

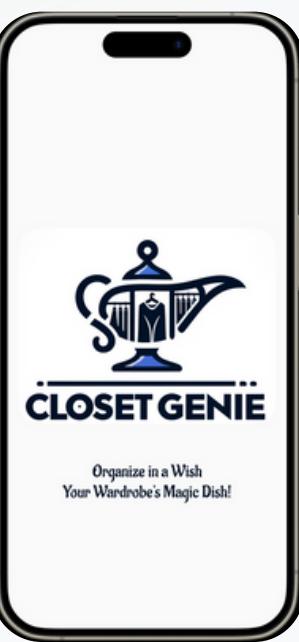
Team 5

CLOSET GENIE

Organize in a Wish; Your Wardrobe's Magic Dish!

Team Members

Yesha Limbachia
Priyadarshini Senthil
Jasvinder Kour
Prateek Shetty
Ashwin Nair



Spring 2024

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NEED & CUSTOMER SEGMENTS



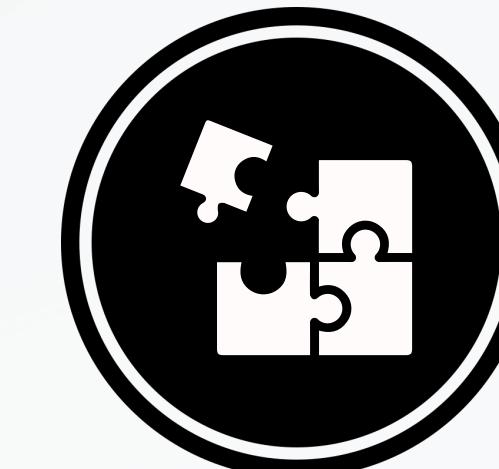
- Space Optimization
- Automated Organization
- Wearable Tech Integration
- Outfit Planning
- Inventory Tracking
- Online Shopping Integration
- Sustainability Features
- Customization Options



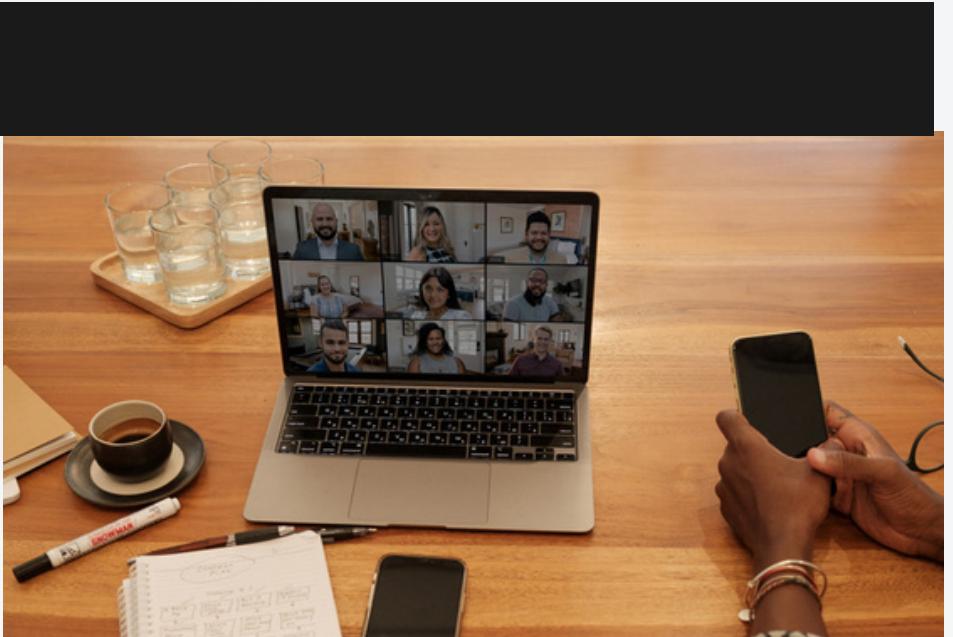
WORKING PROFESSIONALS

SOCIAL MEDIA INFLUENCER

GEN Z



PROPOSED SOLUTION



- Closet Genie is a revolutionary product category that seamlessly integrates technology, design, and sustainability to optimize closet spaces, minimize clutter, and maximize wardrobe utility.

- Unlike traditional closet solutions, our product offers personalized and sustainable closet experiences, transforming the way individuals interact with their wardrobe spaces and enriching lives through innovative design and functionality.

