Vercel ✕ VML WPP

# AETHERIA

## Your story, Bottled!

Vercel | WPP Hackathon

*"Forget Chanel No.5,
Get Ready for Algorithm No.1"*

The New York Times

**Question**

Have you ever wished you could bottle a moment?

- The scent of that rainy afternoon that you first met your partner.

- The scent of a morning in the middle of forest smelling the smoky whispers of last night's campfire.

*YOU ARE NOT ALONE!*

*70% of young consumers in the UK want to wear a different fragrance to everyone else*

**Cosmetics**Design
EUROPE

**Issue**

Fragrance is deeply personal, yet perfume shopping relies on mass-market formulas.

Consumers crave scents for themselves or their loved ones that reflect their personality, memories, and emotions but are stuck choosing from uninspired, "one-size-fits-all" options.



April 4, 2022    Ecommerce Masterclass

How hyper-personalisation reinvents fragrance



That 'signature scent': Fragrances perfect to explore personalisation

By Kacey Culliney
06-Nov-2019 Last updated on 06-Nov-2019 at 15:03 GMT

Personalised perfumes remain 'quite niche' in the market at the moment, says Mintel (Getty Images) (Getty Images/iStockphoto)

# VML x Vercel

# AETHERIA

An AI powered app that crafts bespoke perfumes tailored to each individual's unique life.

**AETHERIA**

We created the world's first personalized AI-powered perfume builder where users' emotions, music taste, and memories can be transformed into a unique fragrance!

# How it works

**Step 1**

**Step 2**

**Step 3**

**Step 4**

Submit the moment in a prompt or upload photo!
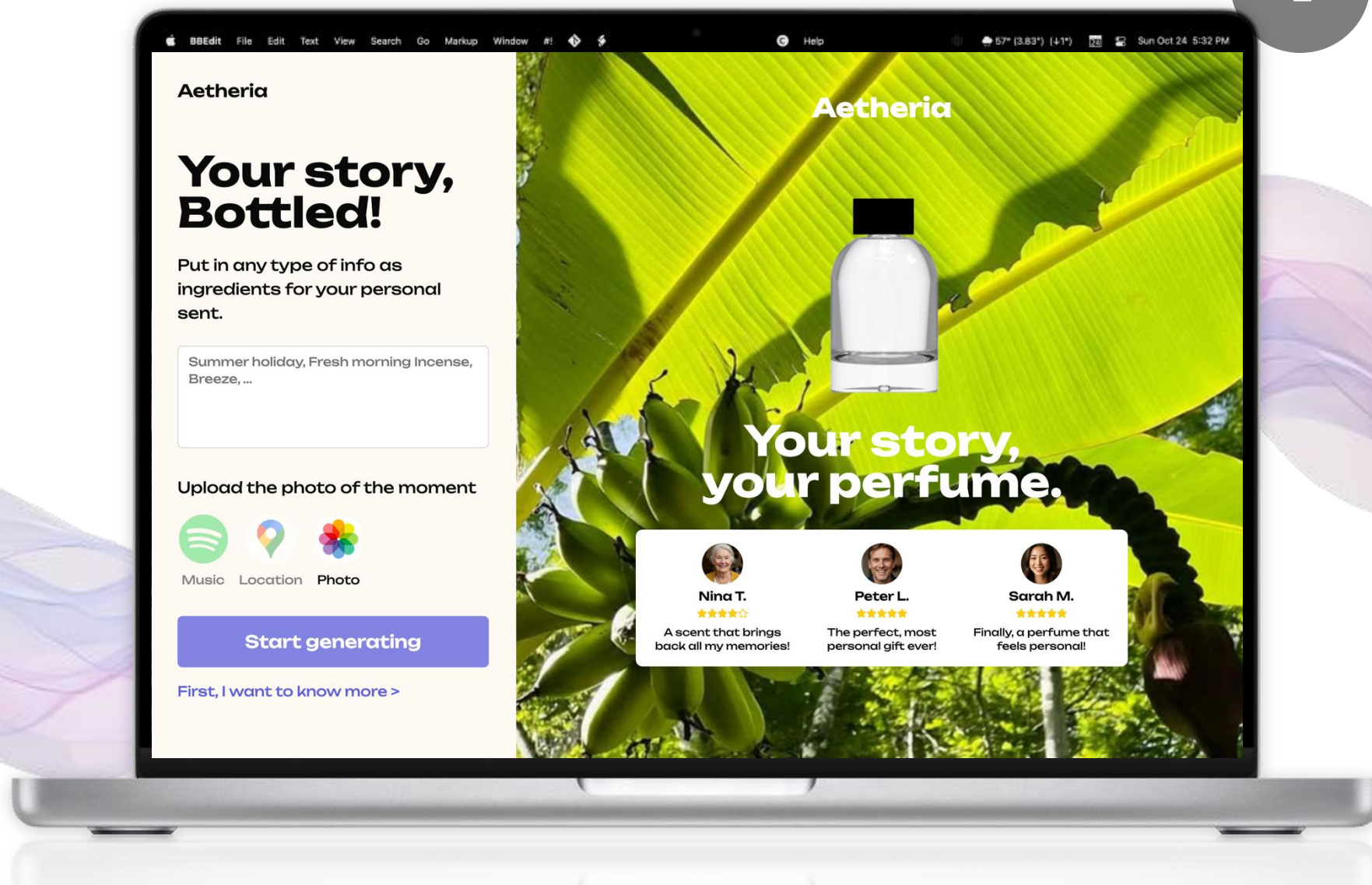
AI will offer a unique perfume composition

