



SERAFACE

PITCH DECK

“Walang Derma? Walang Problema.”

Arranged by

LE SERAFACE

Prepared for

WSP PH 2025

Vision & Value Proposition

Skincare that's smart, simple, and truly yours



Seraface empowers users with personalized, AI-driven skincare recommendations, routines, and guidance.



We remove the guesswork, minimize product waste, and connect users with expert-backed skincare solutions.

The Problem

Seraface's Pitch Deck

80%
of adults experience skin
concerns **BUT ONLY**
40%
see a dermatologist

81. of Filipino
adolescents
reported
having acne
7%

1.19 dermatologists per 100,000 Filipinos ≈1,345 dermatologists nationwide for ~112M people
70%+ of these specialists work in Metro Manila, leaving provinces underserved

Acne affects most Filipino teens, but limited care access, harsh environments, and social media pressures worsen its impact on their skin and self-esteem.

67%
users distrust social
media skincare
advice, yet it's their
main source of info

Primary Market



Young Filipinos experiencing puberty and hormonal breakouts



Career-oriented individuals who does not have time researching for their appropriate skincare routine



Individuals who see appointments to an expert for their skincare needs as an inconvenience

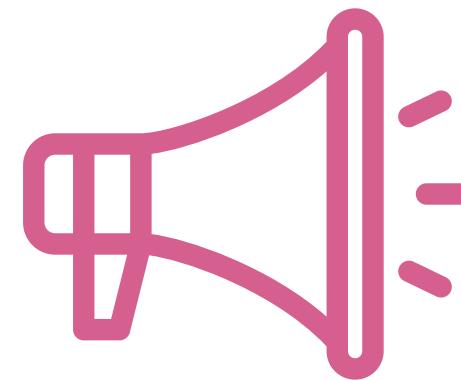
Target Market & Opportunity

Secondary Market



Dermatologists

Streamline forming connection with industry experts and appointment booking



Skincare Brands

Smarter product recommendations to boost partnered brand engagement.



E-commerce

Personalized AI skincare recommendations from affiliate shops that drive sales.

Target Market & Opportunity

Market Stats

\$2.48B

Philippines skincare market (2024)
7.6% CAGR

\$1.1 b – \$1.5 b

Philippines skincare sector (2021–2026)

~90%

Population of daily skincare
user in Philippines

**Very low, mostly ad-hoc
trial and error**

Teens following proper routines

The Seraface Solution

1 Smart Analysis

User submits skin type, allergies, budget, goals. Our AI analyzes a selfie to detect breakouts, dryness, and irritation.

2 Real-time Support

Our chatbot, Sera, answers follow-up questions with real-time knowledge, guiding users through their journey.

