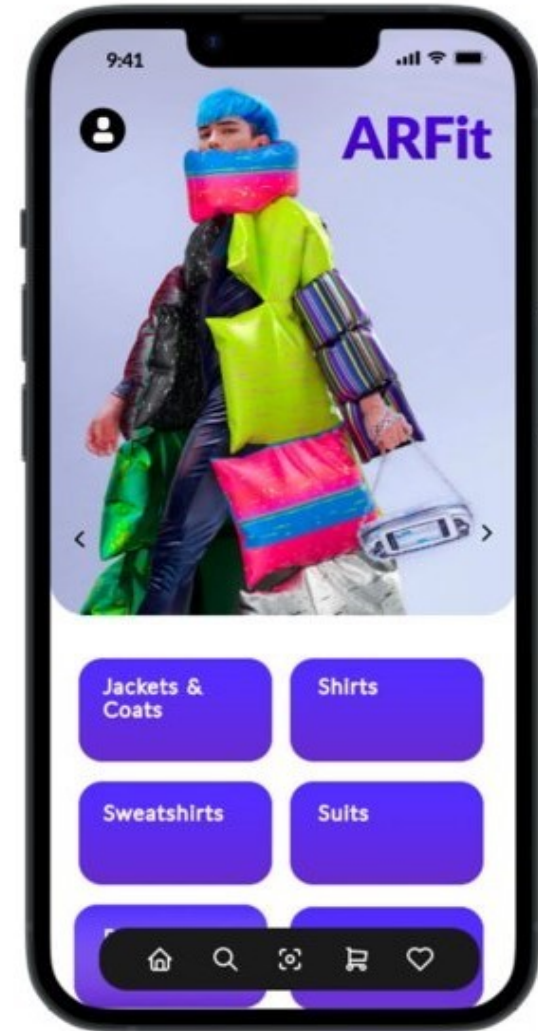




ARFit

Get the perfit fit everytime!



ARFit

Get the Perfect fit every time!

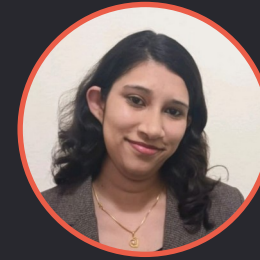
Team 3 -Pentagram



Monic Devarasetty



Venkata Jeevan
Bhargav Gedela



Ishika Santosh Wade



Roshni Baburao
Alone



Leela Ashish
Parvataneni

Introduction

ARFit is revolutionizing the way we shop. With ARFit, customers can experience a whole new level of shopping, allowing them to virtually try on clothes and accessories before they buy.

Mission and Vision

“The mission is to provide a seamless AR try-on experience that allows consumers to virtually try on any product from the comfort of their homes.”

“The vision is to be a leading provider of Augmented Reality and Artificial Intelligence try-on technology for all industries.”

