

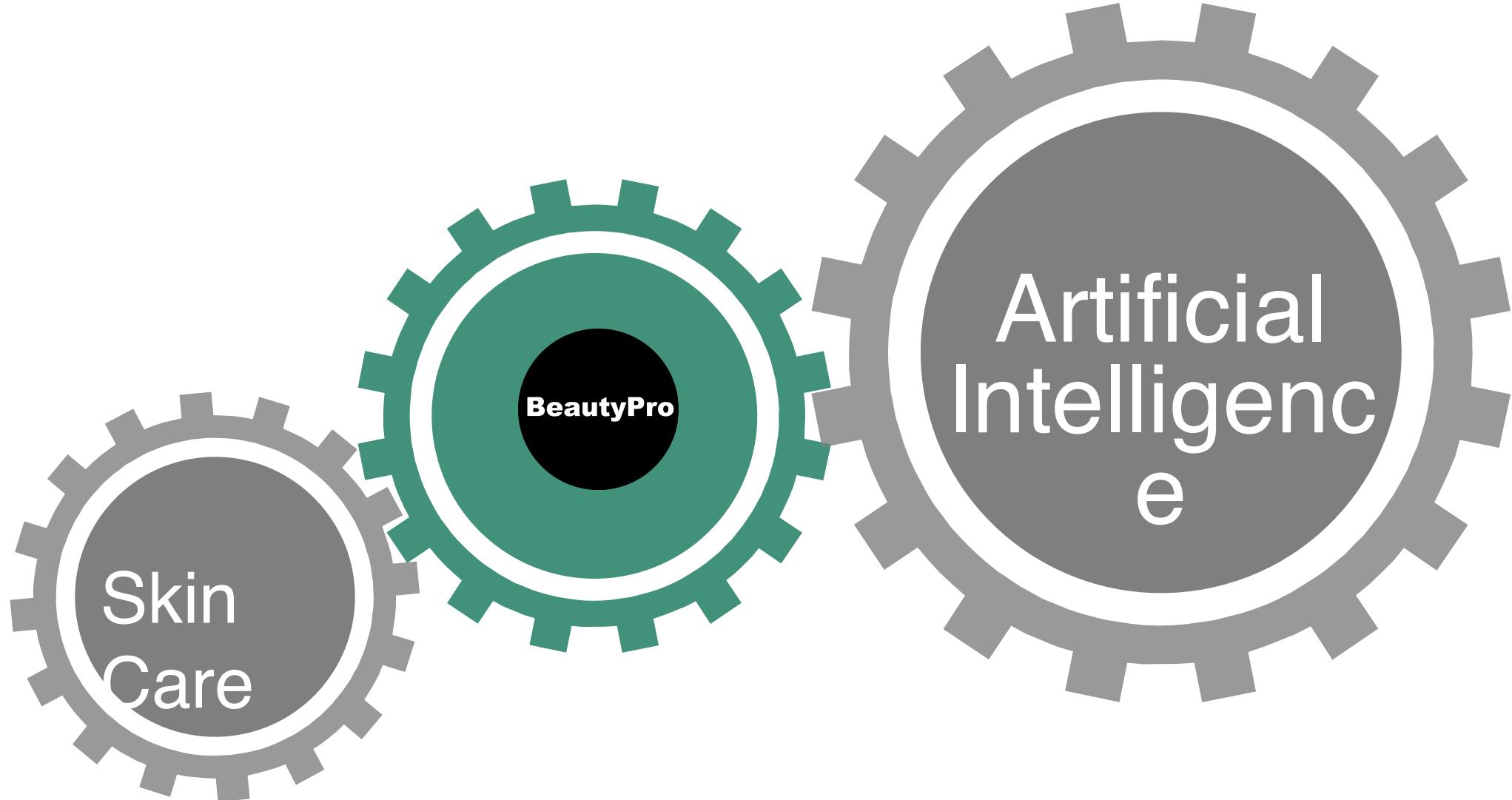
Beauty Pro

Intelligent Skin Care Assistant



By Aviva, Siyao and Weiyu

|| Overview



I Content

Product

Opportunity

Key Competitor and
SWOT
Go to
Market

PART 01

Product Introduction

- BeautyPro Mask
- BeautyPro App
- Function & Service
- Applied Key Theories

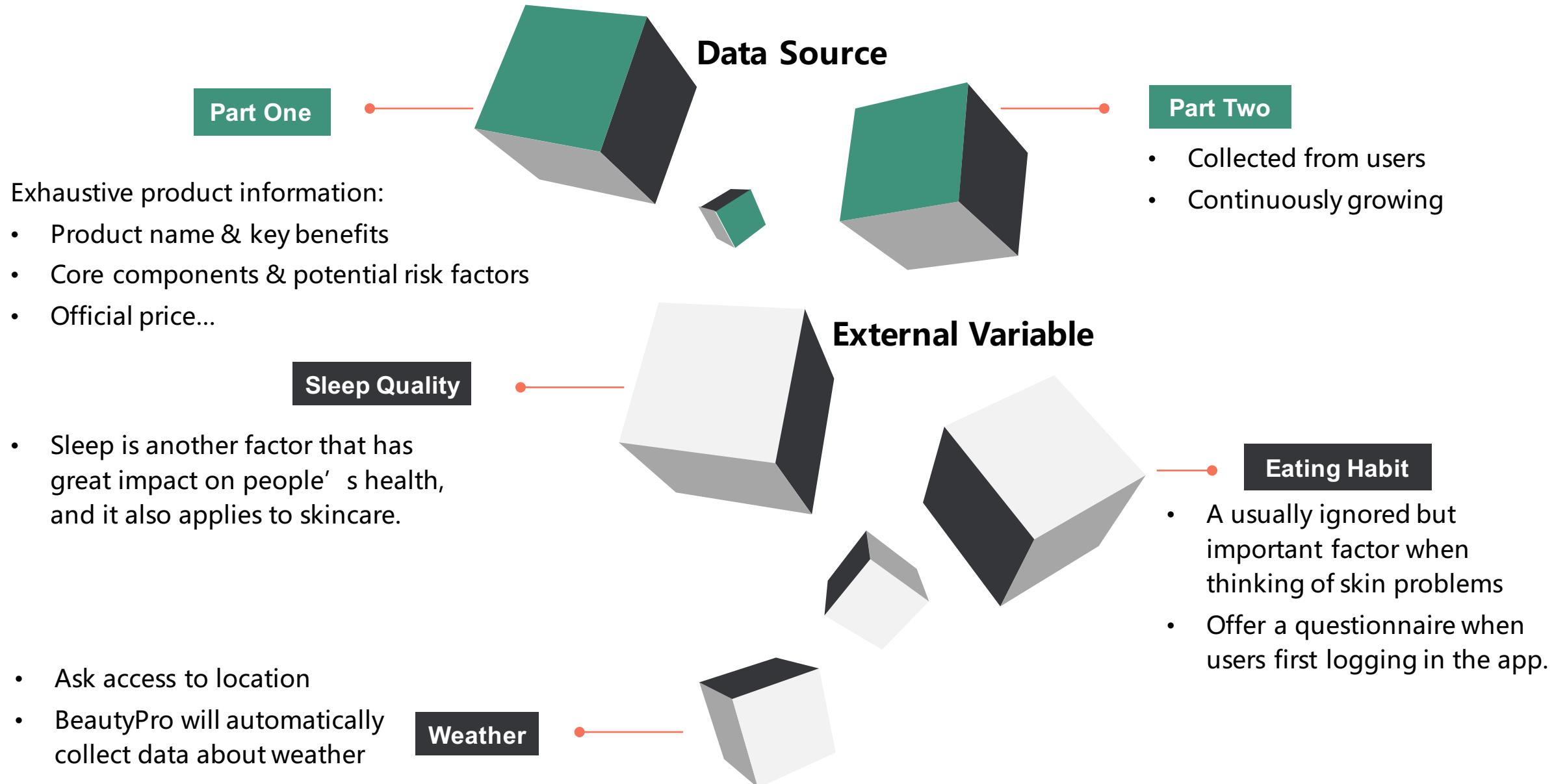


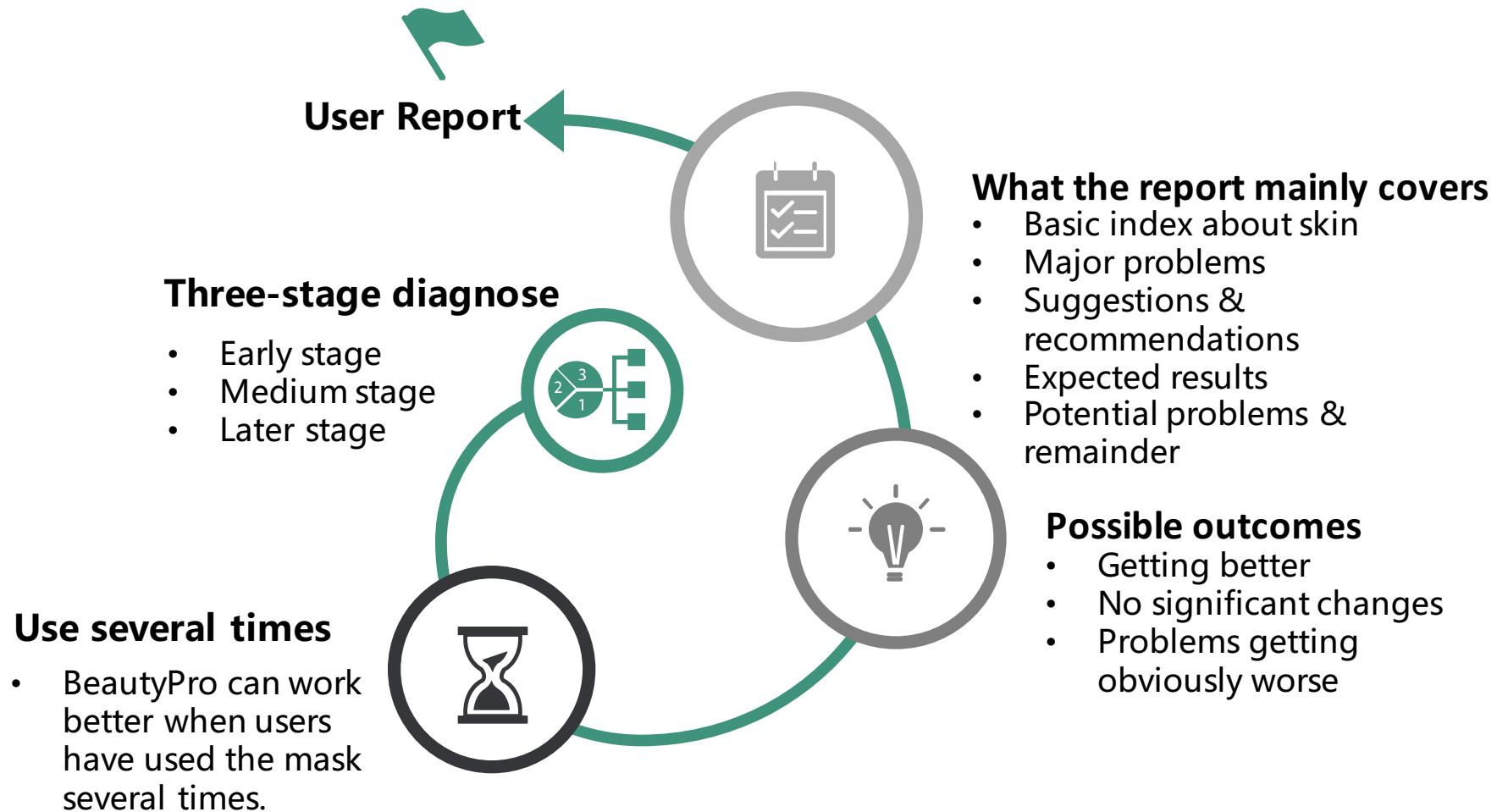
Electronic mask with sensors

Collect & transfer quantitative data

Skin evaluation in 3 minutes

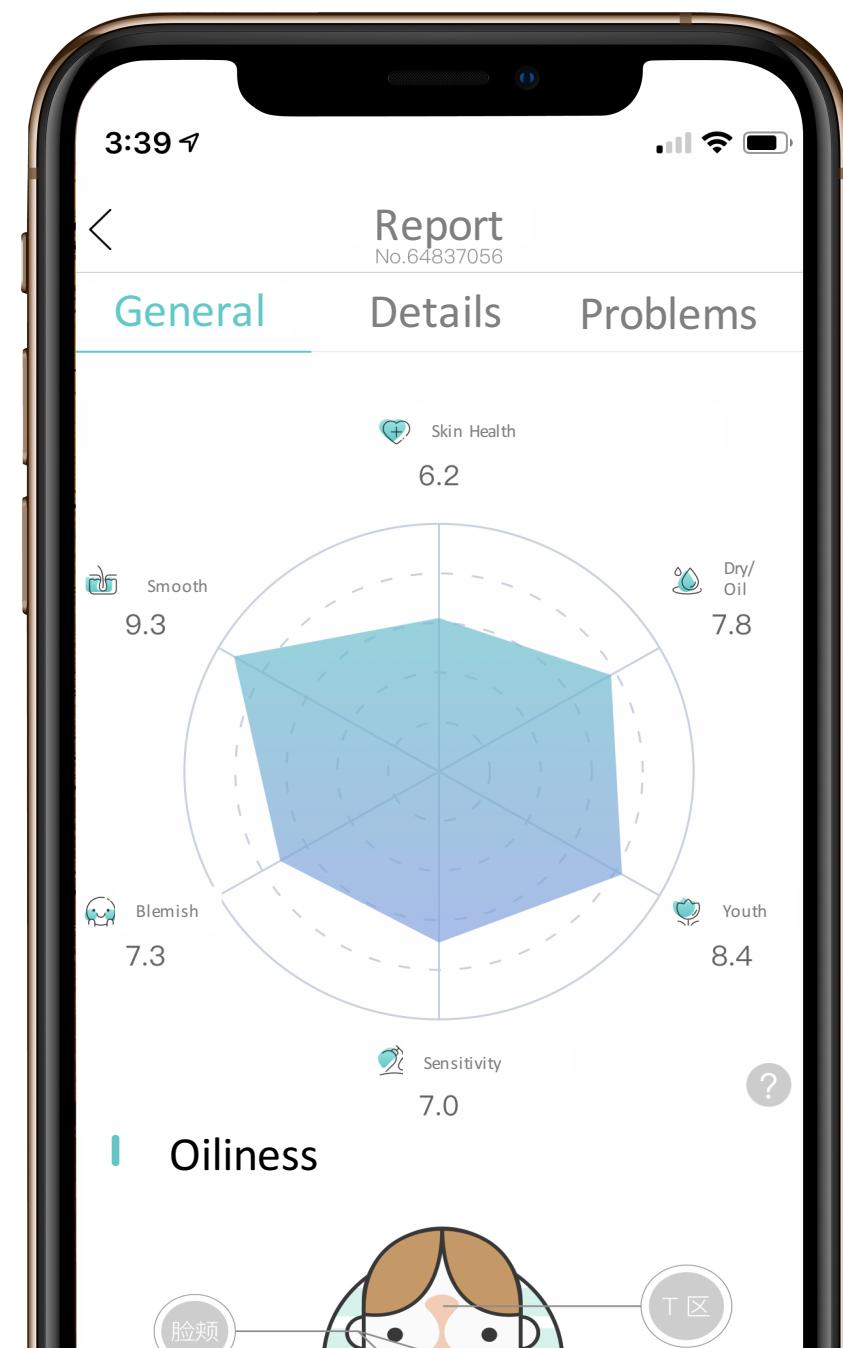
