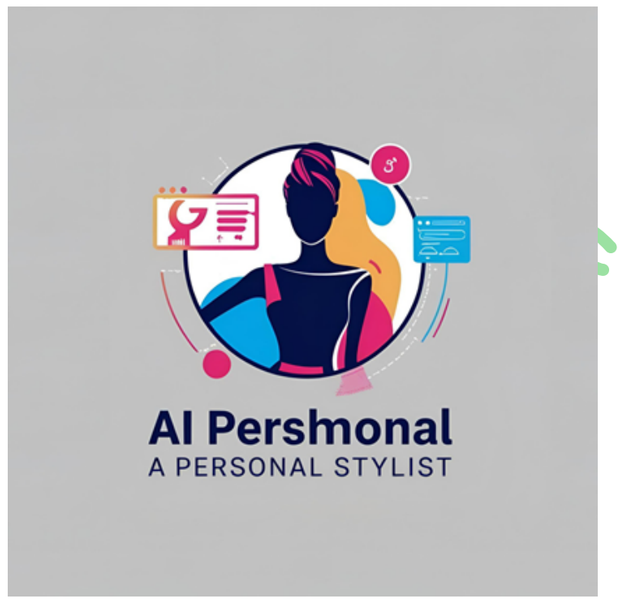
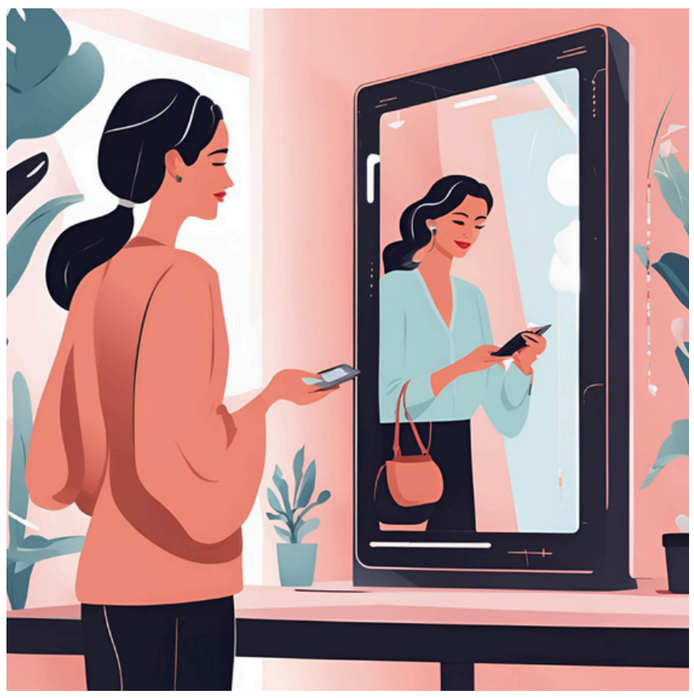
AI PERSONAL STYLIST



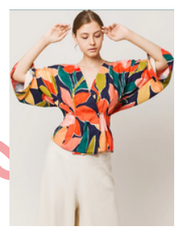
1 INTRODUCTION

- AI-powered smart mirror for personal styling.
- Uses AI and machine learning.
- Enhances wardrobe experience with sustainability.



2 KEY-FEATURES

Tips and Tricks



AI-Powered Styling:
Personalized outfit suggestions.

Existing Wardrobe

Smart Wardrobe Integration: Syncs with user's closet.

Sustainability Insights

AI suggests sustainable clothing options that you can purchase from ethical fashion brands

You can buy or sell pre-loved fashion items, helping reduce waste while staying stylish

Intellectual Property Rights (IPR)

Patent Protection: AI-based styling technology.

Trademark: Branding, product name, and logo.

Copyright: Proprietary design and algorithms.

Data Security: Ensuring privacy compliance.

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Value Creation and Appropriation

Consumer Benefit: Enhances fashion confidence.
Business Model: Subscription-based with premium add-ons.
Market Differentiation: AI-driven and sustainability-focused.
Growth Strategy: Brand and e-commerce partnerships.

