Skincare is Broken: Here is the Problem

Consistency Challenges

80% of individuals **struggle with maintaining consistent skincare routines**, leading to poor results and frustration, as shown in recent dermatology studies.

Lack of Personalization

Generic skincare advice fails to consider crucial factors like **age, gender, ethnicity, and local weather conditions**, rendering it ineffective for many.

Privacy Concerns

Existing AI solutions often rely on **cloud-based data processing**, raising significant privacy issues for users uncomfortable sharing sensitive personal data.

Wasted Investment

In the **$150B global skincare market**, high dropout rates mean **over $50B annually is wasted** on unused products, a clear indicator of market pain.

A $200B Market Ripe for Disruption

$200B

Total Addressable Market

The global skincare industry represents a massive opportunity.
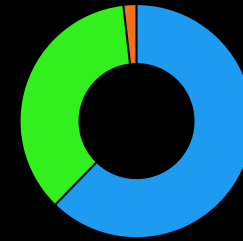
$115B

Serviceable Available Market

Digital health applications targeting wellness solutions.

$5B

Serviceable Obtainable Market

AI-personalized wellness segment, growing at a 5% CAGR.

■ Skincare (TAM) ■ Digital Health Apps (SAM) ■ AI Wellness (SOM)

Just as **Duolingo ($10B valuation)** transformed language learning with gamification and **Strava ($1.5B)** revolutionized fitness tracking, elle is poised to do the same for skincare, creating a sticky, engaging, and effective experience.

Made with GAMMA

elle: Your AI Skincare Coach
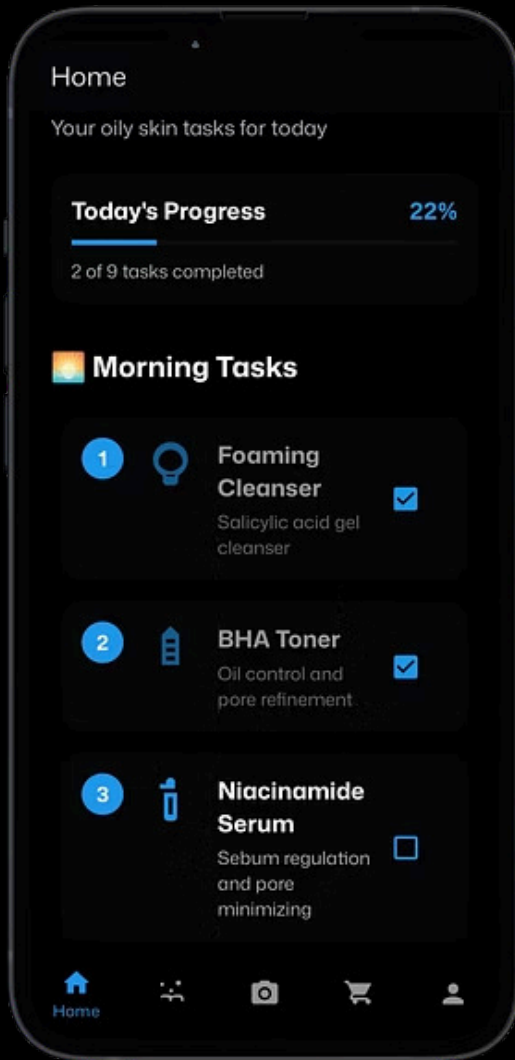
Elle brings a revolutionary approach to personalized skincare, leveraging cutting-edge technology to deliver privacy-focused, dynamic, and effective routines.

On-Device AI Analysis

Simply **snap a photo of your skin issue**. Our advanced **on-device TFLite AI** immediately analyzes it, ensuring absolute privacy as no data ever leaves your device.

Personalized Routine Generation

The AI combines the skin analysis with your **user profile** (age, gender, ethnicity) to deliver an **instant, hyper-personalized routine** tailored precisely to your needs.

Dynamic Adaptive Updates

Elle constantly adapts to your environment. Expect **sunscreen/SPF boosts** in sunny weather, **lip balm reminders** in dry conditions, and **location-based alerts**.

Home

Your oily skin tasks for today

Today's Progress — **22%**

2 of 9 tasks completed

🌅 **Morning Tasks**

1. Foaming Cleanser — Salicylic acid gel cleanser ☑
2. BHA Toner — Oil control and pore refinement ☑
3. Niacinamide Serum — Sebum regulation and pore minimizing ☐

Home

Snap, Analyze, Thrive: The Elle Experience

Elle simplifies the journey to healthier skin with an intuitive, seamless workflow designed for real-time results and ultimate user convenience.

