Vise's Business Plan

Summary

1. Executive Summary

This Business Plan was structured based on the model proposed by SEBRAE, aiming to provide a comprehensive and practical strategic vision for the creation and development of **Vise**. The goal is to guide the implementation of an innovative virtual fashion assistant, integrated with WhatsApp, combining cutting-edge technology with the real needs of Brazilian consumers.

Vise is a digital fashion assistant that organizes users' wardrobes, suggests outfit combinations, and recommends new clothing items, using artificial intelligence to personalize the experience. Its target audience is young urban adults between the ages of 20 and 35, active WhatsApp users who value practicality, style, and conscious consumption. The company will be registered as a limited liability company (LLC) and headquartered in São Paulo, SP.

Vise's mission is to simplify the process of choosing outfits and to maximize the use of existing wardrobes, promoting practicality in everyday life while encouraging responsible consumption. The company's vision is to be recognized as the leading virtual fashion assistant in Brazil by 2027, democratizing access to intelligent fashion solutions. Its core values include continuous innovation, practicality, personalization, and sustainability in consumption.

Among its main competitive advantages are the direct integration with WhatsApp, the use of proprietary artificial intelligence for clothing and trend analysis, the extreme ease of use for end users, and the focus on optimizing existing wardrobes rather than encouraging unnecessary new purchases.

Vise operates under two business models:

- **B2C (Business-to-Consumer):** Offering a freemium service directly to end users, providing wardrobe organization and outfit recommendations through WhatsApp, with optional premium plans for advanced features and personalized shopping advice.

- **B2B (Business-to-Business):** Partnering with fashion retailers and brands to offer white-label solutions and integrate Vise's technology into e-commerce platforms, enhancing customer experience and boosting conversion rates through personalized fashion guidance.

2. Market Analysis

The integration of artificial intelligence (AI) within the fashion industry has exhibited exponential growth. According to Statista Research[1] in 2018, the global AI-in-fashion market was valued at USD 270 million, with projections estimating a rise to USD 4.4 billion by 2027, representing a compound annual growth rate (CAGR) of approximately 42%.

In Brazil, the adoption of AI-driven fashion solutions is accelerating, driven by the country's high social media engagement and digitally savvy consumers. One of the strongest digital trends is the increasing role of WhatsApp in commerce, with Brazilians spending over 30 hours per month on the platform[2].

2.1 Competitive Landscape

Three principal global digital fashion-assistant platforms were identified. Examining these solutions provides critical benchmarks for assessing user engagement, feature adoption, and market positioning, thereby guiding Vise's research methodology and strategic decisions:

- **Acloset**: Launched in 2021, Acloset has achieved 2.5 million downloads worldwide and processes approximately 70,000 wardrobe-item uploads per day.

  In Brazil, Android installations ranged from 700 to 1,300 between January and March 2024, with active users increasing from 2,200 to 2,500 over the same period.

- **Style DNA**: A style-analysis and outfit-recommendation application exceeding 1 million downloads in official app stores, though detailed public metrics are not available.

- **Stylebook**: An iOS-based wardrobe-management and outfit-planning tool with a strong presence in the United States.

While there is interest, the penetration of these apps in the Brazilian market is still limited. Factors such as language barriers, cultural preferences, and the need for localization for the Brazilian audience may influence adoption. However none of these solutions utilize WhatsApp as their primary platform, unlike Vise's proposed conversational-AI engine, thereby confirming a strategic gap that Vise can exploit as the first conversational-AI fashion engine in Brazil.

2.2 TAM, SAM, SOM: Market Potential for Vise

Indicator	Description	Estimated Value
TAM (Total Addressable Market – Global)	Potential market size of AI applied to fashion	**USD 270 million** (2018, conservative estimate)
SAM (Serviceable Available Market – Brazil)	1% of TAM, estimated based on Brazil's representation in the global fashion industry	**USD 2.7 million**
SOM (Serviceable Obtainable Market – Vise, 3-Year Outlook)	Conservative projection of capturing 5% of SAM	**USD 135,000** (~BRL 800,000)

The Total Addressable Market (TAM) represents the overall revenue opportunity for a product or service if it captures 100% of its potential market—assuming no competition or external barriers. According to , the global AI-driven fashion market was valued at $270 million USD in 2018, with projections reaching billions of dollars in the coming years.

The Serviceable Addressable Market (SAM) is a refined portion of the TAM that Vise can realistically target, considering factors like geography, consumer

behavior, and product-market fit. To estimate the AI-powered fashion market within Brazil, we apply this 1% proportion to the global AI-driven fashion market ($270 million USD). This results in a projected SAM of $2.7 million USD, representing the potential revenue opportunity for AI-powered fashion solutions in Brazil.

The Serviceable Obtainable Market (SOM) represents the realistic portion of the SAM that Vise can capture in the near term, considering factors like competition, adoption rates, market penetration, and brand awareness. Vise has the opportunity to be a pioneer in the Brazilian market, leveraging WhatsApp as a core platform, which no other AI-powered fashion assistant currently does. By investing in a robust marketing campaign and cutting-edge AI technology, Vise could realistically capture 5% of the Brazilian AI-fashion market within three years. Being conservative, this would represent: 5% of $2.7 million USD = $135,000 USD (~R$800K BRL) in market valuation.

2.3 Market Opportunity

The rapid expansion of the global AI-in-fashion sector, combined with WhatsApp's extensive penetration in Brazil and the lack of direct competitors on this platform, positions Vise to capitalize on a significant market opportunity. By implementing a conversational-AI strategy directly within Brazil's most ubiquitous messaging application, Vise's value proposition is strengthened by its first-mover advantage and potential for accelerated growth.