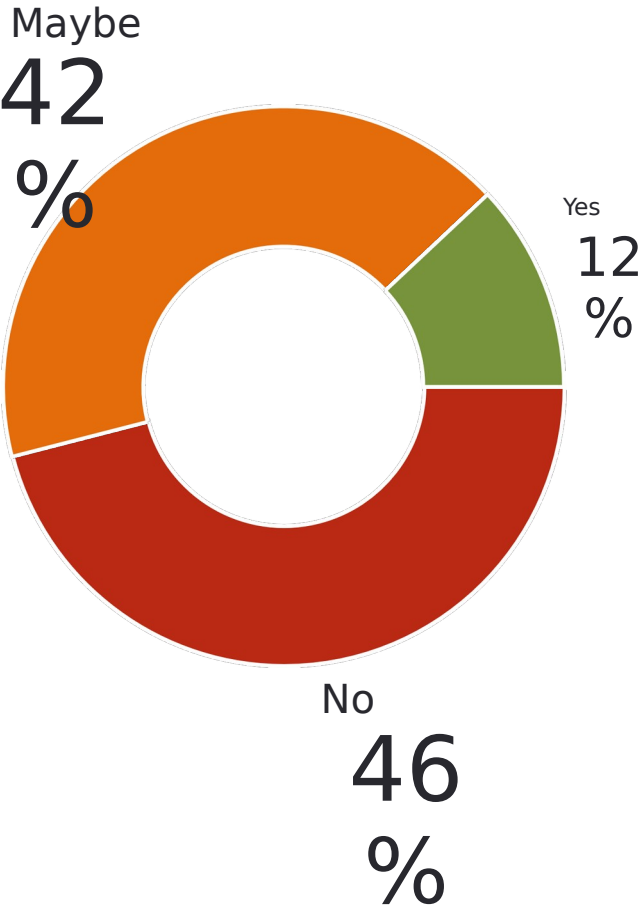
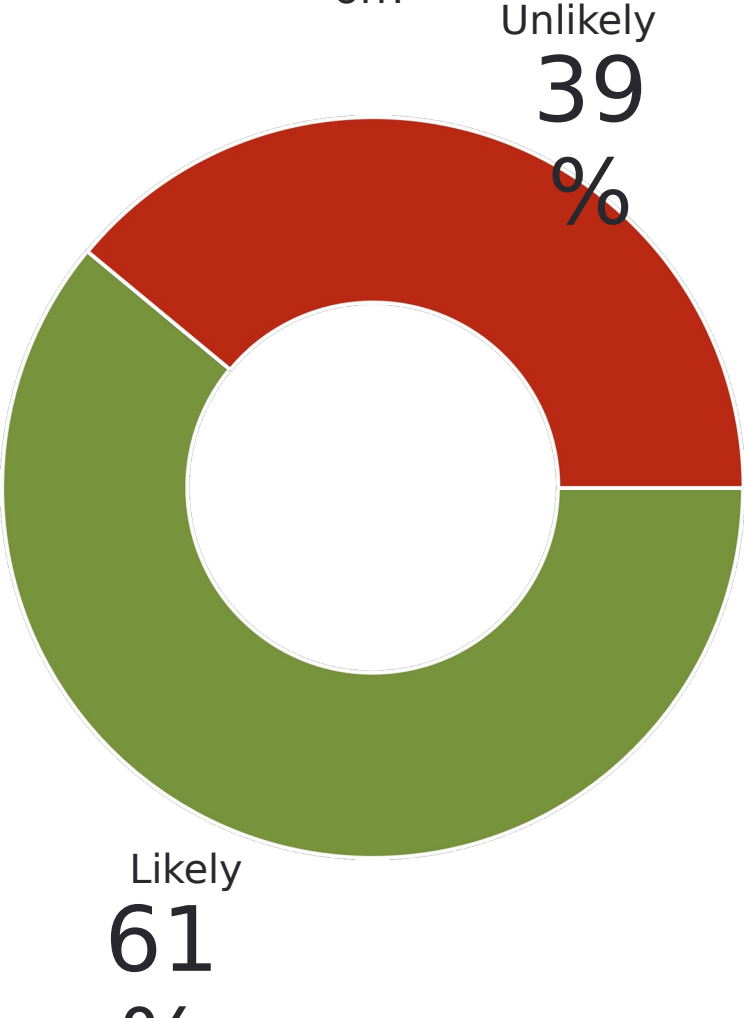
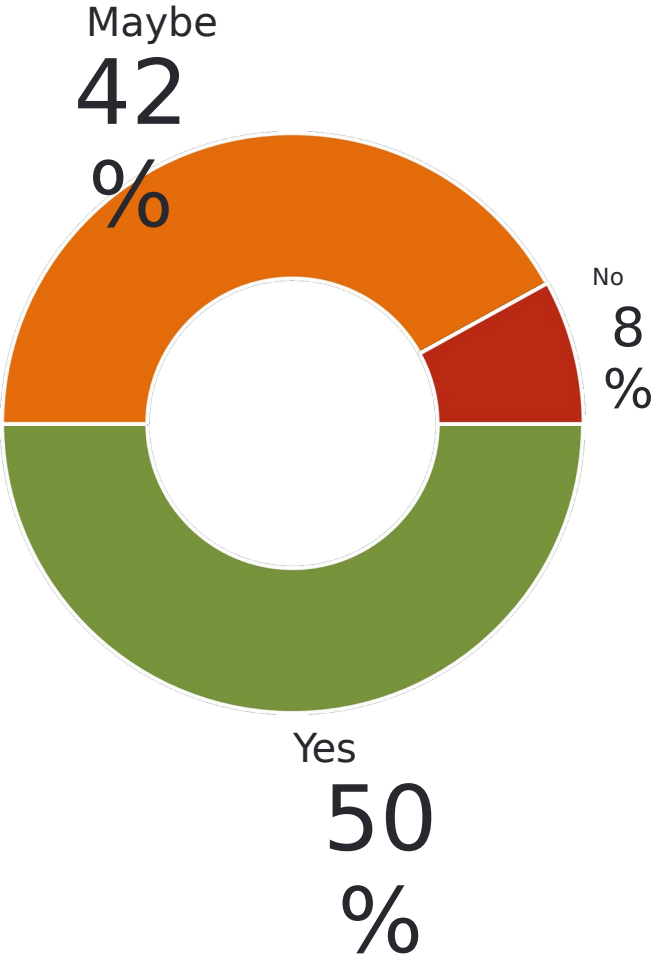


