

# Elle AI: On-Device Skin Intelligence

Welcome to Elle AI, where we're redefining skincare with a privacy-first, personalized approach. We're building next-generation on-device skin intelligence that delivers cosmetic-grade insights and tailored routines—right on your phone, with no cloud required.

The global skincare market is booming, projected to reach **USD 265.1 billion by 2030** (Grand View Research, 2023). This massive market, coupled with a broken user experience and critical privacy gaps, presents a **massive opportunity** for innovation.

# The Problem: Noise, Risk, and Churn

## Generic Advice

Consumers face conflicting recommendations and product overload, leading to confusion and ineffective routines.

## Privacy Breaches

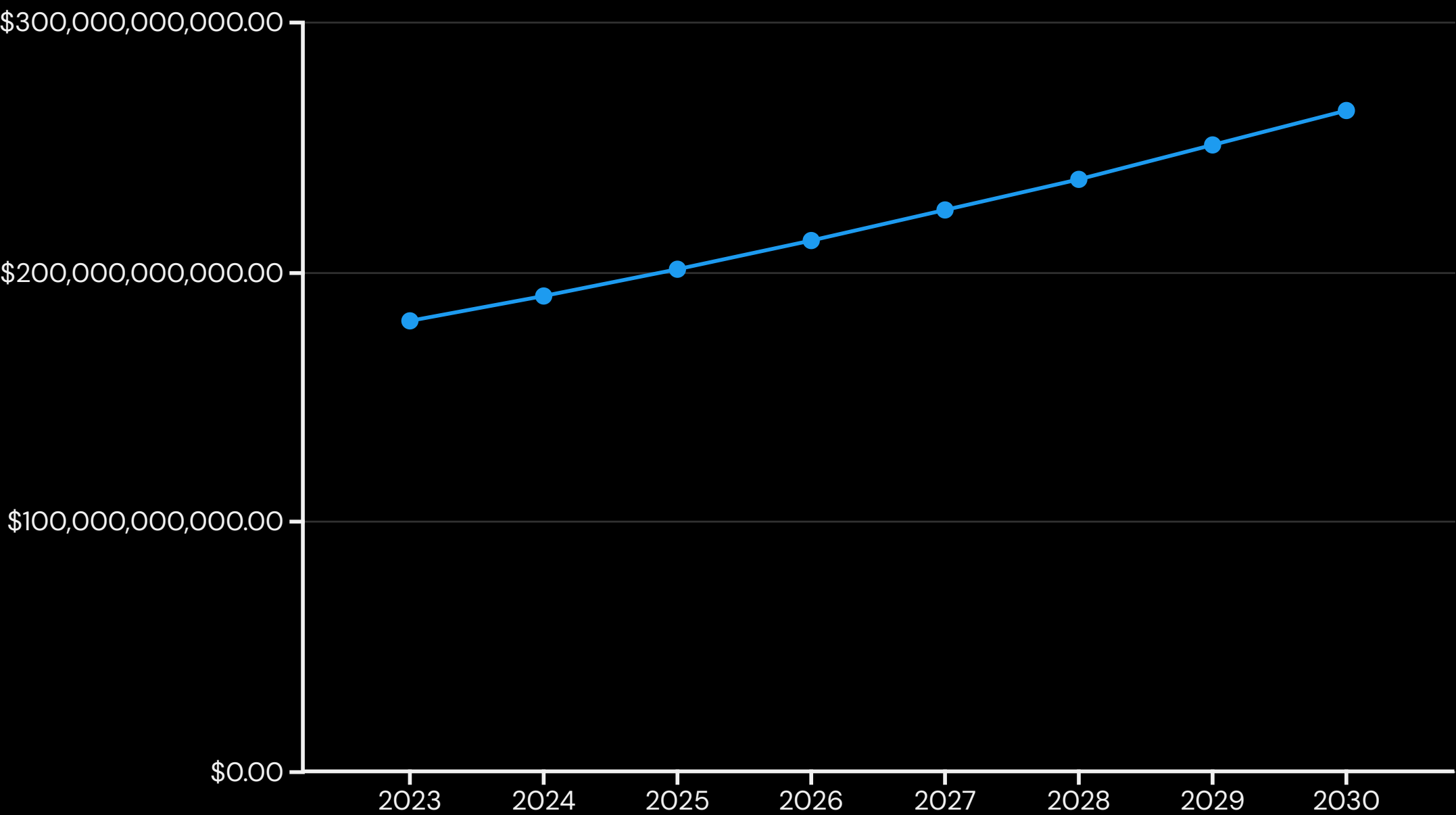
Many existing skin-apps lack proper consent and clear data-use policies, creating significant privacy risks for users (PMC, 2023).

