

MirrorYou

**AN AI-POWERED STYLING APP TO
DIGITALLY TRY ON AND ORGANIZE
YOUR WARDROBE.**

Telephone
+91 9600631746

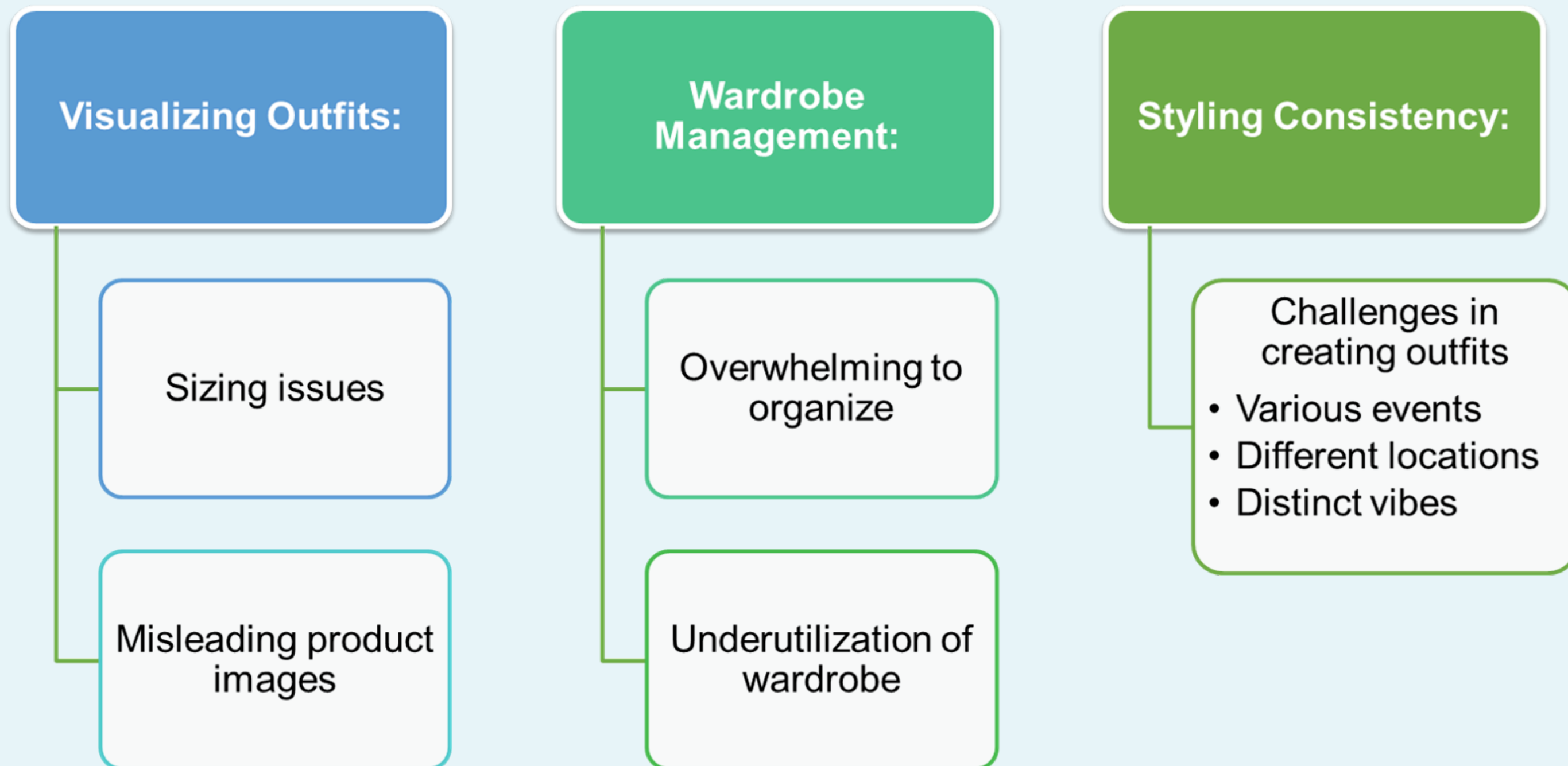
Address
Puducherry, India

Website
www.mirroryou.xyz

September 2024

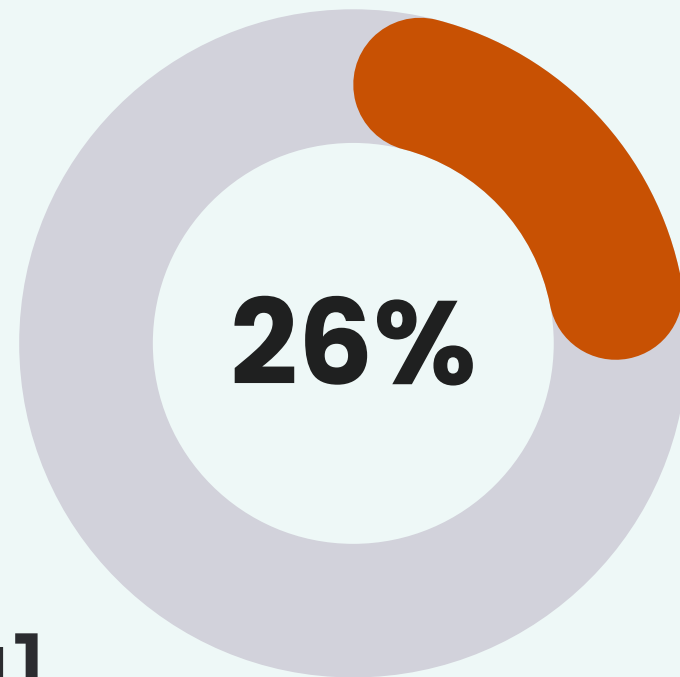