BeautyPro App





Skin Report

BeautyPro



Theoretical Base

1. Hierarchy of Needs

a. Physiological Needs

b. Self-fulfillment Needs

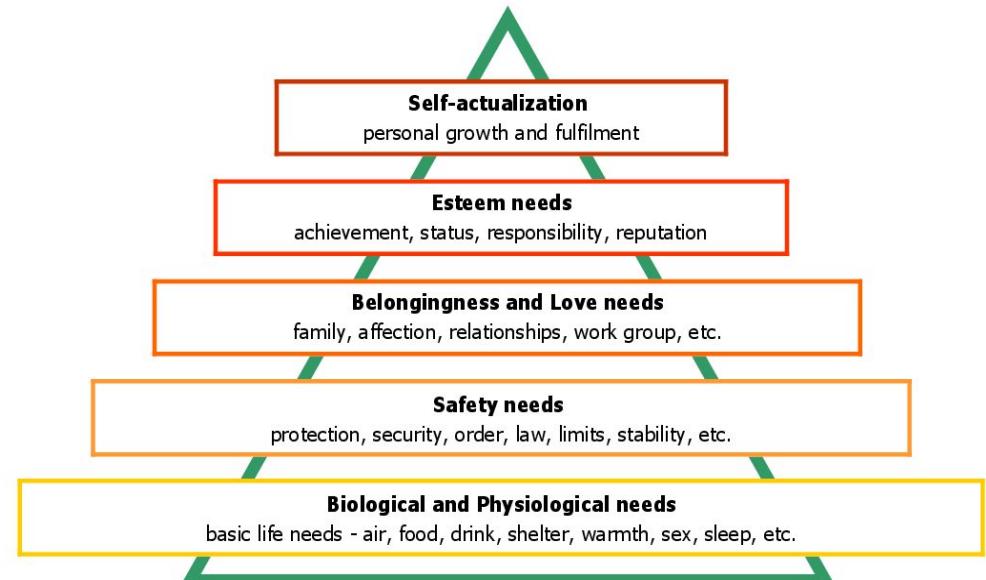
2. Motivation

a. Intrinsic Motivation

b. Extrinsic Motivation

3. Impression Management

Maslow's Hierarchy of Needs



© design Alan Chapman 2001-7, based on [Maslow's Hierarchy of Needs](#)

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PART 02

Opportunity Introduction

- Industry Introduction
- Customer Profile
