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Capstone Proposal pt 1

Model Flow

What? How?

The modeling industry continues to rely on agency-based systems that limit access, slow communication, and reduce control for both models and brands. Models face high commission cuts, unclear contracts, and restricted opportunities unless they are signed, while brands and small businesses struggle to find talent that accurately represents their customers without navigating an expensive and inefficient agency process. At the same time, existing digital platforms fail to effectively market themselves to the right users or create trust within the industry. This creates a clear opportunity for a direct-connection platform paired with a strong go-to-market strategy.

This Capstone project focuses on building and launching a fully functional web application that connects models and brands directly, without agency intermediaries. The primary target users are freelance and independent models and the secondary target users are brands, photographers, and creative teams seeking talent for campaigns and product work. While the platform is model- and brand-focused, it also supports collaboration with makeup artists, hair stylists, and other creatives as part of real-world production workflows. The project is intentionally split between product development and market launch, treating both as equally important to success.

First, it delivers a working application where users can create profiles, search and filter talent, message directly, and manage bookings in a transparent and professional environment. Second, it applies product marketing and growth strategy to attract real users and validate demand. This includes defining a clear value proposition, positioning the platform against agencies and existing tools, creating onboarding flows, developing marketing content, and testing user acquisition through social platforms such as Instagram and LinkedIn.

Over the 10-week timeline, the first phase will focus on turning an existing low-fidelity prototype into a production-ready application using React, Node.js, Express, MongoDB, and Stripe. The second phase will focus on marketing execution and launch, including brand positioning, outreach to Utah-based models, social media strategy, early user feedback, and iteration based on real usage data. Specifically focusing on sales and launching. The final deliverable is not just software, but a validated product with active users, measurable engagement, and a clear path forward. This Capstone demonstrates the full lifecycle of a technology product, from build to launch, and reflects a professional, enterprise-level approach suitable for real-world application.

Why?

I have been modeling for over a decade. Booking gigs is so outdated and could be so easily optimized. I don't see a lot of cross over between the industries so might as well be the one to do so. Most gigs are done through Instagram with direct messages. Responding to stories having no quality control. And if we're talking about more prestigious shoots, don't even get me started. So much of it is heavily linked to sex trafficking. Most people are absolutely taken advantage of by their agencies. They don't keep them safe. They take a huge portion of their money. The whole thing is evil and very outdated. If I could get this app out there, it could make this industry a lot safer.

I'm going into technical sales engineering and would love to get more relatable experience. I would love to get real users. I plan on launching my app around week 6ish so I can focus on the marketing and sales part of it. I'm not the best at coding and I'm doing it all on my own but I'm pretty self-confident.