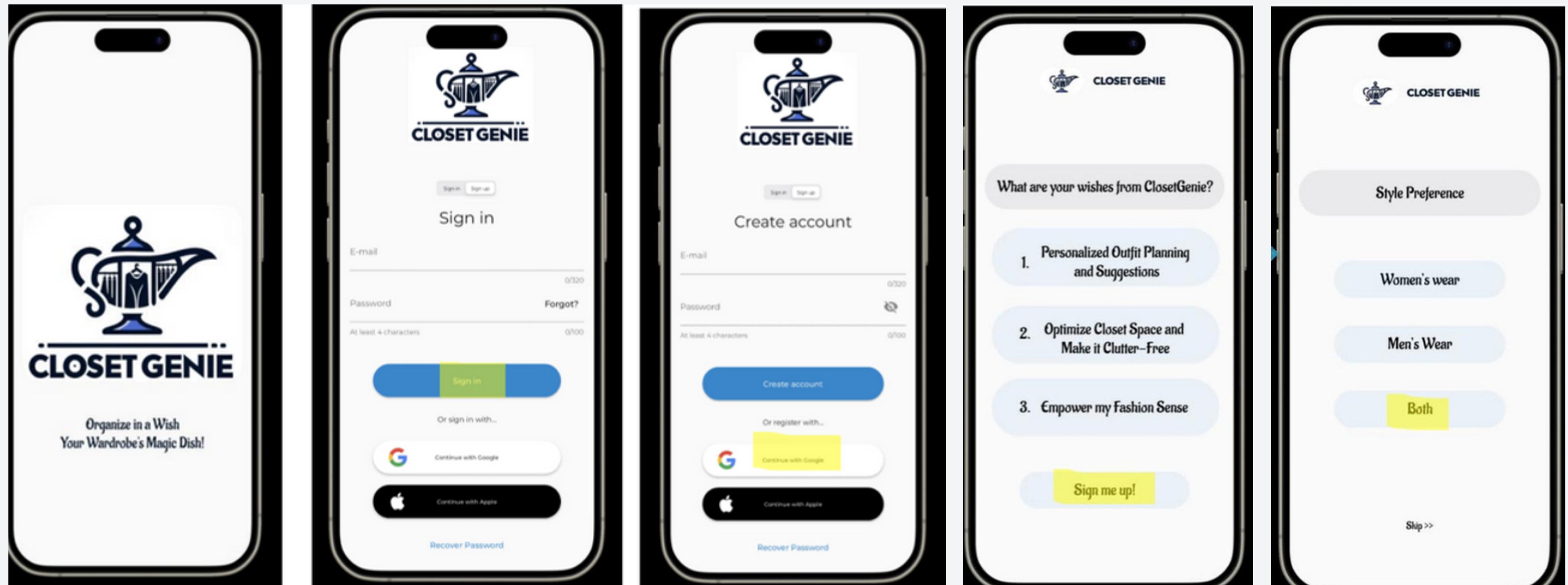


Vision

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Visual Story Board





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Product Roadmap



PRODUCT FEATURES



CLOSET



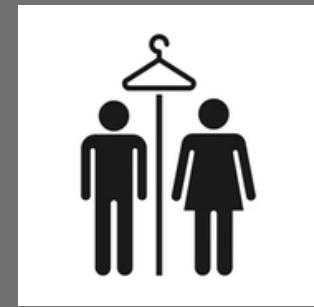
LOOKS



INSPO



CALENDAR



TRIAL ROOM



EVENT



