

Problem Statment:

Normalize making haircuts \$20 again to address the growing issue of overpriced services in everyday life. As inflation drives up the cost of living, basic services like haircuts have become disproportionately expensive

Who's experiencing this problem?

The Main people who are experiencing this problem are low-income families and individuals. Students also need help with this because many live on a tight budget, and the increasing cost of basic services, like haircuts, can stretch their limited funds even further.

What is the problem?

This problem is the increasing cost of grooming services which makes it extremely unaffordable to get a basic haircut in today's world.

Where does the problem present itself?

This problem presents itself in urban areas, high-income neighborhoods, gentrifying regions, developed countries, and small towns with limited competition.

Why does it matter?

This problem matters because self-care is very important and many men and women love the feeling they receive when they're well groomed, but this feeling gets harder to reach as the prices for haircuts keep increasing.