Budget Explained:

We have 6 members on the design team. According to indeed.com the average hourly rate for a Web Designer in Florida is $20.81. Our group decided that our rate would be 25$ an hour due to the size of the project. According to Oskar Duberg from Frontify we will be doing a brand overhaul. Most brand overhauls take between 8 and 10 months to complete. We want to complete our brand overhaul in 6 months or 960 hours. Each person’s salary will be around $24,000 for the 6-month project. According to Tom Lauck from HiveMind Studios, companies typically should spend about 5% of their earnings on marketing but when rebranding a company they should expect to pay 10%-20%. According to RocketReach Pictofit has made a profit of $1million, so we are going to budget $100,000 for marketing. I estimated the maintenance of the app for the first year based on Michael Georgiou’s article on imaginovation.net. We decided that 2 people needed to stay on staff in order to take care of any glitches or issues with the app.

The overall cost of this will be about $352,674.00.

So how will we pay for this?

We first will approach our partners and ask them to provide some of the funds for a larger stake in our company. Our current partners are Microsoft, Yoox Net-A-Porter Group (an online retail group), UAL (University of the Arts London), Hevolus (Italian B2B company), VictoryMax (Australian clothing company), and KTM Innovation GmbH. We will also approach retail brands and ask them to invest in our company for a stake in our company. We will take this same approach with other investors and partners. We already have big-name partners which give us a huge advantage. We want to partner with large retail companies like; Target, Shein, Ralph Lauren, Old Navy, and Forever21. We want to cover all the bases. We don’t need to offer ads on our app because our app is one big ad for clothing companies. We promote their clothes on onme by allowing users to try them on. That being said, another way that we will fund our app is by taking a percentage of the profit when a user uses our app to navigate to a retail website and purchase an item that they tried on through onme.

Another way we will fund our app is by selling our users’ data. While this is a rather controversial topic, we are a free app. One of the best ways for free apps to make money is to sell their users’ data to other companies. Companies pay a good amount of money for user data. According to Pawtocol, just the email address of a user is worth $89. We do have an option for those who don’t want their data sold, they can simply use the app without creating an account.

Marketing approach

Our main goal is to be as inclusive as possible. We want virtually every group of individuals to feel represented on our app through the brans that are on our app to the options for avatar customization. onme will allow users to customize their avatar by having the user input their measurements as opposed to using facial recognition technology to scan the user’s body and face. Doing this allows users who don’t have a smartphone with the facial recognition feature can still use the app and customize their avatar. While we want to be as inclusive as possible, we still have a target market. Our target market is females within the Gen Z and millennial age range (ages 16 - 40). That demographic shops online for clothing the most according to Clothing RIC. In order to appeal to this demographic, we need to include more brands that are known for producing products that are less expensive. YPulse surveys released the results of a survey asking Gen Zer’s and Millennials what their favorite places to buy clothing are. Out of the 39 brands currently listed on PICTOFiT only 2 of them were listed on the YPulse survey result. This is a huge issue. We need to give this demographic what they want while still being incredibly inclusive. We will also appeal to this demographic by having a heavier presence on social media. We will be active on Instagram, TikTok, Twitter, and Facebook. Creating content that is entertaining as well as informative is key.

Currently, PICTOFiT is only informing companies of how much they can increase sales. While this is important and a good marketing approach, they are neglecting to tell them how much money they can save with the app. Companies waste millions of dollars each year by throwing away returned items. 5 billion pounds of returned items end up in US landfills each year (Alexandar). Companies can save money by using onme because it’ll cut down on their product returns. This will also allow them to promote themselves as a more environmentally friendly company that appeals to the Gen-Z and Millennial demographic.

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