Customize your bottle & packaging

Place the Order!

# Aetheria

**Ingredient list:**

Bergamot, Black Pepper, Lavender, Geranium, Cardamom, Cedarwood, Vetiver

**Your story**

The image shows a professional headshot of a man with dark hair wearing glasses and a patterned suit jacket. He has a friendly, confident smile and appears to be in an office or studio setting with a plain background.

**The Label**

Give it a name

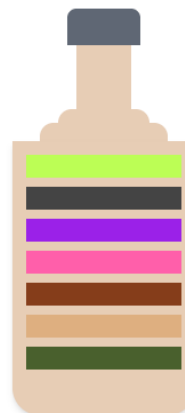**The Bottle**

50ml    50ml    50ml

**Continue**

# The composition of your perfume:

Hover over your perfume to learn about what is in your bottle?

**Top Note**
Black Pepper 5%

Spicy, warm, and slightly woody

The **top** note is the first scent you smell when applying perfume; it's light and fresh but fades quickly.

The **middle** note, or heart note, emerges after the top note fades and forms the main body of the fragrance.

The **base** note is the longest-lasting scent, providing depth and richness as the foundation of the perfume.
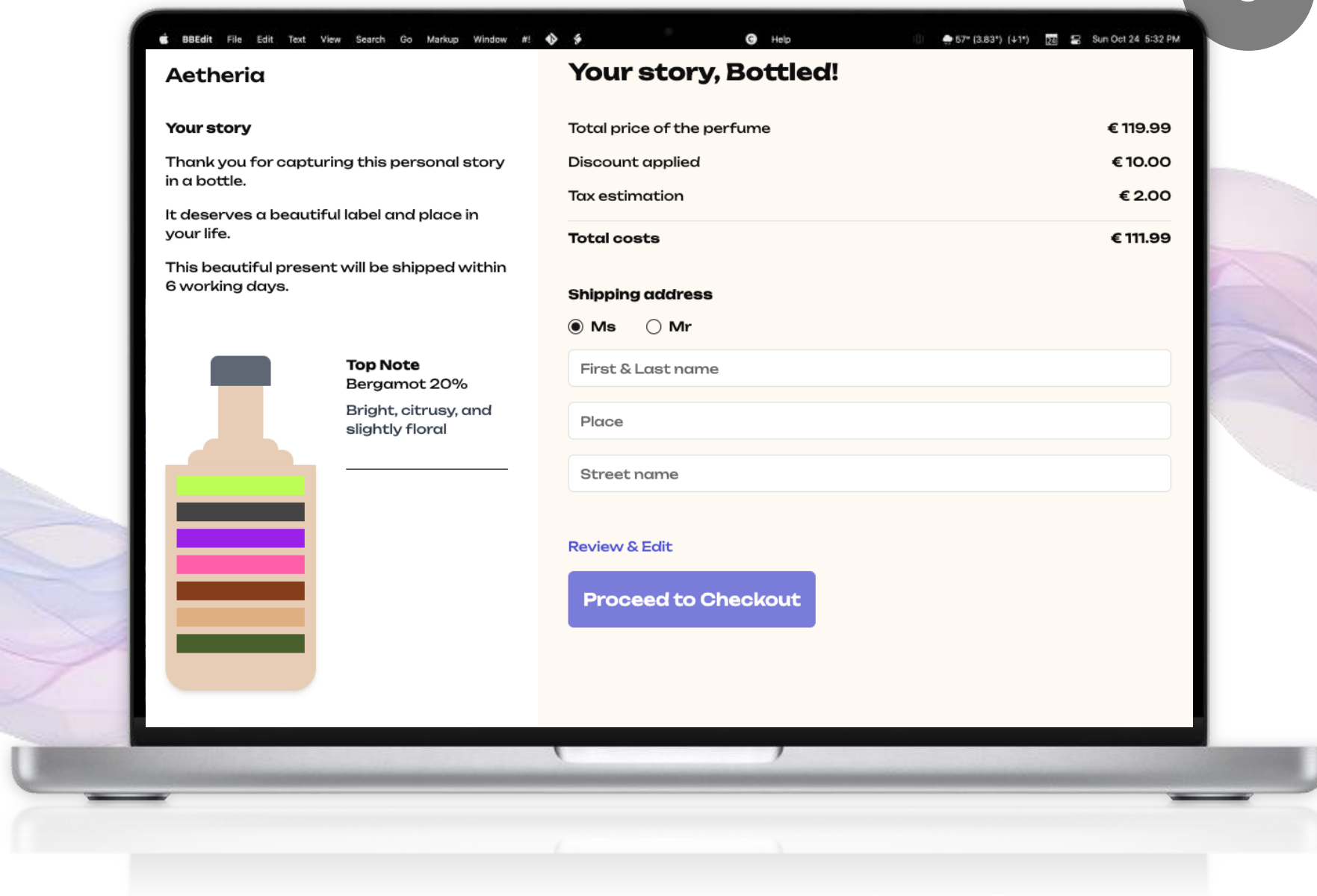
**Top**
- Bergamot (20%)
- Black Pepper (5%)

**Middle**
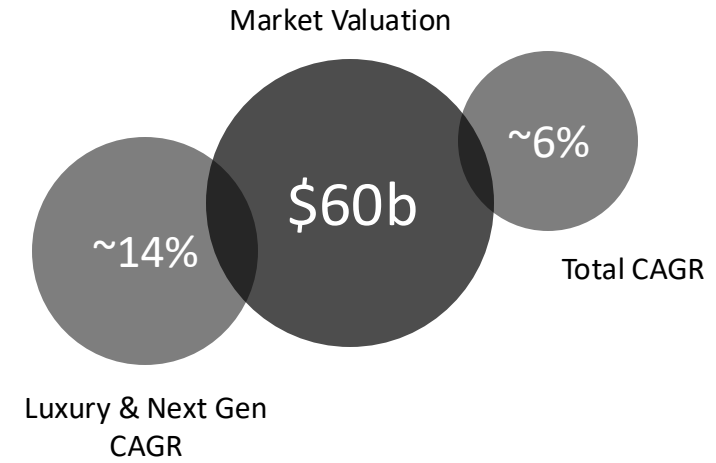- Lavender (15%)
- Geranium (10%)
- Cardamom (5%)

**Base**
- Cedarwood (15%)
- Vetiver (10%)

# Aetheria

## Your story

Thank you for capturing this personal story in a bottle.

It deserves a beautiful label and place in your life.

This beautiful present will be shipped within 6 working days.

**Top Note**
Bergamot 20%

Bright, citrusy, and slightly floral

# Your story, Bottled!

| | |
|---|---|
| Total price of the perfume | € 119.99 |
| Discount applied | € 10.00 |
| Tax estimation | € 2.00 |
| **Total costs** | **€ 111.99** |

