



cura.ai

smart skincare

Team Vector



skincare is overwhelming

1

Excessive number of
products in the market

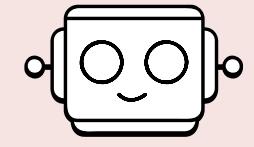
2

No effective way to track
progress

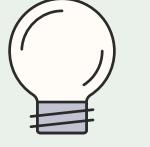
3

Skin specialists are
expensive

AI for healthy skin



ai based
personalised
skincare



recommendations
based on reviews
and ratings



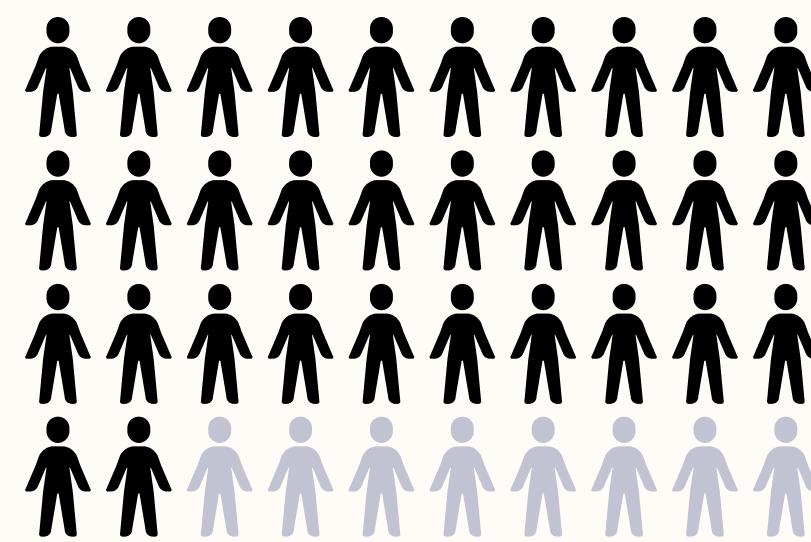
budget friendly and
ensures consistent
usage



