

FreeStyle

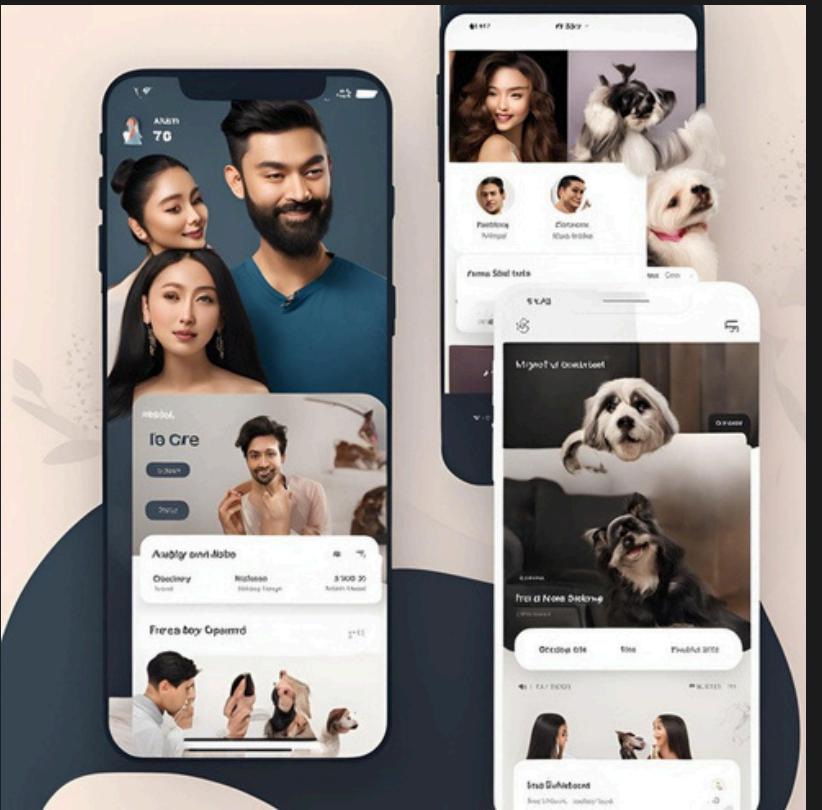
Looks that Never Wait



Introduction

Revolutionizing Styling & Grooming Services for Everyone

- Our Mission: To revolutionize styling and grooming services by connecting clients, freelancers, and salons in one seamless platform.
- What We Offer:
 - On-demand access to styling for **men** and **women**, as well as **pets** grooming.
 - User-Friendly app for booking services anytime, anywhere.
- Why FreeStyle?
 - Simplified booking, real-time availability, transparent pricing, and diverse service options for all ages.



The Problems

- ⌚ • **Long Wait Times:** Clients face unpredictable schedules due to lack of visibility into service availability.
- 📍 • **Inconsistent Quality:** Difficulty in verifying service provider's expertise and reading reviews.
- 🏡 • **Limited Access to Mobile Services:** Challenges in finding reliable at-home options for individuals and pets.
- 🔍 • **Low Visibility for Freelancers and Salons:** Difficulty reaching new clients due to high marketing costs and limited online presence.
- 💰 • **Transparency Issues:** Lack of clear pricing, trust in product safety, and reliable reviews.
- ➡️ • **No Centralized App:** No single platform connects **salons**, **parlors**, **pet groomers** and **stylists** for instant bookings.



Industry Insights

What 20 **Industry Professionals** Told Us: Major Challenges in Styling & Grooming



"How do you manage client flow during peak and off-peak times?"



"It's tough to balance, as we either have too many clients at once or empty slots we can't fill."



"How do you reach new clients without spending heavily on marketing?"



"Competing with bigger brands is challenging, and paid advertising is expensive."



"How do you establish trust with new clients?"



"Without a central system to collect reviews or display work, it's hard to build credibility."

Industry Insights

What 10 Freelance Professionals Told Us: Major Challenges in Styling & Finding new clients



"How do you attract clients without an established platform?"



"What difficulties do you face in scheduling and managing client appointments?"



