

Project Proposal (Final)

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Professional and Persuasive Writing

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Table of Contents

1. The Pitch
2. Product Description
3. Features of the Product
4. Technical Information
5. Conclusion

The Pitch

The modeling industry hasn't changed much in decades, and it still relies heavily on agencies to control most of the opportunities. This creates problems on both sides. Models often deal with slow communication, unclear contracts, high agency cuts, and limited control over their own work. Not to even mention the connection it has to trafficking. At the same time, brands and small businesses struggle to find models who actually fit what they need without going through a long, expensive, and confusing process.

The idea behind this platform is simple: give models and companies a direct way to work together without an agency in the middle. Models can set up their own profiles, share their portfolios, list their measurements, skills, and availability, and choose their own rates. Companies can search by body type, look, style, and project needs, then reach out directly. No gatekeeping, no approval process, and no hidden fees.

This solves a few key problems. Brands get to see what clothes or products look like on real people with different body types, not just one standard model. They can find talent faster and more accurately. Models get more freedom, more control, and more exposure, whether they're new, experienced, freelance, or somewhere in between.

The platform works like a clean, organized talent directory with simple filtering and straightforward booking tools. It supports everything from photographers looking for models for

a shoot, to small clothing brands wanting diverse sizing representation, to bigger companies needing consistent talent for campaigns.

The bigger goal is to make the modeling world more open and accessible. Instead of a system where only “signed” models get real opportunities, this creates a space where talent can speak for itself. It supports diversity, transparency, and independence without trying to replace real human connections. It just removes the extra layers that make things harder than they need to be.

In short, it’s a modern way to connect the people who need models with the people who want to model; built on fairness, clarity, and real representation.

Product Description

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.

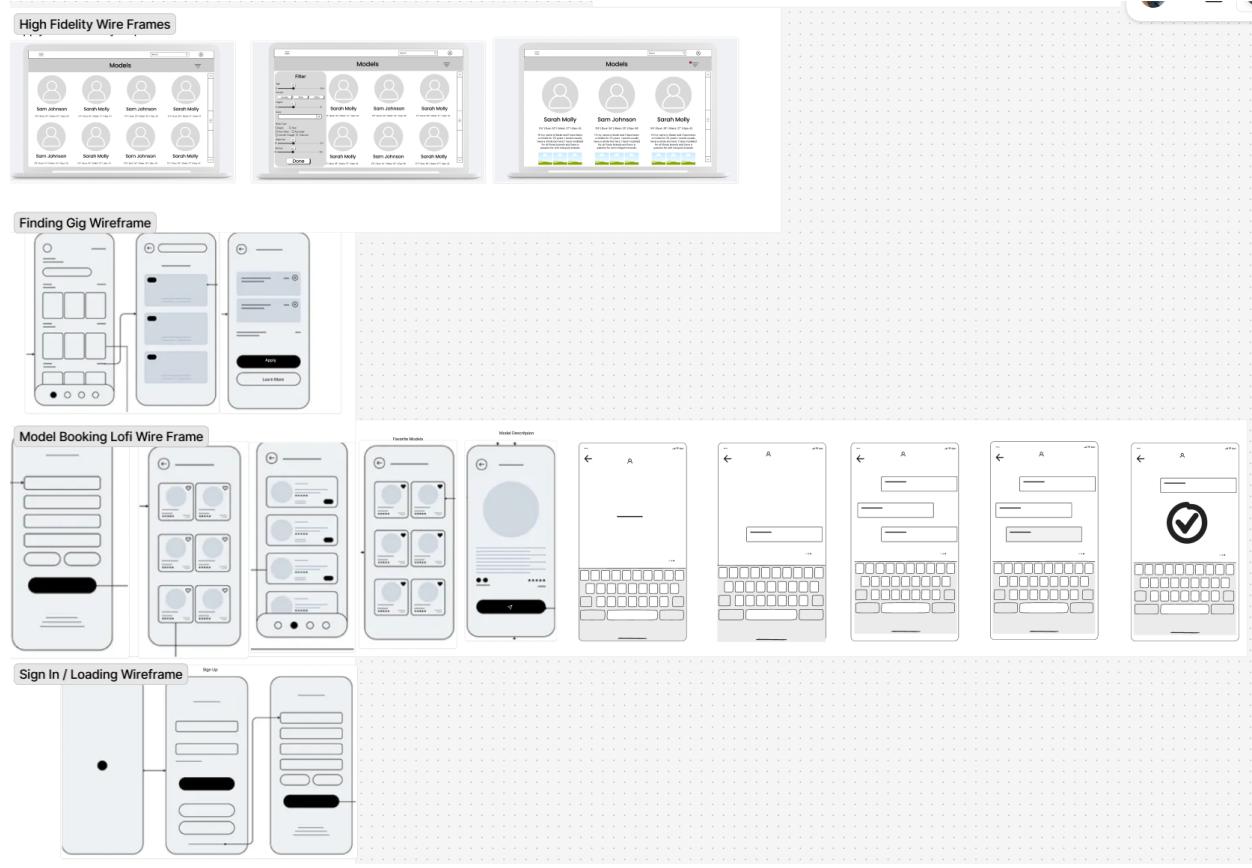
Section 2: Why This Product and How It Improves Existing Options