## Consumer Concern

~71% of adults are concerned about how organizations use their personal data (Pew Research, Oct 2023). Cloud-first solutions erode trust.

**Privacy must be the wedge** to unlock this market.

# Market Opportunity: A Growing TAM



The skincare products market is projected to grow from **USD 180.2 billion in 2023 to USD 265.1 billion by 2030** (Grand View Research, 2023). This macro growth, forecasted at **~5.8% annually** through 2030, combined with mobile and social trends, signifies strong tailwinds for a privacy-first personalization layer (McKinsey State of Beauty 2023).

# Solution: Elle - Skin Intelligence, Private & Personalized

## On-Device Inference

Photo analysis and recommendations run locally on the user's phone, ensuring **no cloud image upload**.

## Hyper-Personalized Routines

Combines skin analysis with user profiles (age, skin type, climate, lifestyle, ingredient sensitivities).

## Contextual Adjustments

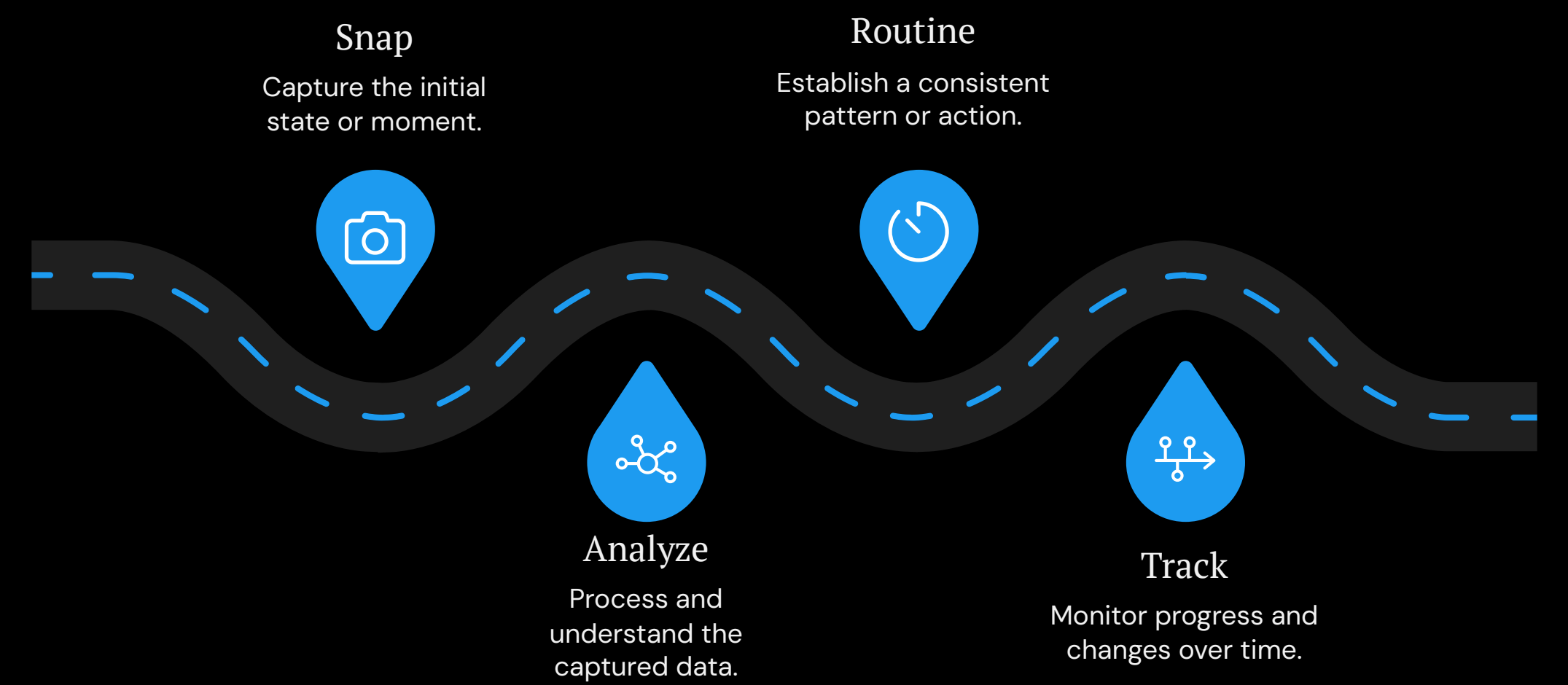
Adapts recommendations based on real-time weather, UV index, location, and daily schedules.