SOCIAL
SHARING

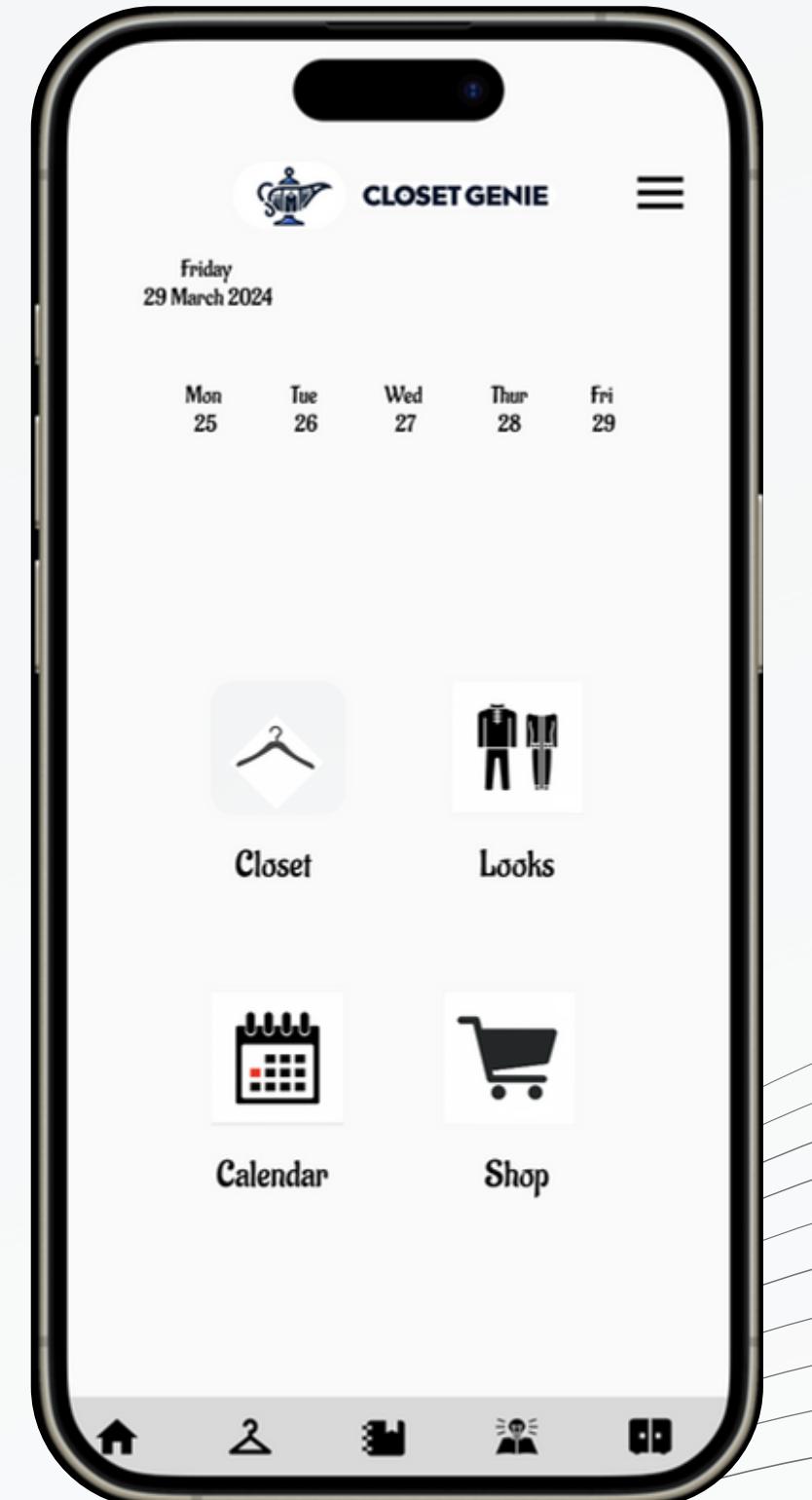


SHOP

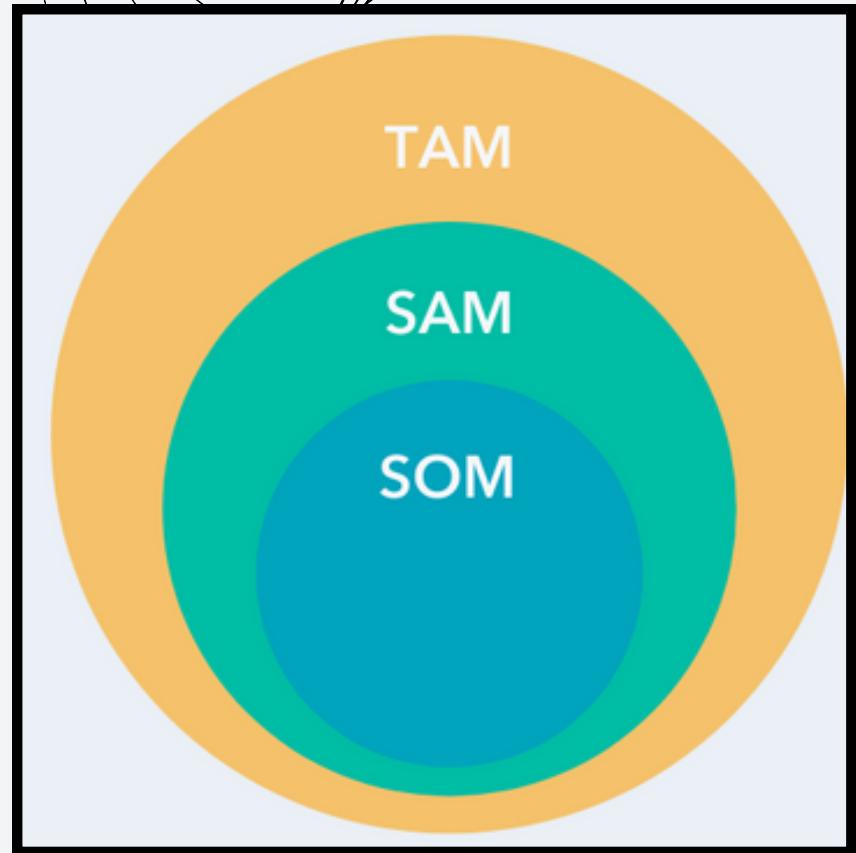
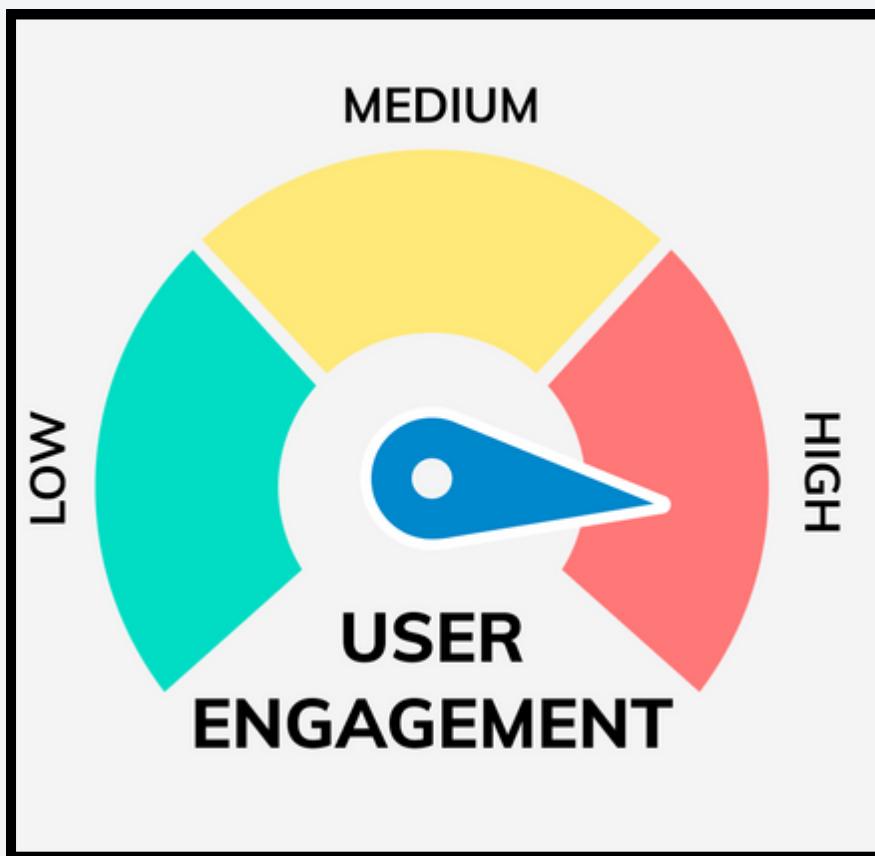


VLOGS

MVP FEATURES



Key Metrics



User Engagement

Financial Metrics

User Satisfaction

Market Penetration

Projected Costs

Development Team and Timeline

6 months development period.

Team: 2 full-time software engineers, 1 intern.

Salary Costs

Total: \$140,000

Software Engineers: \$120,000

Intern: \$20,000

Operating Expenses

Hosting Services: Amazon Web Services (AWS), approximately \$500 monthly post-launch.

Software Licenses and Tools: Estimated \$1,000 to \$2,000.