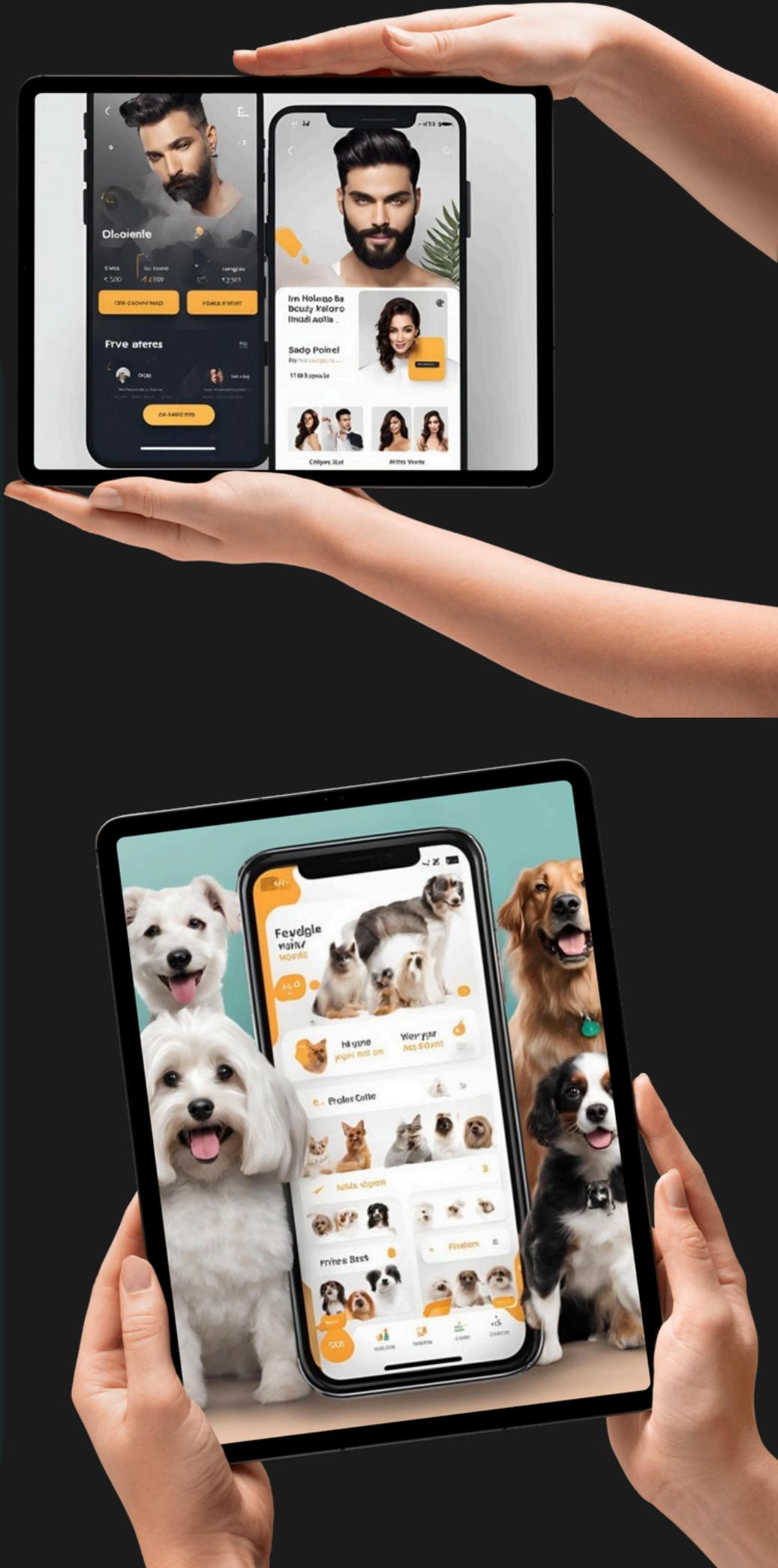
"How do you maintain transparency with clients regarding products and safety?"



"Clients often ask about the products I use, but it's challenging to explain each time."