PROBLEM STATEMENT

Fashion-conscious consumers and busy professionals struggle to visualize outfits, manage wardrobes efficiently, and maintain their unique style.



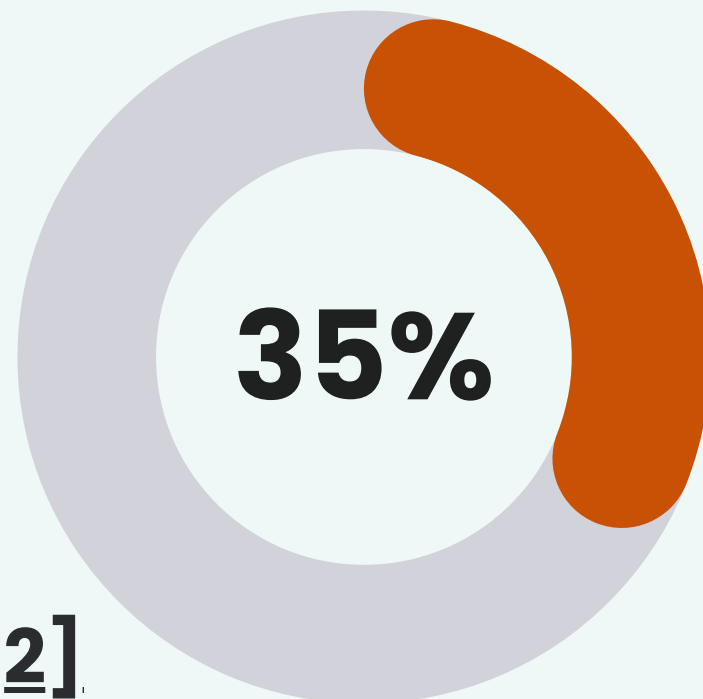
RELEVANCE AND SIGNIFICANCE

[1]