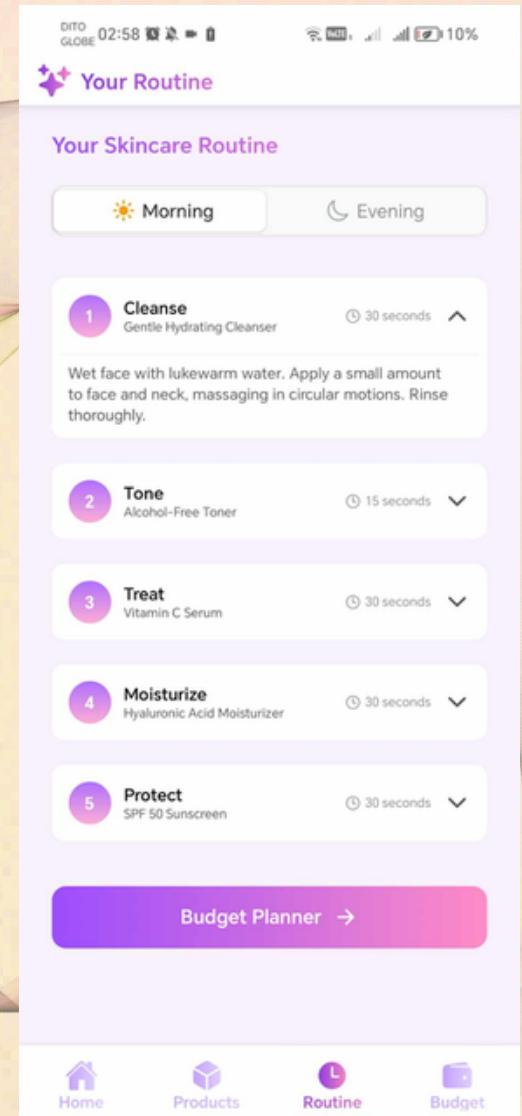
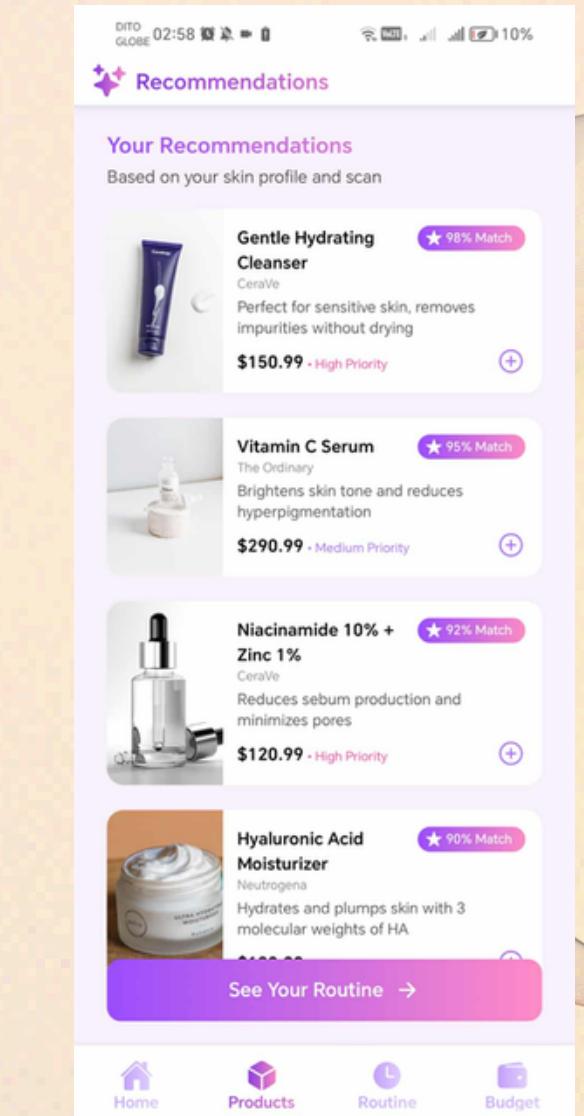
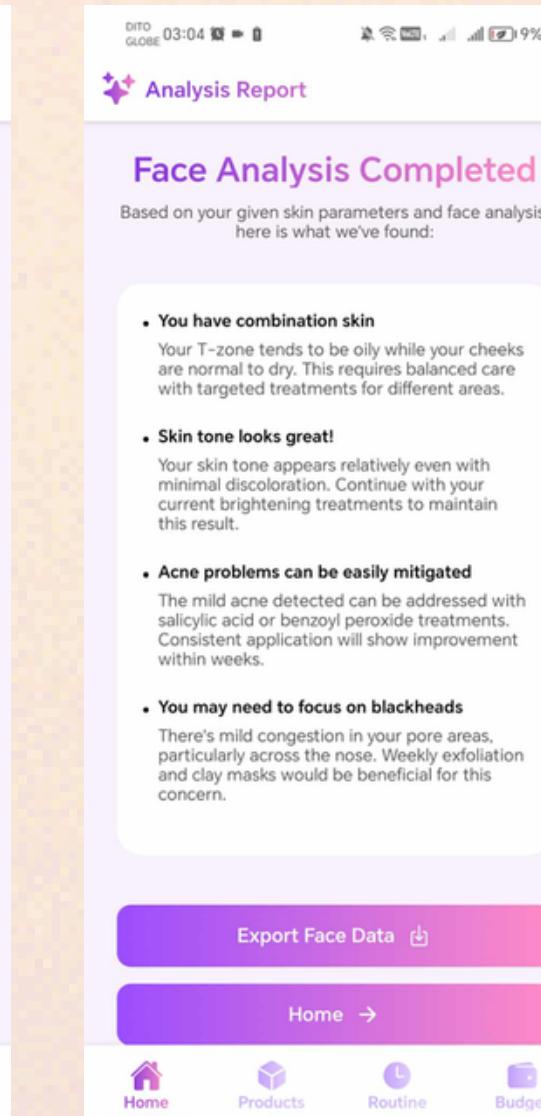