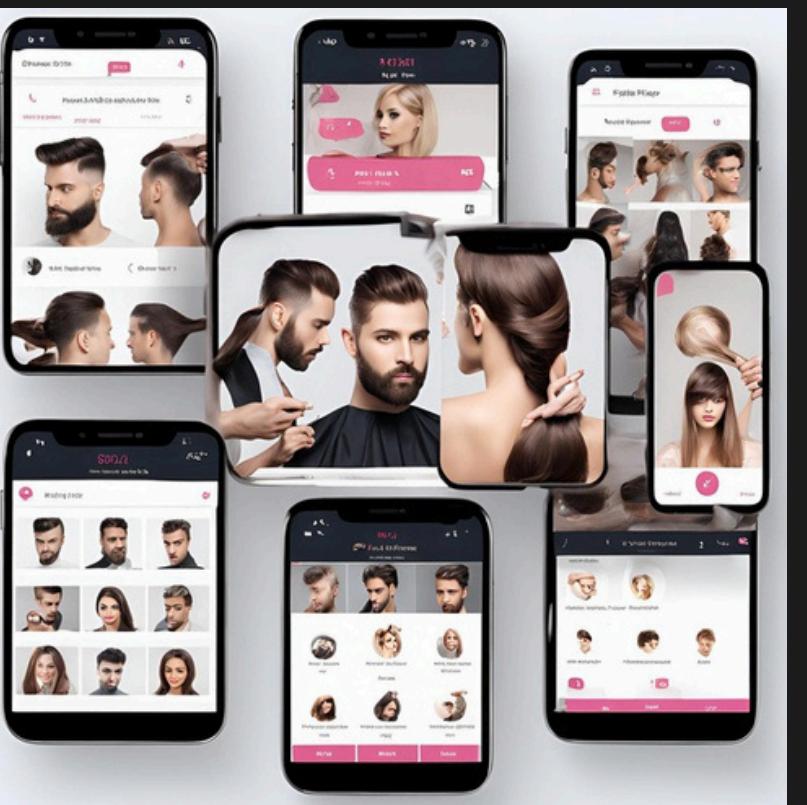
The Solution

- ➡️ • **Centralized Platform:** A unified app connecting salons, parlors, pet groomers and stylists for seamless, instant bookings
- 🕒 • **Instant Booking:** Real-time availability reduces wait times and improves scheduling efficiency.
- ★ • **Verified Ratings and Reviews:** Transparent feedback ensures quality assurance and builds trust.
- 🏠 • **Convenient Home Services:** On-demand mobile grooming tailored for kids, elderly, and pets.
- 👁️ • **Enhanced Visibility:** Centralized profiles for freelancers and salons to showcase portfolios and client feedback.
- 💰 • **Clear Pricing Models:** Transparent, upfront costs that eliminate surprises and foster trust.



Unique Value Proposition

- **Inclusive Access:** Available on iOS, Android, and the web, tailored for men, women, children, and pets.
- **Empowering Freelancers & Small Businesses:** Direct platform access to showcase their expertise without heavy reliance on ads.
- **Skill Showcasing:** A feature allowing professionals to upload recent work videos and photos, enabling users to like and comment on their work, similar to reels.
- **UPI Platform :** Its own UPI platform for payments.



Market Size

911.23
Billion +

Worldwide Grooming Industry (USD)
TOTAL AVAILABLE MARKET (2030)