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.

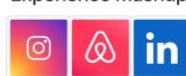


UX Research Persona Archetype:

Key Demographic Data:



Experience Mashup



Imagine an app that combines elements of:

- Instagram (visual portfolio sharing and community discovery)
- Airbnb (direct booking and transparent profiles)
- LinkedIn (professional credibility, networking, and verified experience)

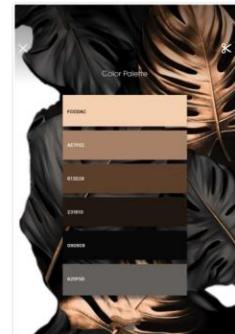
Linka Board

Resulting Big Idea:
A platform where models manage their own portfolios, get discovered by brands, book gigs directly, and build professional credibility, all in one inclusive, transparent, community-driven space.

Erika Board

Empathy Map

SAYS	THINKS
"I just want to get gigs that actually fit me and my body."	"I need a central spot agencies and manage everything myself."
"Why can't there be opportunities that match my look or style?"	"Being authentic should be enough to get work."
"I want to collaborate with brands that value me as I am."	"I need a reliable platform I can trust."
DOES	FEELS
Updates portfolio frequently with photos and reels.	Powered with agency brands and hidden fees.
Reserves gig online and contracts to avoid double-booking.	Proud when recognized for talent and individuality.
Connects with photographers, stylists, and other models for collaborations.	Excitedly opportunities that match vision and style.
Shares work on social media to gain attention.	Motivated to give career independence.
<i>This far I'm at 100% up. I'm speaking from experience but I will update when people down it!!!</i>	



User Goals, Pain Points, and Core Needs



Mindsets and Behaviors



Interests and Hobbies



Psychological Anchors



Behavioral Patterns



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.

Features of the Product

1. Platform Type and Structure

This product is a web-based and mobile-accessible digital marketplace designed specifically for the modeling and creative industry. It functions as a direct-connection platform where models and companies interact without agencies acting as intermediaries. The platform is structured around two primary user roles: models and hiring companies. Each user type has a customized dashboard tailored to their needs, but both exist within the same shared ecosystem to encourage seamless interaction.

Unlike general job boards, this platform is specialized for modeling, brand campaigns, photography, video production, runway, and promotional work. Its purpose is not only to list

opportunities but to create a reliable, professional environment where talent can be discovered, evaluated, and hired in one place.

2. Model Profiles and Portfolio System

Each model creates a detailed professional profile that acts as their digital portfolio. This includes:

- High-quality photo and video uploads
- Measurements and sizing
- Body type category
- Skills and specialties such as runway, commercial, lifestyle, fitness, or editorial
- Experience level
- Availability calendar
- Location and travel range
- Rates and preferred compensation type

Models control what information is public and can update their profiles at any time. This allows their profile to evolve as their experience grows. Unlike traditional portfolios that are static, this system allows models to showcase real-time availability and recent work.

Research on freelance marketplaces shows that profiles with structured, searchable attributes significantly increase match accuracy and hiring success. According to studies on

digital labor platforms, clear profile data reduces booking errors and disputes while increasing satisfaction on both sides.