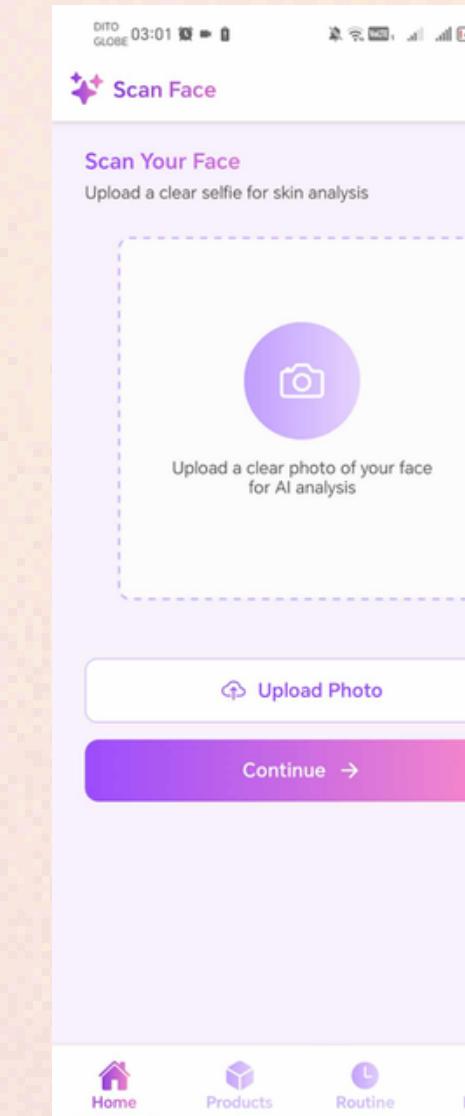
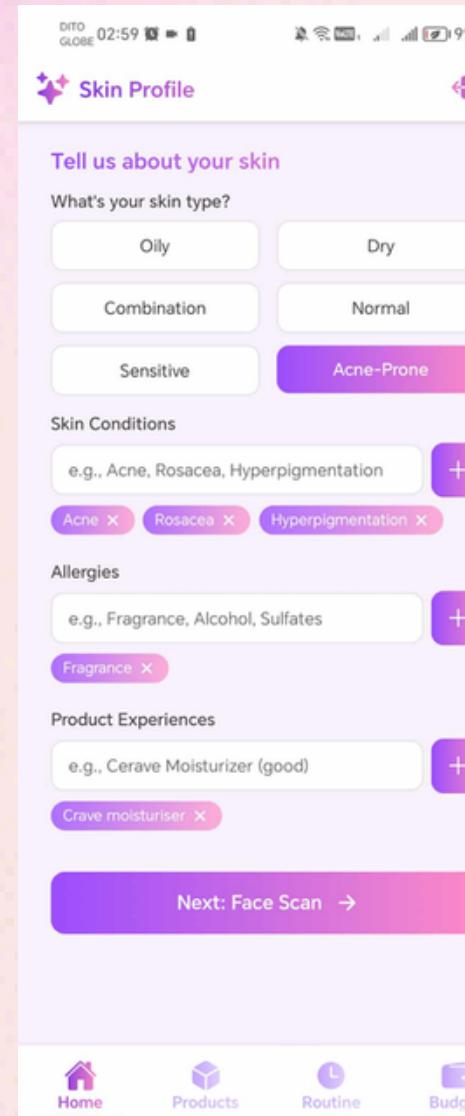
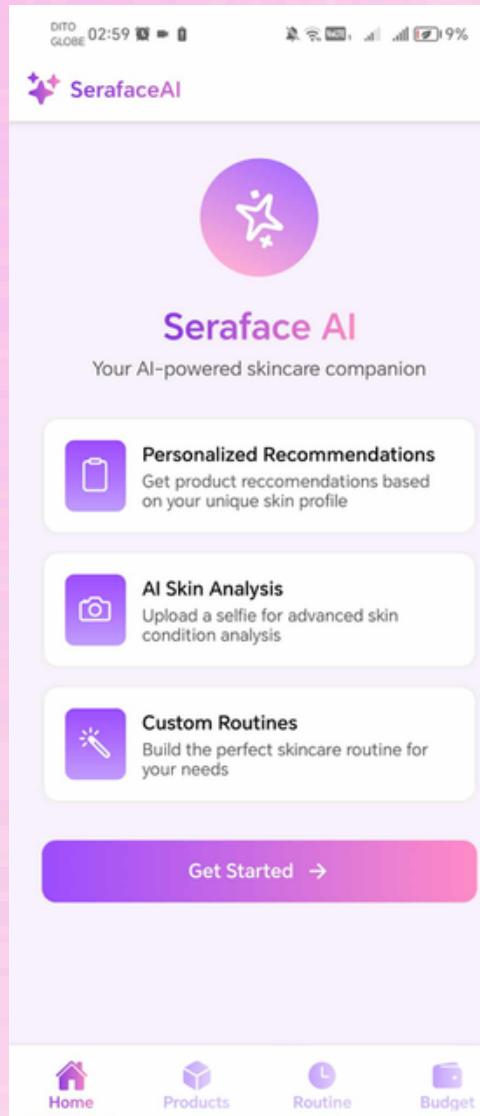
3 Personalized Routine