Survey Responses

Half of people like using AR to try on virtual items.

Likelihood of purchase after AR try-on?

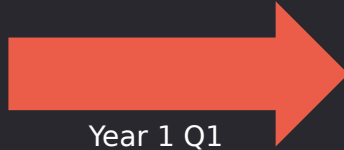
Users pay extra for in-app purchases.



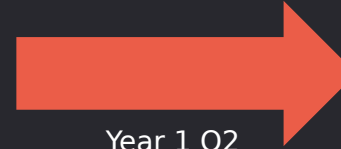
Product Roadmap - Standalone

Features:

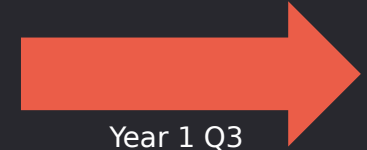
- Clothing Scanning
- Size Input to input Clothing sizes
 - Fitting feature (Virtual Try-on)
 - Size recommendations.
- Size Input for shoes and accessories
 - Fitting feature (Virtual Try-on)
 - Size recommendations
- Blog-like feature for users to engage with each other
- Premium subscription with no ads
 - Creation of custom outfits.
 - Social Sharing across social media platforms through AR filters in Snapchat, Instagram.



Year 1 Q1



Year 1 Q2



Year 1 Q3

Event:

- Development of Prototype for IOS and Android
- Product Launch on App store and Google Play

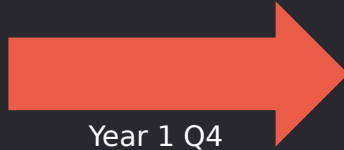
Partnerships/ Acquisitions:

- Partnership with Search Engines
- Partnership with Fashion Influencers, Bloggers and content creators.
- Partnership with Payment platforms
- Partnerships with Social networking sites

Product Roadmap - Business

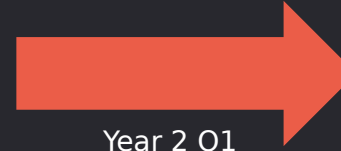
Features:

- All the features from the standalone app
 - Clothing scanning
 - Virtual Try-on
 - Blog-like feature
 - Creation of custom outfits.
 - Social Sharing across social media platforms through
- Development of 3D Catalog for Clothing



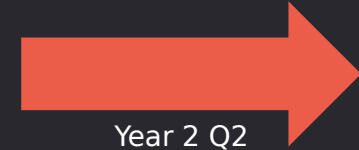
Year 1 Q4

- Styling suggestions based on user data



Year 2 Q1

- Home Furniture
- Cookery and Dinner Ware
- Home Decor
- Grocery



Year 2 Q2

Event:

- Integrated iOS and Android application with fashion brands.
- Valuable consumer insights: track and analyses user engagement
 - Data from the in-app purchases can be used to make clothing

Partnerships/ Acquisitions:

- Partnership with Fashion Brands

Customer/Standalone

Blog-like interaction

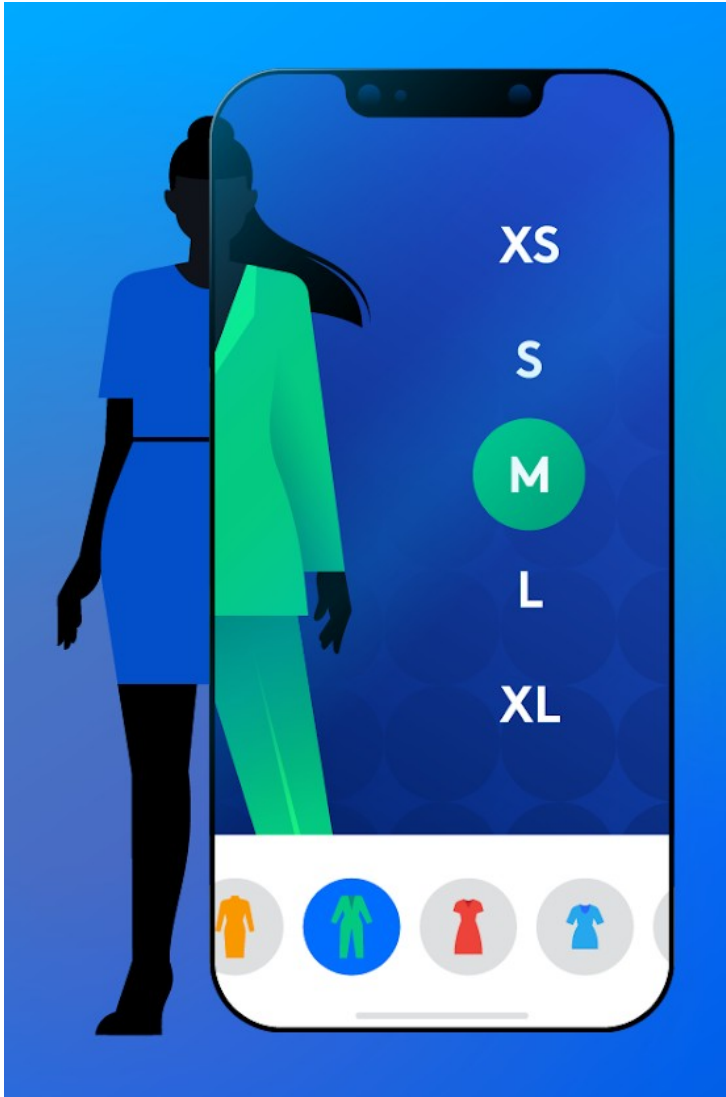
Apparel scan feature

Size-based virtual
try-ons

Social outfit sharing



Business Photo: 3d product



All the functionalities available in the standalone application

Virtual catalog offering

Valuable consumer insights

Innovation: ARFit

ARFit is revolutionizing the way customers shop for clothing. This innovative technology allows customers to virtually try on clothes from the comfort of their own home.



Disruptive Innovation



Enhanced Customer Experience

ARFit has disrupted the traditional online shopping experience by offering customers a more engaging and interactive experience.



Reduced Returns

With the ability to see how clothes and accessories look before buying, ARFit has disrupted the retail industry by reducing the number of returns, resulting in cost savings for both customers and retailers.



Increased Sales

By providing customers with a more immersive shopping experience, ARFit has disrupted the retail industry by increasing customer engagement and sales, ultimately driving revenue growth for retailers.

The digital revolution has enabled ARFit to create a unique shopping experience that is disrupting the retail industry.

Value Creation



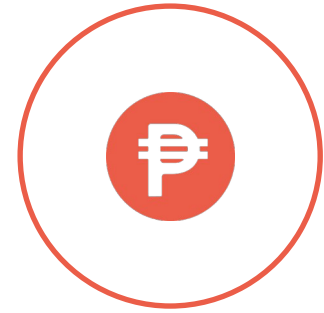
Personalized Shopping Experience

ARFit allows customers to virtually try on clothes and get personalized recommendations.



Increased Customer Satisfaction

ARFit provides customers with a more convenient and enjoyable shopping experience.



Increased Revenue

ARFit technology increases customer engagement and leads to higher sales.