## Habit Loop

Gamified features like Duolingo-style streaks, progress photos, and micro-goals drive long-term retention.


This powerful combination of **privacy and personalization** creates a product that investors can scale and brands will eagerly pay for.

# Product / UX Flow: Snap → Analyze → Routine → Track







**Guided Capture:**  
Intuitive interface for optimal photo taking.



**On-Device Model:**  
Identifies common conditions such as acne, dryness, hyperpigmentation, sensitivity, and aging markers.



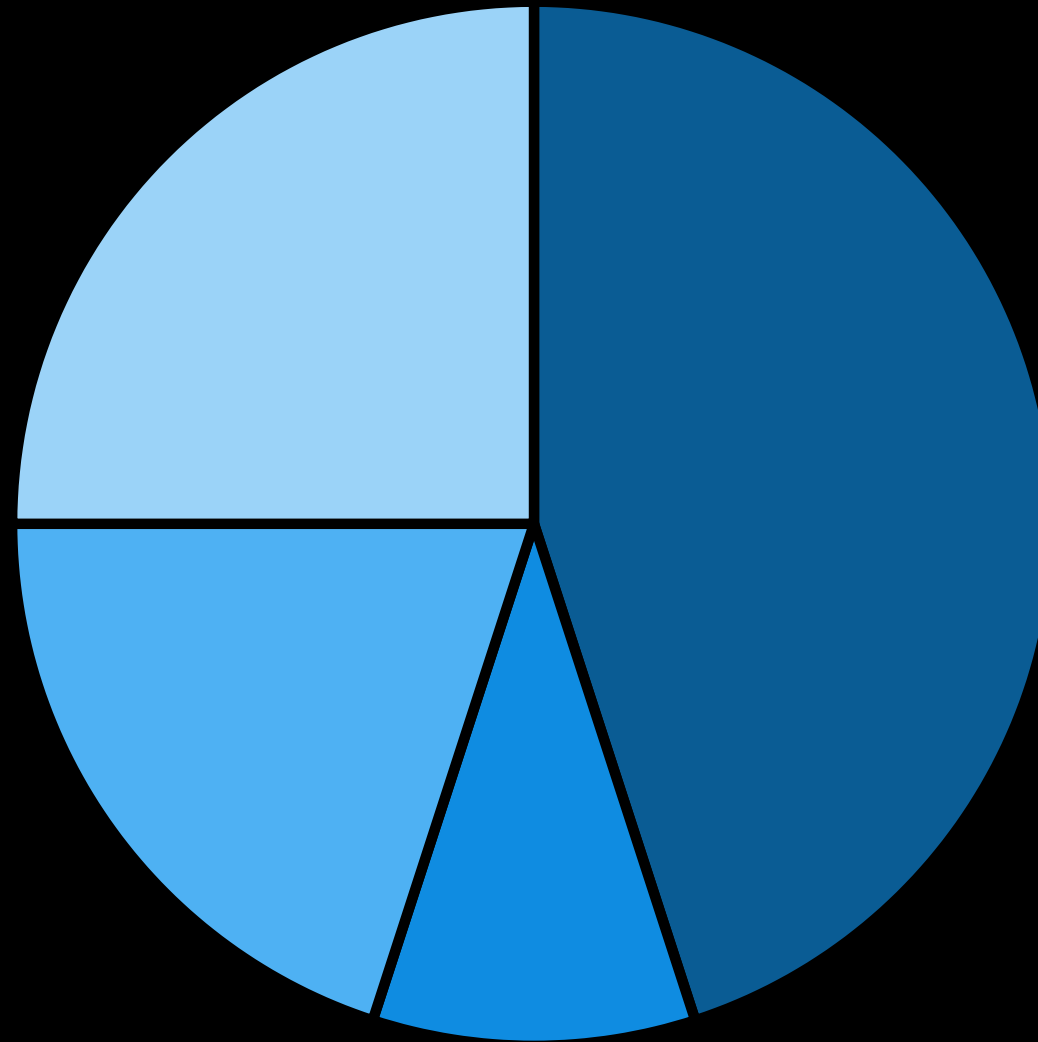
**Auto-Generate Routines:**  
Morning and night routines tailored with ingredient and budget filters.