Seraface recommends products with affiliate links and auto-generates a prioritized, explained daily routine.

4 Export & Community

Connect directly with Filipino dermatologists and a supportive community for peer advice.

Product Demo / Visuals



User Input

User Profile

Skin Analysis

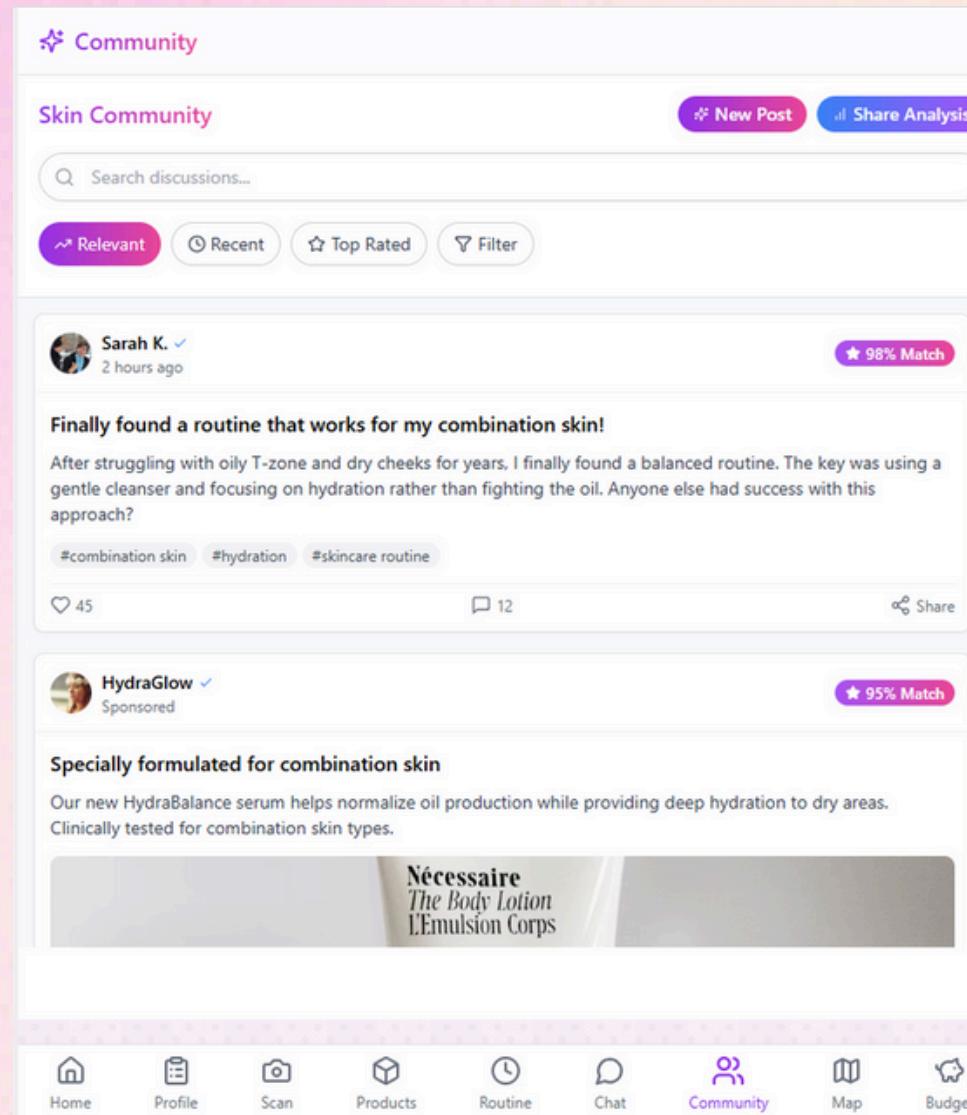
Analysis Report

Recommendations

Routine

Core Features

Product Demo / Visuals



Community

Skin Community

New Post Share Analysis

Search discussions...

Relevant Recent Top Rated Filter

Sarah K. 2 hours ago **98% Match**

Finally found a routine that works for my combination skin!

After struggling with oily T-zone and dry cheeks for years, I finally found a balanced routine. The key was using a gentle cleanser and focusing on hydration rather than fighting the oil. Anyone else had success with this approach?