discovery of lesser
known high-quality
skincare brands

Our Market: Tech Savvy Young Adults

Gen Z and Millennials¹
Skincare Market Share



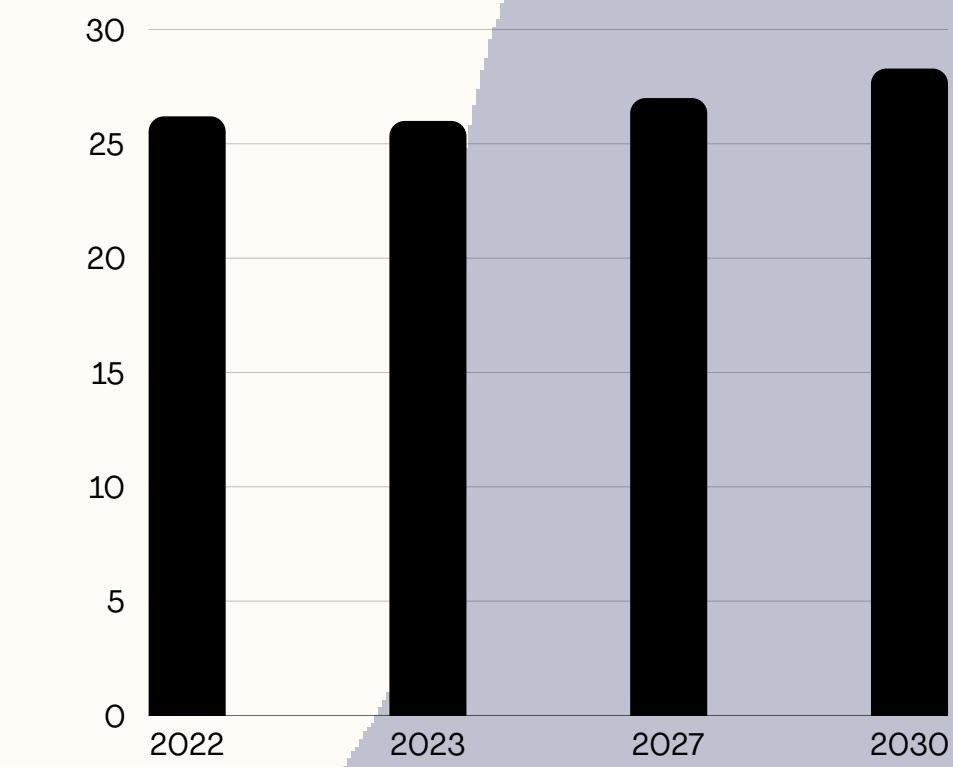
80%

Adults **aged 18 to 29**
who are *early adopters*
of new technology.



Global Personalized Skincare Market

\$26.20BN, 8.0% CAGR



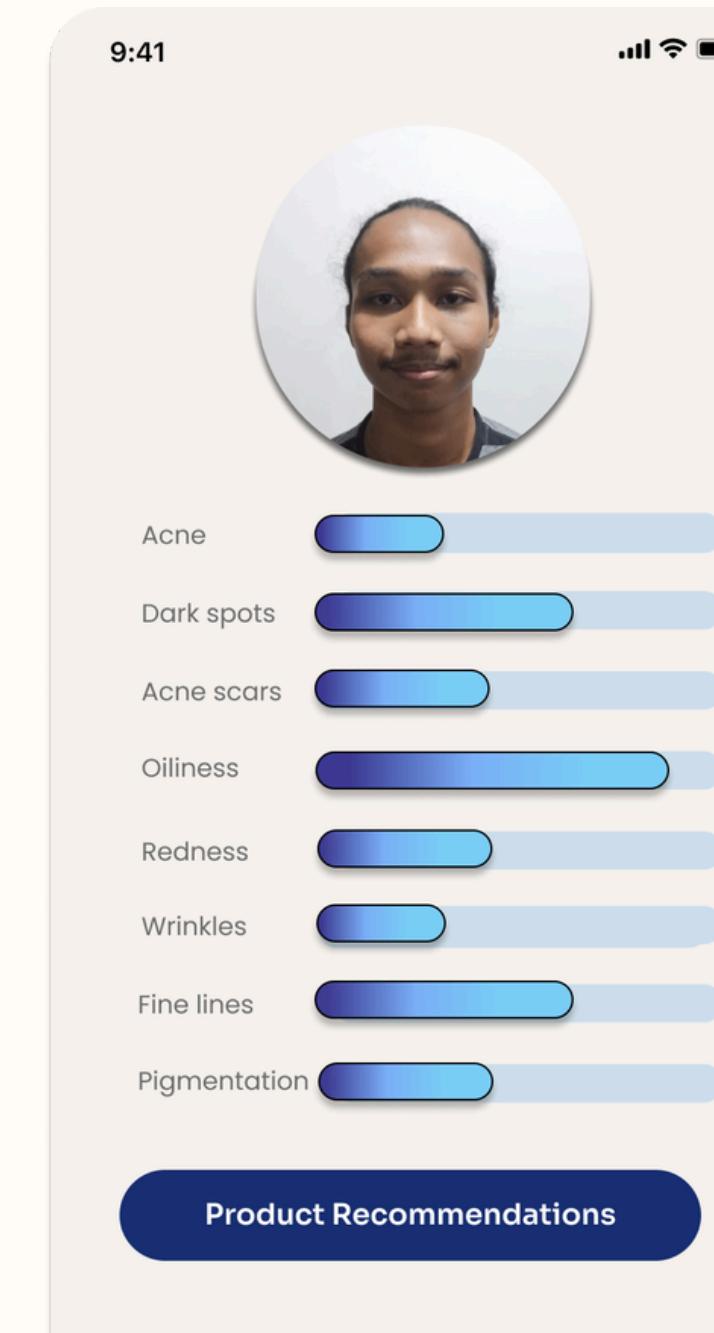
(Source: Fortune Business Insights, Pew Research Centre)

