



TrendSync

Staying Ahead Of The Trends

Created and Designed by Saanvi R and Anish K



TREND SYNC





The TeamSync Duo

Anish K:

I am a 13 year old coding nerd who loves to play Valorant and among us with friends (Video game), play Ice Hockey, and of course, code! I live in Andover, Massachusetts (MA). I am going into eighth grade, and my interests are coding, math, A.I and photography. I have some experience in coding and have done HTML, Robotics and Java.

Saanvi R:

I am 12 years old and have been learning to code since 9. I am a figure skater and have a passion for coding. I am from Maple Grove, Minnesota and am going into 7th grade in the fall. My interests are coding (along with A.I), mathematics, geography and chess. I have experience in coding via robotics and have done a few projects in Python.



What Even Is TrendSync?

Most youth agree, you can never keep up with the trends, making you feel bored, miserable and sad. Luckily, *TrendSync* is answer!

Our Vision - Is to Empower Everyone to Look and Feel Fashionable!

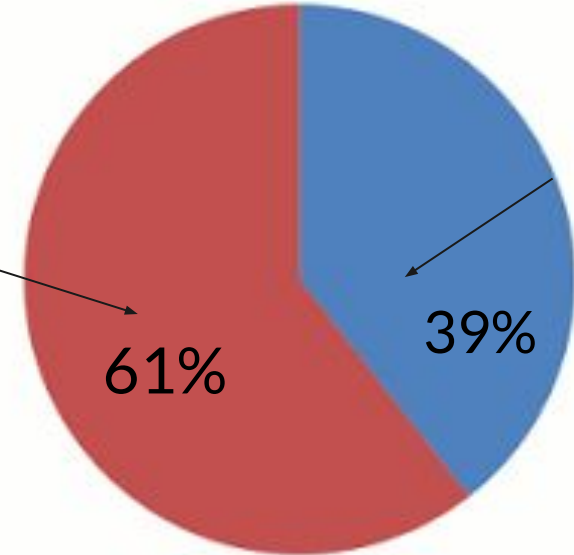
- *Using Cutting edge Algorithms powered by AI and Innovative Tools to Analyze the most popular trends!*
- *Creating **safe** trends personalized for you, so you're never bored again!*

Why Does Our App Matter?

Our App can help people figure out the latest trends, celebrity endorsements and advertisements to make you feel fashionable

Polls have resulted with most of the people and influencers on social media say their style on social media is how they want others to perceive them

People whose style on social media is how they want others to think of them



People whose style on social media is how they express themselves in public

With **TrendSync** we'll find you (or make) a trend that suits your style while also looking fabulous, to you and everyone around you!

How It Works

Collecting Social Media - Our Software will Monitor Buzzworthy Topics, Hashtags and Influential Figures, Stars and Celebrities , Analyzing millions of Daily Posts related to Fashion AI-driven Trend Analysis

- *Our state of the art AI identifies up- and -coming fashion trends recognizing patterns, colors, styles and personalized style profiling!*
- *While also creating safe, and fun trends for you to try!*



What is a Generative Adversarial Network (GAN)? And what does it have to do with *TrendSync*?

GAN is a machine learning model that generates new data instances that resemble your training data. GAN searches for images and creates new ones based on what it sees and processes through its training images and searches.

TrendSync uses a GAN model to show you photos of celebrity outfits to show you the latest trends and to suggest new ones to you based on your style.



Competition

While there are other websites that do similar things, *TrendSync* is the better choice!

Why?

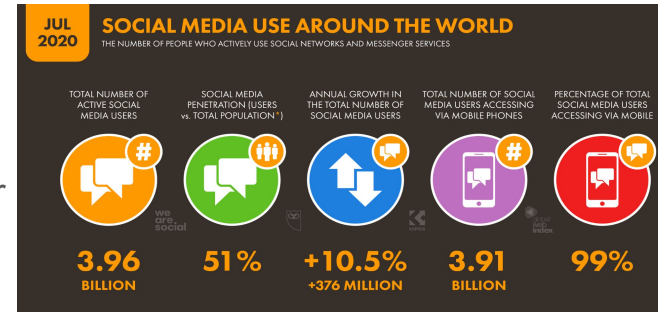
Because not only will we provide what the fashion celebrities are wearing (when you buy the premium) but we have collaborated with ethical brands and eco-friendly practices to give you clothes that won't harm the environment and the better price!



Estimation with Market Size

At this moment, there are about **4.8 Billion users** on Social Media, this is more than *half the population*.

- About 60-89% of people feel they are **bored**, and want to try something new, this creates a huge market, and a big place for opportunity
- Our initial target market is young adults aged 14-29 in the U.S, approximately 65 million people
- Our product will directly appeal to 10% of this market in a very short time and then grow rapidly from there
- We expect to see 6.5 million downloads within 18 months of our app launch
- We expect a mix of 60% paid and 40% free app that is ad supported



Financial Plan

- Of this 3.9 million users (60% of 6.5 Million) we expect to retain 80% for the full year roughly 3.1 million active users, while the rest will switch back and forth between paid and free version
- Average revenue per user is \$36 per year
- Estimated Recurring Revenue 111.6 Million from subscribers
- Total revenue will be recurring revenue (subscription) + ad revenue which will be about 116.8 Million
- We estimate the total income to be 16.8 Million
- Overtime we estimate that the company will be valued at 30x this earnings



Expenses

Our app will be free, but with ad revenue we will be making about 5.2 million dollars per year

- 300 employees needed
- Average pay for employees is \$250,000 a year
- Software, Malware, Rent and Marketing will add a cost of \$25 million
- Total operating expense will be 25.75 million

But we also has a premium version that allows customers to have the full immersible



Our premium version will allow you to: *Have **0 ads** disrupting your experience, have suggestions that match the celebrities **you** are **following**, gives you a package of the most popular trends which you could buy (but cheaper!) and an overall better experience.*

Why Should You Fund Us?

You should fund us the \$100,000 MEHTA+ money, because our Trend Setting App is going to *explode*, given the statistics and what the media has to say, **TrendSync** will be worth around **500 Million Dollars**. Also, If you fund us, not only will you get 12.5% of our companies stock (worth approximately 63 Million!) But, you will get free premium version of our app - for life!

Social Media Trend Economy if you fund us



Social Media Trend Economy if you don't fund us



Many Youths agree that Social Media and Trend Setting are one of the most popular and mostly used media there is. This makes funding social media projects (especially trend setting) impact the world by 37%



Thank You!

Thank You for your time. We, the TeamSync Duo, hope you fund our app to help everyone find their style and to stay ahead of the trends.