

# Liora's Business Plan

<b>Liora's Business Plan</b>	<b>1</b>
<b>Summary</b>	<b>1</b>
<b>1. Executive Summary</b>	<b>2</b>
<b>2. Market Analysis</b>	<b>3</b>
2.1 Competitive Landscape	3
2.2 TAM, SAM, SOM: Market Potential for Liora	3
2.3 Market Opportunity	4
<b>3. Marketing Plan</b>	<b>5</b>
3.1 Brand Foundation	5
3.2 Personas & Jobs-to-be-Done	5
3.3 Launch Strategy (Founder-led Growth)	6
3.4 Content & Social Architecture	6
3.5 Go-To-Market Strategy (Phases)	6
3.6 Metrics & Measurement	7
3.7 Short-Term Goals & Long-Term Vision	7
<b>4. Operational Plan</b>	<b>8</b>
Operational Objectives	8
<b>5. Finance Plan</b>	<b>9</b>
5.1 Operational Cost Assumptions	9
5.2 "Growth" Scenario: Cost Projections	9
5.3 Tiered Pricing Model & Margins	9
5.4 Cost Prioritization & Mapping	10
<b>6. Conclusion</b>	<b>11</b>

# 1. Executive Summary

This Business Plan follows the SEBRAE model to present a practical, end-to-end strategy for building **Liora**—a WhatsApp-native virtual fashion assistant designed around the daily realities of Brazilian consumers.

**What Liora does.** Liora organizes wardrobes, recommends outfits, and, when useful, suggests complementary items. The experience is **conversational, fast, and personal**—meeting users where they already are.

**Who we serve.** Urban adults (20–35) who value convenience, style confidence, and more conscious consumption. Legal structure: Brazilian LLC (LTDA), HQ: São Paulo, SP.

**Mission.** Simplify outfit decisions and maximize use of what people already own—delivering practicality while encouraging responsible consumption.

**Vision.** Be Brazil's leading virtual fashion assistant by 2027, making smart, conscious style accessible to all.

**Values.** Continuous innovation, practicality, personalization, and sustainability.

**Advantages.** Native WhatsApp integration; proprietary AI for garment and context understanding; radically simple UX; wardrobe-first value (optimize before buying).

## **Business models.**

- **B2C:** Freemium assistant in WhatsApp with paid tiers for advanced features and personalized advice.
- **B2B:** White-label/API partnerships with retailers and platforms to add wardrobe-aware recommendations to shopping journeys.

## 2. Market Analysis

**Macro dynamics.** AI in fashion has accelerated materially, with strong signals around personalization, short-format content driving discovery, and chat-native behaviors in Brazil. WhatsApp now functions as a day-to-day operating system for communication and commerce.

**Brazil fit.** High WhatsApp usage (30+ hours/person/month) and low penetration of wardrobe-tech apps create a favorable wedge for an assistant that is chat-first, local, and fast.

### 2.1 Competitive Landscape

Selected global references:

- **Acloset** — ~2.5M downloads; ~70k daily wardrobe uploads. Brazil Android installs in Jan–Mar 2024: ~700–1,300; actives ~2,200→2,500.
- **StyleDNA** — 1M+ downloads; limited public KPIs.
- **Stylebook** — iOS-first wardrobe manager and planner; strong US presence.

**Gaps vs. Brazil needs.** These are app-centric, often manual, and not WhatsApp-native. Liora’s **conversational, wardrobe-first** approach addresses adoption friction and daily-use frequency.

### 2.2 TAM, SAM, SOM: Market Potential for Liora

Indicator	Description	Estimated Value
<b>TAM</b> (Total Addressable Market – Global)	AI-in-fashion global services	<b>USD 270 million</b> (2018, directional)
<b>SAM</b> (Serviceable Available Market – Brazil)	1% of TAM aligned to Brazil’s share	<b>USD 2.7 million</b>
<b>SOM</b> (Serviceable Obtainable Market – 3 years)	5% of SAM via WhatsApp-first wedge	<b>USD 135,000</b> (~BRL 800,000)

**Interpretation.** TAM reflects global revenue potential if captured entirely; SAM narrows to Brazil’s relevant slice; SOM is a conservative near-term capture, leveraging a first-mover WhatsApp strategy and a focused brand plan.