ARFit technology is a powerful tool that creates value for customers and increases revenue for the company.

Stickiness

Increased customer engagement

The ARFit app allows customers to engage through an inbuilt blog feature, creating an interactive and personalized experience.

Enhanced customer experience

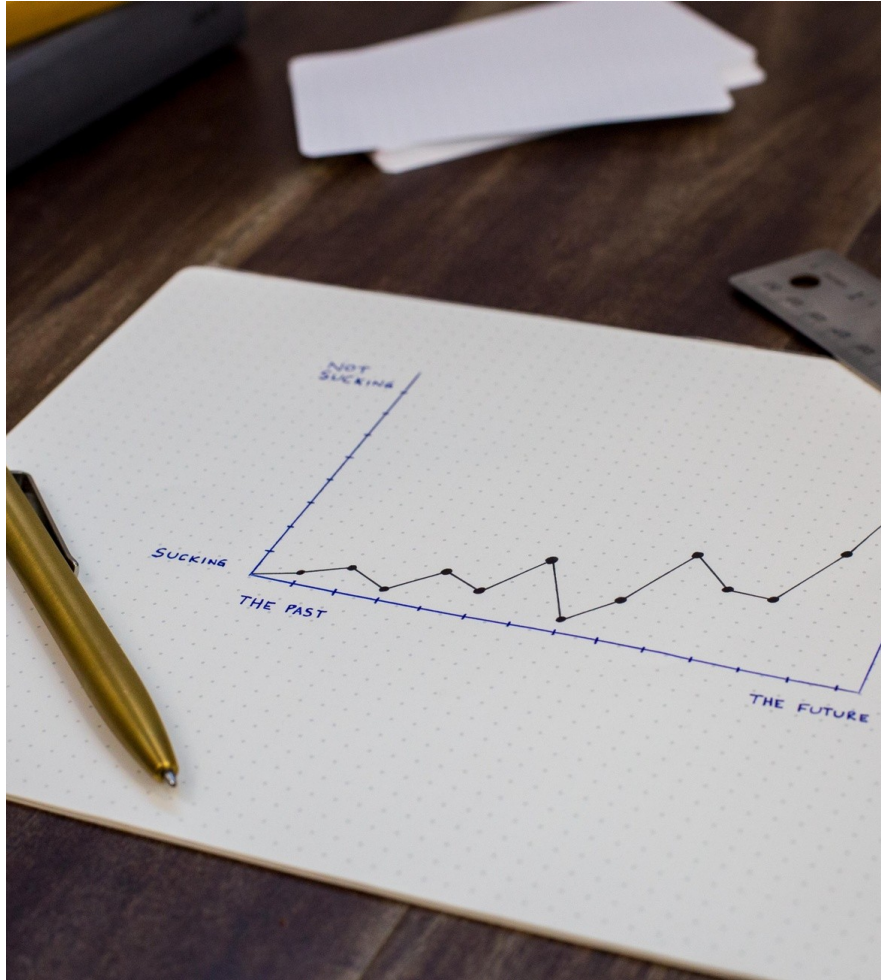
The ARFit app's virtual try-on feature provides customers with a personalized and immersive experience, enhancing their overall satisfaction.

Improved customer/Business loyalty

ARFit's reward program and virtual try-on feature boost customer loyalty while reducing return rates, benefitting both customers and businesses.

ARFit's features provide customers with an engaging, rewarding, and personalized experience, leading to high retention rates.

Market Types



- **Existing Market**

ARFit provides a cutting-edge technology to revolutionize online retail shopping particularly in the clothing and accessory industry

- **Exponential Market**

Augmented reality in shopping has the potential for huge growth, making the customer experience interactive and engaging.

- **New Market**

ARFit is creating a new market by introducing virtual try-ons, which could attract new customers.

- **Adjacent Growth**

ARFit's tech can create growth opps in industries like cosmetics, home decor and furniture, allowing customers to visualize products in their space before buying.