- Arising Problem and solution

Industry Background

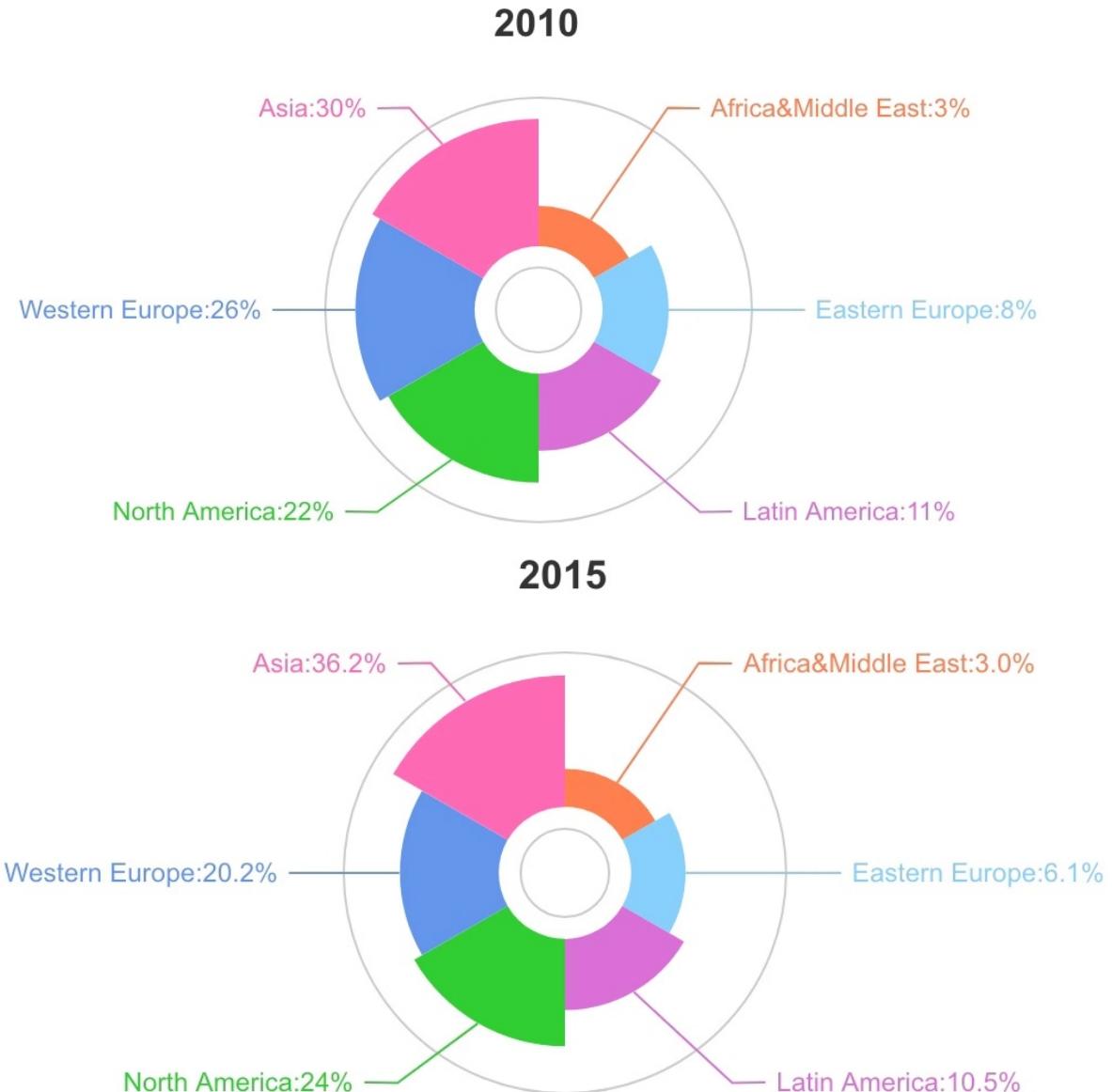
- Global Market Capacity and share

Asia-Pacific Market

Asia-Pacific market accounts for the largest consumer market share of cosmetic products in the world.

2010: 30%

By 2015: 36.2%



Chinese Market & Its Potential

By 2014

China has reached the scale of 200 billion Chinese Yuan (about 32 billion Dollars).

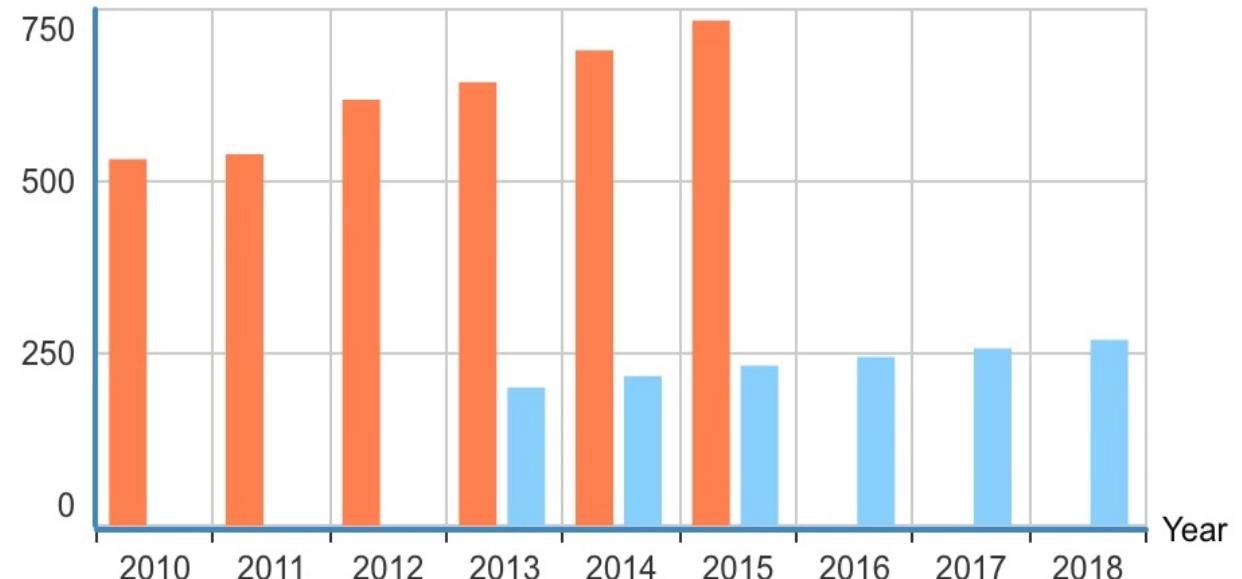
By 2017

China has reached 251.4 billion Chinese yuan (40billion Dollars).