## 2.3 Market Opportunity

A large, growing global category + WhatsApp dominance + limited local competition = a timing window to establish **category ownership** for chat-native wardrobe intelligence in Brazil.

## 3. Marketing Plan

This section harmonizes the core business plan with the **Liora Marketing Plan** to present a single, public-ready view of brand, acquisition, and measurement.

### 3.1 Brand Foundation

**Brand Promise.** Dress better, with less effort.

**Values.** Sustainability (less waste, more creativity), inclusion (style for all bodies, contexts, routines), creativity (style as accessible expression).

**Tone of Voice.** Warm, friendly, encouraging; avoids jargon; favors practical, visual explanations.

**Brand Codes.** Name style: **liora** (always lowercase in brand assets); rounded shapes; thin icons; signature emoji ✨ (sparingly); base palette to be finalized (earthy tones/gray-blue/nude suggested).

#### **Messaging Pillars.**

- Practical intelligence: useful recommendations in seconds, based on the user's real wardrobe.
- Awareness: creative reuse of items to reduce unnecessary purchases.
- Convenience: everything happens in WhatsApp—direct, easy, natural.

### 3.2 Personas & Jobs-to-be-Done

**P1 — Maria (27, São Paulo).** Works, studies, and moves fast; stylish but time-poor.

- *Job:* "I want a quick outfit that fits my day."
- *Channels:* Instagram, TikTok, WhatsApp.
- *Positioning:* For women with busy routines who need agility and confidence, Liora is a WhatsApp stylist that suggests outfits from what you already own—true practicality with instant recommendations.

**P2 — João (30, Rio de Janeiro).** Likes fashion but feels insecure combining pieces; often buys items that go unworn.

- *Job:* "I want to mix and match without mistakes, using what I already own."
- *Channels:* YouTube Shorts, TikTok, X.

- *Positioning:* For men who want to elevate their look without complication, Liora understands your style and creates spot-on combinations with your real closet—personalized advice right in WhatsApp.

### **P3 — B2B Partner (brands, retailers, fashion platforms).**

- *Job:* “I want to recommend items that actually work with the shopper’s real wardrobe.”
- *Channels:* LinkedIn, email, retail events.
- *Positioning:* Liora connects catalog data with real wardrobe context to deliver relevant, trust-building recommendations that lift conversion and loyalty via simple integration.

## **3.3 Launch Strategy (Founder-led Growth)**

Founders lead from the front: **build in public**, share product decisions and learnings, publish a weekly founder newsletter (LinkedIn/Substack), and act as the primary B2B evangelists with thought leadership and targeted outreach.

## **3.4 Content & Social Architecture**

### **Content pillars.**

- How to Combine (visual tutorials, practical tips, real suggestions)
- Capsule Wardrobe & Conscious Fashion (fewer pieces, more possibilities)
- GRWM (Get Ready With Me): before/after with Liora
- Behind the Scenes (product decisions, constraints, learnings)
- Community (style challenges, creator collabs, real-user spotlights)

**Channel strategy.** Short-form video for discovery (Reels/TikTok/Shorts) → WhatsApp deep links for trials → ongoing WhatsApp conversations for habit.

## **3.5 Go-To-Market Strategy (Phases)**

### **Phase 1 — Beta Testers & Initial Content (≈1 month).**

- Limited access (up to ~70 users) via invite.
- Content from real Liora usage (GRWM, before/after, live capture).
- Collect qualitative feedback and refine onboarding.

### **Phase 2 — Organic Growth & Influence (≈1 month).**

- Controlled expansion via WhatsApp invitations (~+75 users).
- Referral mechanics (promo codes, lightweight rewards).
- Activations with micro-influencers across fashion/lifestyle/organization.

### **Phase 3 — B2B Partnerships & Fundraising.**

- Present early results (retention, CAC, LTV) to partners.
- Prospect pilots with retailers; align investor narrative with traction.

### **Acquisition → Activation → Retention → Revenue (simplified).**

- Acquisition: creator collabs showing **real closet** → **real outfits**; WhatsApp deep links from Reels/TikTok.
- Activation: “Send any shirt—get 3 looks in under 10s.”
- Retention: weekly under-used-item challenges; context nudges (forecast, calendar).
- Revenue: Freemium → Premium (unlimited recs, weather) → Pro (voice, insights); selective curated commerce only when an item complements ≥3 owned pieces.

