

# **Modaics: A Digital Wardrobe for a Sustainable Fashion Future**

## **Version 3.0: Unified Business Model, App Structure & Launch Plan**

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## 1. OVERVIEW

Modaics is a **community-driven digital wardrobe platform** that redefines fashion consumption through **AI-powered sustainability**. Users swap, rent, sell, and discover unique fashion pieces while engaging with ethical brands and local events. By prioritizing quality, transparency, and circularity, Modaics empowers users to build sustainable wardrobes and supports brands in reducing textile waste.

By integrating AI-powered styling, social engagement, and sustainability-focused commerce, Modaics redefines how people engage with fashion while reducing waste and supporting a circular clothing economy.

## 2. SUSTAINABILITY & ETHICAL FASHION COMMITMENT

Modaics is deeply committed to promoting **sustainable fashion, ethical manufacturing, and local production**.

### FibreTrace Partnership: Verified Sustainability

Modaics is partnering with **FibreTrace**, an industry leader in **traceable fiber technology**, to ensure brands using Modaics can verify their sustainable claims with **real-time supply chain transparency**. FibreTrace embeds **traceable IDs into raw fibers**, allowing Modaics to:

- **Certify Sustainable Brands:** Provide verified **Sustainability Badges** for brands that use traceable, ethically sourced fibers.
- **Increase Transparency:** Modaics brand profiles will showcase **supply chain verification**, reinforcing consumer trust in sustainable products.
- **AI-Powered Verification:** Modaics' AI will analyze FibreTrace data to recommend **truly sustainable clothing options** to users, eliminating greenwashing and fast-fashion infiltration.

## 3. BUSINESS MODEL & MONETIZATION

### Core Revenue Streams

#### 1. Freemium Memberships

- **Users:**
  - **Basic (Free):** Limited listings, basic AI recommendations.
  - **Premium (\$10/month):** Unlimited listings, AR try-ons, advanced analytics.
- **Brands:**
  - **Basic (Free):** 1 event/month, community posts.

- **Pro (\$50/month):** 5 events/month, Sustainability Badge application.
- **Enterprise (\$200/month):** Unlimited events, FibreTrace integration, custom AI insights.

## 2. Transaction Fees

- **5-7% fee on buyers** (no seller fees).
- **3% fee on international swaps/sales** (partnering with eco-shipping providers).

## 3. Event Monetization

- **Featured Event Placement:** \$50/event.
- **Ticket Sales Commission:** 10% on paid events.

## 4. Sponsored Features

- **Sponsored AI Recommendations:** Brands pay for priority placement in AI styling feeds.
- **Brand Spotlight Ads:** \$100/week for highlighted search results.

## 5. Data & Insights

### *Data-Driven Monetization*

- **AI-Driven Trend Insights:** Modaics provides brands with anonymized trend data based on user preferences.
- **Sponsored AI Recommendations:** Brands can pay to have their items featured in Modaics' AI-generated outfit suggestions.
- **In-App Currency (Eco Coins):** Users earn Eco Coins for sustainable actions, redeemable for discounts, event tickets, and Premium features.
- **Dynamic Pricing Insights:** AI suggests optimal pricing based on demand and quality, available as a premium feature.
- **Anonymized Trend Reports:** Modaics sells sustainability and fashion trend reports to brands and retailers - \$500/month for brands (anonymized user behaviour data).
- **Dynamic Pricing Tools:** \$5/month for sellers (AI-driven pricing recommendations).

## 4. APP NAVIGATION & CORE FEATURES

### 5-Tab Structure

#### 1. Home Tab (Rightmost)

- **AI-Powered Feed:** Personalized recommendations (items, events, brands).