skin specialist in your pocket

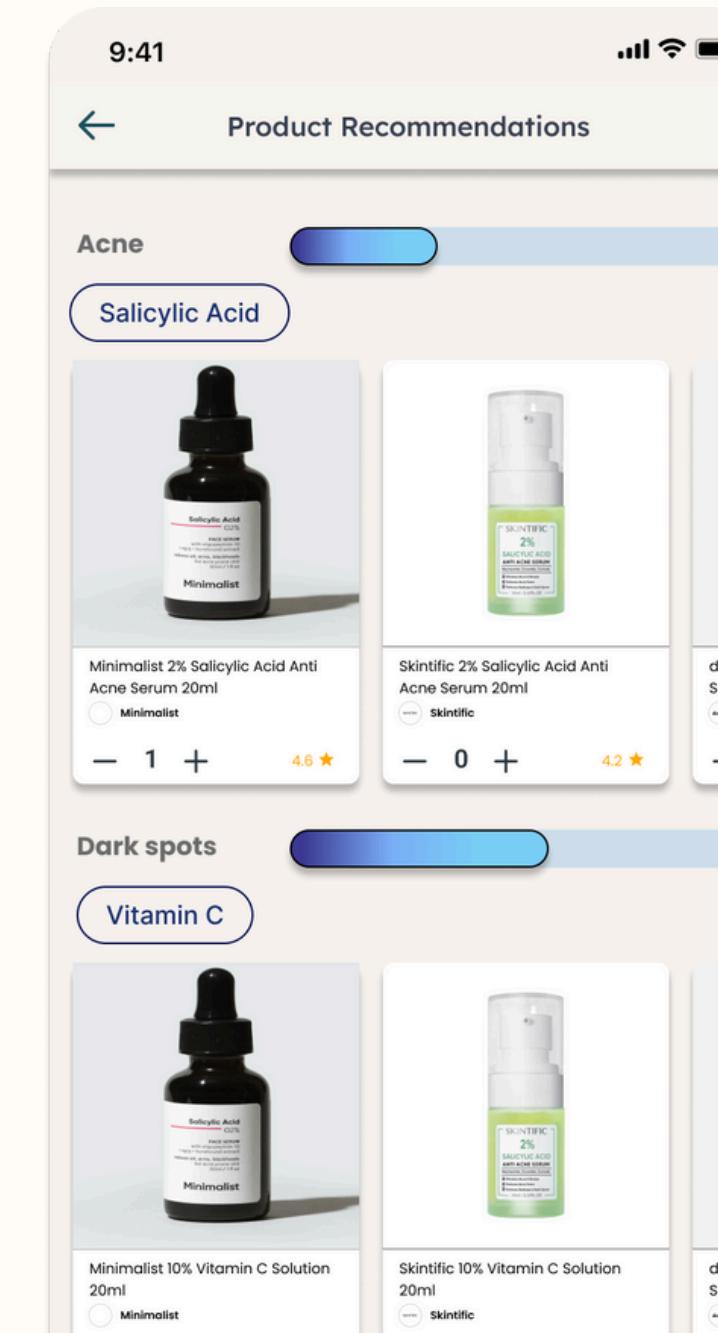
scan your face



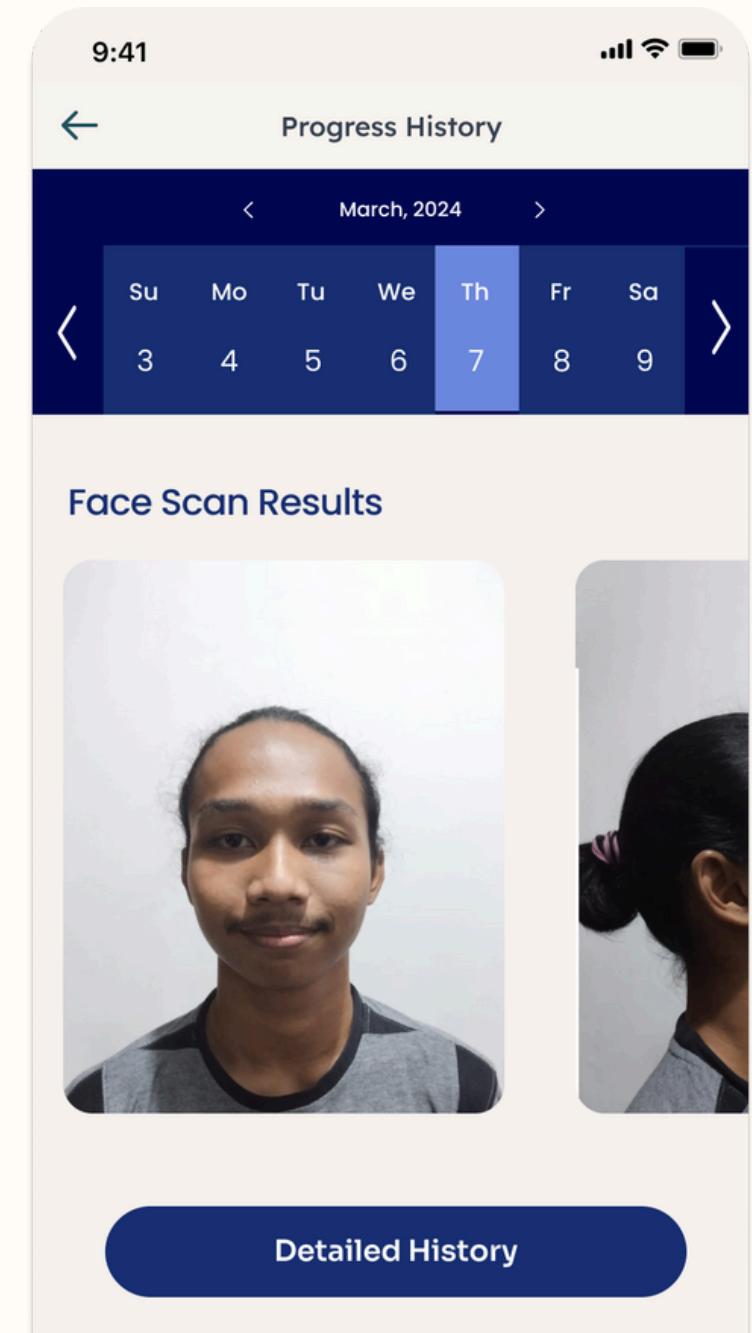
get your skin report



product
recommendations



track your skin