#combination skin #hydration #skincare routine

45 12 Share

HydraGlow Sponsored **95% Match**

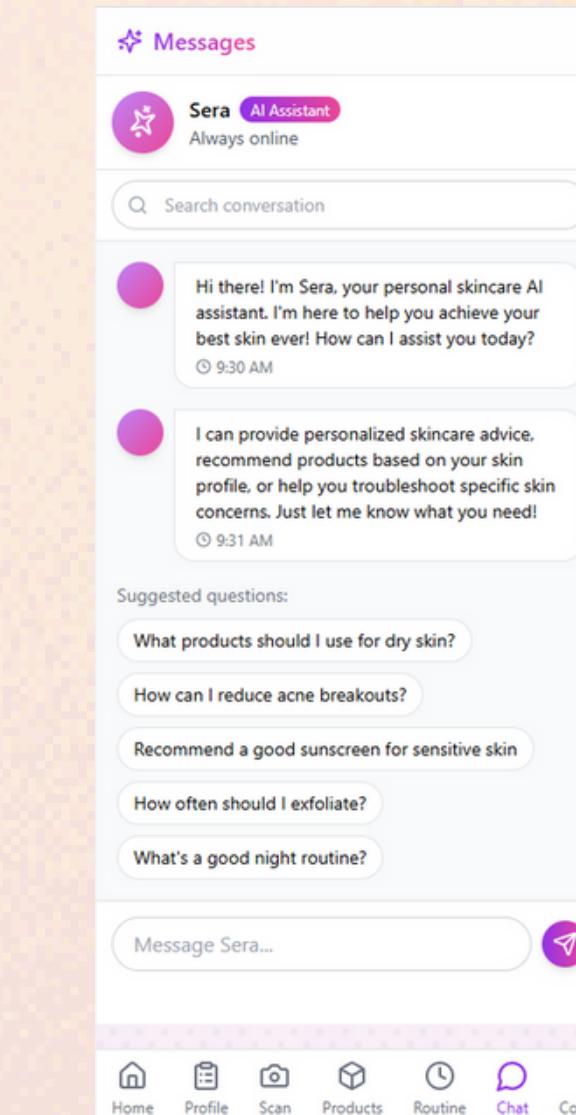
Specially formulated for combination skin

Our new HydraBalance serum helps normalize oil production while providing deep hydration to dry areas. Clinically tested for combination skin types.

Nécessaire The Body Lotion L'Emulsion Corps

Home Profile Scan Products Routine Chat Community Map Budget

Community



Messages

Sera AI Assistant Always online

Search conversation

Hi there! I'm Sera, your personal skincare AI assistant. I'm here to help you achieve your best skin ever! How can I assist you today? 9:30 AM

I can provide personalized skincare advice, recommend products based on your skin profile, or help you troubleshoot specific skin concerns. Just let me know what you need! 9:31 AM

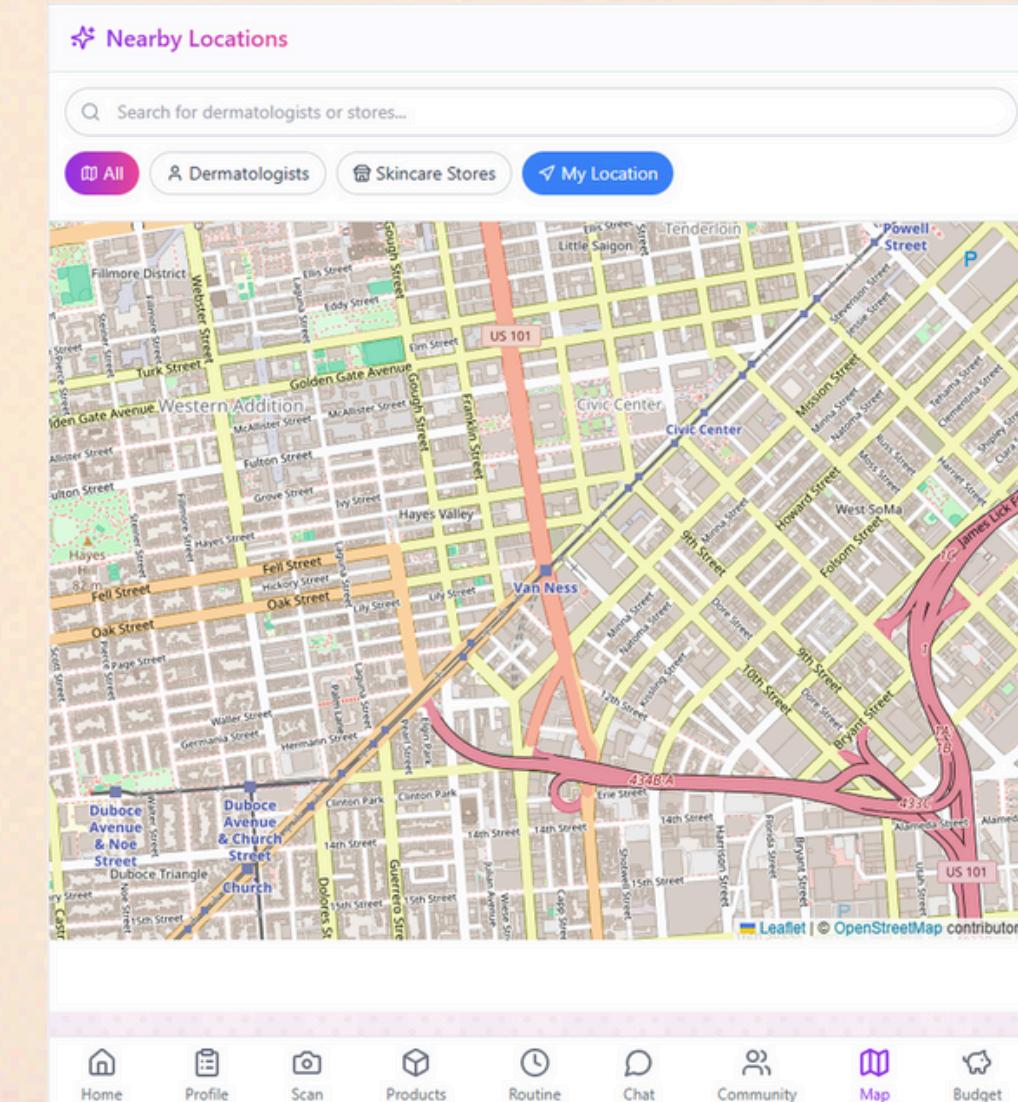
Suggested questions:

- What products should I use for dry skin?
- How can I reduce acne breakouts?
- Recommend a good sunscreen for sensitive skin
- How often should I exfoliate?
- What's a good night routine?

Message Sera...

Home Profile Scan Products Routine Chat Comm

SERA Chatbot



Nearby Locations

Search for dermatologists or stores...

All Dermatologists Skincare Stores My Location

A map of San Francisco showing various locations marked with pins. A red route line highlights a path through the city, passing through neighborhoods like the Fillmore District, Western Addition, Civic Center, Hayes Valley, and SoMa. Street names like Market Street, Geary Street, and Powell Street are visible.

Leaflet OpenStreetMap contributors

Home Profile Scan Products Routine Chat Community Map Budget

Live Map (Nearby Stores & Experts)

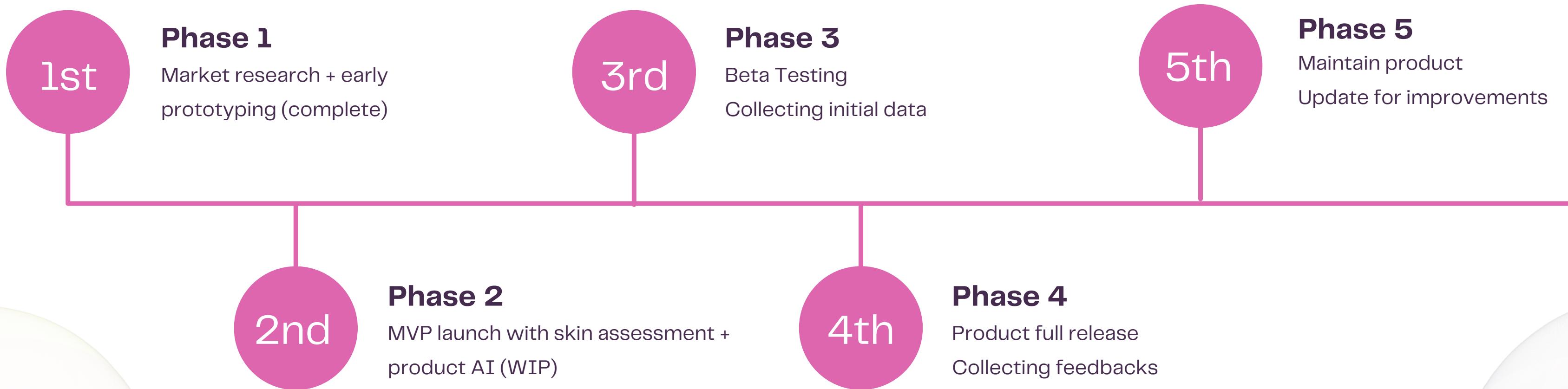
Future Features

Business Model

Problems <ul style="list-style-type: none"> Teens suffer from skin issues due to hormonal changes but can't afford dermatologists. Most skincare advice comes from social media—unreliable and often harmful. Skincare products are often bought through guesswork, leading to wasted money and worsening skin conditions 	Solutions <ul style="list-style-type: none"> AI-powered mobile app that analyzes user-submitted selfies and skin data. Recommends affordable, compatible skincare products with clear routines. Offers a chatbot for education, expert access, and peer community support 	Unique Value Proposition <ul style="list-style-type: none"> Affordable skincare guidance without clinical costs. Reduce product waste through better decision-making. AI-powered personalization to improve teen skin confidence 	Unfair Advantage <ul style="list-style-type: none"> Focused on underserved Filipino teens—a niche often overlooked by major skincare apps AI trained on diverse, localized Filipino skin data for accurate, culturally relevant results Built on trust through transparency, education, affordable solutions, and community-backed validation 	Customer Segments <ul style="list-style-type: none"> Primary: Filipino teenagers (13–19) dealing with acne, sensitive skin, and limited budgets. Secondary: Parents of teens, derma clinics targeting young demographics, and skincare brands seeking better customer insights.
Key Metrics <ul style="list-style-type: none"> Number of app downloads Account creation and skin assessment completions Daily/weekly active users (DAU/WAU) Product click-through and affiliate conversion rates Routine adherence tracking (e.g., check-ins, progress photos) Booking requests with dermatologists 	Channels <ul style="list-style-type: none"> Social media platforms (TikTok, Instagram, Facebook) Filipino teen influencers and skincare content creators App Store & Google Play High school orgs, online student forums Partnerships with local skincare brands, derma clinics 			

Cost Structure <ul style="list-style-type: none"> App and backend development Data storage and AI computation Staff (developers, support, marketing) Licensing third-party APIs Product Deployment 	Revenue Streams <ul style="list-style-type: none"> Affiliate commissions from product links (Lazada, Shopee, etc.) Booking fees for dermatologist appointments made through the platform B2B licensing of the AI skin analysis API to clinics or skincare brands In-app ads for targeted skincare promotions Potential future: marketplace for secondhand skincare products
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Traction & Roadmap





Marketing and Growth Strategy

- Referral & rewards system
- Partner with micro-influencers in skincare niche
- Educational content campaigns via TikTok, YouTube Shorts, etc.
- Collaborate with derma clinics for early trust-building
- Retargeting ads for drop-offs & high-intent visitors



Seraface's Pitch Deck

Competitive Landscape

Competitor	Focus	Weakness
Curology	Rx dermatology service	Reactive treatment, Remedy based
YouCam Makeup	Skin filter + virtual testing	Not medically grounded
Troveskin	Skin scoring + journaling	Limited product guidance, no AI
Skin Bliss	Ingredient search	No personalization and visual analysis