Market Size

Global China

Amount(Dollar)

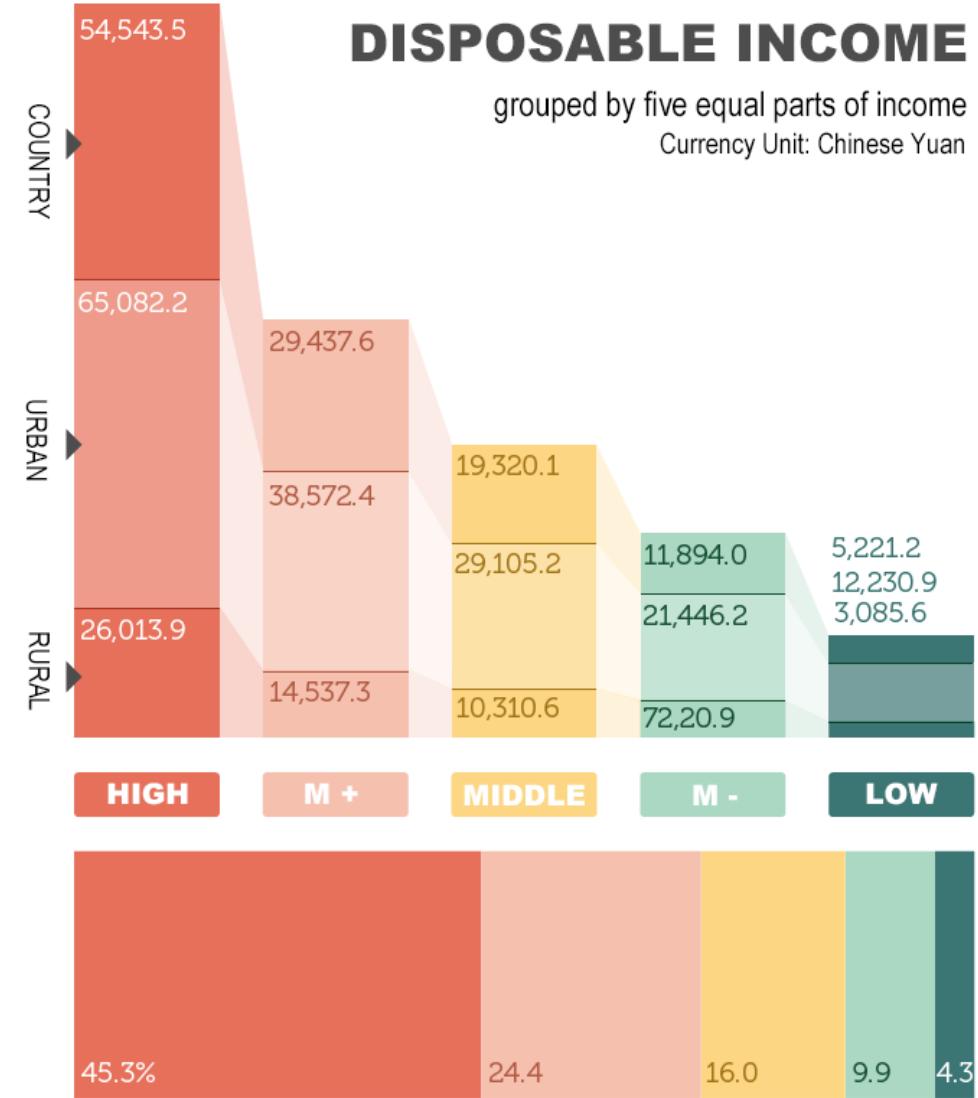


China alone contributes approximate one-third of Global sales.

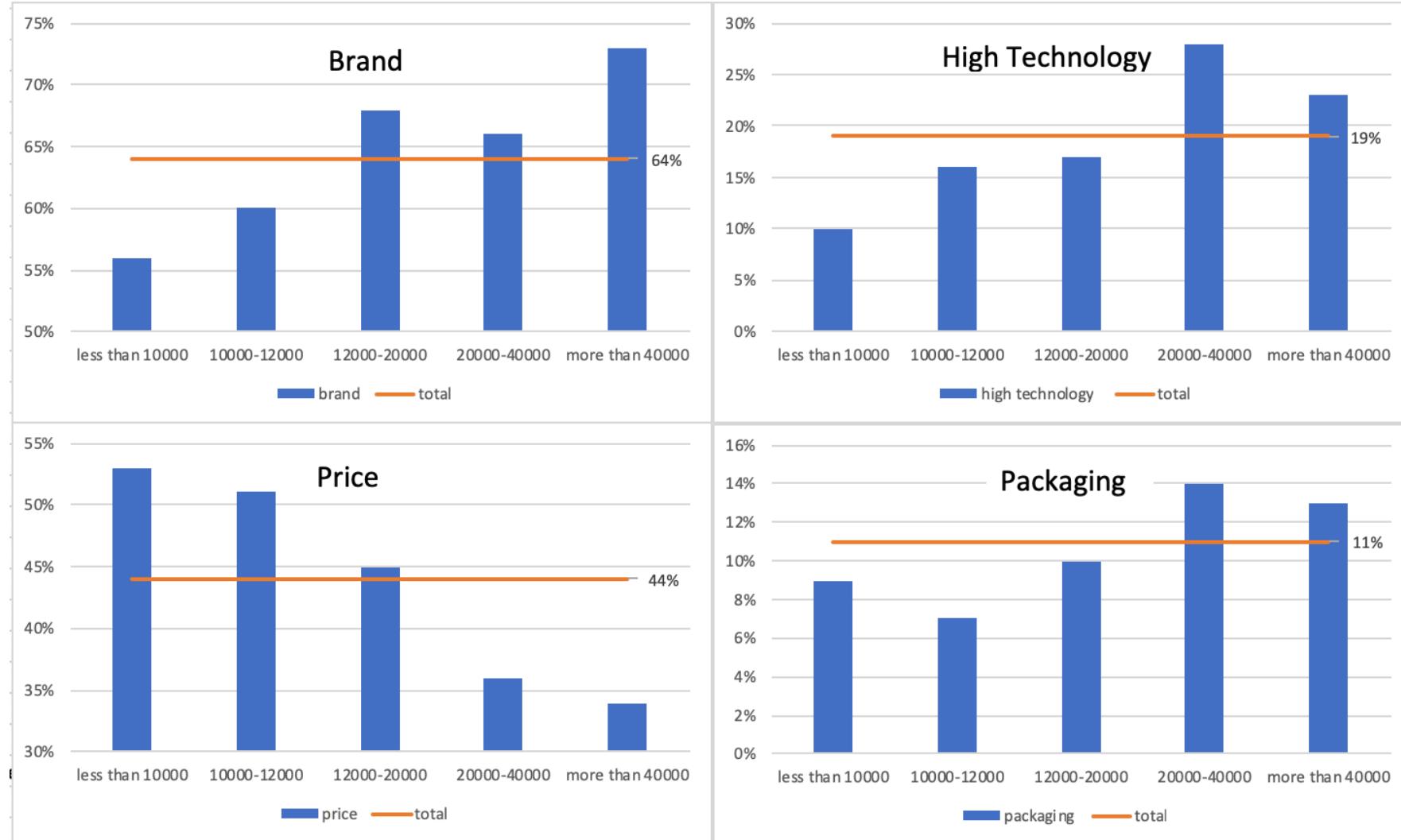
Chinese Customers Portrait



Country	China Mainland
Age	Mainly 18-39
Gender	Focus on female
Average Yearly Household Income	Start from 200K RMB



Income & Influencing factors



| Income & Influencing factors

Women between 20-30 and 30-40 years had the strongest will to increase investment (82%, 78%).