Dark spots

Acne

Oiliness

Redness

Black heads

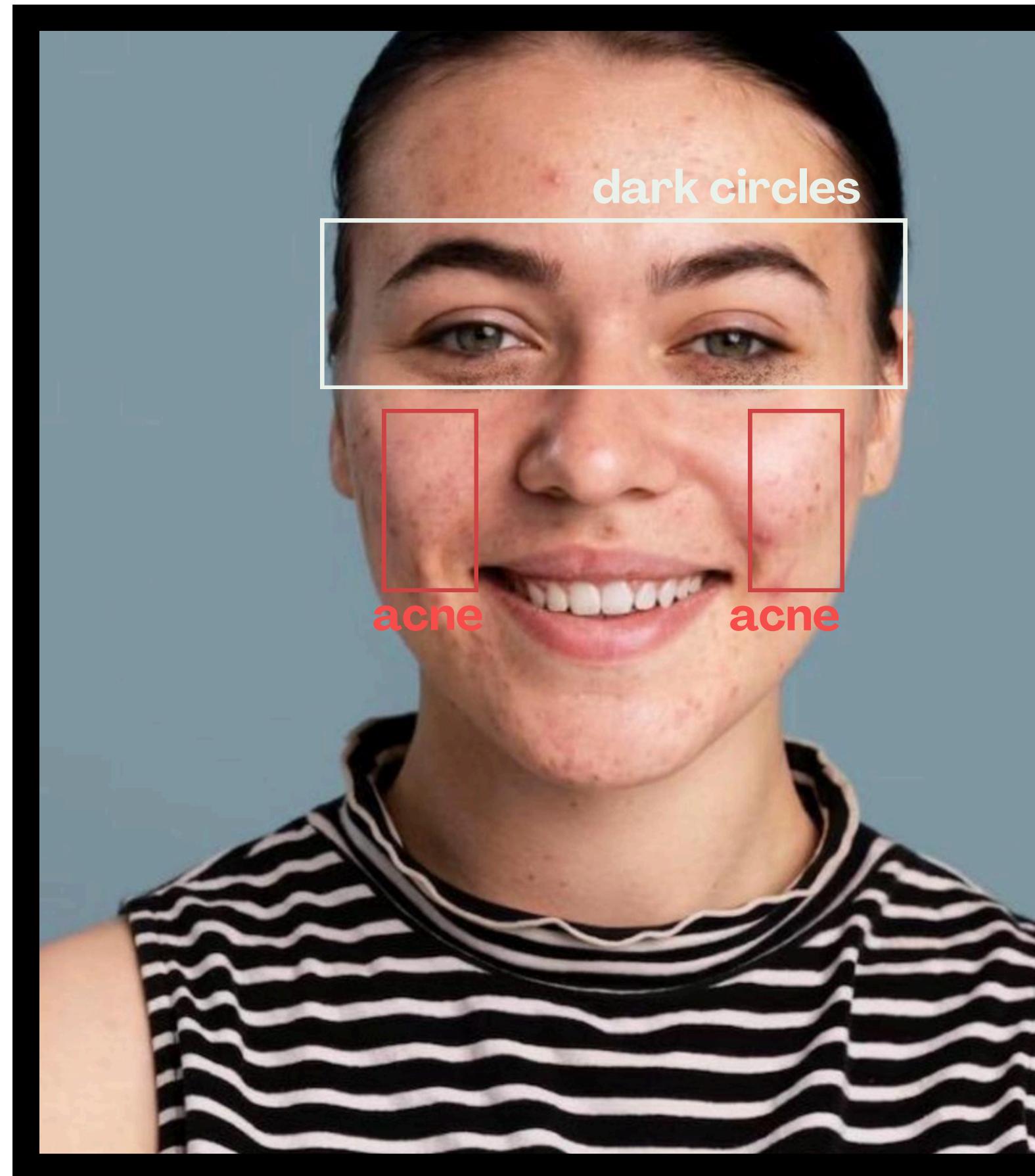
Wrinkles

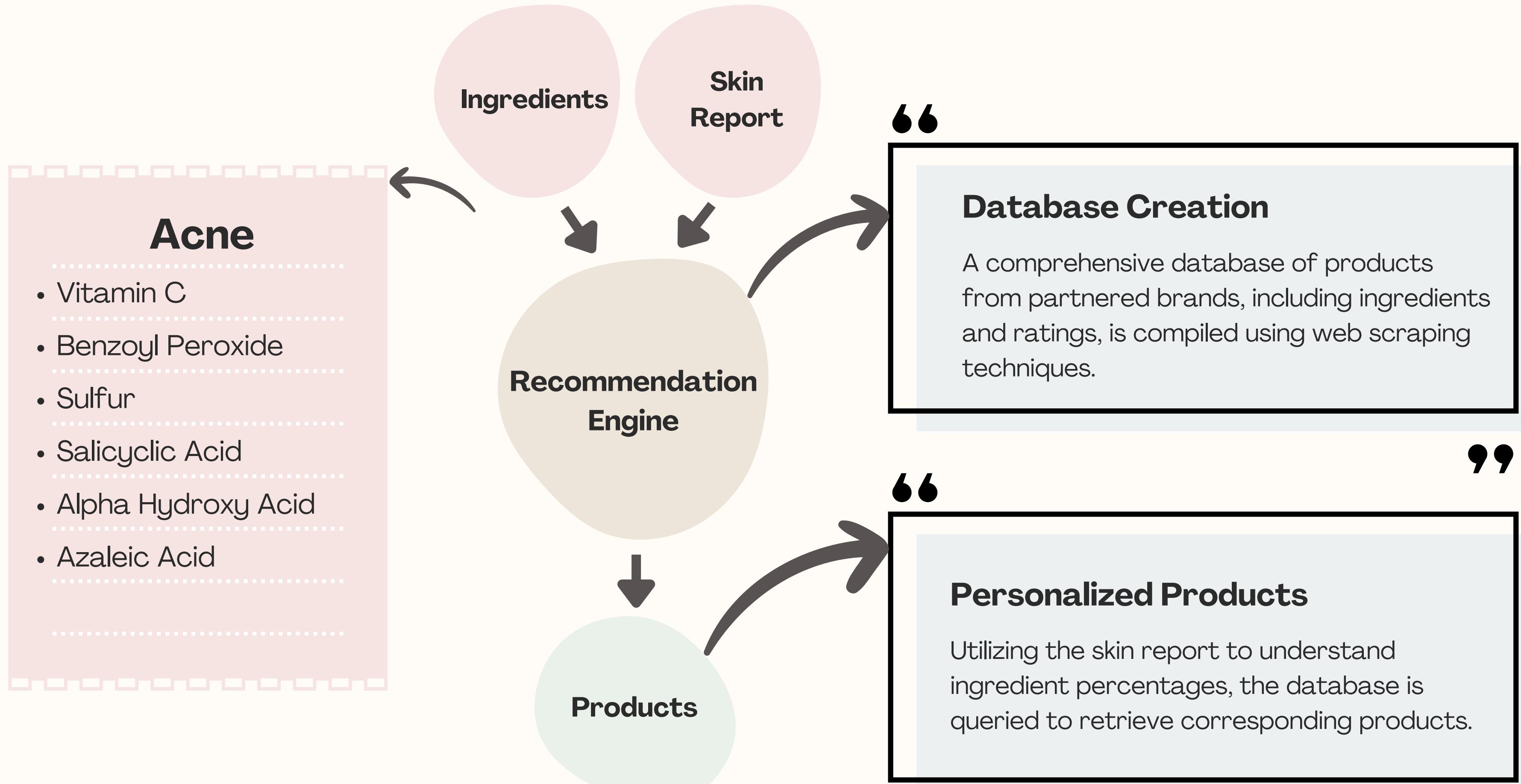
Trained on millions of face and skin images, our advanced AI engine quickly and efficiently evaluates the face, identifying up to 7 essential skin care metrics.

technology

The app uses a FastAI model, trained on a vast dataset, to analyze uploaded facial photos and accurately predict any skin conditions present.

Based on thorough research, a detailed list of skin condition indicators has been created and effectively linked to active ingredients known to treat these conditions.



