

1. MVP Product Scope

Vestis is a **B2B SaaS platform** designed to help fashion businesses increase online sales through **AI-powered virtual try-on** and **seller-hosted digital catalogs (mini stores)** optimized for social media traffic.

The V1 product focuses on **conversion enablement**, not transaction ownership.

Each business operates an **independent mini store** hosted by Vestis, where buyers can browse products, try items virtually, and initiate contact with the seller to complete a purchase.

2. MVP Functionality

2.1 Seller Mini Store (Catalog Experience)

- Businesses create a dedicated mini store on Vestis
- Each mini store contains the seller's full product catalog
- Virtual try-on images are generated using platform-owned models
- Mini stores are accessed through:
 - Social media links
 - Direct URLs
 - Seller promotions

Within a mini store, buyers can:

- Browse the full catalog
- Try products virtually
- Contact the seller directly via external channels (e.g. WhatsApp, Instagram, website)

The commercial transaction is completed **outside the Vestis platform**, with full ownership retained by the seller.

2.2 Social Content Generation

- Sellers generate virtual try-on visuals for individual products
- Generated visuals are used for:
 - Social media posts
 - Product showcases
 - Digital catalogs
- Each try-on generation consumes usage credits
- Shared content links back to the seller's mini store

This creates a closed loop between **content, engagement, and conversion**.

3. Revenue Model

3.1 Payer Definition

- Vestis is monetized exclusively through **business subscriptions**
- Buyers do not pay and do not interact with pricing

3.2 Revenue Stream

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

Subscription + usage-based pricing

Each subscription includes a monthly allocation of virtual try-ons.

Additional usage is billed per try-on.

This model provides:

- Predictable recurring revenue
- Direct alignment between cost and usage
- Simple onboarding for sellers

4. Cost Structure

4.1 Variable Costs (Per Try-On)

Component	Cost
Image generation	\$0.03 – \$0.05
Pre/Post processing	\$0.005
Storage & CDN	\$0.002

Total variable cost per try-on

\$0.05

4.2 Fixed Monthly Costs

Item	Monthly Cost
Development	\$1,000
Customer exploration & onboarding	\$320
Base infrastructure & tooling	\$1,000
Operations & miscellaneous	\$1,000
Total fixed cost	\$4,000 / month

5. Pricing Packages

Package	Price	Try-Ons	Cost	Gross Profit	Margin
Essential	\$19	200	\$10	\$9	47%
Growth	\$49	1,000	\$50	~\$0	Adoption tier
Pro	\$99	3,000	\$150	Usage-dependent	Expanding
Overage	\$0.08	Per try-on	\$0.05	\$0.03	37%

Pricing Rationale

- Low entry price reduces adoption friction
- Higher usage tiers increase engagement and retention
- Profitability scales through:
 - Retention
 - Overage usage
 - Increased platform dependence
 - Reduced inference costs over time

6. Unit Economics Summary

- Revenue per try-on: **\$0.15 – \$0.25**
- Cost per try-on: **\$0.05**
- Gross margin: **65%**, with expansion as usage and scale increase

7. Break-Even Analysis

- Fixed monthly costs: **\$4,000**
- Average gross profit per Pro customer: **\$99**

Estimated break-even: 40–45 active businesses

Beyond break-even, revenue scales linearly with subscriptions and usage.

8. Growth Timeline

Months 1–3 (Validation)

- Onboard 5 businesses per month
- Focus on usability, try-on quality, and seller feedback

Months 4–7 (Expansion)

- Onboard 10–15 businesses per month
- Improve mini store UX and social sharing

Month 6–7 (Break-Even)

- 45 active businesses
- Platform reaches operational sustainability

Months 8–12 (Profitability)

- Target 100+ active businesses
- Strengthen data and workflow advantages

9. Investment Use (Pre-Seed)

Total capital requirement: \$25,000

Use	Amount
Core operations	\$14,000
Usage subsidy	\$8,000
Seller acquisition	\$3,000

10. Data Ownership

- Sellers retain ownership of:
 - Customers
 - Conversations
 - Transactions
- Vestis retains ownership of:
 - Anonymized usage data
 - Try-on analytics
 - Aggregated performance insights

This structure balances seller trust with long-term platform intelligence.