Exponential Market – Future Growth

- **Soaring AR Market:** The global AR market is projected to reach \$340 billion by 2028, promising immense potential for AR shopping apps like ARFit.
- **Widespread Smartphone Adoption:** With 3.8 billion smartphone users by 2023, ARFit has a vast audience to tap into for AR shopping experiences.
- **Enhanced Consumer Decision-Making:** 71% of consumers would shop more often with AR visualization, indicating high demand for apps like ARFit in the shopping process.
- **Rising E-commerce Market:** The online shopping market is set to grow to \$6.39 trillion by 2024, providing a significant opportunity for AR shopping apps like ARFit.



Marketing Strategy

Identify ideal customers

Communicate clear benefits

Create engaging content

Partner with influencers

Offer promotions/incentives





Marketing Strategy

- Leverage customer data
- Publish fashion journals
- Continuously improve feature
- Real-time customer reviews
- Host giveaways/contests

Cost Assumptions:

- ARFit is an app that requires an initial investment of \$70,000 to get started.
- In addition to the initial investment, \$540,000 will be required to acquire team members to develop and maintain the app per year.
- The app will also incur overhead costs of \$124,080, such as office space, utilities, and administrative expenses per year.

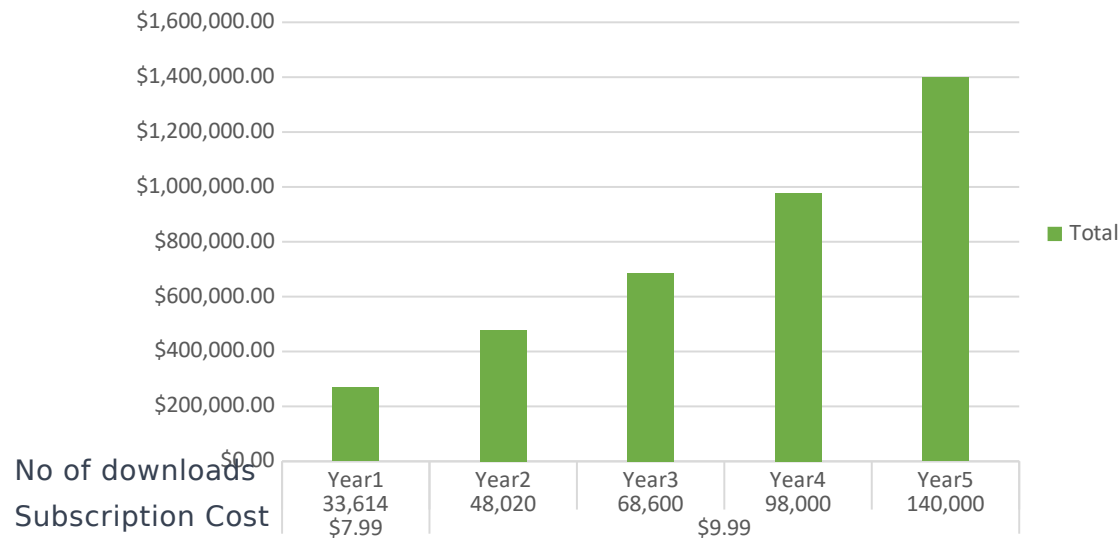
Initial Investment	Total
Investors	\$50,000
Computers	\$14,000.00
Office Supplies	\$3,500.00
Miscellaneous	\$1,500.00
Registration Cost	\$1,000.00
Total	\$70,000.00

Team Members	Per year
Developers	\$108,000
Sales	\$48,000
Marketing	\$108,000
UI/UX Engineer	\$108,000
Product Manager	\$60,000
Project Manager	\$60,000
Accounting	\$48,000
Total	\$540,000