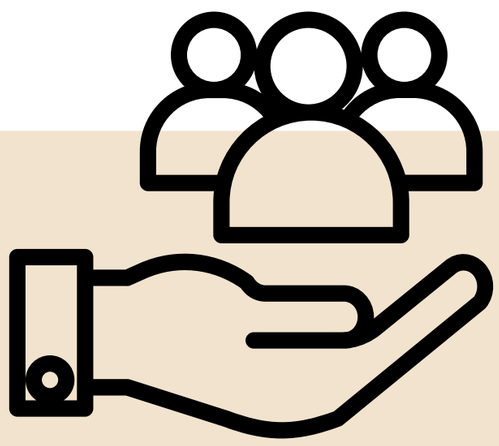
AI + Sustainability = Smart fashion.
Real-time outfit styling.
Reduces shopping waste and decision fatigue.
Custom wardrobe recommendations.

Innovation and Uniqueness

AI Growth in Fashion: Rising demand for smart styling.
Sustainable Fashion Awareness: Eco-conscious consumers.
E-commerce Expansion: AI-enhanced shopping.
Digital Styling Trends

Identified Opportunities

Customer and User Needs



Personalized Fashion Guide: AI-based outfit suggestions.

Occasion-Specific Styling: Recommendations for different events.

Eco-Friendly Fashion: AI suggests sustainable brands.

Wardrobe Optimization: Reduces unnecessary shopping.

Consumer Adoption: AI educates on trends and fashion.

Concept Development and Testing

Concept Development

- Solves fashion challenges: styling uncertainty, online shopping issues, sustainability.
- Uses AI recommendations, trend forecasting.
- Data-driven, interactive personal styling.

Concept Testing

1. **User Testing Across Age Groups**
   - Teens (16–25): Trend forecasting, social sharing.
   - Adults (26–45): AI outfit recommendations, time-saving.
   - Older Adults (46+): sustainability tips.
   - Results: 85% styling confidence, 70% fewer online returns.
2. **Beta Testing**
   - Tested AI recommendations
   - Improved customization, AI learning.
3. **Retail & E-commerce Integration**
   - Partnered with brands.
   - Increased engagement, reduced return rates.
4. **Key Refinements**
   - Smarter AI styling.
   - Improved AI for all body types.
   - User-friendly interface.
   - Sustainability insights.

PROTOTYPING

Initial Concept: Manual mock-up using a physical mirror with feature placements.

User Interaction Testing: Observing engagement with AI styling features.

Refinement Process: Addressing feedback to enhance usability and design.

Plan for Creating and Appropriating Value

01 **Short-Term (1 Year): MVP launch, user feedback collection, and initial AI refinement.**

02 **Mid-Term (2 Years): Brand collaborations, premium features, and weather-based styling.**

03 **Long-Term (3+ Years): Global expansion, improved AI, and additional sustainability features.**

04 **Funding Strategy: Fashion brand investments for growth.**

NEW PRODUCT DEVELOPMENT METHODS APPLIED

CONCLUSION

- Smart Mirror transforms fashion choices.
- Merges AI, AR & sustainability.
- Encourages eco-friendly shopping & styling.

1 Concept Development & Testing

User personas and journey mapping.

Rapid prototyping and focus group evaluations.

2 PROTOTYPE DEVELOPMENT

Iterative AI enhancements.

Machine learning model training for personalized suggestions.

3 BUSINESS MODEL CREATION

Value proposition analysis and revenue model development.

Competitive benchmarking to ensure market distinction.

4 MARKET TESTING & REFINEMENT

Pilot testing and user feedback integration.

AI accuracy improvements and visualization refinement.

5 COMMERCIALIZATION & GO-TO-MARKET STRATEGY

Digital marketing, retail partnerships, and influencer collaborations.

Freemium pricing strategy for accessibility and monetization.

6 SCALING & EXPANSION

AI performance optimization and global reach.

Continued sustainability initiatives and eco-conscious growth.