Photo Upload

Users effortlessly upload a clear photo of their skin, initiating Elle's powerful analysis.

AI Identification

Our on-device AI precisely identifies common skin issues like acne, dryness, or redness, all while prioritizing user privacy.

Profile Integration

This data is fused with your personalized profile to generate a bespoke and highly effective daily skincare routine.

Weather/Location Sync

Elle intelligently syncs with local weather and location data, delivering dynamic and actionable tips like, "Sunny day? Apply SPF 50!"

Gamification is Key – Inspired by Duolingo

We tackle skincare's toughest challenge - **user dropout** - by integrating proven gamification mechanics, making routine adherence engaging and rewarding.

Your Profile

Skincare Streak

🏆 **45**
Current Streak

Amazing consistency! 45 day streak!
🎯

Daily Activity
Your skincare task completion over the past year

Less ▪▪▪▪▪ More

324
Total Tasks

89%
Completion Rate

45
Best Streak

Streaks & Badges

Maintain daily routines to build streaks and unlock achievement badges, fostering a sense of accomplishment.

Points & Rewards

Earn points for completing tasks, redeemable for in-app benefits or exclusive product discounts.

Progress Tracking

Visualize your skin's improvement over time, reinforcing positive habits and celebrating milestones.

"Apps leveraging gamification see an impressive **3x increase in user retention** compared to traditional applications."

— Y Combinator Data Insights

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Scalable Revenue Streams

Elle's diversified revenue model ensures sustainable growth, combining accessibility with premium features and strategic partnerships.

Free Tier	Regular Tier ($9.99/mo)	Premium Tier ($14.99/mo)
Basic AI analysis and foundational routine recommendations, offering a glimpse into Elle's power.	Full personalized routines, dynamic weather updates, and access to affiliate product purchases (10-20% commission).	All Regular features plus direct dermatologist access, exclusive product offers, and celebrity skincare routines from influencers.

Our tiered approach is projected to achieve an Average Revenue Per User (ARPU) of $180 per year, demonstrating strong monetization potential.

Scalable Revenue Streams: B2B API

Beyond our consumer app, Elle's strategic strength lies in its powerful B2B API, fueled by proprietary data and poised to become the industry standard.

Proprietary Data Engine

The consumer app's gamified experience drives retention, generating rich, anonymized datasets. This "data moat" is invaluable to the beauty industry.

Brand & Retailer Solutions

Brands will license our Skin Intelligence API for product innovation. Retailers integrate our recommendation engine for personalized customer journeys.

Unbeatable Market Position

By mastering both consumer and B2B segments, Elle becomes the indispensable standard for personalized skincare intelligence in a $150B market.

Viral Growth Hacking for Rapid Expansion

Elle's growth strategy focuses on leveraging organic virality and strategic partnerships to achieve low customer acquisition costs (CAC) and rapid market penetration.

Viral Marketing & UGC

Built-in sharing features and a dedicated **Community tab** encourage organic word-of-mouth, similar to Strava's social virality.

Influencer Partnerships

Collaborations with **TikTok skincare trendsetters** and digital health influencers will drive significant user acquisition.

Strategic Expansion

Initial beta launch in the US/EU, with a rapid expansion into Asia, targeting regions with specific tropical skincare needs.

Our approach emphasizes low CAC via organic shares and a vibrant in-app community, setting the stage for exponential user growth.

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We Stand Out in a Crowded Field

Competitive Landscape

The market includes generic apps like **Glow** and cloud-based AI solutions like **SkinVision**. However, Elle offers distinct advantages:

On-Device Privacy:

Our TFLite AI provides an unmatched data privacy moat.

Gamified Retention:

Streaks and rewards drive consistency, a critical differentiator.

Adaptive Intelligence:

Real-time weather and location integration offers unique, actionable advice.

Curated E-commerce:

Affiliate partnerships with verified original product brands ensure quality and trust.

These combined features create a **holistic, user-centric solution** that competitors simply cannot match.

Built by Tinkerers

Elle was born out of frustration with generic advice and zero privacy. Founder is a Gen Z student, fused AI knowledge with personal skincare struggles to build a truly adaptive, privacy-first app.
Tailored **by Gen Z, for Gen Z and millennials.**

Early Goals & Key Milestones

Our roadmap outlines a clear path to market dominance and significant user adoption within the first year.