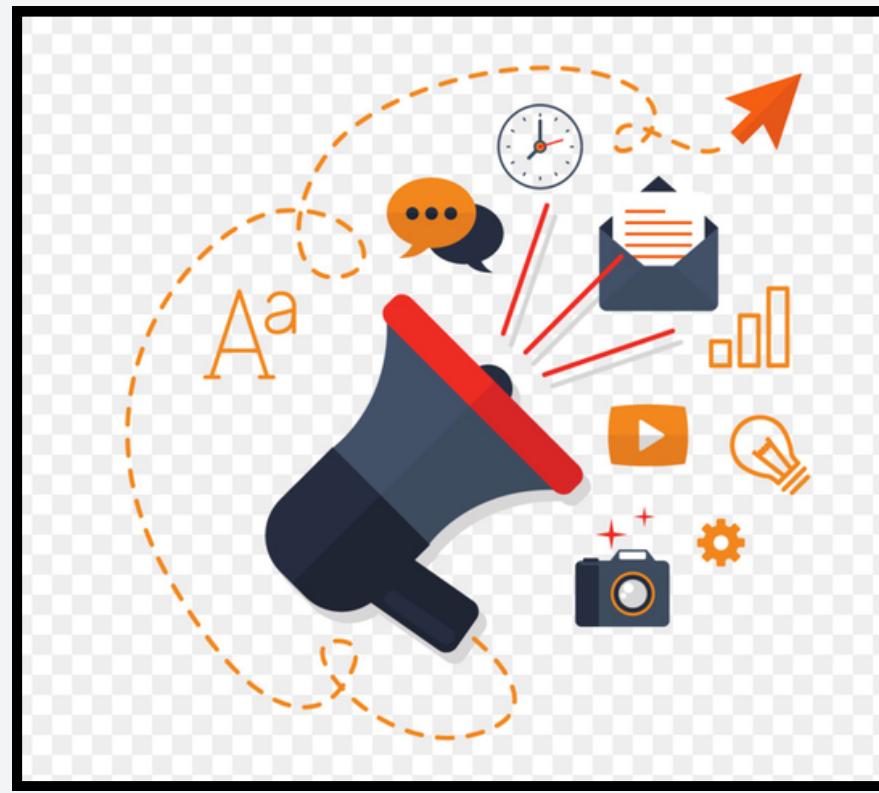


Miscellaneous Expenses: Approximately \$500 per month.

Operational Needs



Product Development



Marketing Strategy



Financial Management



Legal & Compliance

Addressing Risks



Privacy Concerns

Mitigate: Implement encryption and adhere to GDPR

Legal/Patent Risks

Mitigate: Conduct patent searches and secure IP rights

Regulatory Compliance Risk

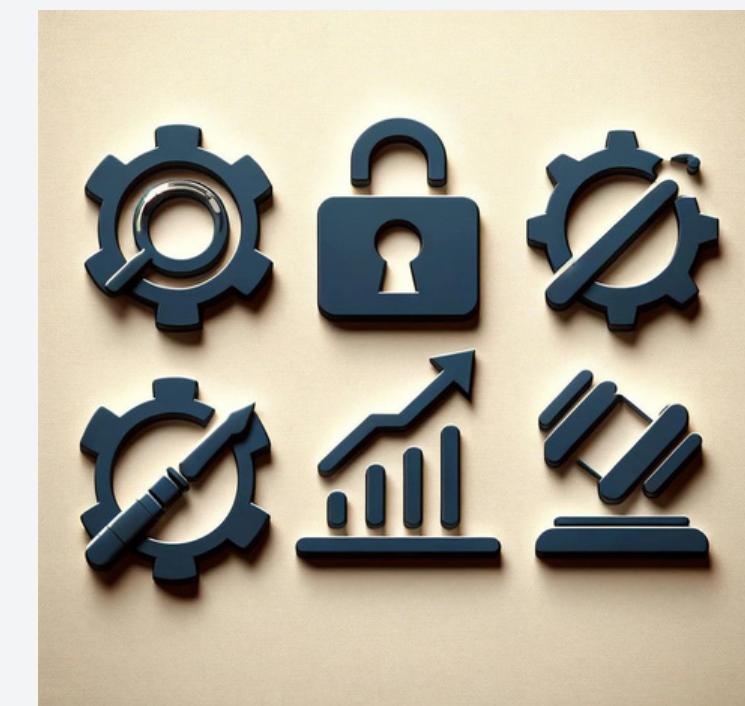
Mitigate: Ensure ongoing adherence to legal standards

Market Adoption Risk

Mitigate: Analyze market trends and gather user feedback

Technical Feasibility Risk

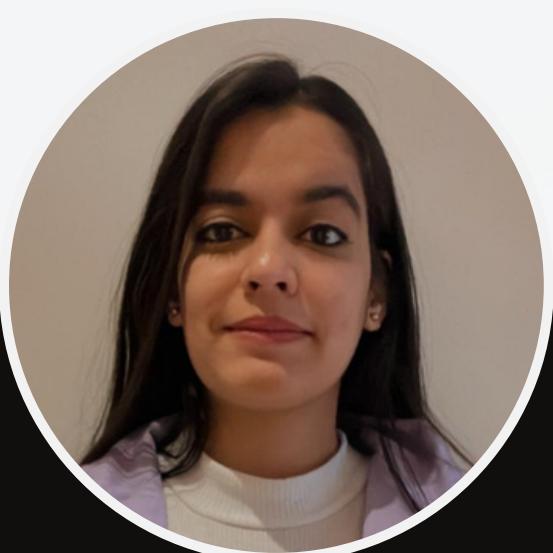
Mitigate: Perform thorough technical assessments



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