82% Female of 20-30 Will Increase Skincare Investments



78% Female of 31-40 Will Increase Skincare Investments

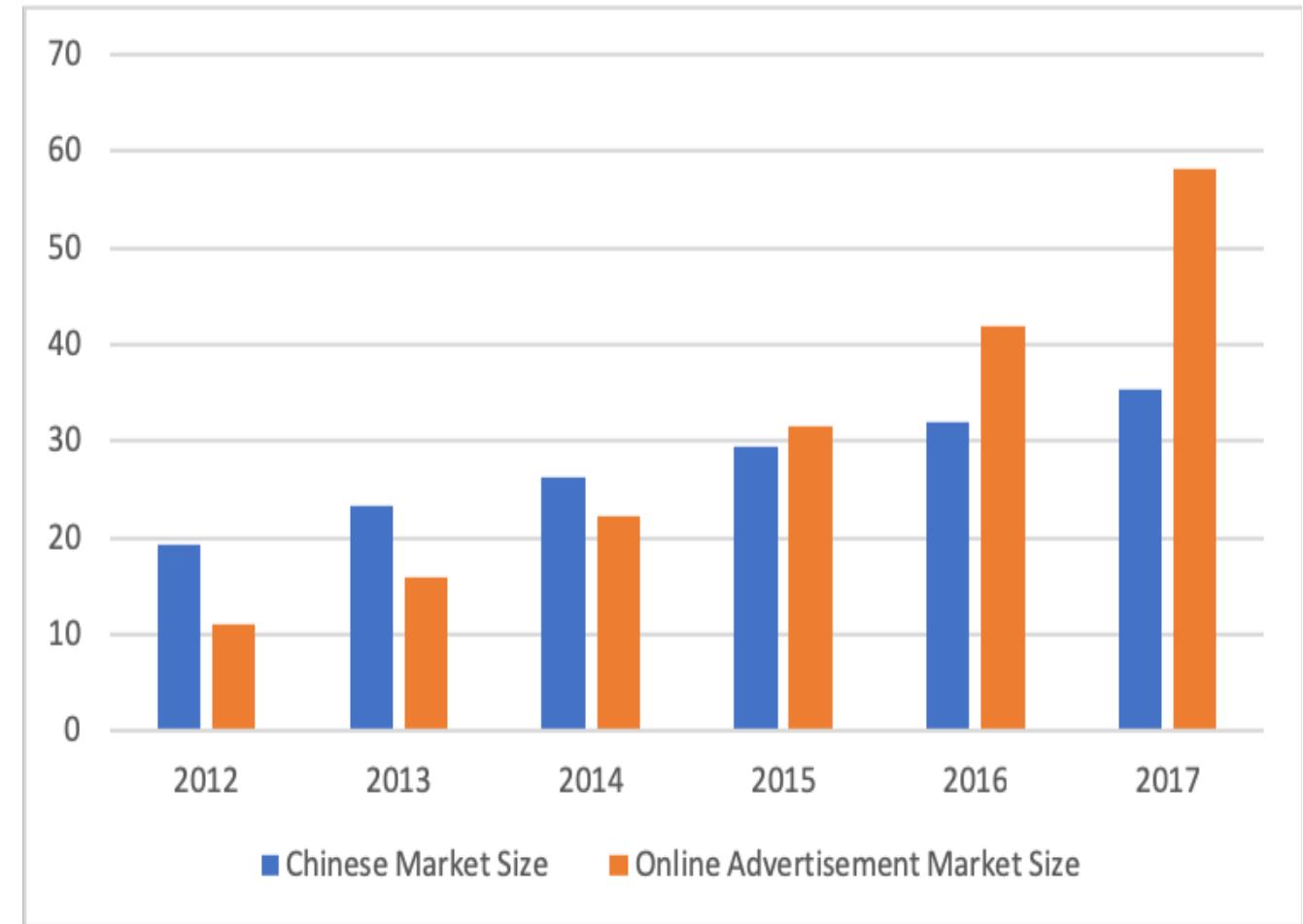
Arising Problems

- Transformation of Sales Approaches from In-store to Online:

Online advertisement

Arising Problem

Dilemma for Consumers



Solution: New-born Application



- Apps' Goal:

- Help consumers get rid of interference from overwhelming brand marketing
- Discriminate real product reviews from fraudulent advertising
- Provide reliable product evaluation, which collects and analyzes comments from users.

New-born Application

Influencing Factors

for Users to Choose a Beauty App

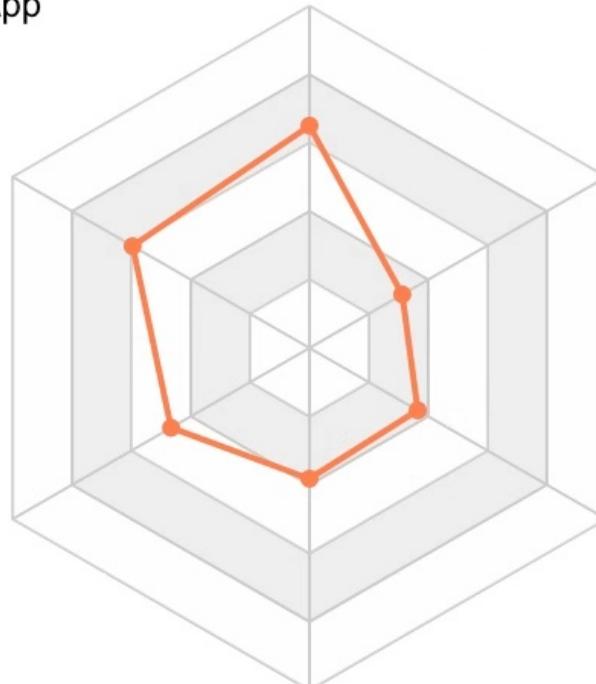
Recommendation:64.5%

Tutorial:48.3%

User Comments:71.2%

Customized Content:29.1%

Product Purchase:35.6%



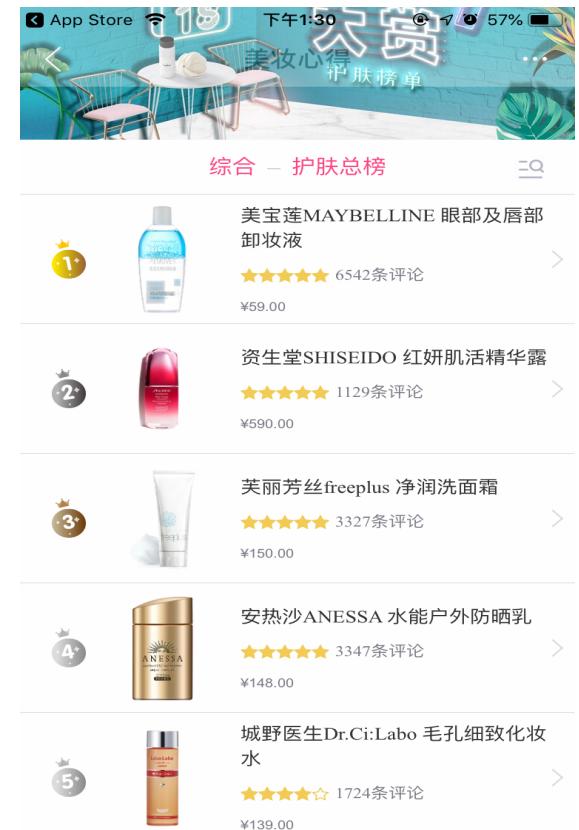
PART 03

Key Competitor
SWOT

Key Competitor: Beauty Bible

- Competence
 - The Rank of Popular Products
 - The Digital Information Library

- Weakness
 - Ambiguous
 - Biased and inaccurate
 - Difficulty in maintaining users



SWOT

Strengths

- Accuracy
- Priority
- Customization
- Continuously Updating System
- Compare & Analyze
- Application Activity
- Convenience