## Shipping address

◉ Ms      ○ Mr

First & Last name

Place

Street name

**Review & Edit**

**Proceed to Checkout**

# Market Potential
# & Customer Segments

# (Next Gen) Fragrance Market



European and Global Fragrance Market Growth

*The Business Research Report 2025*

Market Valuation

~14%

$60b

~6%

Total CAGR

Luxury & Next Gen CAGR
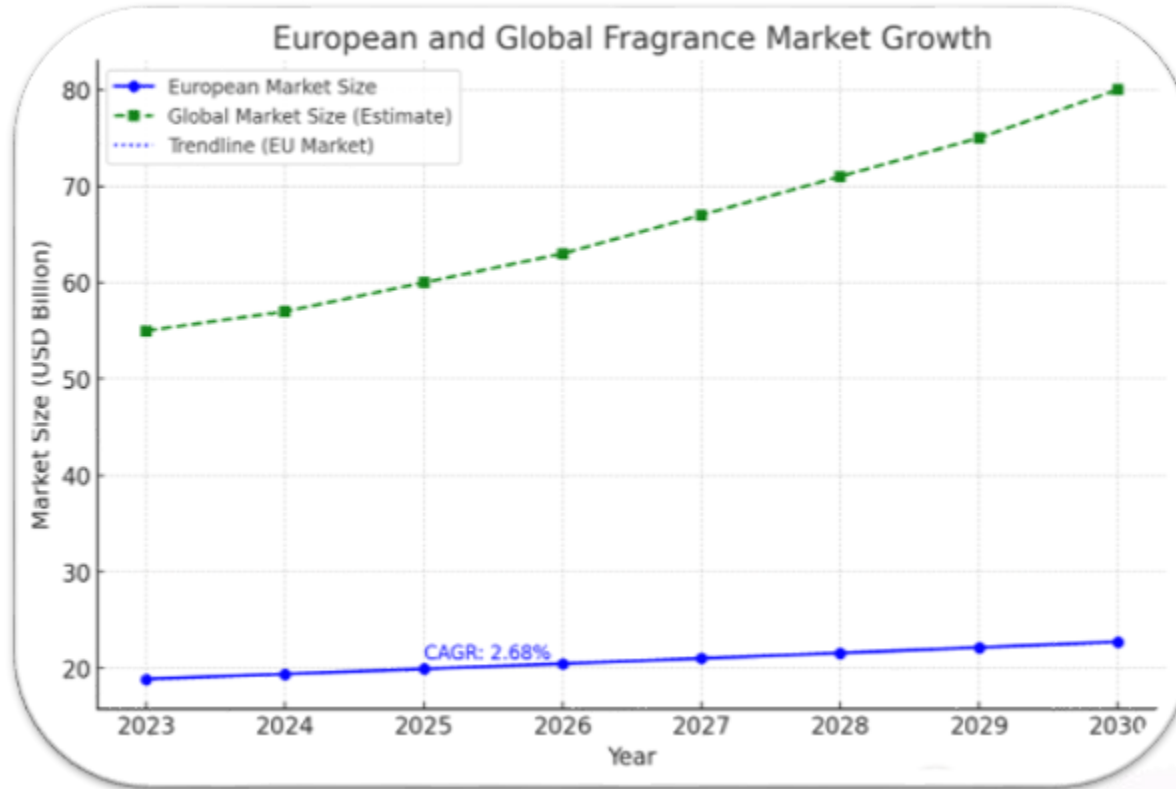
This growth is driven by increasing consumer interest in Next Gen personalized and premium fragrances, sustainability, and the integration of AI and biotechnology in fragrance development.

