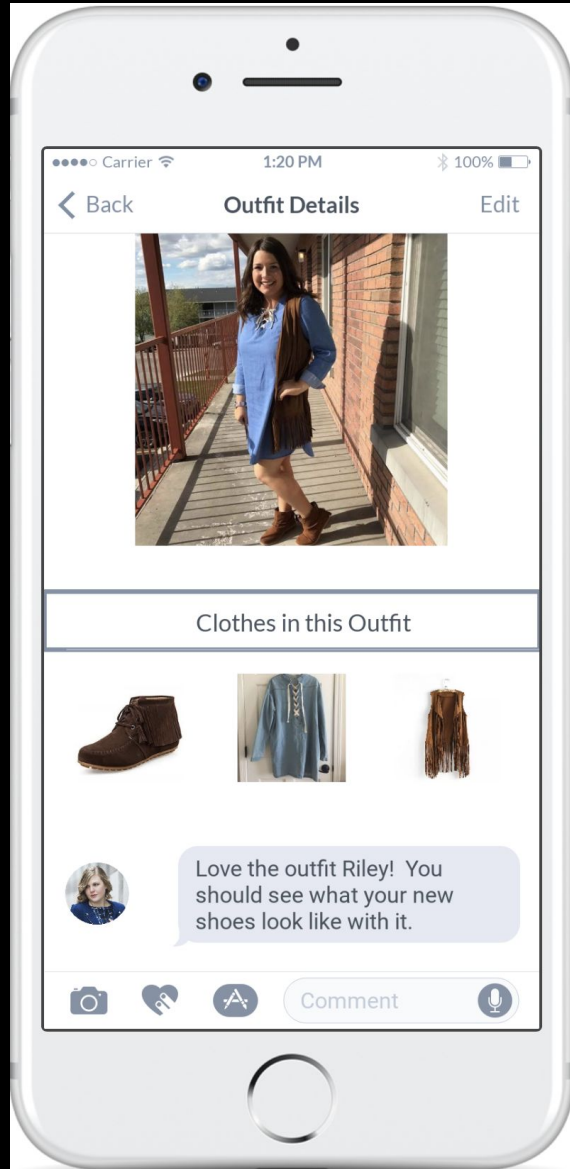
- Picture of clothing
- Category of the Outfit (Shirt, Pants, Dress, etc.)
- Brand of Clothing (American Eagle, Old Navy, etc.)
- Season clothes are worn (Winter, Spring, Summer, Fall)

# Get App Generated Outfits

- Choose your style (Business Professional, Casual, Night Out, etc.)
- App goes through your closet and combines outfits based on your preferences
- Generate Feedback for the App



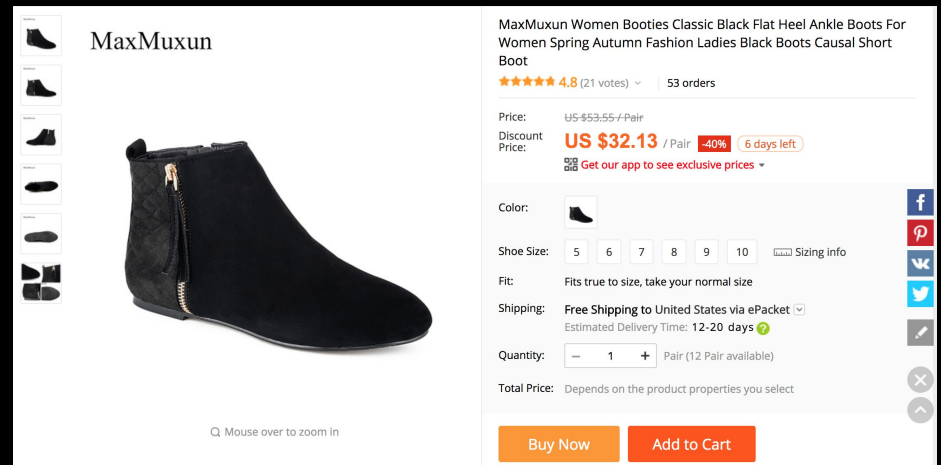
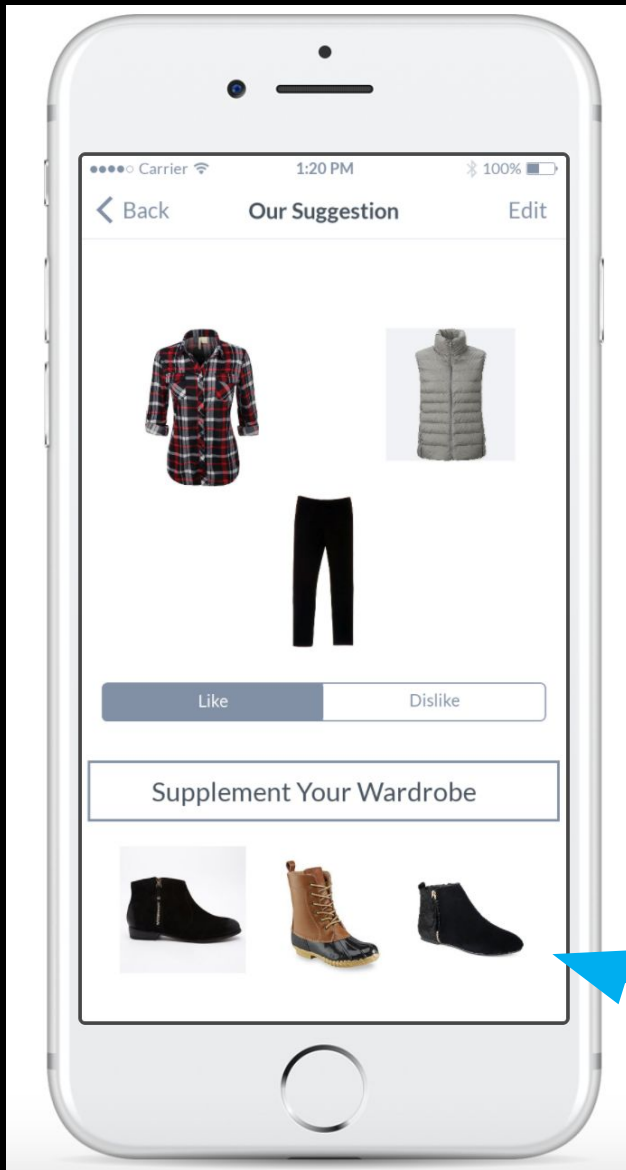
# Family and Friends' Opinions



