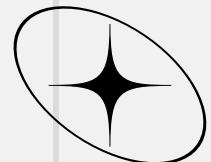


BATCH-03

LEAN STARTUP

TEAM - 07

TEAM MEMBERS



1

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2

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RAJA.V
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P.SUHRUDH
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T.VAMSHI KRISHNA
SE22UARI198

8

P.SACHETHAN
SE22UARI199

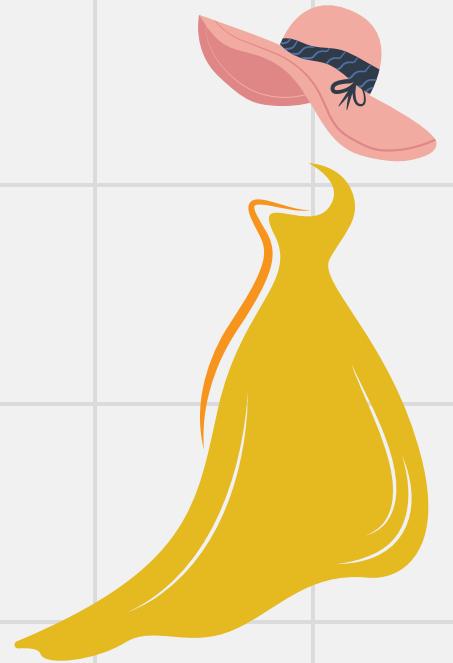
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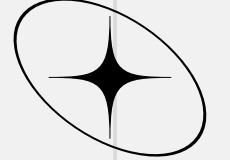
G.V.KAASHITH
SE22UARI200

10

K.BHUVAN
SE22UARI212

MODE MAVEN AI

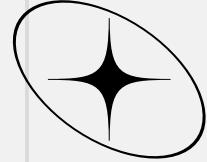




PROBLEM STATEMENT

The problem we aim to address is daily fashion-related challenges like outfit selection, staying stylish, and optimizing wardrobes. People often find creating personalized, trendy outfits time-consuming and frustrating. Wardrobes full of clothing remain underutilized, lacking guidance. Staying current with fashion trends, coordinating colors, dressing for weather, and preparing for events are ongoing hurdles. Organizing wardrobes efficiently proves challenging.

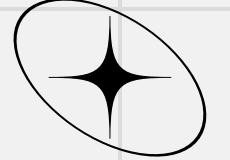
In an era of sustainability, users also seek eco-friendly fashion. "Mode Maven: Your Fashion Companion" is our proposed solution, offering personalized style advice, real-time trend insights, wardrobe optimization, and more, empowering users to make confident, stylish, and sustainable fashion choices in an effortless daily experience.



TARGET CUSTOMERS

Our target customers are fashion-conscious individuals who are interested in improving their personal style, optimizing their wardrobe, and staying updated with the latest fashion trends. This includes shoppers, fashion enthusiasts, and anyone looking for convenient and innovative ways to enhance their fashion choices.





CUSTOMER - IDEA VALIDATION RESULTS

Through interviews with 15 - 20 potential customers, we gathered the following insights:

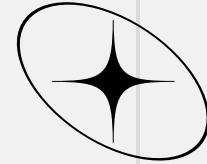
- The majority of participants expressed frustration with their daily outfit selections, often feeling unsure about whether their choices were fashionable and stylish.
- Participants shared a strong interest in having a virtual wardrobe assistant that could provide outfit recommendations based on their preferences and current fashion trends.
- Many participants mentioned that they struggle with maximizing their existing wardrobe and would appreciate a solution that helps them create new outfits from their existing clothing items.
- The need for real-time updates on fashion trends, especially runway trends and street styles, was consistently mentioned by the interviewees.
- There was a clear interest in a feature that would help users coordinate colors effectively in their outfits and make weather-appropriate clothing choices.

CUSTOMER VALUE PROPOSITION

- Tailored Recommendations: Analyzes your style preferences, body type, and fashion trends to curate outfits that suit your unique taste, ensuring you always look and feel your best.
- Complete Wardrobe Management: Effortlessly manage your entire wardrobe, never missing a single App with AI-powered organization.
- Virtual Shopping Tours: Take virtual tours of fashion boutiques and stores around the world without leaving your home.
- Family Fashion Coordination: Coordinate fashion choices for your entire family effortlessly with AI recommendations for all ages.

MARKET SIZE

- E-commerce Growth: The rise of online shopping and the need for improved user experiences have driven the demand for AI-powered fashion assistants that can help shoppers make more informed decisions.
- Customer Support: AI chatbots and virtual assistants can enhance customer support in the fashion industry, answering questions, providing product information, and offering styling advice.
- Data Analysis: AI fashion assistants can collect and analyze data on customer preferences, helping fashion brands make more informed decisions about inventory, design, and marketing.