**Big players, reluctant in the Next Gen movement**

The market is dominated by a handful of major players who control significant portions of the traditional industry.
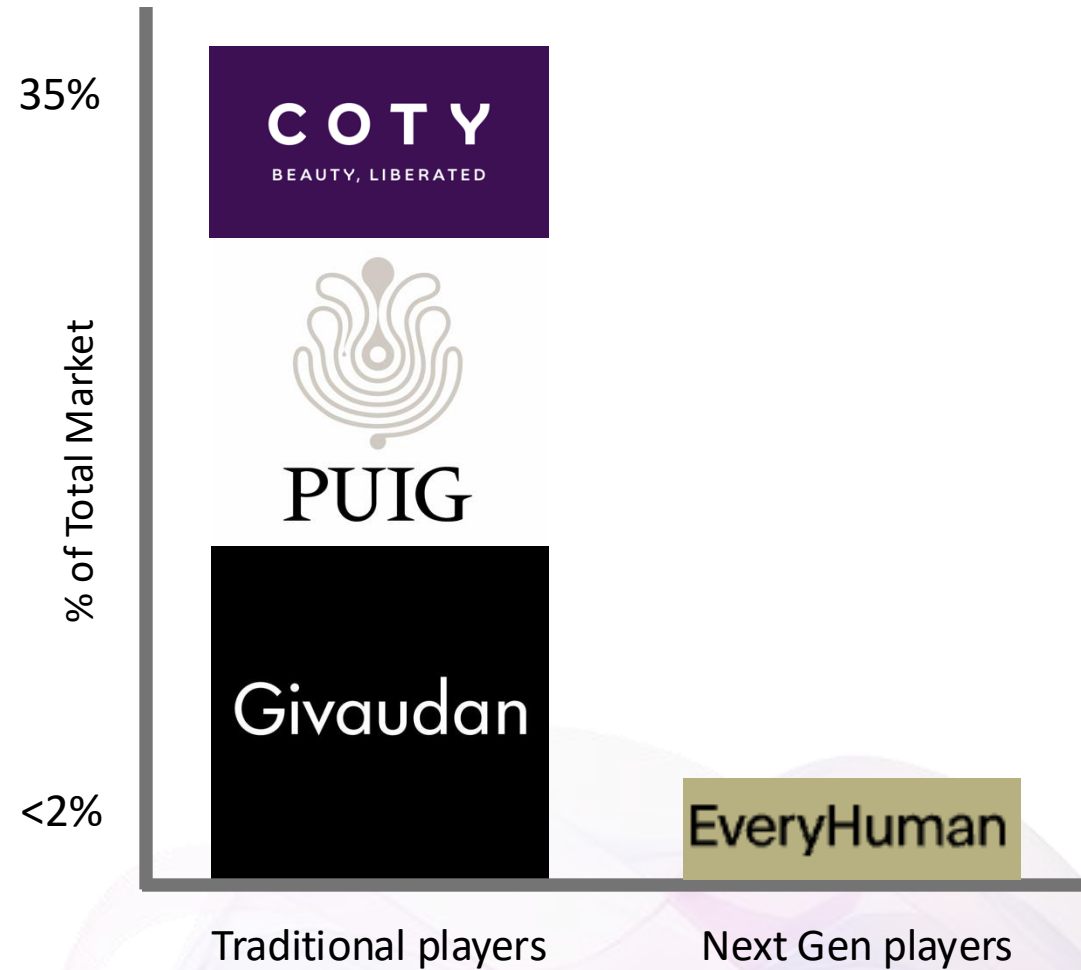
# Aetheria Customer Segments

- **(Personalized) Gift Buyers:** Exclusive, Unique, emotional, and memorable scents

- **Fragrance Enthusiasts**: Custom, AI-crafted niche perfumes

- **Digital-First Consumers (Gen Z & Millennials):** Digital, interactive & shareable experiences

# Value Proposition & Competitive Advantage

## Personalized Scent Creation:

Aetheria crafts fragrances that are not only unique but also intimately connected to the user's personal experiences and emotions, offering a scent that embodies their individuality.

## Innovative AI-Driven Process:

The integration of AI streamlines the fragrance creation process, providing customers with expertly curated scent profiles that resonate on a personal level.

## Engagement and Ease of Use:

Enabling customers to easily create their fragrance using a single prompt and to share their personalized fragrances Aetheria fosters a community of engaged users, amplifying brand reach and appeal.

## User-Centric Customization:

Beyond AI-generated perfume, Aetheria empowers customers to fine-tune their fragrances, adjust scent intensities, and personalize packaging and bottles with names and engraved messages.

This comprehensive customization enhances the user experience, making each product truly one-of-a-kind and gives Aetheria a clear advantage over the existing players.

**Production Feasibility**

Aetheria uses AI to analyze customer inputs—such as textual descriptions, images, and music links—to craft unique scent profiles.