**Daily Tracking:**  
Check-ins, progress timeline, and optional shareable before/after.

This creates a fast, repeatable experience that builds daily habits without data leakage.

# Business Model: Diversified Revenue



■ Free Tier / Acquisition      ■ Premium Subscriptions      ■ Pro / Tele-derm      ■ Affiliate & Commerce      ■ B2B API

- Freemium: Basic analysis, generic routines (acquisition)
- Premium: Full personalization, tracking, weather sync, streaks
- Pro / Tele-derm Add-on: Paid clinician consults or subscriptions
- Affiliate & Commerce: Curated product recommendations (commission)
- B2B API: Anonymized, aggregated insights for brands/retailers (recurring contracts)

This multi-faceted approach combines consumer LTV with high-margin B2B contracts for **strong unit economics**.

# Early MVP: Strong Signals

200

## Early Users

Despite no live AI, we attracted 200 engaged users to test our demo through social posts and founder network outreach.

35%

## Day-7 Retention

Achieved on demo content, demonstrating early engagement for a product still in development (internal analytics, Sept 2025).

95%

## Purchase Intent

Of testers would "likely" pay for full AI analysis when available (internal user survey, Sept 2025).

Even a hard-coded prototype proves a significant consumer appetite for [privacy-first, on-device skin coaching](#).

# Competition & Differentiation

## Competitors

- **Cloud-first Medical Apps:** High privacy risk, prone to backlash.
- **AR/Try-on Vendors:** Visualization only, no habit formation.
- **Traditional Brands:** Product-centric, lacks true personalization.

