1. Problem & User Validation

1.1 Problem Statement

Online clothing businesses face a persistent trust problem driven by poor product visualization. Most sellers rely on flat-lay images or mannequins, which fail to show how garments fit, drape, and appear on real people in everyday settings. As a result, buyers must imagine the final outcome, leading to hesitation, low confidence, and abandoned purchases.

This challenge is particularly acute in Tanzania, where small and medium fashion sellers dominate online commerce through platforms such as Instagram and WhatsApp. Professional photoshoots involving models, studios, photographers, and editors are costly, time-consuming, and logistically inaccessible for many sellers. Consequently, vendors continue to use low-quality visuals, directly limiting sales potential and buyer trust.

Existing AI visualization tools do not adequately address this gap. Many are designed for foreign markets, lack local body types and cultural relevance, and require technical expertise that local sellers do not have. The market lacks an affordable, realistic, and locally grounded solution for trustworthy online fashion visualization.

2. Solution

2.1 What Vestis Is

Vestis is a **B2B SaaS platform** that enables fashion businesses to generate **realistic virtual try-on visuals** and present them through **seller-hosted digital catalogs (mini stores)** optimized for social media traffic.

Sellers upload garment images to Vestis, and the platform generates realistic visuals by digitally fitting clothing onto platform-managed models in natural environments. This approach replaces traditional photoshoots while maintaining authenticity and visual trust.

In V1, Vestis focuses on **visualization and conversion enablement**, not transaction ownership. Buyers view products, try them virtually, and contact sellers directly to complete purchases outside the platform.

2.2 User Validation

To validate the problem and solution, Vestis conducted direct testing with 10 target users. The following insights represent recurring patterns observed across the group:

Commercial Readiness

Users described the generated visuals as credible for real business use and immediately posted them on active Instagram stores.
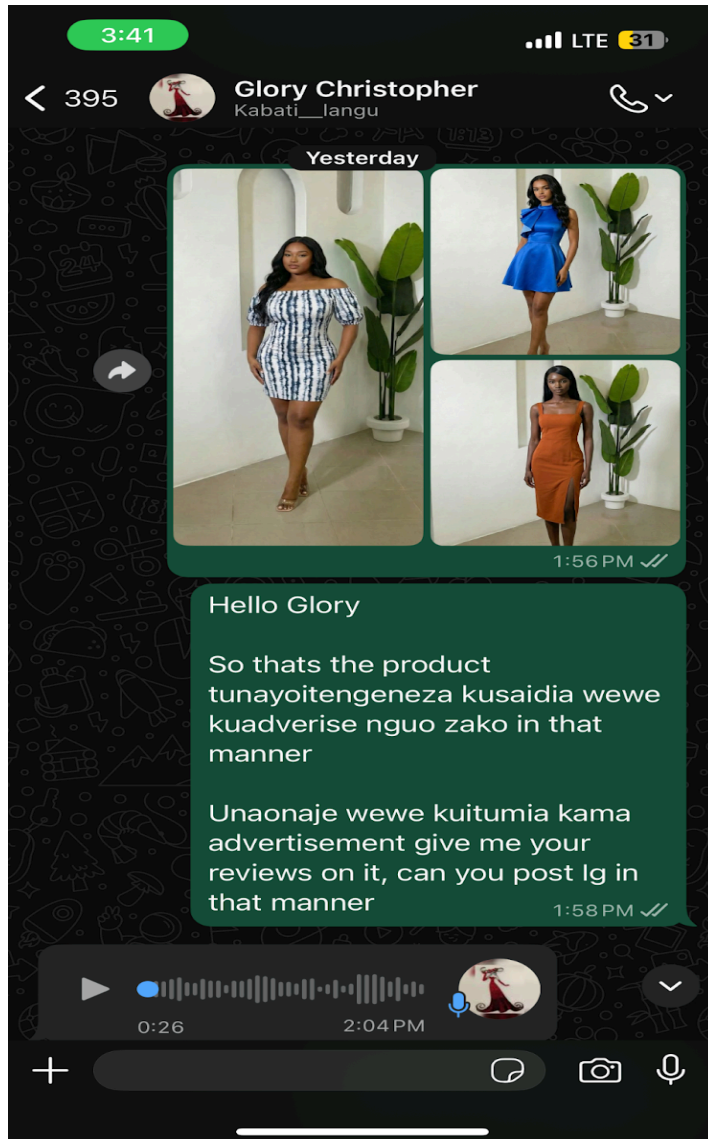
Insight: Visual quality is sufficient for real commercial deployment.