3. Marketing Plan

Vise's primary marketing objectives are threefold: first, to establish strong brand awareness among urban, fashion-conscious WhatsApp users aged 20–35; second, to educate this audience about common wardrobe management challenges and present Vise as the AI-powered solution; and third, to drive trial and conversion through targeted content and paid acquisition channels.

3.1 Paid Media and Acquisition Channels

- **Meta Ads (Instagram & Facebook)**: Target lookalike audiences based on fashion interest and app engagement; optimize for link clicks and WhatsApp conversations.
- **TikTok Ads**: Utilize in-feed ads and TopView placements targeting fashion-related hashtags and interests.
- **Google Search & Display**: Bid on keywords like "outfit ideas" and "wardrobe assistant," with call extensions linking to WhatsApp.
- **Partnerships & Influencer Marketing**: Collaborate with micro-influencers (10k–50k followers) in fashion niches to produce authentic reviews and tutorials.

In the following module, a more robust and comprehensive marketing plan will be presented, including a detailed publication schedule, and refined metrics for precise monitoring and continuous performance optimization

4. Operational Plan

Prior to presenting our Operational Objectives, it is important to emphasize that we have not yet developed a fully robust and comprehensive plan covering all operational facets of Vise. Nonetheless, we have delineated the primary areas of focus that will guide our initial efforts, providing the foundation for gradually constructing more detailed and mature processes across forthcoming deliverables.

Operational Objectives

- Ensure the **availability** and **reliability** of the service on a 24/7 basis.
- Continuously validate the **MVP hypotheses** (performance, usability, privacy).
- Collect and analyse **feedback** from users and partners to inform the prioritisation of improvements.
- Guarantee **LGPD compliance** and the security of image data.

5. Finance Plan

This section presents the principal operational cost assumptions, the projected expense profile under a "Growth" scenario, and the tiered pricing structure designed to ensure financial sustainability and attractive margins for Vise.

5.1 Operational Cost Assumptions

The following assumptions govern the estimation of monthly infrastructure and service expenses:

- **Workflow Orchestration (Railway):** billed at US $20 per vCPU·month and US $10 per GB RAM·month. Under the Hobby plan (US $5/month, inclusive of US $5 in credits), a single n8n instance operates with modest resources at minimal fixed cost.

- **WhatsApp Messaging (EvolutionAPI):** self-hosting incurs no fee; managed service begins at US $29/month.

- **Database & Backend (Supabase):** free tier provides 0.5 GB of Postgres storage and 1 GB of file storage; the Pro tier (US $25/month) expands capacity to 8 GB of database storage, 100 GB of file storage, and 2 million edge-function invocations.

- **LLM Usage (GPT-4o mini):** charged at US $0.15 per million input tokens and US $0.60 per million output tokens.

- **Additional Binary Storage (Supabase):** US $0.021 per GB·month beyond the free quota.

5.2 "Growth" Scenario: Cost Projections

Under a representative "Growth" scenario—20 000 active users each sending 300 WhatsApp messages per month and consuming roughly 1 000 000 tokens—the estimated monthly expenditures are:

- **Compute (Railway):** approximately US $3.60 (equivalent to ~48 vCPU·hours and 2.4 GB·hours)

- **LLM Fees (GPT-4o mini):** approximately US $0.75

- **Messaging Costs:** zero when EvolutionAPI is self-hosted

Consequently, total core infrastructure spend remains under US $5 per month (i.e. less than US $0.01 per active user). Should workflow concurrency exceed ~220 executions/sec, additional Railway workers may be provisioned at US $0.000463 per vCPU·minute (≈ US $0.67/day) to maintain performance.

5.3 Tiered Pricing Model & Margins

To translate operational expenses into customer plans while preserving robust profitability, a four-level subscription model has been defined:

Plan	Monthly Limits	Cost to Vise	Customer Price	Approximate Margin
Freemium	Up to 60 messages, 30 000 tokens, 30 wardrobe photos	< US $0.60	Free	–
Starter	Up to 300 messages, 150 000 tokens, 200 photos	≈ US $1.65	US $9	> 80 %
Growth	Up to 3 000 messages, 1 000 000 tokens, 1 000 photos	< US $5.00	US $29	> 80 %

| Business | Up to 10 000 messages, 3 000 000 tokens, 5 000 photos + priority support | ≈ US $14.00 | US $79 | > 80 % |

Even at the highest permitted usage, the per-user cost remains justified by the pricing level and associated service-level commitments.

5.4 Cost Prioritization & Mapping

The above framework reflects a deliberate prioritization of:

1. **Minimization of initial capital outlay**, leveraging free or low-cost tiers during demand validation.

2. **Predictable, granular scaling**, with resource-based billing (vCPU, RAM, tokens) to enable precise cost-component mapping.

3. **Incremental growth capacity**, including self-hosted messaging and serverless functions to maintain near-zero marginal costs.

4. **High operational margins**, achieved by calibrating usage thresholds and pricing to encourage plan upgrades without undermining profitability.

This formalized financial plan aligns projected costs with revenue generation, thereby underpinning Vise's long-term economic viability.

6. Conclusion

Collectively, these analyses validate Vise's first-mover advantage in Brazil's conversational-AI fashion market and establish a viable path to sustainable growth. The proposed next steps include executing pilot deployments to test engagement assumptions, refining the financial model with real-time usage

data, and developing the full marketing module—complete with editorial calendars and performance dashboards—to optimize customer acquisition and retention.

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[1]SMITH, P. Artificial intelligence in the global fashion market value 2027. Disponível em: <https://www.statista.com/statistics/1070736/global-artificial-intelligence-fashion-market-size/>

[2]MARKETING WOZTELL. Partner Talks chapter 2: WhatsApp in Brazil by ItGoal. Disponível em: <https://woztell.com/partner-talks-chapter-2-whatsapp-in-brazil-by-itgoal/>