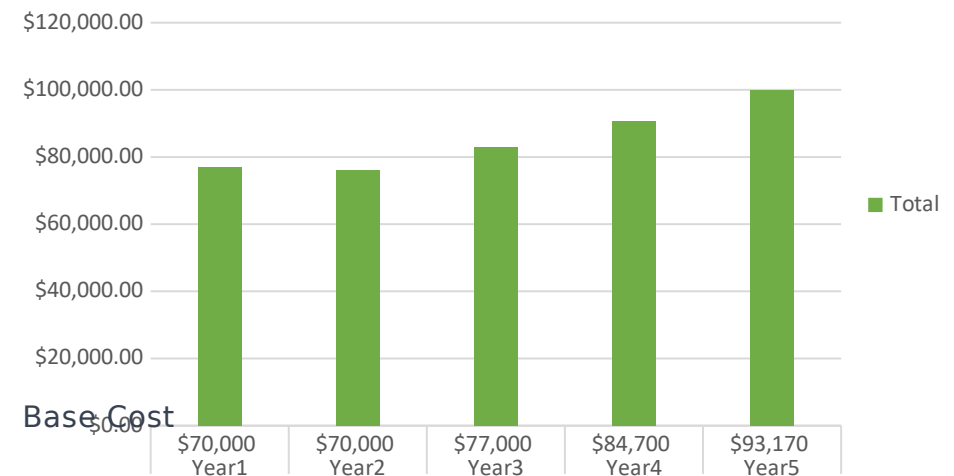
Overhead Cost	Per year
Cloud Infrastructure Costs	\$57,600.00
Marketing & Advertising costs	\$12,000.00
Software licenses and subscriptions	\$18,000.00
Legal and accounting fees	\$24,000.00
Transaction Cost(Apple pay,Gpay etc)	\$12,000.00
Tax	\$480.00
Total	\$124,080

Revenue Assumptions

Total Revenue from Downloads



Total Revenue from Fashion Firm



- It is anticipated we will obtain 33,614 premium subscribers in the first year, which accounts for 0.0024% of the projected 1.4 billion AR device users by the end of 2023. we estimate an increase in our subscribers by 30% each year until we reach our target of 140,000 premium subscribers by the end of the fifth year.

Aftermarket Sales Model

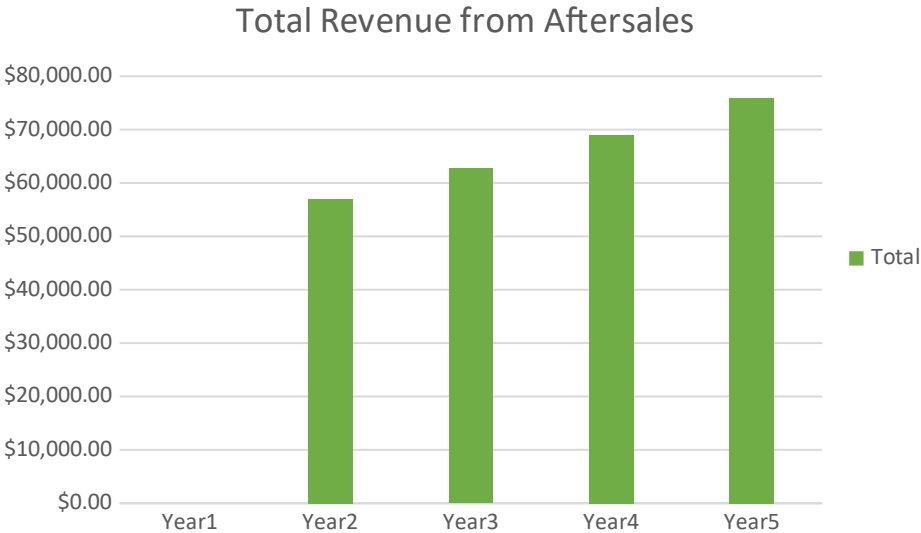
- **Home Furniture**
- **Cookery and Dinner Ware**
- **Home Decor**
- **Grocery**
- **Electronics**
- **Marketing - Email, Influencer**

