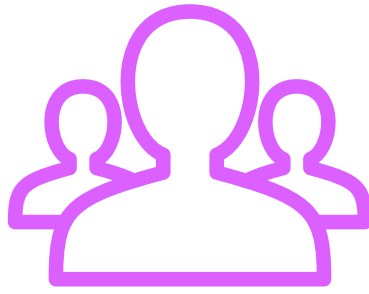




# GlowMe

## Project Proposal



## Our Team

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# Product Overview

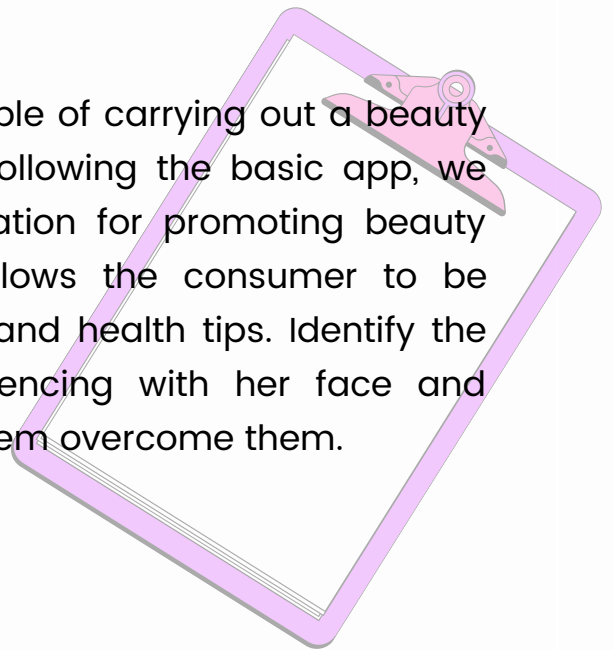
What is your start up/product going to do?

One of the major issues of using beauty products is not knowing how they will appear on our faces. As an example, most lipsticks are selected based on the color we see in the product. Therefore, we develop a solution to overcome that problem. It's GlowMe.

GlowMe is a realistic makeover and virtual makeup application tools to assist in locating the ideal makeup products for the customers. Virtual try-on, foundation shade finder, Eyeliner, Lipstick, and more features.

The web application will be developed first, followed by a mobile version with updated functionality. Augmented Reality is employed in this product to perfectly match the shade to the skin tone. Lipstick tones match the lip colour, hairstyle, hair colour that precisely integrates with the hair tone, nail polishes that match perfectly with finger skin colour and nail shape, and eye lenses that best suit the eyes.

The app is completely capable of carrying out a beauty try-on on a live video simulation. Following the basic app, we intend to create a software application for promoting beauty products. The Reminder feature allows the consumer to be reminded of the daily usage times and health tips. Identify the challenges that the user is experiencing with her face and propose appropriate items to help them overcome them.

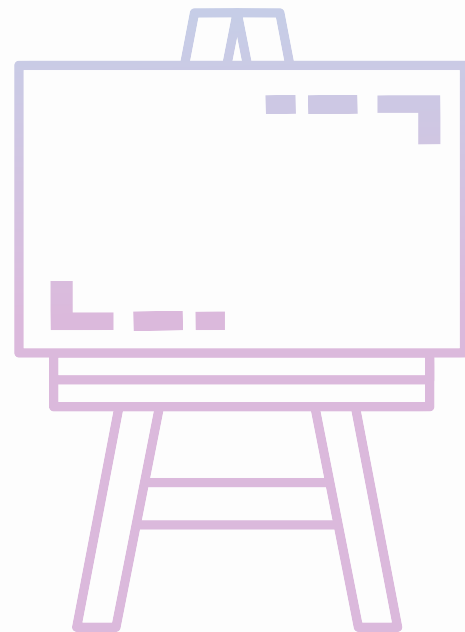


# The Uniqueness

What is new about what you are going to do or make?

This app would perform a facial try-on on a live video simulation. Using data science and image processing, it can track facial details. Identify the problems in users' faces and recommend appropriate items to treat them, making use of artificial intelligence. Moreover, this is an online marketplace to buy beauty products which are suitable to you with trying AR and depend on the previous user experience. This can be extended to any mobile platform and separate hardware produced for try-on in physical stores like cosmetic showrooms and beauty salons.