## Elle's Moats

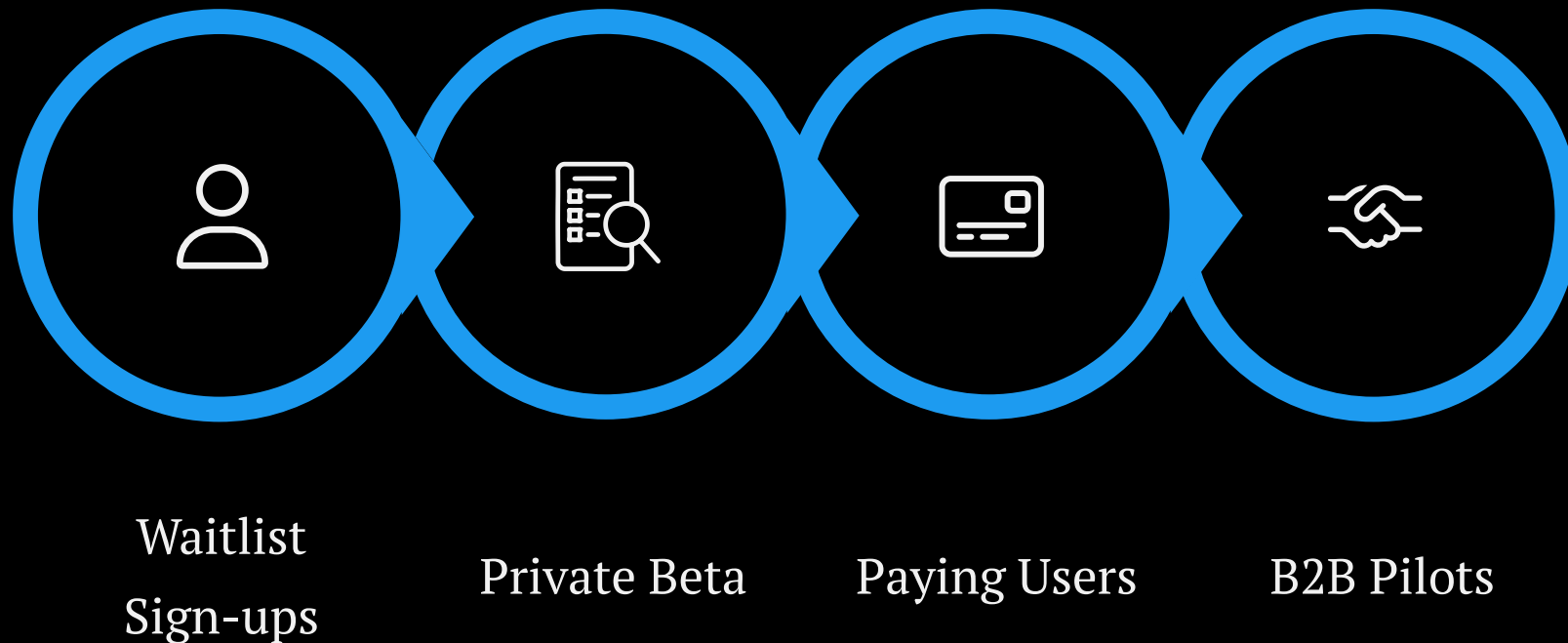
- **On-device Privacy:** Core differentiator.
- **Clinical Advisory Loop:** Ensures accuracy and trust.
- **Gamified Retention:** Drives daily engagement.
- **B2B API:** Proprietary aggregated insights.

Our core wedges are **privacy and daily habit formation**, even before AI is production-ready.



# Go-to-Market: Community First, Model Second

Our strategy focuses on building a strong community foundation to validate our product and train our AI, moving methodically from initial engagement to B2B expansion.



## Phase 1: Community Building & Engagement (Next 6 Months)

- Grow waitlist to **20,000+ sign-ups** via micro-influencers and campus programs.
- Founder documents journey and builds personal brand on social platforms (X, Instagram, TikTok).

## Phase 2: Product Launch & AI Validation

- Private beta with on-device AI v1, targeting **≥ 85% accuracy** (Grand View Research, 2023).
- Achieve a Customer Acquisition Cost (CAC) target of **≤ USD 15** primarily through organic and viral channels (SensorTower Mobile Benchmarks 2024).

The community flywheel ensures low-cost user growth while simultaneously creating the **data pipeline to train our proprietary AI**, solidifying our competitive advantage.

# Team, Funding & Milestones



- **Founder-led, Gen Z insight:** Elle was born from personal frustration with generic skincare advice and privacy-invasive apps. The founder’s firsthand experience drives authentic product design.
- **Team & expertise plan:** With secured funding, hire AI/ML engineers and mobile developers, and formalize **dermatology advisory relationships for clinical accuracy and safety**.

**Seizing the Opportunity:** We are raising a **USD 2M pre-seed** round to ignite 12 months of accelerated development, robust user acquisition, and foundational data collection. This investment will fuel our trajectory towards a projected **USD 600K ARR within 18 months**, capitalizing on a rapidly expanding market.

## 12-Month Milestones:

- **Product:** Release on-device AI v1 ( $\leq 50$  MB,  $< 200$  ms inference).
- **Users:** Grow to **100K total users / 5K-10K beta testers**.
- **Revenue:** Secure **2 B2B API pilot contracts** (~USD 100K/year each).
- Convert **~10% of beta testers to premium subscribers at \$19.99/month**, generating **~USD 72K ARR** from the consumer segment within 12 months.

Achieving these metrics prepares us for a **USD 5-7M seed round** at 12-15x ARR multiple.