

## Introducing the Problem & Solution

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### Section 1: Introducing the Product

The modeling industry is changing, but the systems people use to access it haven't kept up. Many brands want to work with real people who match their customers, yet their only option is to go through agencies that limit access, restrict diversity, and slow everything down. At the same time, many models who are talented and ready to work struggle to be seen because they aren't signed or don't have industry connections. The product I am creating is a platform that removes those barriers by connecting models and companies directly. A model creates a profile, uploads their portfolio, lists their measurements, skills, and rates, and chooses when they are available. A company logs in, applies filters that match their project needs, compares profiles, saves favorites, and books directly. It functions like a clean and organized digital directory where both sides finally have clarity and control.

For a small clothing brand, this means they can find a model whose body type accurately matches the customers they serve. For a photographer, it means finding reliable talent who fits a concept without long delays. For a model, it means they no longer wait to be "picked" by an agent to take the next step in their career. The goal is to make the entire experience more open and more honest, and to help people match with the right talent without the traditional barriers that have been part of the industry for decades.

## Section 2: Why This Product and How It Improves Existing Options

The decision to create this platform comes from recognizing how outdated the agency-first system has become. Several digital alternatives exist, but most still operate like agencies or function as general job boards that fail to support the specific needs of modeling work. Traditional agencies limit opportunities for newer or diverse models and often prioritize a narrow standard of beauty. The platform I am developing improves on this by valuing transparency, independence, and real representation. Instead of taking large cuts or controlling talent, it gives models the same tools and visibility regardless of whether they are new or experienced.

Research supports this shift in the industry. According to a 2023 report by The Business of Fashion, over 70 percent of consumers say they want to see more body diversity in fashion, yet brands often struggle to find models outside of the agency pool. Another study from the Journal of Advertising found that consumers trust brands more when they see people who resemble them represented in campaigns. These findings show that companies benefit when they work with varied and realistic models, but the current system doesn't make that easy.

There are products that aim to help models find work, but many are expensive, confusing, or cluttered with unrelated content. Reviews for existing platforms often mention poor filtering, unverified postings, and limited control for models over their rates and visibility. This product directly addresses those issues by offering simple search tools, reliable verification, and a system that gives control back to the model. The platform is built on the idea that talent shouldn't need permission to participate in the industry, and companies shouldn't have to fight through barriers to hire someone who fits their creative vision.

### Section 3: Why It Matters and How It Meets a Real Need

This product fills a need that affects both sides of the industry. For companies, it solves the problem of accessibility. Businesses of all sizes want models who represent different ages, sizes, heights, styles, and levels of experience, but the traditional agency system is built around exclusivity rather than variety. Market research from Statista shows that the global influencer and freelance creator economy is growing rapidly because brands prefer direct partnerships. This shift reflects a larger trend toward independence and transparency in creative work. A platform like this supports that trend by giving companies high-quality access without the usual costs and delays.

For models, the benefit is even more direct. Many talented people never get a chance to work simply because they aren't signed, and agencies reject the majority of applicants. The platform provides a way for models to take control of their careers, build visibility, and choose their own rates. Research from the Freelancers Union reports that younger generations value independence, flexibility, and creative autonomy in their work. This product aligns with those priorities and offers a path for models to grow without losing ownership of their image or income.

By connecting models and companies in a direct and organized way, this product improves efficiency, increases diversity in media, and supports the values of modern creative industries. It offers a practical, research-backed solution that benefits talent, producers, and consumers alike. Ultimately, it helps reshape a system that has needed updating for a long time by giving people a simple and fair way to collaborate.