Weakness

- R & D Cost
- Data Maintenance
- Portability
- Iteration Rate

SWOT

Opportunities

- Upgrade Consumption Behavior
- Improve Credibility

Threats

- Rival with Invested Interests
- Data Privacy

PART 04

.Go-To-Market Plan

- Offline
- Online
- Milestone

| Go-to-Market Plan

OFFLINE

BeautyGO

Press Conference



SEPHORA



Instore Trial Experience

| Go to Market Plan

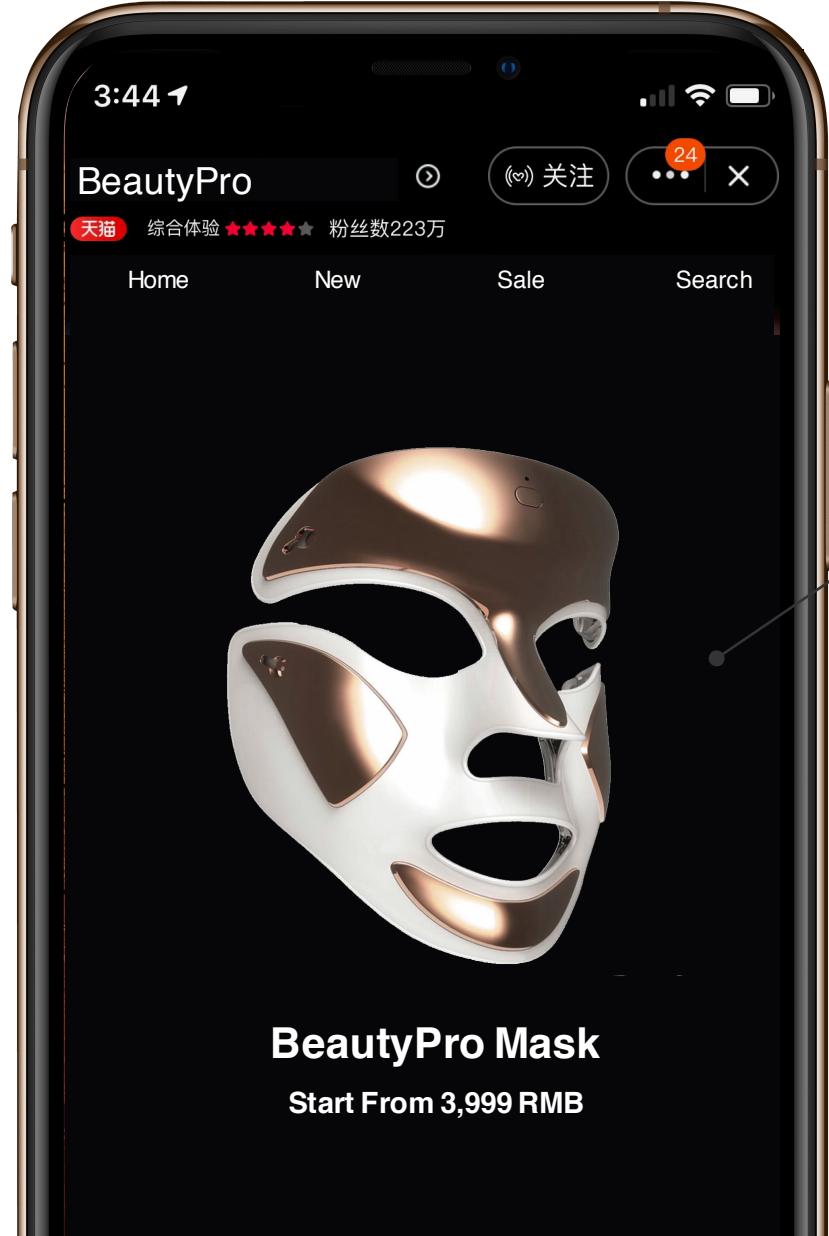
ONLINE

Influencer Marketing





Online Channel

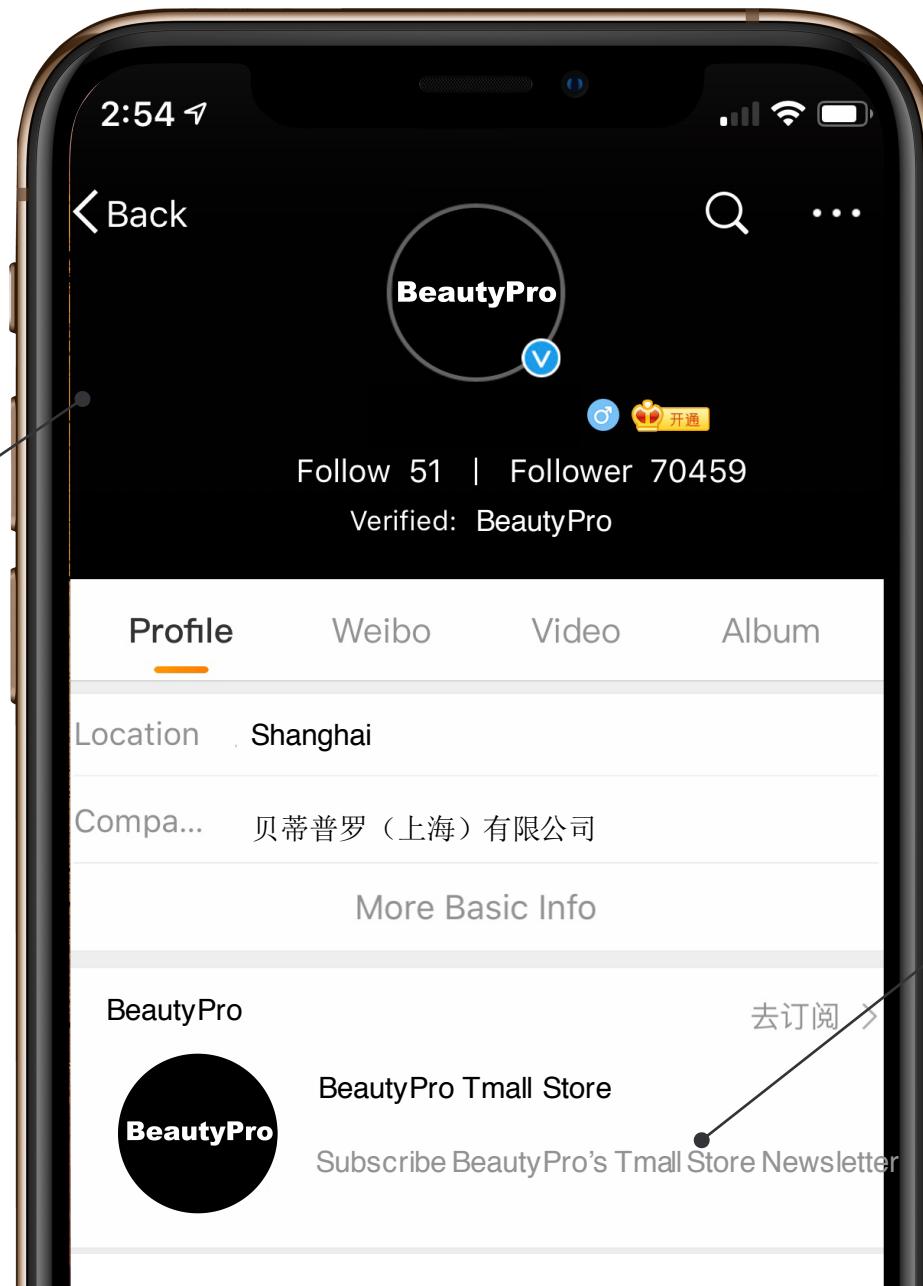


BeautyPro's Online Retailing Store
Tmall.com is the largest B2C retail
platform in China
GMV \$ 302.6 billion

Social Media Marketing



BeautyPro's Official Account at Weibo
Weibo is a social media platform popular with younger generation
MAU 411 Million