Realism as a Key Adoption Driver

Users emphasized realism especially model representation as the primary factor influencing trust and continued usage.
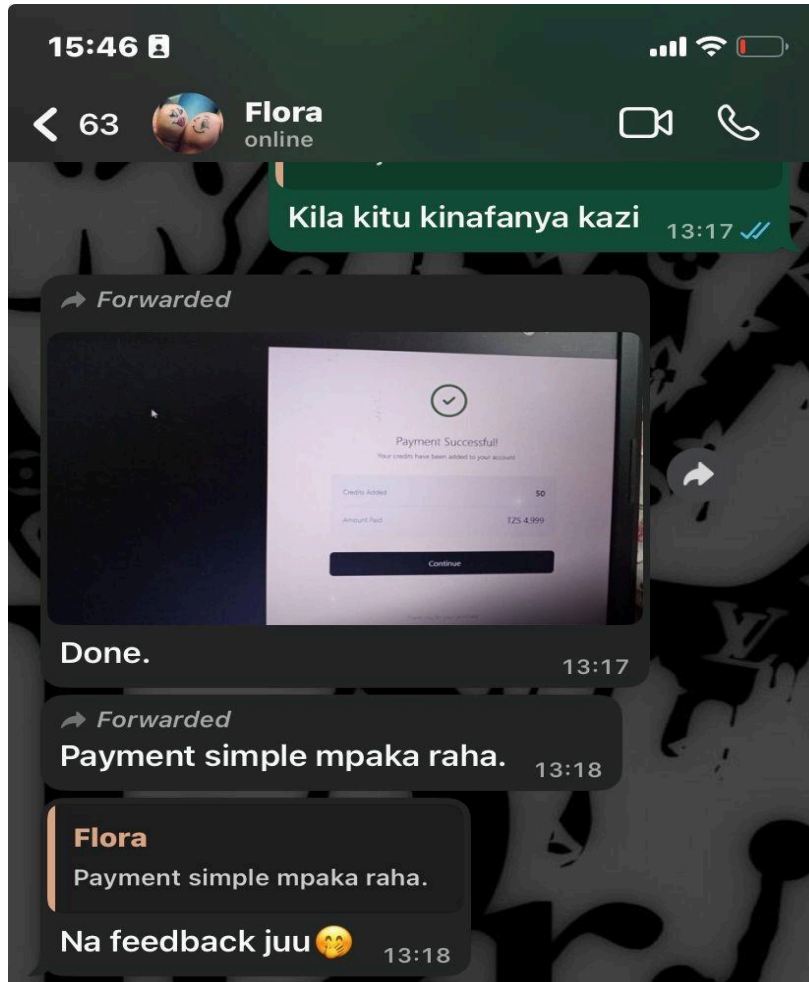
Insight: Perceived realism directly impacts adoption and willingness to pay.

Workflow Simplicity

Users completed the content generation workflow without friction and reported high ease of use.

Insight: A low-complexity workflow is critical for adoption among low-tech sellers.

Feature Expansion Feedback

Requests included additional viewing angles, especially back views of garments.

Insight: Multi-angle visualization is a clear future enhancement opportunity.

Together, these results confirm a strong visualization trust gap and early willingness to adopt once realism and feature depth continue to improve.

3. Value Creation

Vestis creates value by addressing three key barriers faced by online fashion sellers: **cost, trust, and speed**.

By replacing traditional photoshoots, Vestis reduces content creation costs by up to 90%. Sellers gain access to professional-grade visuals without upfront capital, logistical coordination, or long production timelines.

Realistic human representation improves buyer confidence by allowing customers to better visualize fit, drape, and style. This increases conversion rates and reduces hesitation compared to flat-lay or mannequin images.

Vestis also accelerates go-to-market speed. What previously required weeks of planning can now be completed within hours, enabling sellers to launch products faster and respond quickly to market demand.

4. Value Delivery

Vestis delivers value through a **simple, end-to-end workflow** designed to work seamlessly for both **sellers and buyers**, with minimal technical friction.

Seller Experience

- Sellers upload garment images to the platform
- Sellers select preferred presentation styles and models
- Vestis generates realistic virtual try-on visuals
- Generated visuals are delivered ready for:
    - Social media posting
    - Seller mini stores (digital catalogs)

The seller workflow is optimized for **low-tech users**, enabling businesses to create high-quality product visuals without specialized skills, equipment, or production teams.

Buyer Experience

- Buyers discover products through:
    - Social media posts
    - Direct links
    - Seller promotions
- Buyers access the seller's mini store
- Buyers can:

- ○ Browse the full product catalog
- ○ Try clothing items virtually
- ○ View products in a more realistic, human-centered format
- ● Buyers contact the seller directly to complete the purchase

The buyer experience focuses on **confidence and trust**, allowing customers to better visualize fit, appearance, and style before making a buying decision.

5. Value Capture

5.1 Revenue Model

Vestis operates on a **single revenue stream** :

Subscription + usage-based pricing

Sellers pay a monthly subscription that includes a defined number of virtual try-ons. Additional usage is billed per try-on.

This model provides:

- ● Predictable recurring revenue
- ● Clear alignment between cost and usage
- ● Low friction for early adoption

There are **no transaction fees, no commissions, and no payment handling**.

5.2 Pricing Structure (Illustrative)

- ● Entry-level plans support small and informal sellers
- ● Higher tiers support growing businesses with increased usage
- ● Overages ensure profitability from high-usage customers

Pricing is designed to prioritize adoption while allowing margins to expand through retention and usage growth.

6. Beachhead Market

The initial beachhead market for Vestis is **small-scale fashion sellers and Instagram vendors in urban Tanzania**.

- **Primary users:** Informal retailers, boutiques, tailors, independent brands
- **Geographic focus:** Dar es Salaam and Arusha
- **Market size:** 5,000+ active clothing sellers
- **User profile:** Cost-sensitive, low-tech sellers relying on flat-lays or mannequins

This segment experiences the highest pain and derives immediate value from affordable, realistic visualization.

7. Product Roadmap

Vestis is intentionally designed with a phased evolution:

Phase 1 : Visualization & Catalogs (V1)

AI try-on and seller-hosted mini stores focused on conversion enablement.

Phase 2 : Commerce Enablement

Optional integrations to streamline seller checkout and buyer flows.

Phase 3 : Platform Infrastructure

APIs and integrations allowing external platforms and marketplaces to embed Vestis visualization capabilities.

This roadmap balances near-term usability with long-term scalability.

8. Validation Summary

Vestis addresses a validated and costly problem in online fashion commerce. User testing confirms:

- Strong demand for realistic product visualization
- Willingness to adopt and pay for the solution
- Clear differentiation through authenticity and local relevance

By replacing traditional photoshoots while preserving realism, Vestis delivers a unique value proposition:

Real. Local. Trusted.