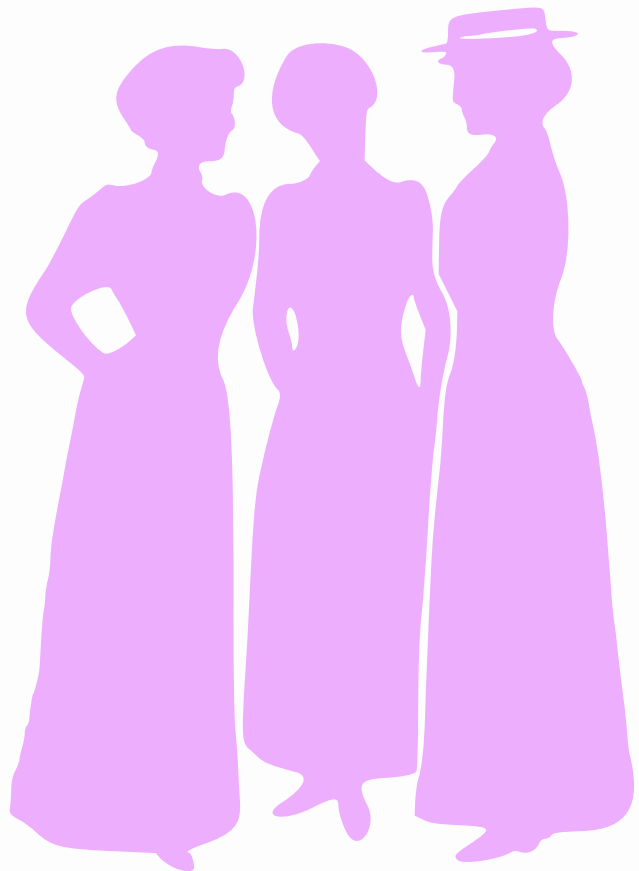
Face foundations based on skin tone, lip-gloss and lipstick colors focused on lip shape, blusher types based on face form, hairstyles determined on face shape and hair type, and hair color based on the overall image are some of the options available.



# Production Beneficiaries

Who are the target users (or product beneficiaries) for your start up/product?

Ladies and girls (18+) will be the target demographic. Nowadays, a Virtual Try-On Makeup Tool is a must-have item for girls, not only because of the health risks associated with the covid19 pandemic breakout but also because of their hectic schedules and limited time to trial and error at salons. There is also no need for beauty practitioners to waste time and products on trials. The app will handle everything for them. Also we provide opportunities for beauty product manufacturers to post and advertise their product in our service.

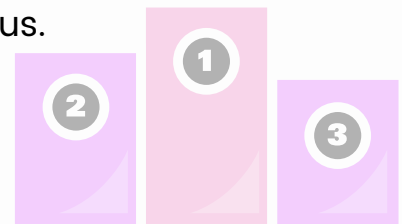


# Distinguish our products from competitors

Who are your competitors and how do you differ from them?

There are no related products or services at the current market except some software only publishing their cosmetic brand. Also there is not any free software on the market. There are some expensive applications in high technological countries to use their cosmetic showrooms. Modiface is an application that is still in the experimental stage.

Because of the user friendly service we hope that our product has good capability to attract the customers towards us.



# Profit from the product

How do you intend to make money with this product?

We intend to sell recommended products to users via the mobile app. We welcome cosmetic brands to join our product and provide them with advertising opportunities. In addition, we intend to provide additional features for a monthly subscription plan for our users to get.



# Tools used to build the product

What tools will you use to build your product?

The most important and interesting technology is AR technology. This allows us to virtually try on makeup tools. When it comes to development, we intend to use Flask to create web applications. Flutter is planned to be used in Android and iOS development. At this stage, we're working on the UI and UX design, which we're doing with Adobe XD. Deep neural networks are also utilized to identify defects and recommend products based on the customer's skin concerns. Python is used in combination with the Tensorflow library for this purpose.



## Progress of the Product

Have you already started building the product? If yes, what's the stage you are at?

We've already started building the product. Also we are currently working at the stage of developing the Deep Learning model and the UI/UX interfaces for the application.



## Establishing a company

Have you already registered a company?

We have not yet registered as a company, but we intend to do so before launching the app.



## Why select us for Yarl Geek Challenge Season 10?

The Yarl Geek Challenge has had a huge impact over the years. We saw it as a once-in-a-lifetime opportunity to capitalize on it, build a great business, and contribute to the success of the country's technological development. With our product as an endeavour, we are willing to try our best to bring the nation's ability to think uniquely and be a world-class brand. We, as potential individuals, are attempting to make the most of this opportunity and are willing to confront any challenges that come our way. One of our team's primary strengths is perseverance in a task till completion.

## Do you wish to continue to build a startup using this product after the Yarl Geek Challenge?

Yes, this is the first step in a larger plan to share knowledge among youth and broaden our goal to the top of the world under Sri Lanka's name.