26.3
Billion +

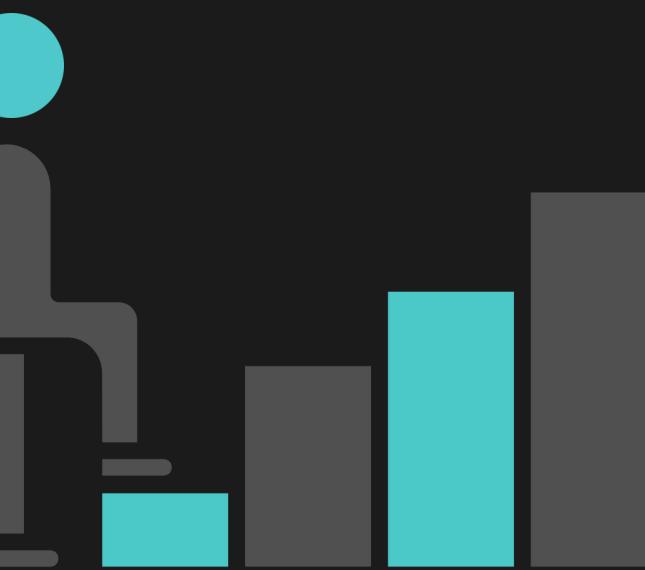
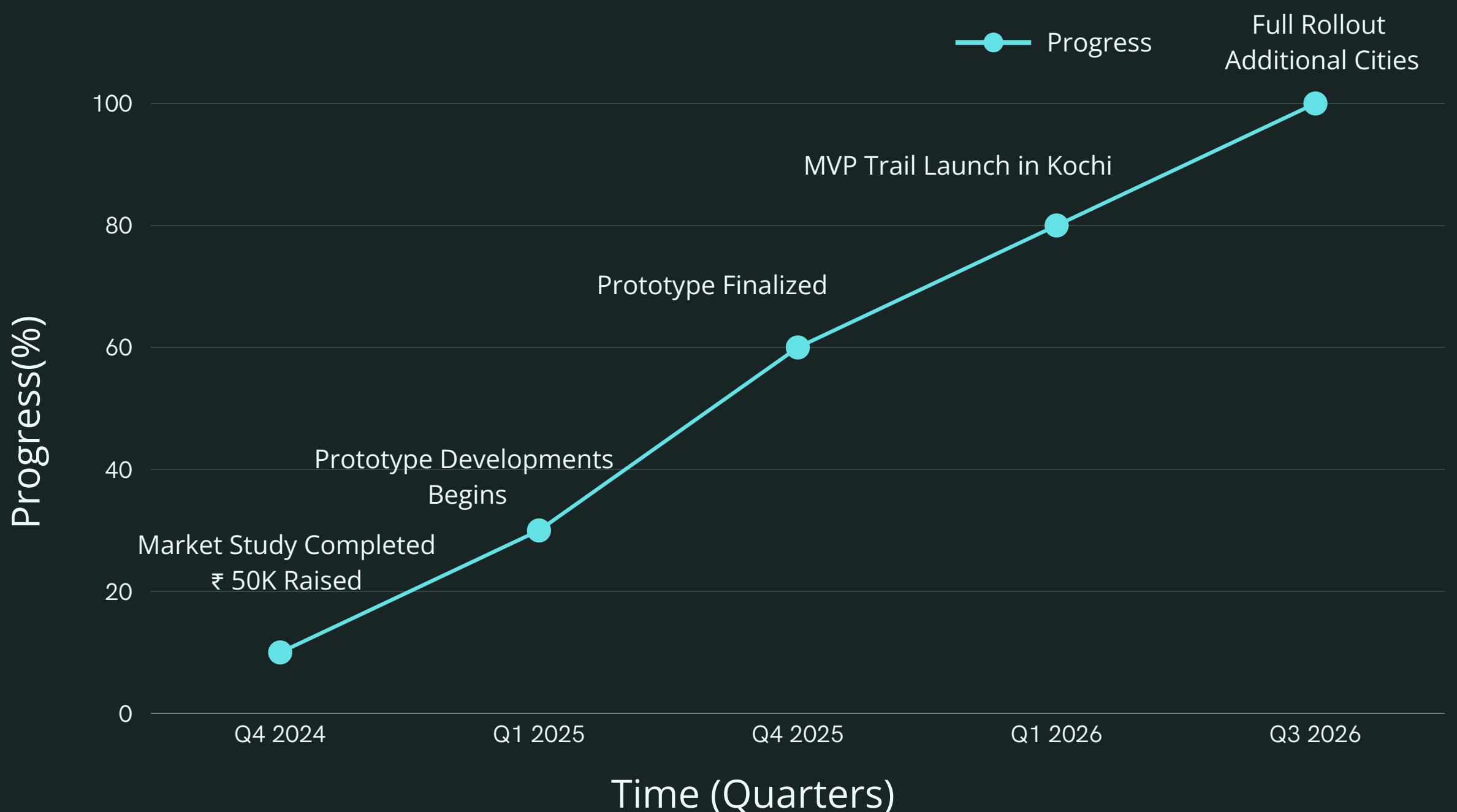
Grooming Industry (USD) - INDIA
TOTAL AVAILABLE MARKET (2030)

3.94
Billion +

Serviceable Available Market (USD)
15 % TOTAL AVAILABLE MARKET (INDIA)

MARKET/CATEGORY	WORLDWIDE	INDIA
MEN	345 Billion (2030)	4 Billion (2032)
WOMEN	450 Billion (2032)	20 Billion (2032)
PETS	116 Billion (2032)	3 Billion (2032)
SOURCE	www.fortunebusinessinsights.com www.grandviewresearch.com www.globaldata.com	www.marketdecipher.com www.imarcgroup.com www.6wresearch.com

Journey So Far : From Ideation to Rollout



Business Model



We take a 10% commission on each booking.



\$ 197
Million



\$0.42



\$17.96M

5 % of Available Serviceable
Market

Weighted Average
Revenue per Booking

- Men: ₹200 (commission: ₹20 = \$0.24)
- Women: ₹500 (commission: ₹50 = \$0.60)
- Pets: ₹500 (commission: ₹50 = \$0.60)

Revenue
Projected by 2031

Go-to-Market Strategy

Pilot Launch

Location

Kochi

Partners

Collaborate with 2-3 well-known Shops

Incentives

Offer free services for the first installation to attract initial users.

Steps

1 Identify Partners

Approach popular salons and grooming shops in Kochi

2 Marketing Campaign

Pre-Launch

Social media teasers, influencer collaborations, local ads.

Launch

Announce with special offers.

Launch

Digital marketing, referral programs, customer testimonials.

3

User Acquisition

Awareness

Social media, local events, influencer partnerships.

Engagement

Interactive content, contests, exclusive offers.

Conversion

Free services and discounts

4

Performance Monitoring

Track user acquisition, retention, satisfaction, and optimize strategy.

Roadmap for Expansion

Phase I

Pilot launch in Kochi.

Phase II

Expand to major cities in Kerala.