Purchase at Tmall.com



Social Media Marketing



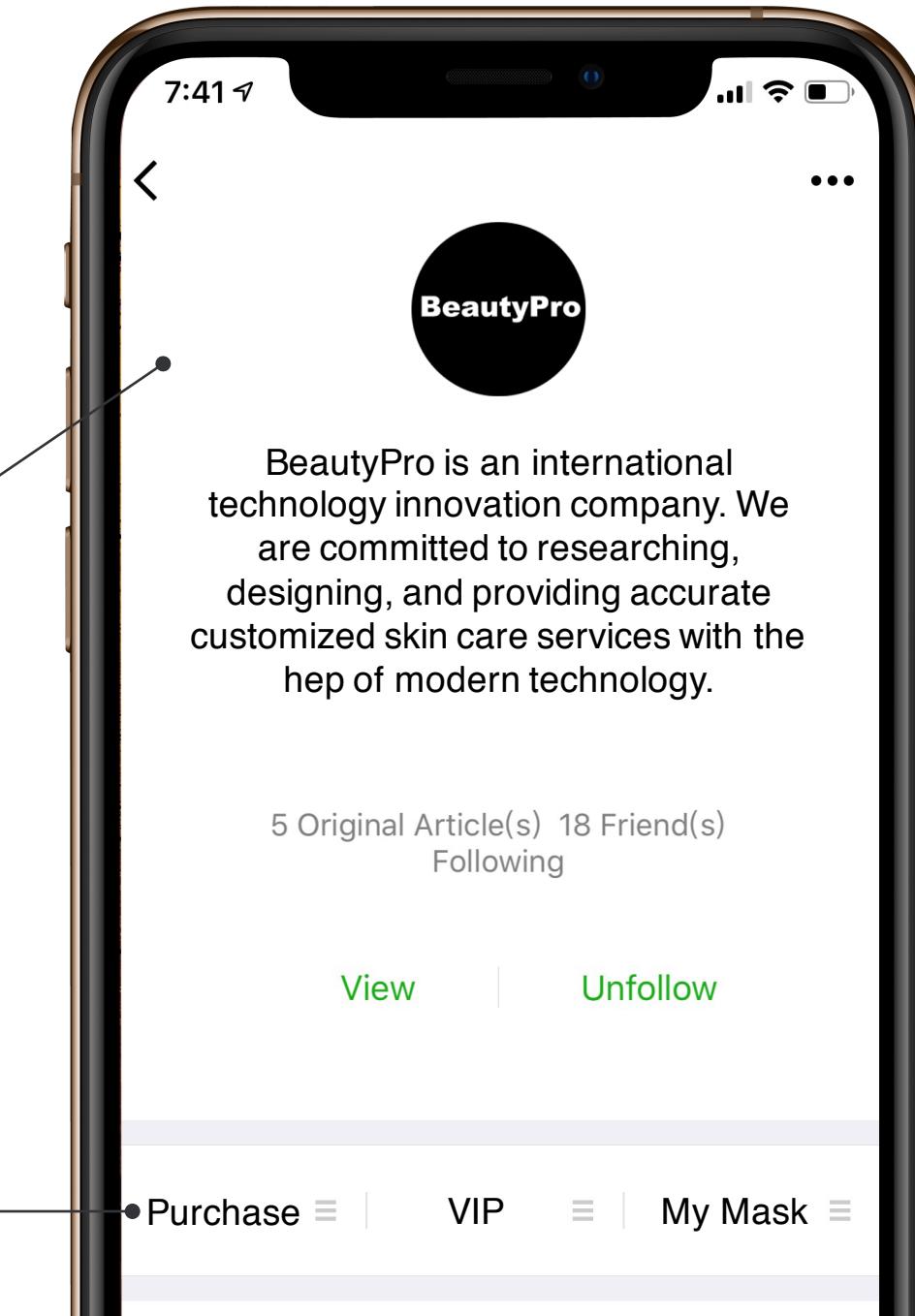
BeautyPro's Official Account at WeChat

WeChat is a social media platform with a large scale of user.

MAU 1.04 Billion

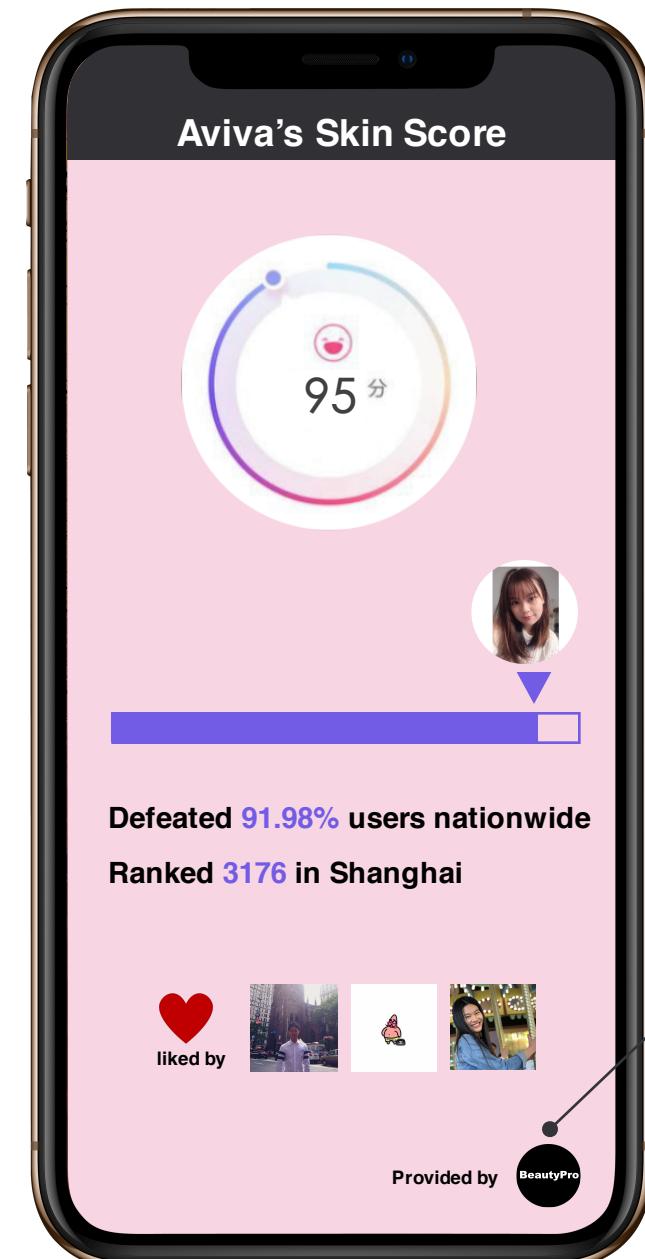
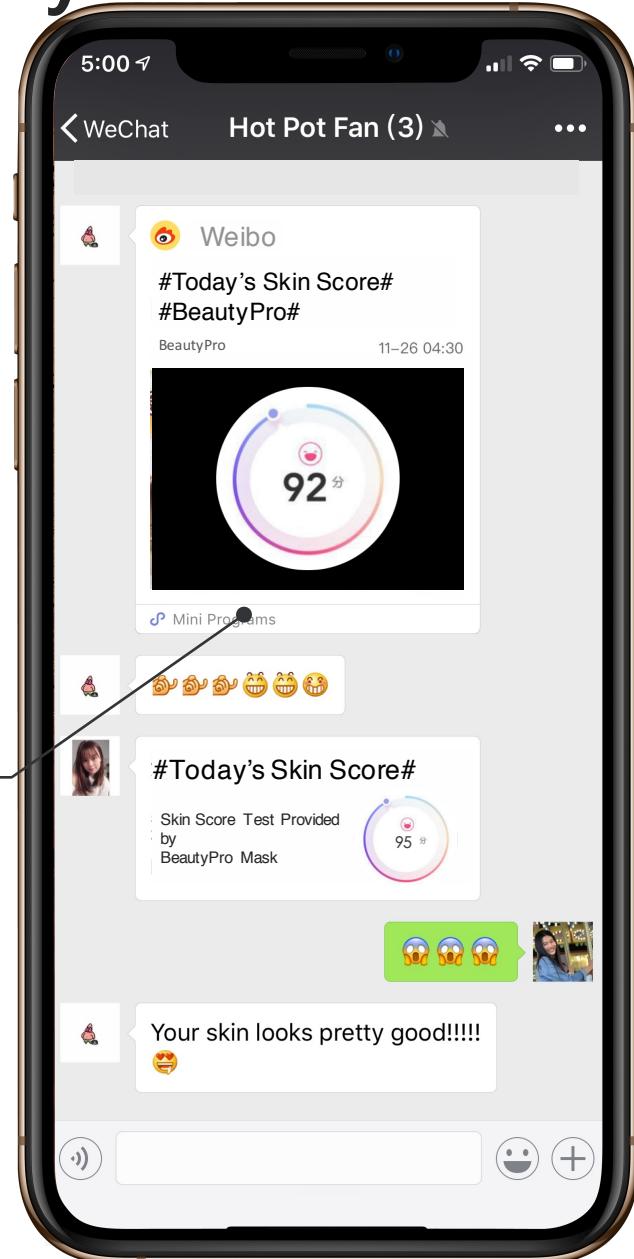