Fragrance-making machines that mix and dispense perfumes based on predefined compositions already exist, making it possible to automate production based on AI-generated formulas.
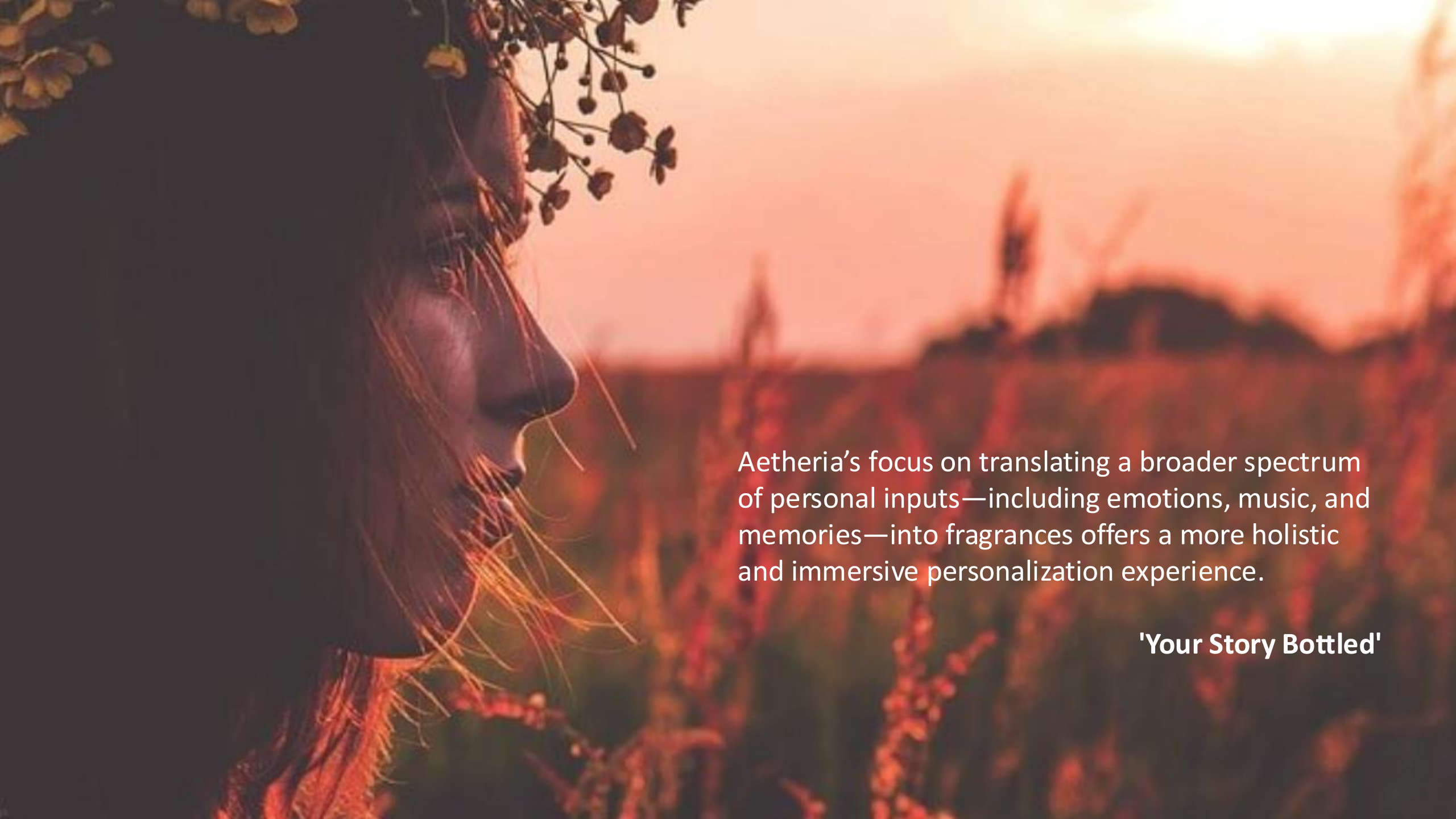
Aetheria's focus on translating a broader spectrum of personal inputs—including emotions, music, and memories—into fragrances offers a more holistic and immersive personalization experience.

'Your Story Bottled'

# Go-to-Market & Monetization

Aetheria positions itself as an **affordable luxury brand**, blending **exclusivity** with **accessibility**.

**Premium Pricing with Accessibility**

We will set prices between €120 to €300 per 50ml bottle.

This range reflects the personalized and high-quality nature of the product, positioning it above mass-market fragrances but below ultra-luxury brands. This strategy aligns with consumer perceptions of value and exclusivity.



MVP

Classic Collection: Bespoke fragrances in standard elegant packaging for €120.



Phase1

Signature Collection: Bespoke fragrances in customizable packaging for €160.