- **Social Feed:** Posts from friends/brands (e.g., outfit challenges, sustainability tips).
- **Quick Actions:** List items, RSVP to events, AR try-ons.
- 2. **Discover Tab (Left Middle)**
  - **Search & Filters:** By category, sustainability, or location.
  - **Event Map:** Local swaps, pop-ups, workshops.
  - **Brand Directory:** Filter by Sustainability Badge, style, or reviews.
- 3. **Sell Tab (Middle)**
  - **List Items:** AI curation check, bulk upload for brands.
  - **Create Events:** Templates for swaps/pop-ups + promotional tools.
  - **Brand Dashboard:** Crowdsourced design feedback, track analytics.
- 4. **Community Tab (Right Middle)**
  - **Style Challenges:** Weekly themes (e.g., "Zero-Waste Outfit").
  - **Friend Activity:** See friends' listings, purchases, and RSVPs.
  - **Local Hubs:** City-based groups and sustainability initiatives.
- 5. **Profile Tab (Rightmost)**
  - **Digital Wardrobe:** Manage listings, rentals, and swaps.
  - **Eco Points:** Track rewards (discounts, Premium trials).
  - **Sustainability Report:** Carbon/water savings metrics.

## 5. FEATURE PRIORITIZATION

### Phase 1: MVP Launch (October 2025)

- **Core Features:**
  - Home Tab (AI recommendations, social feed).
  - Discover Tab (search, event map).
  - Sell Tab (item/event listing, brand dashboard).
  - Profile Tab (wardrobe, Eco Points).
- **Monetization:** Buyer fees, event placement fees.
- **AI:** Basic curation check, collaborative filtering.

## **Phase 2: Post-Launch (Nov 2025 - Feb 2026)**

- **Gamification:** Sustainability Leaderboard, Style Challenges.
- **Advanced AI:** AR try-ons, outfit recycling, trend forecasting.
- **Community:** Friend activity feed, local hubs.
- **Monetization:** Sponsored recommendations, Premium memberships.

## **Phase 3: Scaling (March 2026 - Beyond)**

- **Collaborative Wardrobes:** Shared closets for families/friends.
- **Repair Services:** Partner with local tailors.
- **Pop-Up Shops:** Physical events in major cities.
- **Educational Hub:** Sponsored content on sustainable fashion.

## **6. TECH STACK**

### **Frontend**

- **iOS:** Swift (SwiftUI) + CoreML for on-device AI.
- **Android:** Kotlin (Jetpack Compose) + TensorFlow Lite.
- **AR Try-On:** Banuba/Zegocloud SDKs.

### **Backend**

- **Database:** Supabase (PostgreSQL for structured data).
- **Real-Time Features:** Firebase (chat, notifications).
- **AI Inference:** AWS Lambda + FastAPI.

### **AI/ML Models**

- **ResNet/EfficientNet:** Image recognition for item curation.
- **BERT/GPT-4:** NLP for trend analysis and greenwashing detection.
- **KNN/DBSCAN:** Geospatial clustering for event recommendations.

## **7. LAUNCH & GROWTH STRATEGY**

### **Pre-Launch (March - Sept 2025)**

- Partner with 50+ sustainable brands and thrift stores for pre-seeded inventory.
- Launch “Build Your Digital Wardrobe” contest (1,000+ early signups).

- Secure FibreTrace API integration for sustainability verification.

### Public Launch (October 2025)

- **Marketing:** Influencer campaigns (e.g., “7-Day Swap Challenge”), Google Ads targeting eco-conscious users.
- **Press:** Position as “The Depop for Sustainable Fashion” in media outlets like Vogue Australia.

### Post-Launch (2026)

- **Localized Expansion:** Focus on Sydney/Melbourne before scaling globally.
- **Partnerships:** Collaborate with councils for textile waste reduction programs.

## 8. EXPANSION OPPORTUNITIES

1. **Global Marketplace:** Cross-border swaps with eco-friendly shipping.
2. **Modaics Accelerator:** Mentorship + funding for sustainable startups.
3. **White-Label AI:** License styling tools to brands for their e-commerce sites.

## 9. KEY METRICS

- **User Acquisition:** 50,000 MAU by Q1 2026.
- **Revenue:** \$200,000/month by Q2 2026 (mix of fees, ads, subscriptions).
- **Sustainability Impact:** 10,000+ kg of textile waste diverted by 2026.

## 10. CONCLUSION

Modaics merges the convenience of digital marketplaces with the urgency of sustainable fashion. By prioritizing community, AI-driven curation, and ethical monetization, it positions itself as the definitive platform for conscious consumers and brands.

### Next Steps:

1. Finalize MVP wireframes (Home/Sell Tabs).
2. Begin AI model training with FibreTrace data.
3. Negotiate partnerships with local thrift stores and eco-shipping providers.