Purchase at Tmall.com



| Go Viral & Gamify

 Viral Content
#Today's Skin Score#
Share skin score with friends



Gamification at Social Media Platform

Milestones



Reference

Deci, E. L., Koestner, R., & Ryan, R. M. (2001). Extrinsic rewards and intrinsic motivation in education: Reconsidered once again. *Review of educational research*, 71(1), 1-27.

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<https://cn.kantar.com/%E5%AA%92%E4%BD%93%E5%8A%A8%E6%80%81/%E7%A4%BE%E4%BA%A4/2017/2017%E5%87%AF%E5%BA%A6%E4%B8%AD%E5%9B%BD%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%BD%B1%E5%93%8D%E6%8A%A5%E5%91%8A/>

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Thank You!



Innovation Analysis

Appendix

Innovation	Hardware	BeautyPro Mask
	Software	BeautyPro App
Attributes of Innovation	Relative Advantage	<ul style="list-style-type: none">•Customized service•Accurate diagnose•Reliable recommendation•Prioritize skin problems
	Compatibility	<ul style="list-style-type: none">•natural desire for health•pursuit for beauty•The trend of customized service
	Complexity	<ul style="list-style-type: none">•easy to use•wear mask and follow application instructions
	Trialability	<ul style="list-style-type: none">•Sephora in-store experience
	Observability	<ul style="list-style-type: none">•Advertising by Social Media, Influencer and Sephora
Communication Channels	Opinion Leaders	<ul style="list-style-type: none">•Influencers on Weibo
	Early Adopter	
	Early Majority	<ul style="list-style-type: none">•18-39 year old Chinese women with purchasing power and great interest in skincare
	Time span	<ul style="list-style-type: none">•Expected 9 months to reach 10k users
Expected Consequences	First Stage	<ul style="list-style-type: none">•Popular with influencers
	Second Stage	<ul style="list-style-type: none">•A rapid growth
	Third Stage	<ul style="list-style-type: none">•Large scale of users at amount of 10k

Appendix

Social Media Platform

	Weibo	Wechat																																
MAUs (monthly active users) *By the end of March, 2018	411 million *(Weibo, 2018)	1.04 billion *(Tencent, 2018)																																
Usage Penetration Rate *The percentage of an app's user in a given month	<p>Usage Penetration Rate</p> <table border="1"> <thead> <tr> <th>Category</th> <th>2016 (%)</th> <th>2017 (%)</th> </tr> </thead> <tbody> <tr> <td>Overall</td> <td>32.0</td> <td>35.7</td> </tr> <tr> <td>18-25 y/o</td> <td>32.2</td> <td>45.9</td> </tr> </tbody> </table>	Category	2016 (%)	2017 (%)	Overall	32.0	35.7	18-25 y/o	32.2	45.9	<p>Usage Penetration Rate</p> <table border="1"> <thead> <tr> <th>Category</th> <th>2016 (%)</th> <th>2017 (%)</th> </tr> </thead> <tbody> <tr> <td>Overall</td> <td>93.3</td> <td>94.5</td> </tr> <tr> <td>18-25 y/o</td> <td>94.1</td> <td>86.6</td> </tr> </tbody> </table>	Category	2016 (%)	2017 (%)	Overall	93.3	94.5	18-25 y/o	94.1	86.6														
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User groups rating	<p>Weibo's rating from different age groups</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Rating (%)</th> </tr> </thead> <tbody> <tr> <td>Pre-15s</td> <td>76.8</td> </tr> <tr> <td>15s</td> <td>79.2</td> </tr> <tr> <td>20s</td> <td>78.4</td> </tr> <tr> <td>30s</td> <td>79.3</td> </tr> </tbody> </table>	Age Group	Rating (%)	Pre-15s	76.8	15s	79.2	20s	78.4	30s	79.3	<p>User private rating for WeChat</p> <table border="1"> <thead> <tr> <th>User Profile</th> <th>Rating (%)</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>80.1</td> </tr> <tr> <td>Female</td> <td>80.0</td> </tr> <tr> <td>Pre-15s</td> <td>80.2</td> </tr> <tr> <td>15s</td> <td>80.3</td> </tr> <tr> <td>20s</td> <td>80.8</td> </tr> <tr> <td>30s</td> <td>80.0</td> </tr> <tr> <td>Tier 1</td> <td>80.0</td> </tr> <tr> <td>Tier 2</td> <td>80.1</td> </tr> <tr> <td>Tier 3</td> <td>80.1</td> </tr> <tr> <td>Tier 4</td> <td>80.1</td> </tr> </tbody> </table>	User Profile	Rating (%)	Male	80.1	Female	80.0	Pre-15s	80.2	15s	80.3	20s	80.8	30s	80.0	Tier 1	80.0	Tier 2	80.1	Tier 3	80.1	Tier 4	80.1
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Tier 4	80.1																																	
Characteristics	<ul style="list-style-type: none"> Popular with younger users 	<ul style="list-style-type: none"> Large scale of users Activeness 																																

*Data Source: CTR China Netizen Behaviour Analysis Platform SmartDMP , 04, 2016, 04 2017

*Kantar, 2017

Appendix

Problem & Solutions

Current Problems and Solution from BeautyPro:

Current Problem: Target Customer Analysis	Solutions: How does your products meet their needs?
Lack of Knowledge <ul style="list-style-type: none">• uncertain about skin condition and problems.• unfamiliar with skincare products' ingredients• difficult to acquire specific skincare knowledge.	Cutting-edge Skincare Diagnose Technology <ul style="list-style-type: none">• not only built on datasets of skincare products' features, but also include users' own skin and environment conditions.• intelligent in skin management supported by machine learning technology
Willingness and Interests <ul style="list-style-type: none">• interested in skincare and would like to have a better understanding of skincare though not expert on skincare• eager for a healthier and more beautiful skin	Meet physiological and self-fulfillment needs <ul style="list-style-type: none">• physiological needs: help individuals to decide whether it is necessary for the user to see a doctor.• self-fulfillment needs: long-term skin management help users realize their pursuit for beauty in a quantified way
Specialized Skincare Concerns <ul style="list-style-type: none">• higher demands for skin care products with distinguished functions.• 67% of women indicated untrustworthy in almighty multifunctional products (IPSOS, 2016)• prefer products specializing in one area (moisturizing, hydrating, whitening, and cleansing, anti-aging)• value ingredients and willing to pay for products made from natural ingredients	Prioritize and Monitor <ul style="list-style-type: none">• identify the most urging skin problem of the user and divide the problems into several typical subclasses of dryness, acne, wrinkle, inflammation, etc.• prioritize users' skincare concerns• monitor and judge the effects of certain products on the individual user.
Anti Impulsive Purchase <ul style="list-style-type: none">• get rid of the impulsive purchase encouraged by various marketing events and advertising• review system is ambiguous without detailed information of skin type	Reliable Skincare Advice <ul style="list-style-type: none">• provide accurate personal skincare advice through its individual data collection and analysis• recommend the best fit for every single users• reduces users' dependence on various marketing event and advertising while
Time and Energy Consuming Shopping <ul style="list-style-type: none">• seek for effective and efficient shopping on skincare products.	Efficient and Effective skincare choice <ul style="list-style-type: none">• suggest the best fit products based by collected data