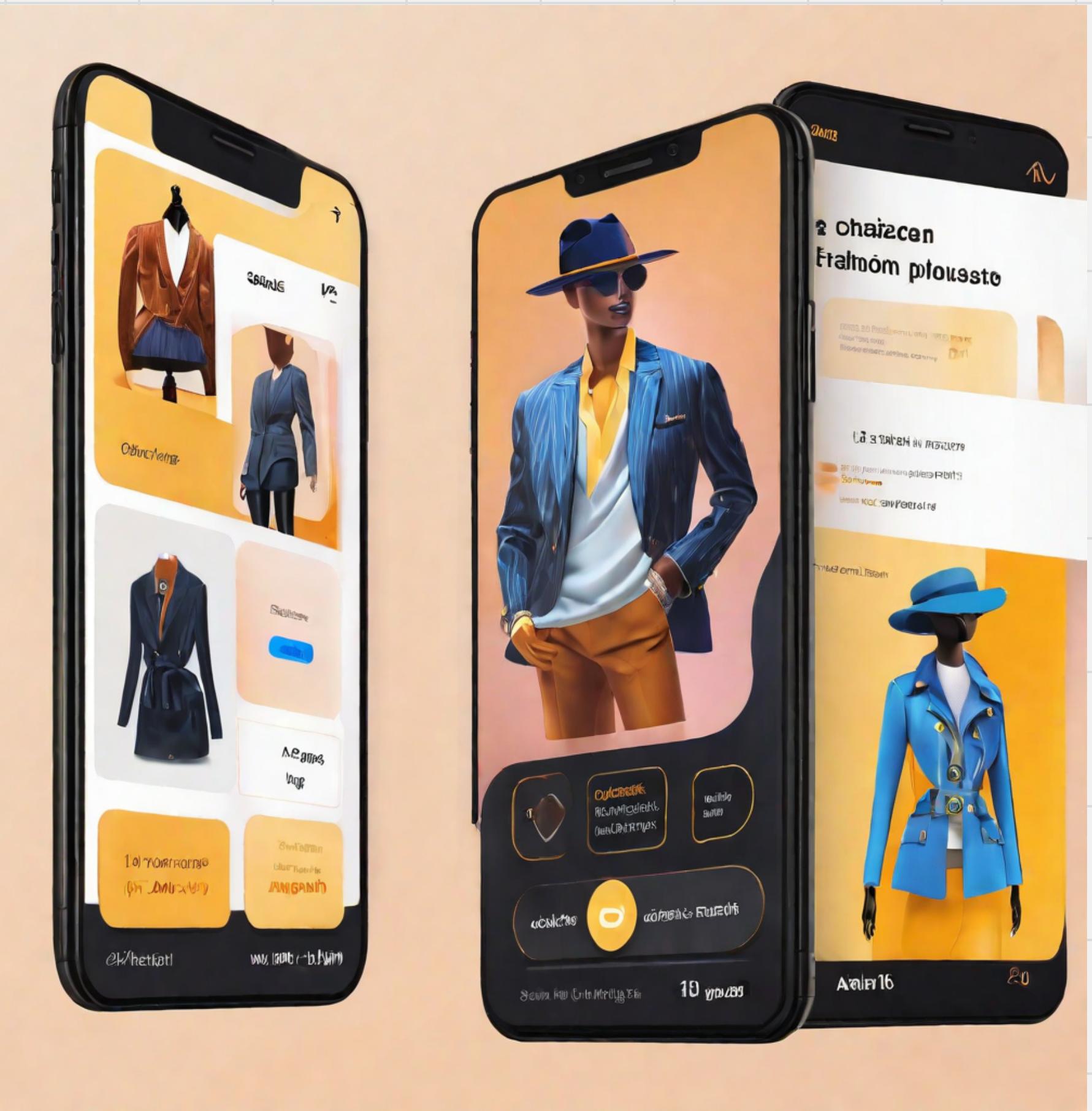
PROPOSED SOLUTION

In response to these insights, we propose the development of "Mode Maven: Your Fashion Companion." This AI-powered fashion app will offer the following features:

- Style Selector: Users can input their preferences, body type, and the occasion to receive AI-generated outfit recommendations.
- Virtual Wardrobe: Users can upload photos of their clothing items, and the AI will suggest new outfit combinations.
- AI Fashion Assistant: A chatbot that provides style advice, trend recommendations, and historical fashion information.
- Try-On Simulation: Augmented reality (AR) technology for users to virtually try on outfits.
- Fashion Trends Analysis: Real-time updates on the latest fashion trends.
- Color Coordination: Suggestions for coordinating colors effectively.
- Weather-Based Recommendations: Outfit suggestions based on local weather conditions.
- Occasion-Based Suggestions: Tailored outfit recommendations for specific events or occasions.