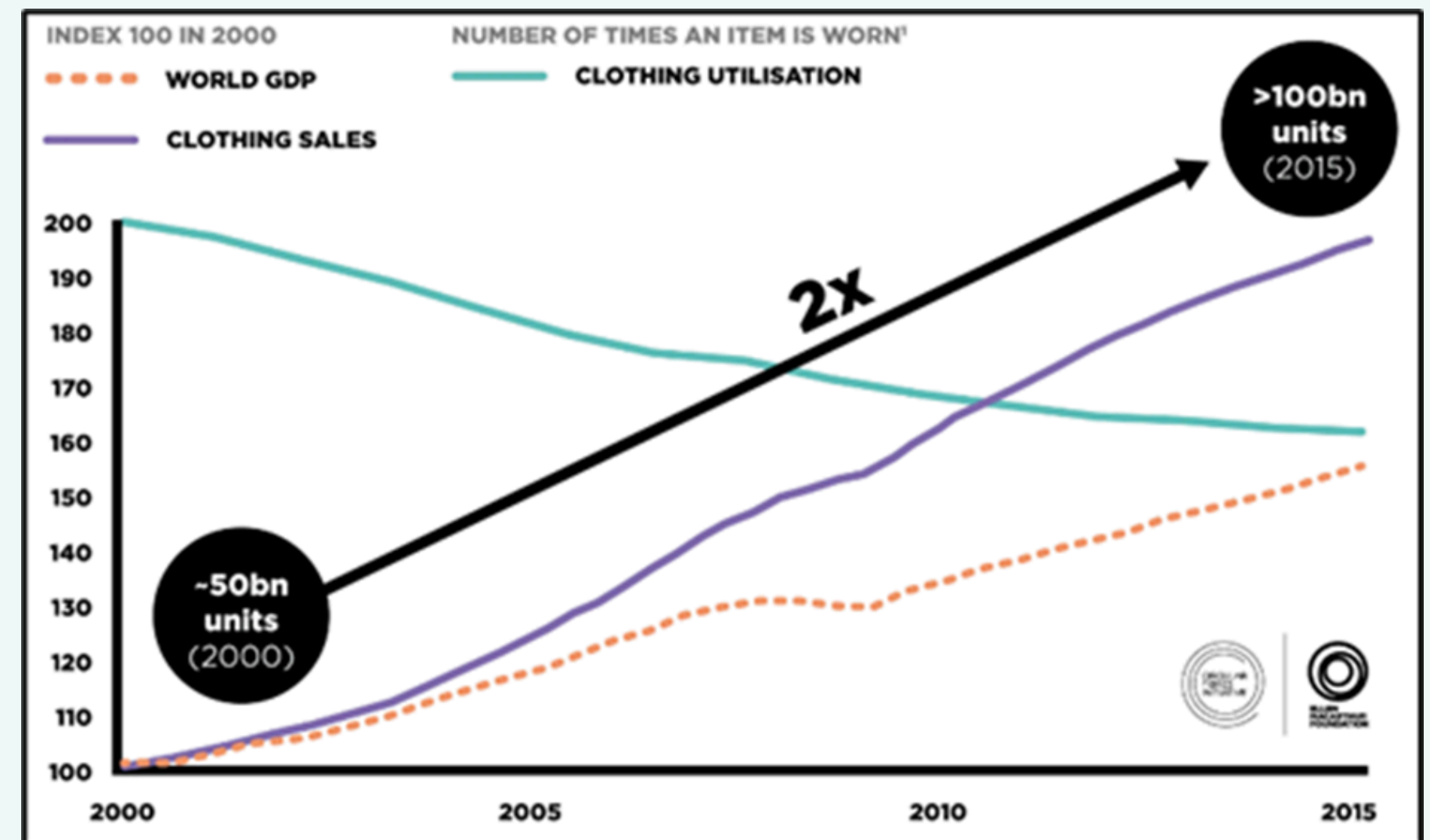
**Clothes go unworn
for over a year**

[2]



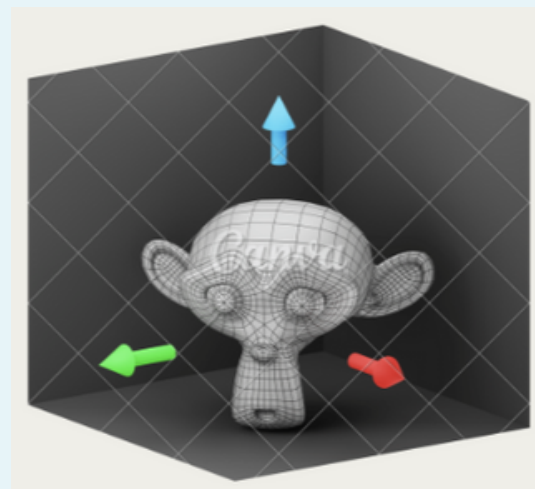
**Return rate
dissatisfaction
with fit, quality, or
how items
look on the buyer.**