Phase2

Prestige Collection up to €300

# 5-Year Financial Outlook

Our projections are based on an assumed average price per unit of €100 (incl. discount), a gross margin of 65%, and a gradual increase in user adoption.

Initial investment will focus on technology, product development, and branding, with a gradual increase in operational expenses as we scale.

| Year | Customers | Revenue (€M) | Gross Profit (€M) |
|------|-----------|--------------|-------------------|
| Y1   | 10,000    | 1.2          | 0.78              |
| Y2   | 35,000    | 4.2          | 2.73              |
| Y3   | 75,000    | 9.0          | 5.85              |
| Y4   | 150,000   | 18.0         | 11.7              |
| Y5   | 250,000   | 30.0         | 19.5              |



Key Cost Areas Over 5 Years
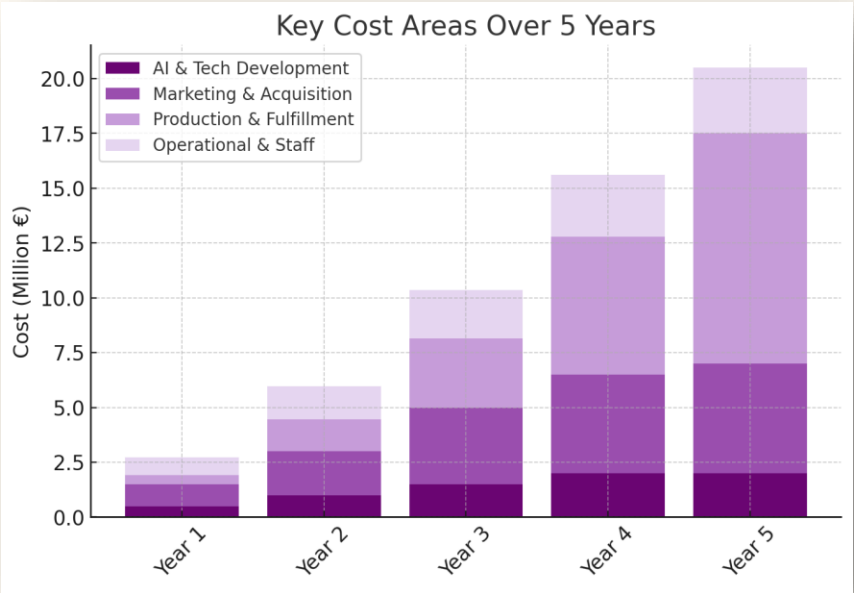
**Break-Even Analysis**

Aetheria is expected to reach break-even in Year 3, with approximately 70,000 - 80,000 customers needed to cover total costs.

This assumes stable pricing, consistent margins, and controlled operational growth.



Break-Even Analysis Over 5 Years

source/s:
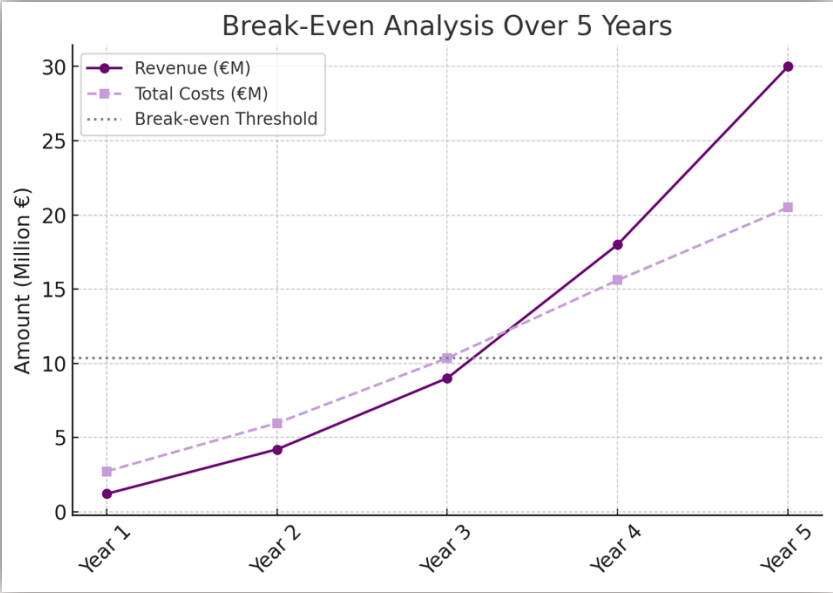
# Future Growth via Collaborations



**Aetheria x Netflix**

Step beyond the screen with fragrances inspired by iconic Netflix series or your own favorites, capturing the essence of beloved characters and unforgettable moments.