Phase III

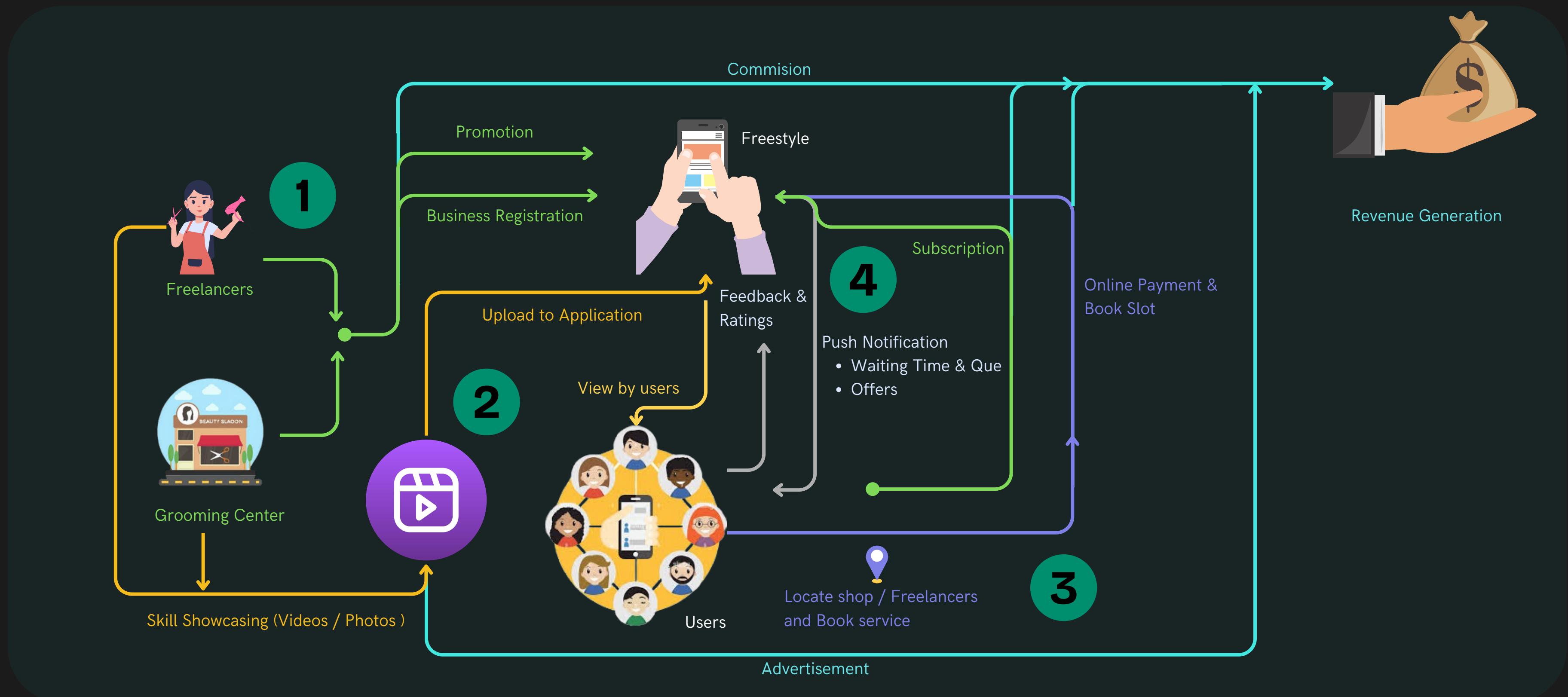
Roll out to other regions in India.

Phase IV

Establish globally.

The Product

One Platform, All Beauty and Grooming Services, Anytime.



Our Team

We have the skills and ambition to make this a dark horse in the grooming industry



Tishnu Thankappan

Founder & R&D Lead

With a strong background in Embedded Systems Research and Development, as well as expertise in Flutter and .NET, Tishnu spearheads innovative solutions that form the backbone of FreeStyle's technology.



Adwaith Raj PR

Co-founder and Cloud Solutions Expert

Adwaith, a skilled professional with expertise in cloud technologies and a keen understanding of the latest industry trends, ensures the platform stays updated, reliable, and aligned with cutting-edge advancements.



Akshara Ravi

Marketing Head & Business Analyst

An MBA graduate specializing in marketing, Akshara drives strategic business decisions and marketing initiatives to expand FreeStyle's market presence.