## **3.6 Metrics & Measurement**

**Brand equity (quarterly).** Recall (aided/unaided), code association, preference. Lift studies for paid impact. Organic health (share of voice, sentiment, UGC rate).

### **Digital marketing & engagement.**

- Traffic (unique visitors, page views, session duration)
- CAC and CLTV by channel
- Retention (D1/D7/D30) and feature adoption
- Social reach & engagement (IG, TikTok, Shorts, Pinterest, X, LinkedIn)
- WhatsApp open/CTR; funnel from first message to first recommendation

## **3.7 Short-Term Goals & Long-Term Vision**

### **12-month objectives.**

- 1,000 active users
- 10% average monthly conversion
- R\$100,000 cumulative revenue

### **3-year vision.**

- Partnerships with major retail groups (e.g., Grupo Arezzo)
  - Top-of-mind among style apps in Brazil
  - Active community aligned to Liora’s values and purpose
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## 4. Operational Plan

Before detailing objectives, note that a full operations handbook will be developed in subsequent deliverables. Initial focus areas create the foundation for maturing processes over time.

### Operational Objectives

- Ensure **24/7 availability and reliability** for core chat flows.
- Continuously validate **MVP hypotheses** (performance, usability, privacy).
- Collect and analyze **feedback** from users and partners to drive prioritization.
- Guarantee **LGPD compliance** and secure handling of image data.



## 5. Finance Plan

A pragmatic mapping from infrastructure assumptions to user plans ensures sustainability and attractive margins.

### 5.1 Operational Cost Assumptions

- **Workflow Orchestration (Railway):** vCPU/RAM-based pricing; Hobby plan minimizes fixed cost during MVP.
- **WhatsApp Messaging (EvolutionAPI):** self-host (no fee) or managed (from US\$29/mo).
- **Database & Backend (Supabase):** free tier for early tests; Pro tier (US\$25/mo) scales DB, storage, and edge functions.
- **LLM Usage (GPT-4o mini):** usage-based token pricing.
- **Additional Storage:** pay-as-you-grow for media.

### 5.2 “Growth” Scenario: Cost Projections

Example scenario (20k actives; 300 WhatsApp messages/user/month; ~1M tokens total):

- **Compute (Railway):** ≈ US\$3.60
- **LLM Fees:** ≈ US\$0.75
- **Messaging:** ≈ US\$0 (self-hosted)

**Total core infra:** < US\$5/month (< US\$0.01 per active). Concurrency spikes can be handled by adding workers with predictable per-minute costs.

### 5.3 Tiered Pricing Model & Margins

Plan	Monthly Limits	Cost to Liora	Customer Price	Approx. Margin
Freemium	60 msgs, 30k tokens, 30 photos	< US\$0.60	Free	–
Starter	300 msgs, 150k tokens, 200 photos	≈ US\$1.65	US\$9	> 80%

Plan	Monthly Limits	Cost to Liora	Customer Price	Approx. Margin
<b>Growth</b>	3,000 msgs, 1M tokens, 1,000 photos	< US\$5.00	US\$29	> 80%
<b>Business</b>	10,000 msgs, 3M tokens, 5,000 photos + priority support	≈ US\$14.00	US\$79	> 80%

Even at upper usage bounds, unit economics remain attractive relative to pricing and service levels.

## 5.4 Cost Prioritization & Mapping

1. **Minimize upfront spend** via free/low-cost tiers during validation.
2. **Predictable, granular scaling** (vCPU, RAM, tokens) to attribute costs cleanly.
3. **Incremental capacity** (self-hosted messaging, serverless) to preserve near-zero marginal costs.
4. **High margins** by calibrating thresholds and price points to encourage upgrades.

## 6. Conclusion

Liora has a clear first-mover opportunity in Brazil's conversational fashion space. We will execute controlled pilots to validate engagement assumptions, refine the financial model with live data, and roll out the full marketing module—editorial calendars, channel mixes, and performance dashboards—to optimize acquisition and retention.

### **Next steps.**

- Run invite-only beta and publish founder-led content.
- Land initial creator collabs and measure activation to first recommendation.
- Begin B2B pilot conversations with select retailers based on early cohort data.