- Clothing Size Calculator: Helps users find the right clothing sizes when shopping online.
- Sustainable Fashion: Highlights eco-friendly clothing options and educates users about sustainability.
- AI Closet Organizer: Automatically categorizes and organizes users' virtual wardrobes.
- Outfit Ratings: Allows users to rate and review outfits.
- Shopping Lists: Users can create and manage shopping lists based on outfit recommendations.
- AI Stylist Challenges: Gamifies the fashion experience with style challenges.
- Custom Tailoring Services: Provides information on local custom tailoring services.

The "Mode Maven" app aims to alleviate the identified fashion-related challenges and empower users to make more confident and stylish fashion choices.



LEAN CANVAS

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
2	4	3	9	1
KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>	CHANNELS <i>List your path to customers (inbound or outbound).</i>	HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>	5	EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i>
8	7	6		
COST STRUCTURE <i>List your fixed and variable costs.</i>	REVENUE STREAMS <i>List your sources of revenue.</i>			

1. Customer Segments:

- Teenagers
- Fashion enthusiasts



2. Problem:

- In certain situations it finds frustrating to select a suitable outfit.
- Organizing wardrobes efficiently proves challenging.
- Underutilization of our wardrobe clothing and staying with the current fashion trend.

3. Unique value Proposition:

- Embrace a seamless and personalized fashion journey with our AI fashion app, where your wardrobe reflects your unique style, values, and preferences. Bid farewell to fashion dilemmas as you welcome effortless, tailored style into your life.

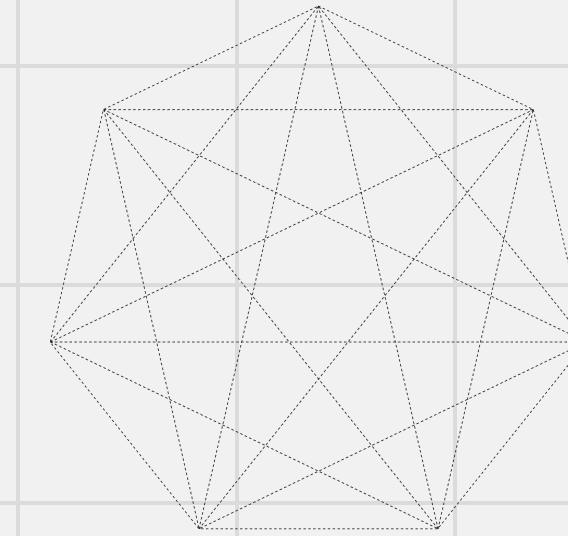
4. Solution:

- The AI fashion app customizes outfit suggestions based on your style, the weather, and the occasion, easing the frustration of choosing the perfect outfit.
- Revamp your closet effortlessly with AI's image recognition – your digital wardrobe organizer, helping you know your style inside out.
- Elevate your style game with AR try-ons, visualize outfits before deciding, and wear confidence.



5. Channels:

- Mobile app
- Mailing
- Social media
- Advertising

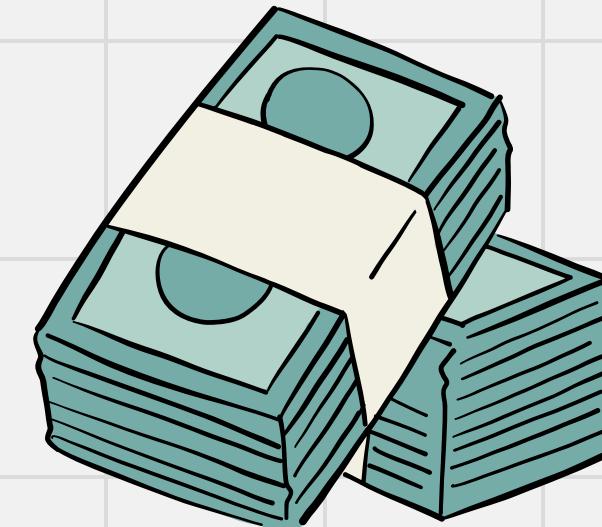


6. Revenue Streams:

- In-App Advertising: Partner with fashion brands and retailers to display targeted ads within the app.
- E-commerce Integration: Charge fashion brands or retailers for listing their products on our platform.
- Data Analytics: Provide analytics and insights to fashion businesses based on user behavior and preferences within your app. Fashion companies can use this data for strategic decision-making.

7. Cost Structure:

- Development costs which include Software Development, AI Development , App Development.
- Infrastructure costs includes Hosting and cloud services, Data storage and AI frameworks and tools.
- Marketing and advertising cost.
- AI Model Training and Maintenance cost consists of AI Algorithm Training .