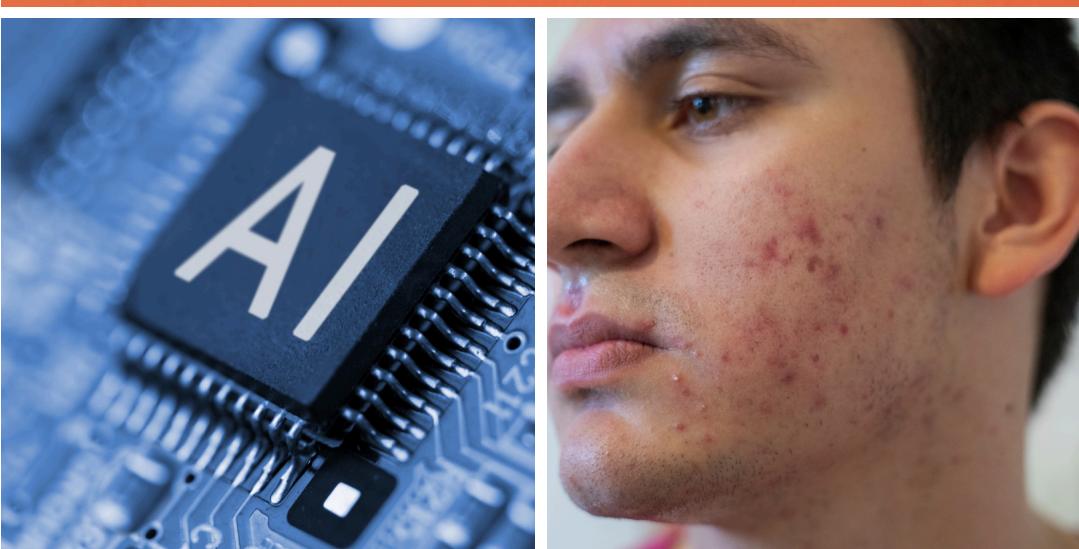
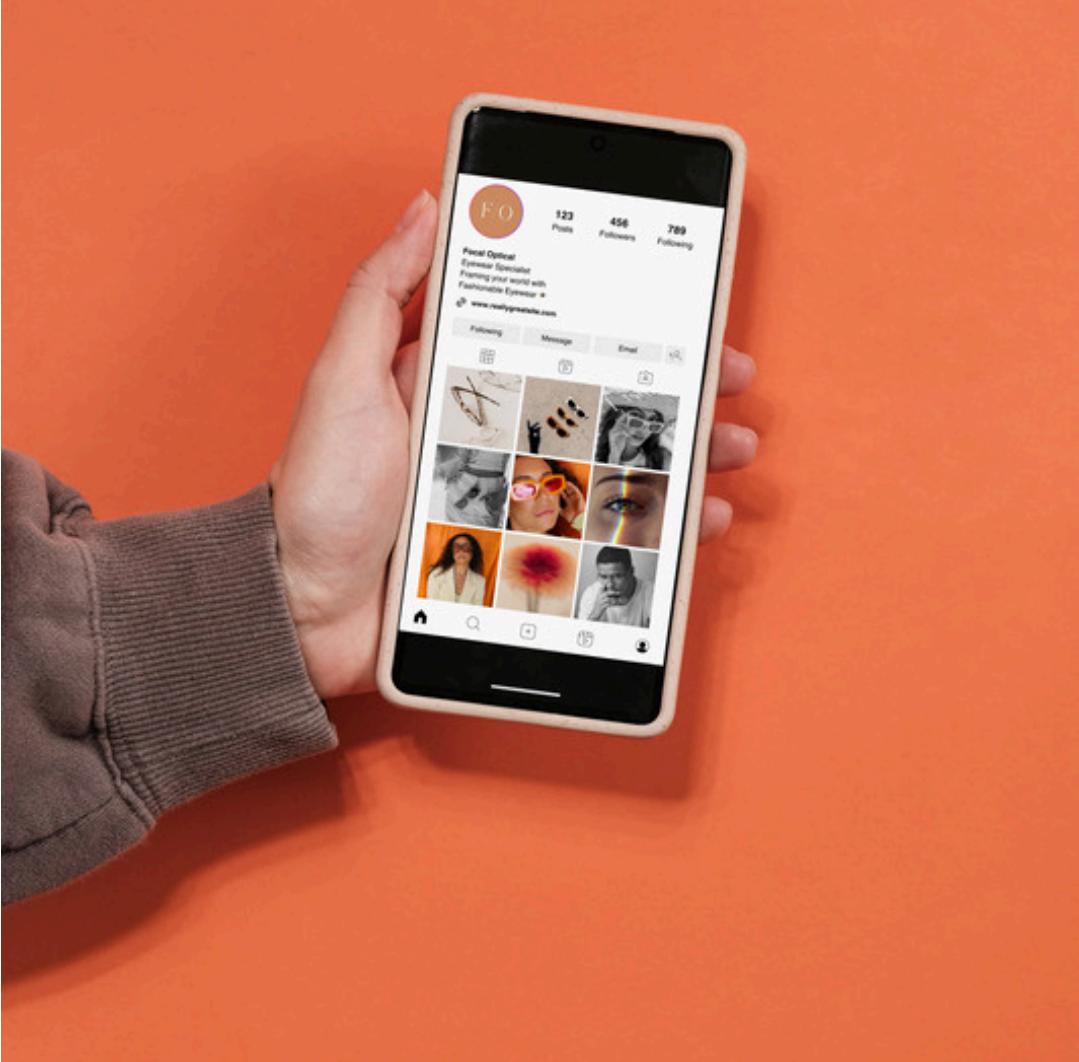
FINANCIALS

Revenue Streams Breakdown

50%	Affiliate
20%	SaaS/API Licensing
15%	Ads
15%	Expert Booking Fees

Use of Funds

40%	Product Development
25%	Marketing and User Acquisition
15%	Partnership Development
10%	Team Expansion
10%	Contingency



Why Now?

We have decided to start our project because:

- Skincare is booming, but overwhelming
- Consumers are demanding personalization, not one-size-fits-all.
- Social media misinformation is widespread, users want trust.
- Access to dermatologists is limited, tech can fill the gap.
- AI is finally capable of powering real, useful skincare recommendations.



Our Team

Dandee N. Galang

- Backend developer with a passion for building scalable web applications and a keen interest in AI-driven solutions.
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Aaron Gabriel H. Ersando

- Creative frontend developer specializing in building user-friendly web applications with a focus on accessibility.
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Ian Kenneth M. Augustin

- Frontend developer with a knack for creating visually appealing web applications, dedicated to enhancing user experience.
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Francine Nicole D.G. Navarro

- AI and graphic expert with a knack for creating visually stunning and functional designs that enhance user experience.
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Bernice Santiago

- Marketing strategist with a focus on innovation and brand development, dedicated to promoting innovative tech solutions.



"Seraface isn't just another beauty app. We're here to make skincare smarter, more personal, and more sustainable."

LET'S CONNECT PEOPLE TO CARE THEY DESERVE.

LET'S ELIMINATE PRODUCT WASTE

LET'S BUILD A SKINCARE EXPERIENCE THAT ACTUALLY WORKS.

Closing