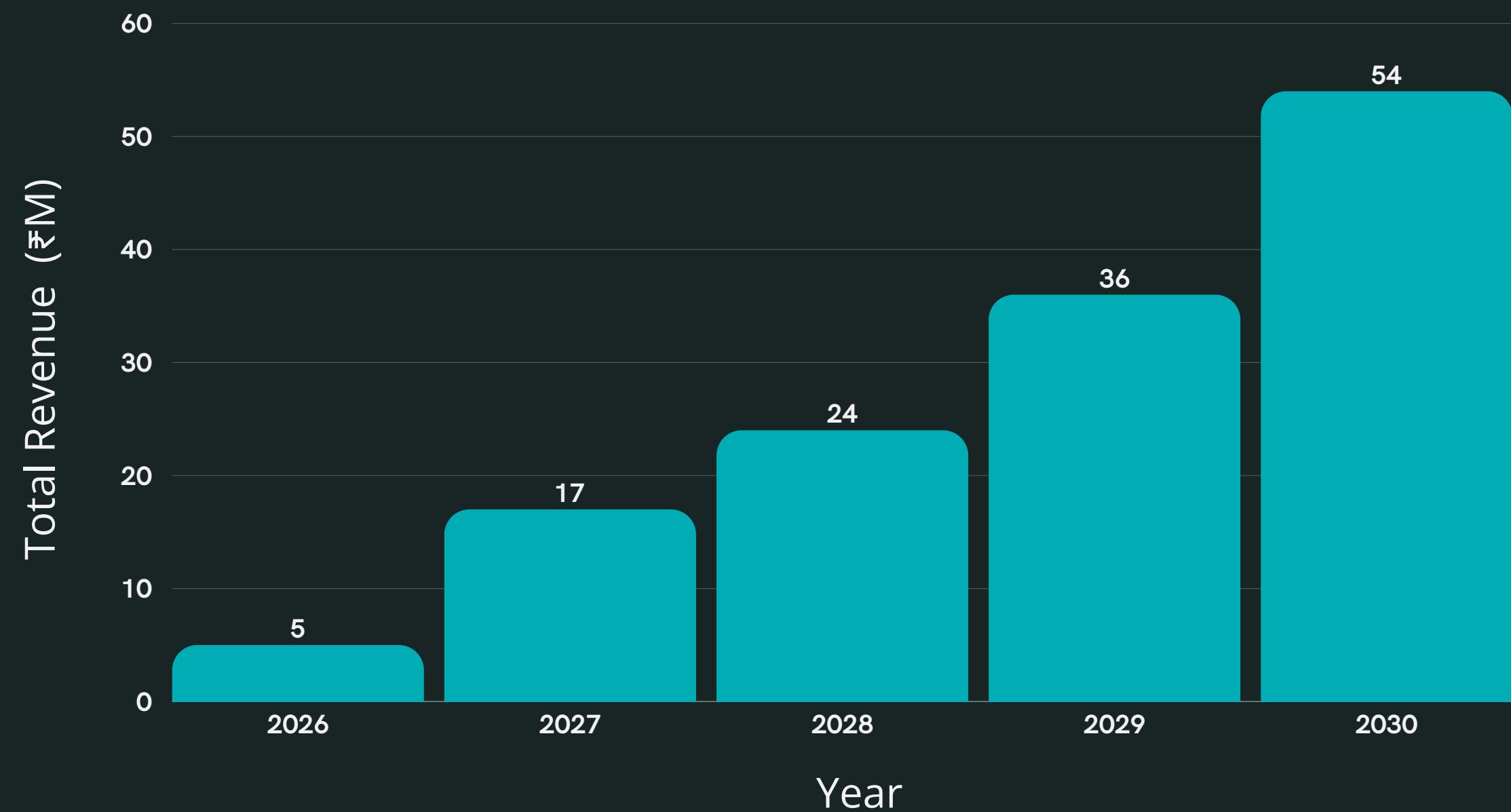
Adarsh T Sasidharan

Hair Stylist Advisor

A young and dynamic stylist with a pulse on customer needs. Expert in modern trends and emerging grooming technologies. Ensures the platform stays fresh and relevant.

The Numbers

Our current Playbook takes us to **53.5 M** in revenue by 2030



₹4.42 M

2030 ending MRR

93%

2030 gross profit margin

19%

2030 EBITDA Margin

Competitive Landscape

How We Stand Out in the Styling & Grooming Market

Urban Company

- Works only with in-house professionals
- Limited inclusivity (does not cater to pets or support independent freelancers)
- No open booking options for local salons or parlours