Aftermarket Sales

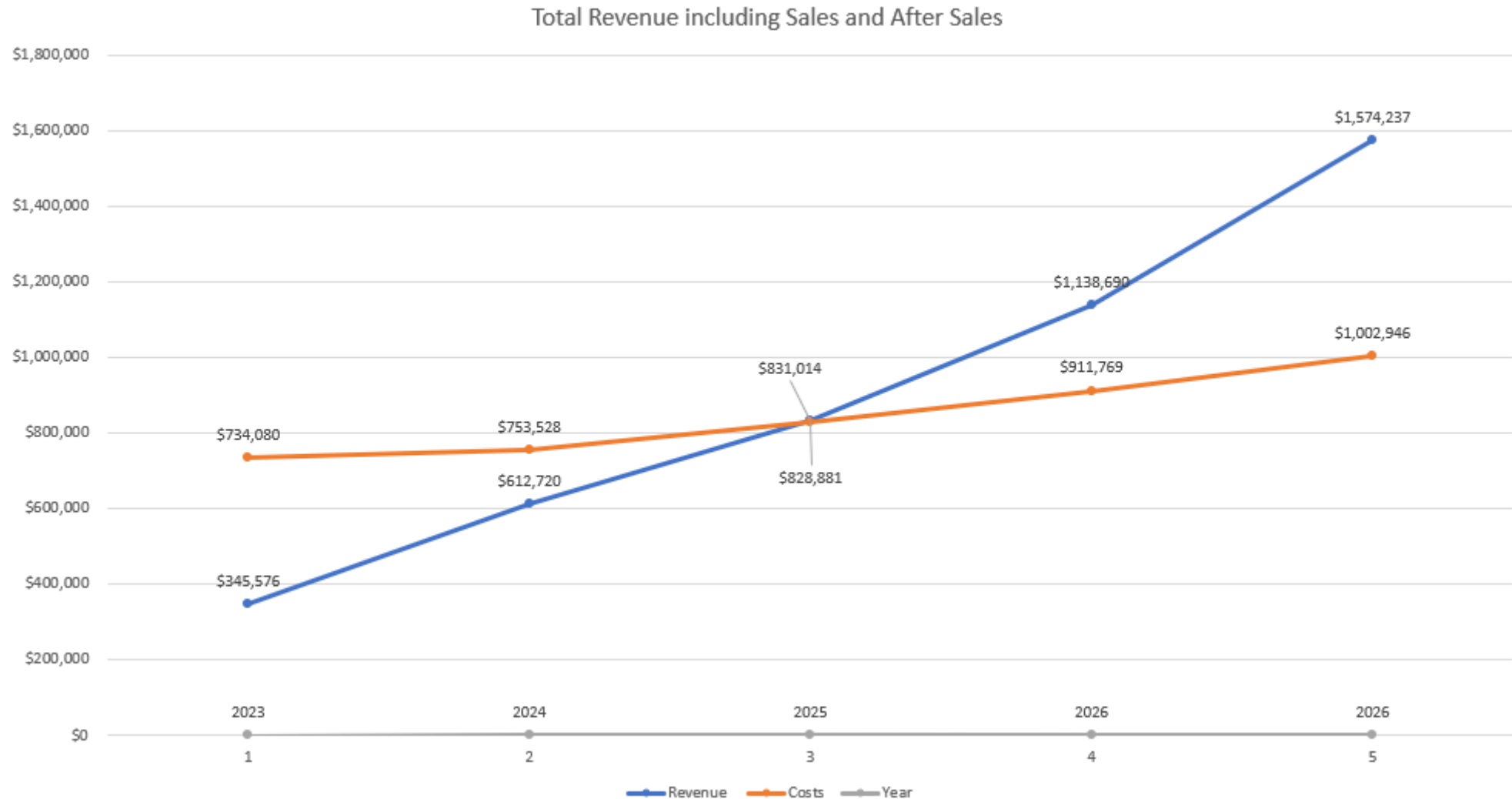
- In addition to the initial investment and team acquisition costs, ARFit will also incur overhead costs in aftermarket sales. These costs include cloud infrastructure expenses of \$480 per month, or \$5,760 per year for 500 items.
- ARFit's aftermarket sales will generate net revenue of \$57,000 in year 2. However, the total cost of these sales will be \$23,040(For 2000 Items), resulting in a total profit of \$33,960 for the company in the year 2.

Overhead Cost	\$/Month	Per Year
Cloud Infrastructure Costs (500 items)	\$480	\$5,760.00

For Companies (Per 500 Items)	Year2
Home Furniture	\$20,000.00
Cookery & Dinnerware	\$15,000.00
Home Decor	\$15,000.00
Grocery	\$7,000.00
Net Revenue	\$57,000
Total Cost	\$23,040
Total Profit	\$33,960.00



Breakeven Point



Thank you!

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