My Schedule
MANAGE YOUR BOOKINGS

WELCOME BACK, SARA
National Feed

Applied Upcoming Past Gigs

All Regions Utah California New York

Global Vogue Cover \$15,000
Vogue Italia
Milan, Italy | Dec 15-20
Booked & Confirmed

Spring Lookbook \$1,400
Anthropologie
Park City, UT | Tomorrow, 9:00 AM
Confirmed

Photoshoot

Summer Campaign 2024 \$1,200/day
Zara
Downtown SLC Studio | Oct 12-14
Height Met (5'9") Size Match (XS / 2)
Commercial Specialist

Commercial

Winter Resort Shoot \$2,500
Vogue
Deer Valley, UT | Nov 05

Runway

Fitness Commercial \$900

Photoshoot

Home Search Filter Calendar Profile

3. Advanced Search and Filtering for Companies

Companies use a powerful filtering system to discover models efficiently. Filters include:

- Body type
- Height range

- Size range
- Location
- Experience level
- Budget range
- Specialty
- Availability
- Style or aesthetic keywords

This allows brands to find talent that fits their exact needs rather than browsing endlessly.

Instead of relying on agency-selected rosters, companies can independently explore a broad and diverse range of models.

This feature responds directly to industry research showing that companies prioritize speed and accuracy when hiring creative talent. Faster discovery reduces production costs and allows for more flexible creative planning.

4. Direct Booking and Messaging System

Once a company finds a model they are interested in, they can initiate direct communication through the platform. Built-in messaging allows for:

- Project discussion
- Schedule coordination

- Rate confirmation
- Usage rights clarification
- Contract sharing

Bookings can be requested, confirmed, or declined directly within the system. Both parties receive notifications and can track the status of each project in their dashboard.

This removes the slow and confusing back-and-forth that often happens through agencies or scattered email chains. Studies on freelance platforms show that centralized communication increases efficiency, reduces misunderstandings, and improves professional trust.

5. Contracts, Usage Rights, and Transparency Tools

The platform includes standardized contract templates that protect both models and companies. These contracts clearly define:

- Compensation
- Usage rights
- Duration of image use
- Exclusivity terms
- Cancellation policies

Users can customize contracts when needed, but the system ensures that no booking happens without agreed-upon terms. This feature directly addresses one of the biggest pain points in the modeling industry: unclear usage rights and payment disputes.

According to legal studies on creative contracts, lack of clear rights agreements is one of the most frequent causes of conflict and unpaid work in creative industries. By embedding contracts into the platform, the product significantly reduces legal and ethical risks.

6. Ratings, Reviews, and Verification

After a completed project, both the model and the company can leave a review. Reviews focus on professionalism, reliability, communication, and overall experience. This creates accountability and helps improve trust within the community.

Verification features confirm:

- Identity
- Business legitimacy
- Payment history
- Completed bookings

Trust systems like these are widely used in marketplaces such as freelance platforms and service apps because they increase user confidence and reduce fraud. Research in digital commerce shows that platforms with mutual review systems experience higher retention and safer interactions.

7. Availability and Calendar Management

Models manage their availability using an integrated calendar. They can block off dates, mark tentative bookings, or show open availability. Companies can view this in real time before sending booking requests.

This helps prevent scheduling conflicts and supports better planning for both personal and professional commitments. Freelance research shows that scheduling transparency improves long-term engagement and reduces canceled bookings.

8. Platform Boundaries and Limitations

To maintain professional integrity, the platform includes strict boundaries:

- No illegal or unsafe bookings
- No unpaid exposure-based projects without disclosure
- No misuse of images
- No off-platform payment manipulation for contracted work

Users who violate guidelines can be suspended or removed. These boundaries protect both models and companies and ensure that the platform maintains a professional standard rather than becoming a casual social media space.

9. Progression and Growth Features

While this is not a game, the platform still supports professional progression. Models can track:

- Number of bookings
- Income growth
- Review scores
- Portfolio engagement

Companies can track:

- Successful collaborations
- Preferred talent
- Budget efficiency
- Campaign history

These tools give users insight into their professional growth and help them make better business decisions. Studies in digital labor platforms show that analytics increase productivity and long-term engagement.

10. Summary of Product Function

At its core, this product is a professional ecosystem that replaces outdated agency structures with a direct, transparent, and inclusive system. It allows models to control their careers and allows companies to hire with confidence, speed, and accuracy. Every feature is

designed to reduce friction, increase fairness, and make professional modeling opportunities accessible to a wider range of people.

Technical Information

Technical Information

This section outlines the technical requirements, software, skills, and development timeline needed to build the direct-connection modeling platform. While the concept is ambitious, the technology required to create it already exists and is widely used in similar web-based marketplaces. The project will require a combination of front-end development, back-end infrastructure, database management, and user experience design, along with collaboration from technical advisors and creative professionals.