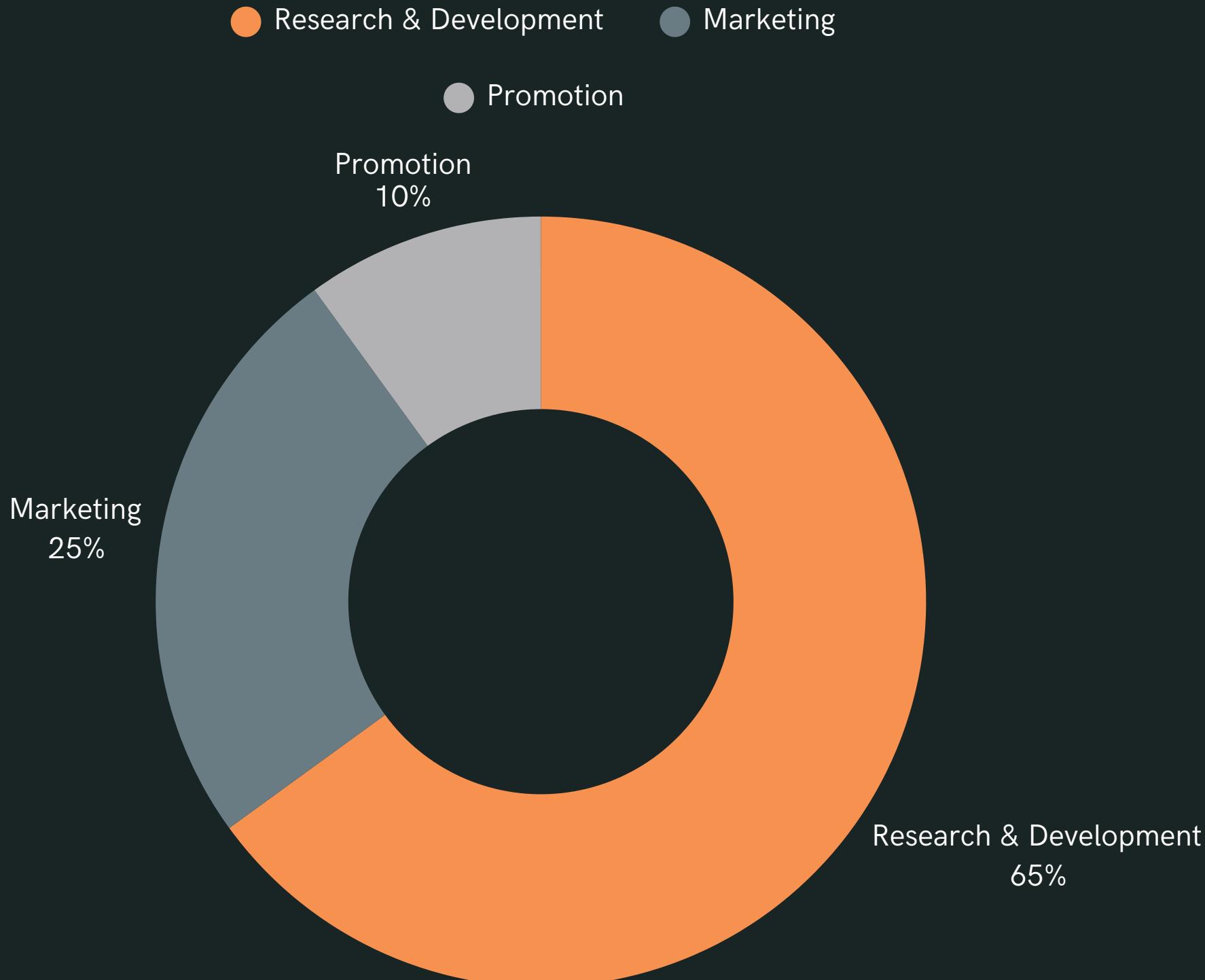
Feature	FreeStyle	Urban Company	Freelancers on Social Media
Inclusive Services	Men, Women, Kids, Pets	Men, Women	Limited
Salons and Parlours Included	Yes	No	No
Queue Visibility	Yes	No	No
Verified Reviews	Yes	Yes	No

