PROJECT NAME: **Clotify**

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IDEA IN SHORT: An application that creates clothes based on an AI prompt

Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE

By changing the way that online shopping for clothing works, the world can become more eco-friendly and user-based, with our innovative product: **the implementation of personalization features** and as well as becoming the new effortless way of shopping.

Clotify is the main product of a business that, in contrast to most of the other clothing companies, don't focus on the environment.

2. OUR TARGET GROUP & SDGs

Young people in particular, given that fashion is a subject with infinite imagination, but the app can also be used by adults, and by older people too, to bring back the joy of "the good ol' days".

In the future, Clotify can become a helper for designers, fashion houses and many more.

3. SMART OBJECTIVES

S – Specific: Increase online presence and number of orders and sponsors

M – Measurable: Create social media pages and attract at least 500 active users in the first year.

A – Achievable: Create collaboration with artists / singers as well as create the "Rate my fit" section, part of the monthly blog.

R – Relevant: Improve visibility, Increase revenue and brand awareness

T - Time-bound: Objectives must be achieved by the end of the first year of the business (starting with the date of its launch)

4. PRICE

For the first part of our project, the company will be a self-funded one, necesiting about 250 dollars as start-up.

For the second part of our project, we'll need approximately 1500 dollars annually, which we will recover from sales, as business expenses for the main location, utilities etc.

For the third and final part, the business will be fully grown, becoming a self-run one, that follows the guidelines mentioned before

The sources of our funding will mostly be, non-reimbursable European funds, companies that support antrepreneurship and future sponsors.

5. PROMOTION

How?
By collaborating with fashion influencers, content creators, by organizing digital styling contests. By promoting a Rate My Fit section of our app for users to post their daily outfits

Where?
On Instagram & TikTok (excepting USA) Ideal visual platforms for showcasing clothes through reels, trends, collaborations with influencers and ads. Information related to the "Rate my Fit" column appears in a monthly fashion blog (which also presents upcoming trends + tips & tricks).