1. Technical Stack

The platform will be built using modern, widely supported web technologies to ensure scalability, security, and reliability.

Front-End (User Interface and Experience)

This is the part of the platform that users interact with directly.

- HTML5 for structure
- CSS3 for styling and responsive design
- JavaScript for interactions

- React.js for interface components and state management
- Tailwind CSS for fast, consistent UI styling

These tools are widely used for professional web platforms and are well-documented, which makes them accessible for learning and team collaboration.

Back-End (Server and Application Logic)

This controls user authentication, messaging, booking, and data processing.

- Node.js for server-side logic
- Express.js as the server framework
- REST API for communication between front-end and database

This stack is commonly used for real-time applications such as booking and messaging systems because of its speed and flexibility.

Database and Storage

- MongoDB for user profiles, bookings, reviews, and contracts
- Firebase Storage or AWS S3 for storing images and videos securely

Non-relational databases like MongoDB are ideal for handling large amounts of flexible profile data and media-heavy platforms.

Authentication and Security

- JWT Authentication for secure login sessions
- OAuth for optional login through Google or Apple
- Data encryption (HTTPS/SSL) for user protection

Security is essential due to the storage of contracts, images, and personal data.

Payment Processing

- Stripe API for handling secure payments, deposits, and payouts
- Supports direct model payment without agency interference
- Refunds and payment tracking included

Stripe is widely accepted in freelance and marketplace platforms and includes financial compliance features.

Messaging and Notifications

- Socket.io for real-time messaging
- Firebase Cloud Messaging for email and push notifications

These tools allow instant communication without relying on external apps.

Design and Prototyping Tools

- Figma and Canva for wireframes and UI design
- Adobe Photoshop and Lightroom for image optimization

- Canva for quick visual mockups

2. Team and External Support

This project requires a multidisciplinary team. While one individual can prototype the product, full-scale development would realistically involve:

- Front-End Developer to build the interface
- Back-End Developer to manage databases and APIs
- UX/UI Designer to design flows and usability
- Legal Advisor to review contracts and usage rights
- Payment Processing Advisor for financial compliance
- Creative Industry Consultant to ensure the platform fits real model and brand workflows

Some of these roles can be outsourced, supported by mentors, or fulfilled through academic partnerships.

3. Skills Required Existing Skills

- UX research and persona development
- Creative industry knowledge
- Branding and content strategy

- Project planning

Skills to Learn or Strengthen

- JavaScript and React development
- Database management with MongoDB
- API integration
- Secure authentication systems
- Payment API implementation
- Web accessibility and performance optimization

According to Stack Overflow's Developer Survey, these are among the most in-demand and supported technologies, making them realistic to learn within an academic or startup environment.

4. Development Timeline and Estimated Hours

Below is a realistic 6-month development timeline for a functional MVP (Minimum Viable Product). This assumes part-time development with a small team.

Phase	Task	Estimated Time	Month
Month 1	Research, feature finalization, UX wireframes	40–60 hours	Month 1
Month 2	UI design in Figma, brand identity, user flows	40–50 hours	Month 2
Month 3	Front-end build (login, profiles, dashboard)	70–90 hours	Month 3
Month 4	Back-end build (database, APIs)	70–90 hours	Month 4

messaging) 80–100 hours Month 5 Payment system, contracts, reviews, security 50–70 hours
Month 6 Testing, bug fixes, beta launch, feedback 40–60 hours

Total Estimated Development Time: Approximately 320–430 hours for a working MVP.

Optional future development phases would include mobile app development, advanced analytics, and scaling infrastructure.

6. Technical Feasibility and Expert Support

All technologies listed are supported by extensive documentation from companies such as:

- Meta (React)
- MongoDB Documentation
- Stripe Developer Guides
- AWS Cloud Infrastructure

These tools are used in thousands of active platforms today. According to industry documentation and developer case studies, platforms with similar architecture successfully support millions of users with appropriate scaling.

This confirms that the platform is not only conceptually strong, but also technically realistic within both academic and startup environments.

7. Technical Summary

This product is technically feasible using modern, well-supported web technologies. It does not require experimental software or custom hardware. The platform can be built in structured phases using an agile development model and expanded over time. By combining front-end design, secure back-end systems, and cloud infrastructure, the platform can support real-world bookings, communication, contracts, and payments in a professional and scalable way.

Conclusion

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.

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