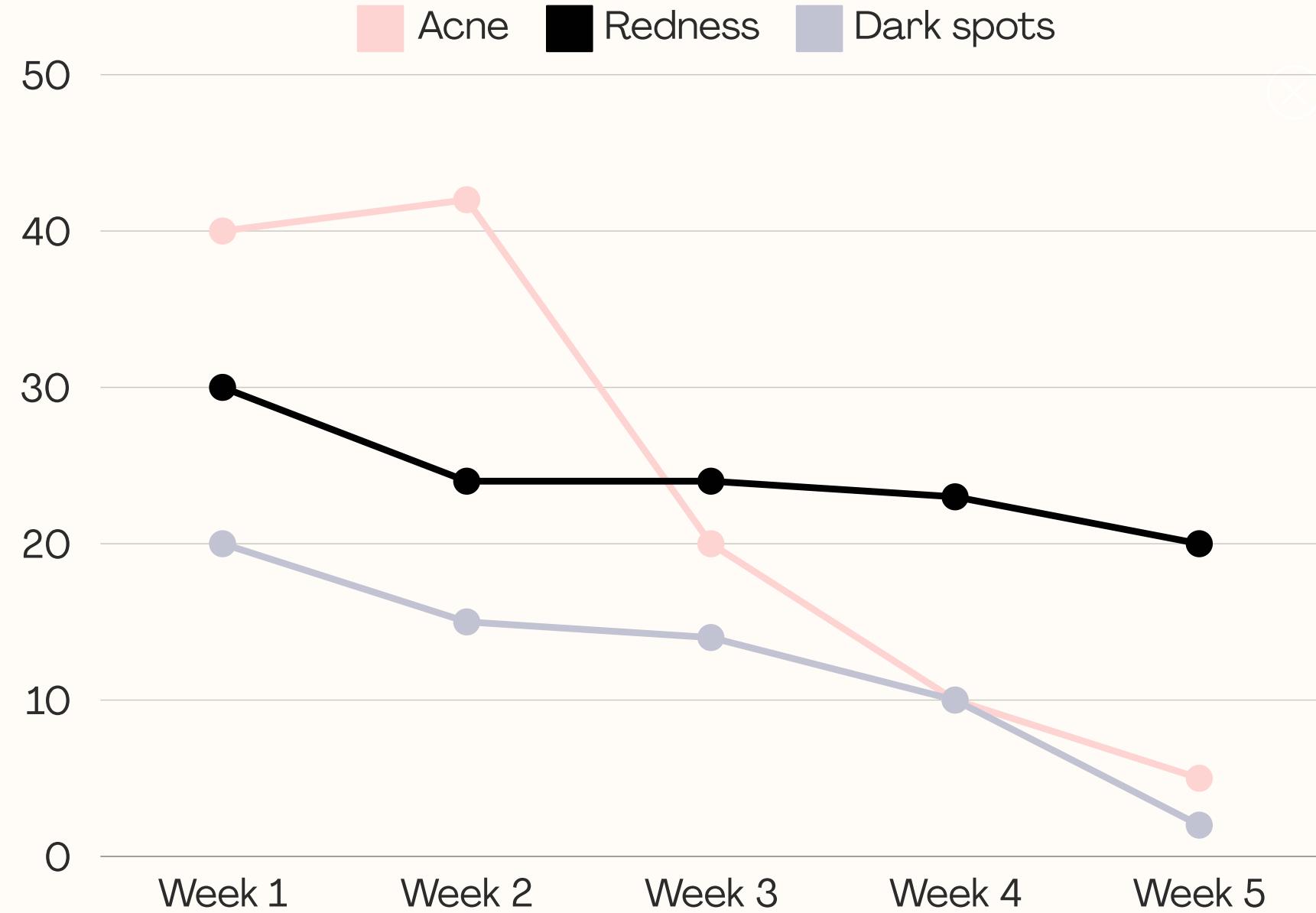


Track your skin changes

Regularly upload photos of your face

Analyse the changes in skin indicators with time

Visualise the changes using charts



Competition

	CURA.AI	haut.ai	neutrogena/ olay skincare	skincare retailers
Personalised Skincare Routine	✓	✓	✓	✗
Tracking	✓	✗	✗	✗
Inter-brand Comparisons	✓	✓	✗	✓
Demo	✓	✗	✓	✗