**Aetheria x Spotify**

Your music, now in scent form. Aetheria's AI translates your favourite Spotify playlists into personalized perfumes, letting you wear the emotions of your most-played songs.
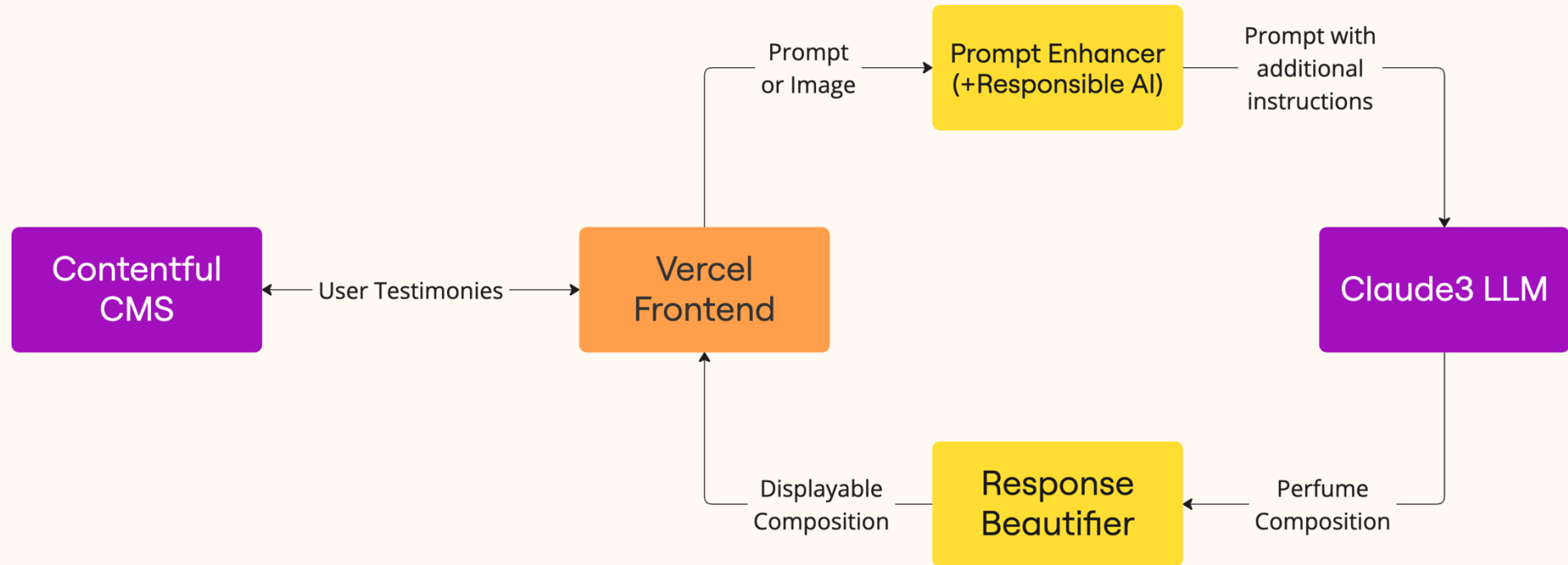


**Aetheria x Celebrities**

Experience the essence of your favorite icons with fragrances crafted from their personal memories and inspirations. Exclusive, limited-edition scents bring fans closer to the stars they love.

source/s:

# Technical Highlights

# App Integrations & Data Flows

**Technical Achievements & Best Practices**

- AI-SDK of Vercel (Anthropic library) is used to leverage Claude3.5 model
- Contentful SDK is used to load user testimonies dynamically
- ZUSTAND State management
- V0 is used to interpret the Figma files

**Recommendations to Vercel**

- Sometimes V0 uses outdated code, most likely because the AI trained on it
- V0 has difficulties with elements on images
- The syncing tool does not always remove files from a previous version
- V0 sometimes gets stuck when generating the output

# VML NL TEAM



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