01

Q1: Full Product Launch

Execute a comprehensive launch strategy, ensuring a seamless user experience and robust app performance.

02

Q1: Wearables Integration

Integrate Elle with popular wearable devices to enhance data collection and personalized recommendations, offering a holistic health view.

03

6-Month User Target

Achieve **300,000 active users**, driven by our viral marketing and gamification strategies.

04

Year 1 MRR Goal

Reach **$5 Million in Monthly Recurring Revenue (MRR)**, validating our scalable monetization model.
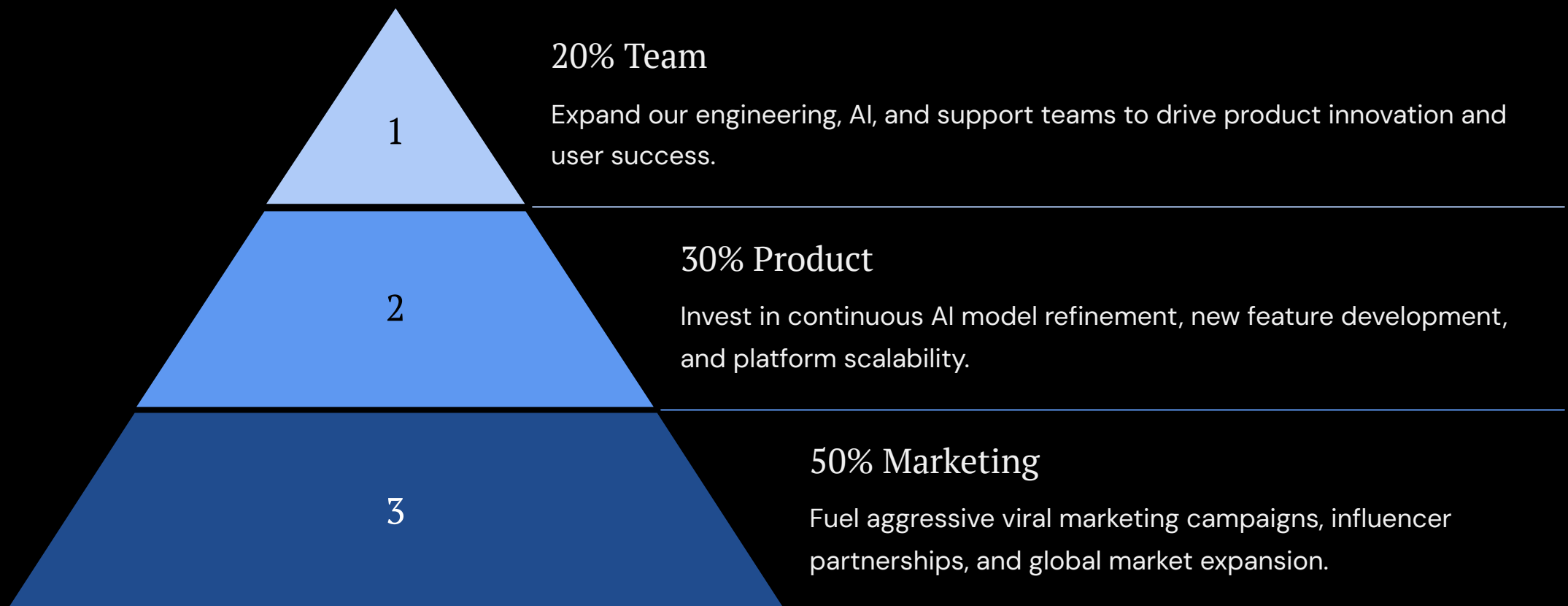
Join the Revolution: Invest in elle

We are seeking strategic partners to accelerate Elle's mission to reshape the skincare industry. Your investment will fuel our growth and innovation.

Funding Sought: $2 Million

To finalize development, scale marketing efforts, and expand our dedicated team.

Allocation of funds:

1 — 20% Team
Expand our engineering, AI, and support teams to drive product innovation and user success.

2 — 30% Product
Invest in continuous AI model refinement, new feature development, and platform scalability.

3 — 50% Marketing
Fuel aggressive viral marketing campaigns, influencer partnerships, and global market expansion.

Let's build the future of personalized, privacy-first skincare together.

Contact: ahmedabdullahzunayed@gmail.com