- Post outfit details and ask your friends their opinion
- 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?

- Bid for the order items are recommended to users
- Users click on items in app
- Users are taken to the Business Partner's website for the purchase

## Benefits for a Business Partner?

- Products are highlighted to targeted consumers
- Consumers are primed and closer to the point of purchase
- Assurance that our platform drives their revenue

# Financials

Profit: 7th year from Launch (2025)

- Users: 2,437,152
- Revenue: \$12,950,064
- Total Costs: \$8,426,772
- Profit \$4,523,292

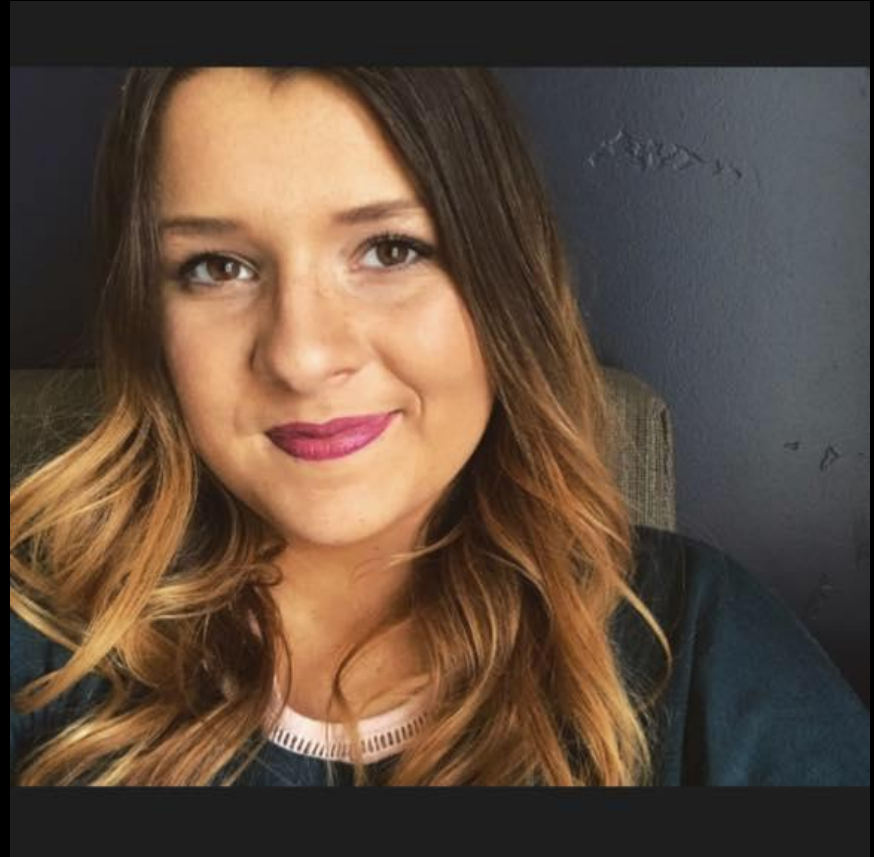


Our ask is \$8 Million

# Problems Solved

By using Style Smart Riley gets:

- Outfit suggestions from the app based on her wardrobe
- Feedback and suggestions from friends and family
- Suggestions of items to supplement her wardrobe
- A seamless connection to clothing options from Business Partners



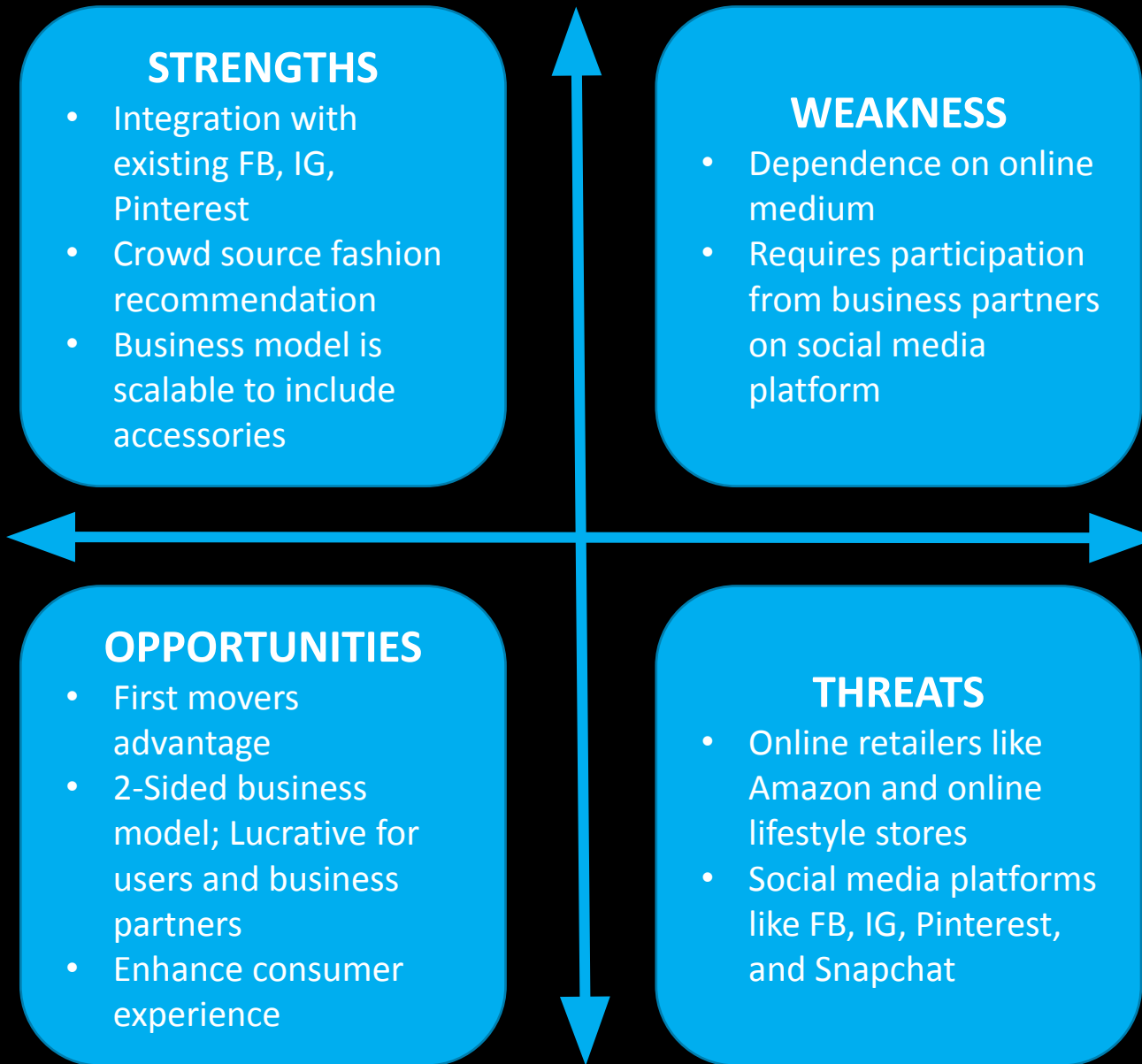
# Appendix

# 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
<b>Costs</b>											
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 Computing	\$ 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	Administrative / 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
<b>Total Costs</b>		\$ (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)
<b>Profit (Loss)</b>		\$ (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
<b>Costs</b>									
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	\$ 10,002	\$ 10,001	\$ 10,002	\$ 10,001	\$ 10,002	\$ 10,001	\$ 10,002
	Servers / Cloud Computing	\$ 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	Administrative / 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
<b>Total Costs</b>		\$ (2,769,731)	\$ (7,546,478)	\$ (3,847,552)	\$ (13,005,992)	\$ (5,602,132)	\$ (23,066,184)	\$ (8,582,771)	\$ (41,937,009)
<b>Profit (Loss)</b>		\$ (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