Raise and Usage of Funds

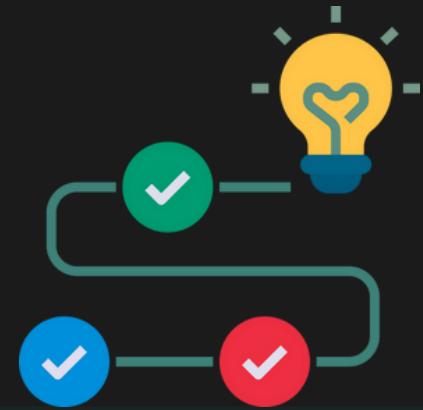
What we need

₹ 2.5 M

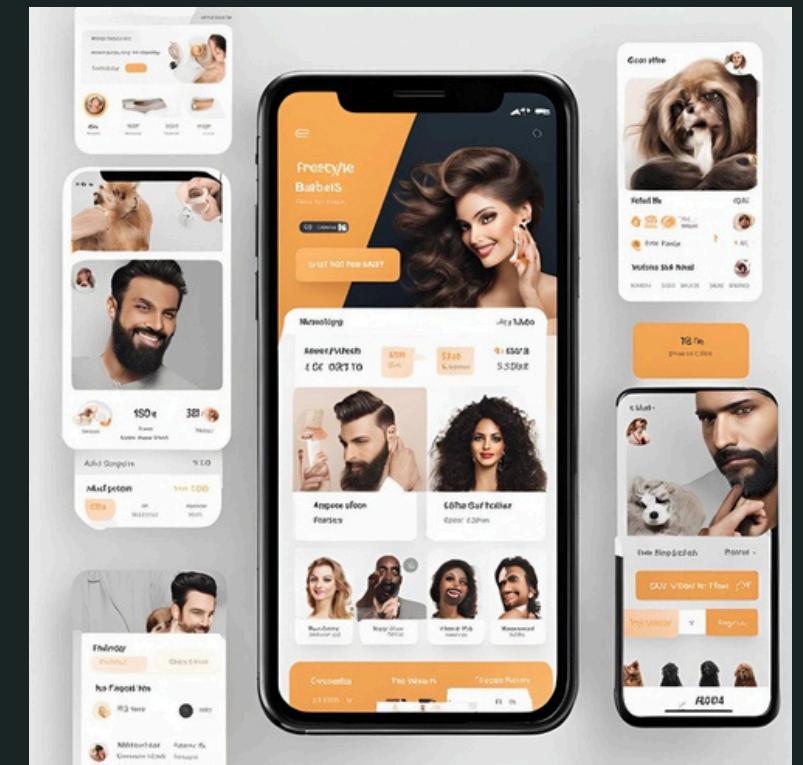
Seed Investment



Conclusion



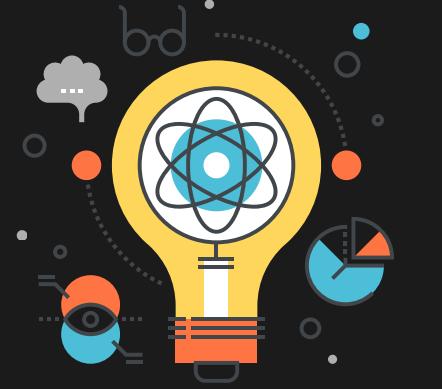
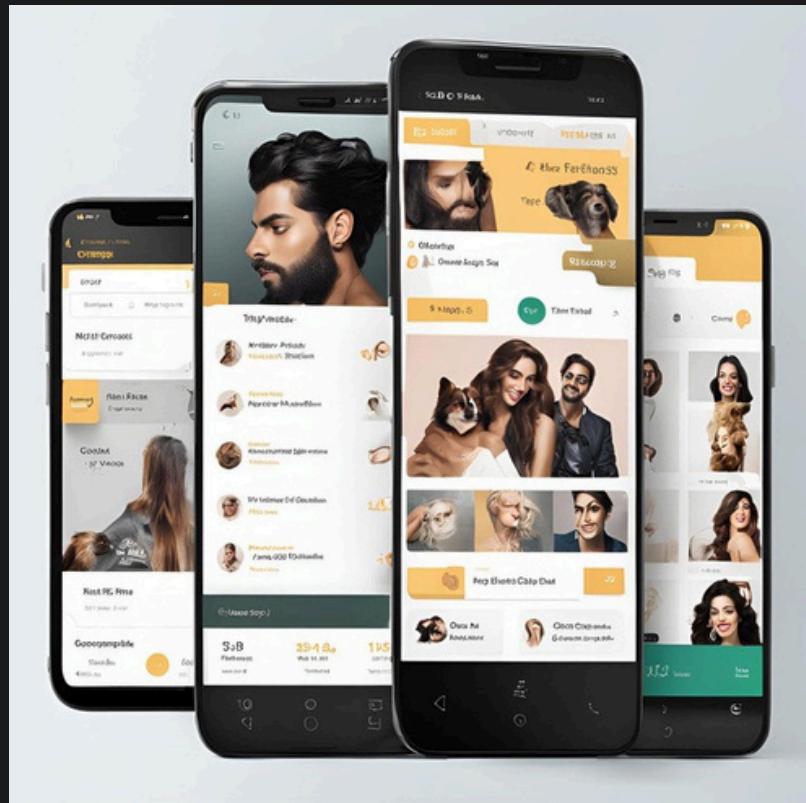
Our platform is revolutionizing grooming and beauty by catering to everyone men, women, pets, elderly clients, and freelancers. This unified app is designed for easy access, navigation and booking, creating convenience for clients and growth opportunities for providers. Join us, as we set a new inclusive standard in the beauty and grooming industry - accessible, reliable, and built for everyone.





Thanks

Thank you for your attention and interest in our project .We look forward to transforming the current trend and looking forward for working together



Do you have any questions?



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