Project Proposal: Conclusion

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Mrs. Carter

<div align="center">Conclusion</div>

This proposal outlines a platform designed to solve one of the most persistent problems in the modeling industry: access. For models, the current system is restrictive, slow, and often discouraging. For brands, it is expensive, limited in diversity, and inefficient. This product stands out because it replaces an outdated agency-first model with a modern, direct connection between models and companies. Its strength lies in its simplicity, transparency, and inclusivity. Instead of filtering talent through a small group of gatekeepers, it opens the door to real representation, clearer contracts, faster communication, and fair compensation. Research on consumer trust, freelance labor trends, and diversity in media all support the need for a platform built on these principles.

This idea is also well-positioned for success because of the perspective and experience behind it. I bring direct industry knowledge as a model who has worked with a variety of brands, photographers, and creative teams. I understand the frustrations on both sides of the process, not from observation but from lived experience. In addition to my creative background, I have developed skills in UX research, project planning, and technical development that allow me to approach this idea with both vision and structure. I am not building this as an outsider looking in, but as someone who actively navigates the problems this platform is meant to solve. That first-

hand insight, paired with a realistic technical plan and research-backed features, gives this project a strong foundation.

The action I am asking my audience to take is clear: approve this proposal so development of the minimum viable product can begin. This includes support in the form of feedback, technical guidance, and access to development resources that will allow the core features to be built, tested, and refined. With approval, the next step will be to move into wireframing, early development, and controlled user testing with real models and small brands to validate functionality and usability.

This platform is not just another app idea. It is a practical response to a system that no longer serves the people who depend on it. It brings together research, features, and technical feasibility to create something that is both needed and achievable. By approving this proposal, you are supporting a product that prioritizes fairness, access, and transparency in an industry that is ready for change. This project has a clear purpose, a defined audience, a realistic technical path, and a creator who understands the work from the inside out. That combination is what makes this proposal not only viable, but worth backing.