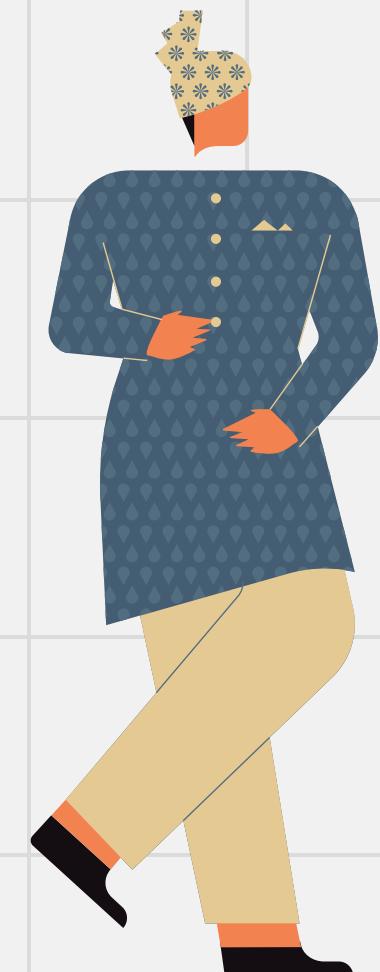
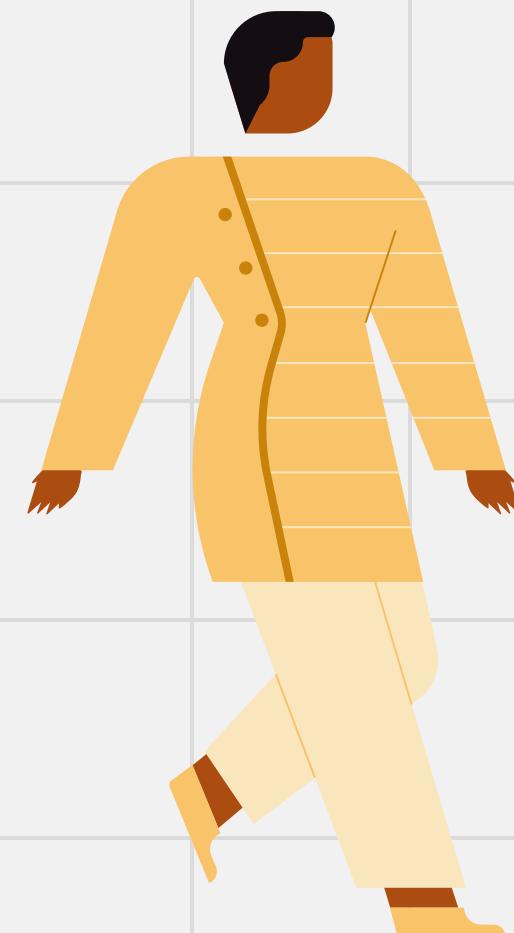


8. Key Metrics:

- **Feedback and Ratings:** Monitor user feedback, ratings, and reviews to assess user satisfaction.
- **Response Time:** Assess the bot's response time to user queries.
- **Social Media Shares:** Measure how often users share the bot's fashion recommendations on social media platforms
- **Brand Partner Satisfaction:** Survey partner brands to assess their satisfaction with the bot's performance and impact on sales.
- **Cost Per User Inquiry:** Calculate the cost of handling each user inquiry or interaction

9. Unfair Advantage:

- Trend Prediction: Analyze social media, fashion blogs, and other online content to predict emerging fashion trends.
- Cultural Sensitivity: Understanding and respecting the cultural norms and values of a particular country. This can lead to more relevant and appropriate fashion recommendations.



MINIMUM VIABLE PRODUCT

A Minimum Viable Product (MVP) involves creating the first form of a product with just the core components needed to perform its core functionality. The final, complete set of features is only designed and developed after considering feedback from the product's initial users.

Therefore, MVP product development doesn't have to be complicated. It should simply:

- Serve a target audience
- Solve a primary issue
- Present the development team with a better understanding of what to build
- Eliminate the risk of adding undesirable features, thereby spending less money on development

MVP VALIDATION STRATEGY

Step 1: The core function of our product is to suggest an outfit combination according to the user's occasion from their wardrobe. So, during initial staging of the AI platform, users will upload photos of their clothing wardrobe, and the AI will suggest new outfit combinations. This will also provide opportunities for user feedback.

Step 2: After analyzing user feedback, we will try to add new features depending on customers' interests. We have a few basic features such as:

- Allowing users to rate and review outfits.
- Providing suggestions for coordinating colors effectively.
- Providing information on local custom tailoring services.
- Outfit suggestions based on local weather conditions.
- A chatbot that provides style advice, trend recommendations, and historical fashion information.

THANK YOU