one snap skincare



upload
a
selfie

analyze
your skin



get product
suggestions



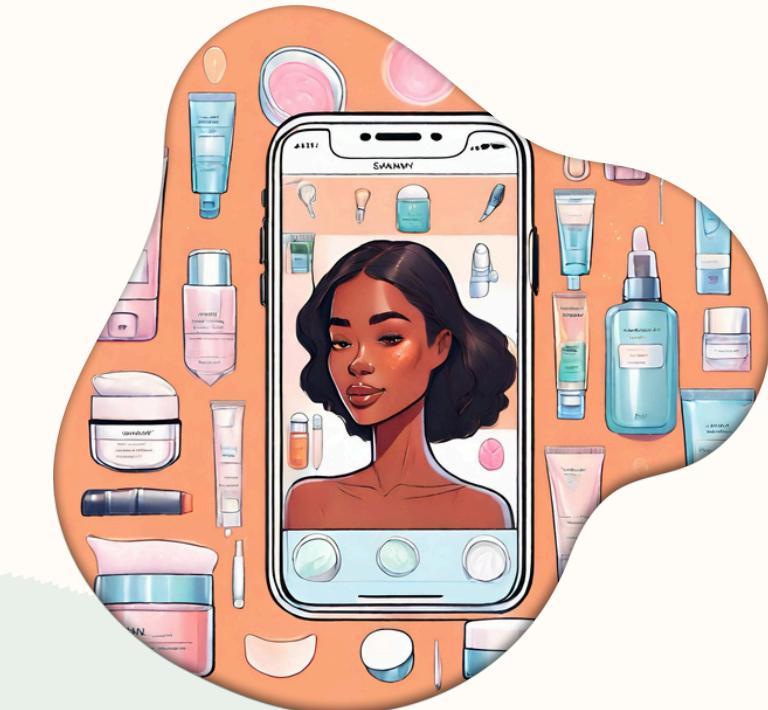
track your
skin

inexpensive + personalised



Aestheticians

Inaccessible, inconvenient and usually not budget friendly.



Other AI-Based Skincare Apps

Only recommend products of their own. Lacks inter-brand comparisons.
Neutrogena, CureSkin



Skincare Retailers

Lack of personalization, continues to be overwhelming.

brand discovery and exclusive partnerships



1

Discovery

Unveiling lesser-known but high-quality skincare brands to users.

2

Exclusivity

Highlight special deals, discounts, and samples from partner brands available exclusively to Cura.ai users.

Thank you!

Version History

- 
- Week 1**
Only skin care and product recommendations
 - Week 2**
Added dermatologist visit
 - Week 3**
Figured out business model
 - Week 4**
Reverted back to only skin care
 - Week 5**
Included technology
 - Week 6**
New pitch deck
 - Week 7**
Modified new pitch deck

figma.com/file/Mu1RqkTGeYN620hsaggGyD/CURA-PROTOTYPE?type=design&node_id=0-1&mode=design&t=nPZMSxsJDGI2n5NT-0

Drafts / CURA PROTOTYPE

Layers Assets Mobile

Pages

Mobile

Design System

Bar Search

How's your face condition?

SCROLL

Click Bar

Click Bar

Click Bar

Click Bar

Check your progress

Rectangle 43

mid:pencil

Ellipse 5

Sankeerthna

Hello

Rectangle 28

Logout

Profile Picture Discard

Profile Picture Choose

Profile Picture

Home Section

Verification Account

Login!Signup

Sign Up Agree

Sign Up

TIED

9:41

CURA

Welcome

Flow 1

Home Section

Flow 2

Login to Your Account

Username or email

Password

Log In

Or Login With

Google

Facebook

Twitter

Doesn't have an account? Sign Up

Device

iPhone 15 Pro Max

Mobile

Natural Titanium

Preview

Background

000000

Flows

Flow 1

Flow 2

?

This image shows a Figma prototype of a mobile application's login screen. The screen is titled 'CURA PROTOTYPE' and features a logo with the word 'CURA' and a stylized 'S'. The main content area is a 'Login to Your Account' form with fields for 'Username or email' and 'Password', and a large blue 'Log In' button. Below the form are social media login options for Google, Facebook, and Twitter. At the bottom, there is a link for users who don't have an account to 'Sign Up'. The background shows a blurred view of the app's internal structure and flowchart. The left sidebar lists various UI components and flows, while the right sidebar shows device settings and preview options.