[3]



PROPOSED SOLUTION

MirrorYou: Your Wardrobe, Your style Virtually Perfected



3D MODELLING AND VIRTUAL TRY-ON

Users upload photos to create accurate 3D models for try-on experience



OUTFIT SUGGESTIONS & PURCHASE RECOMMENDATIONS

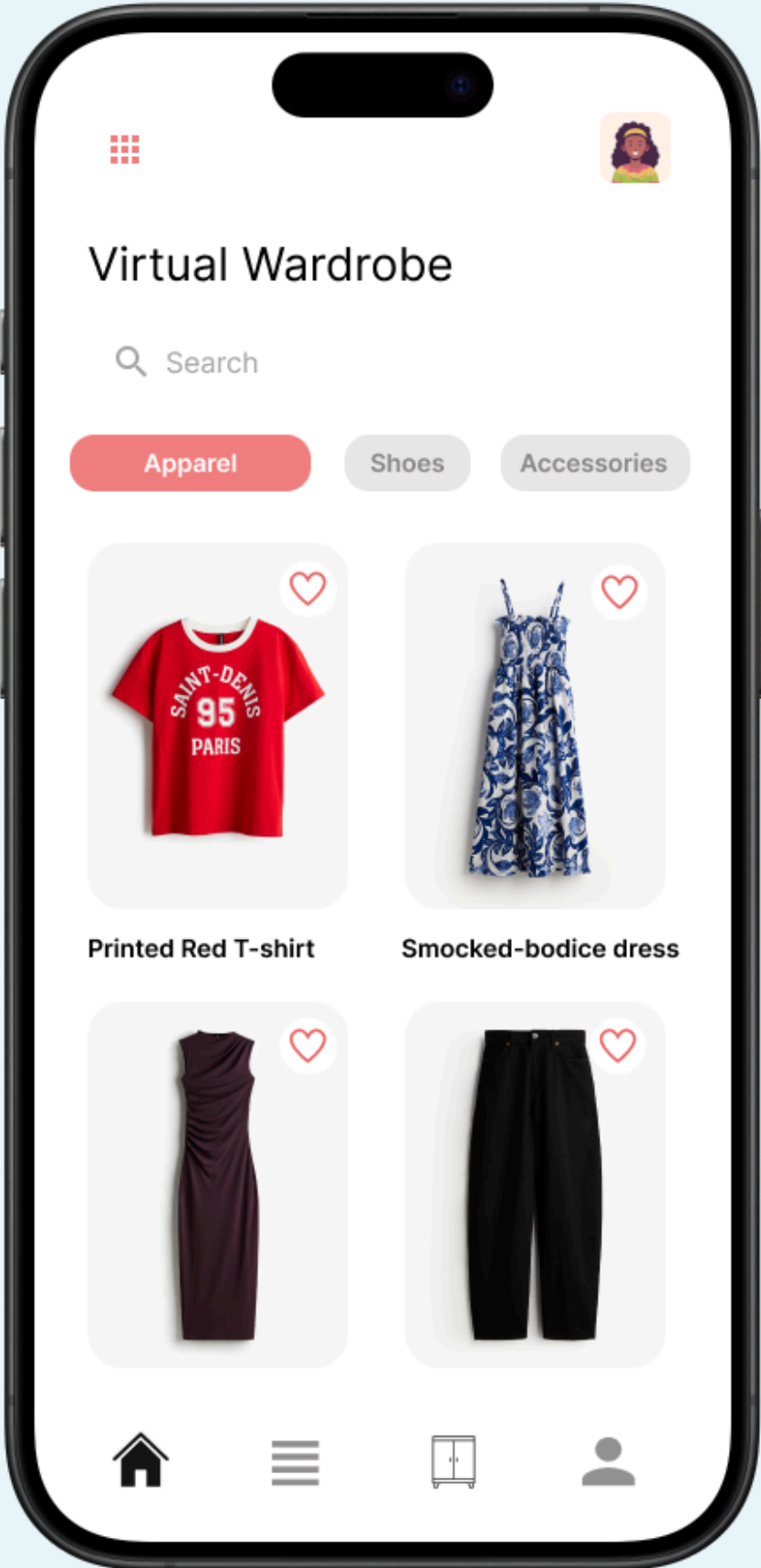
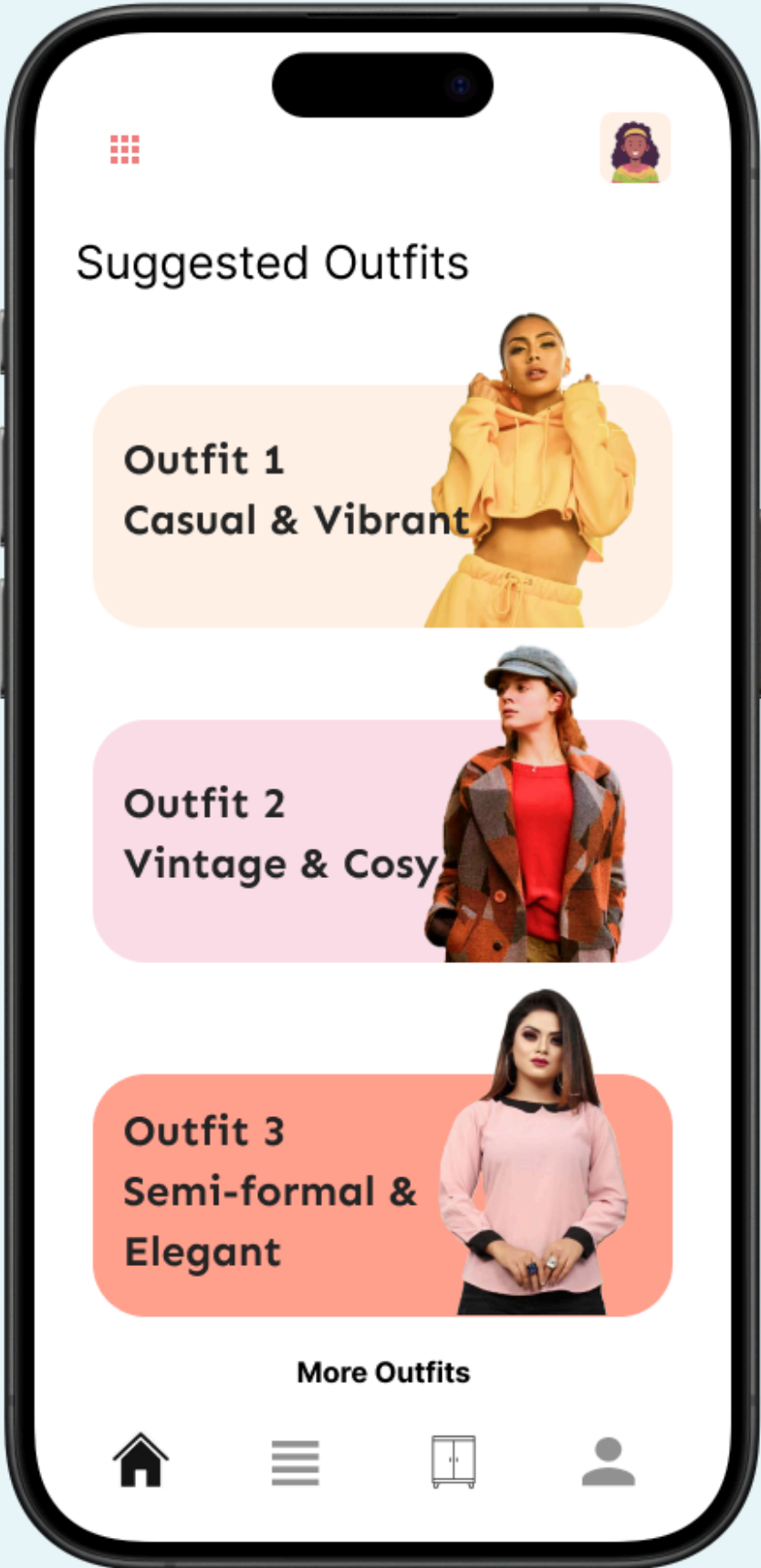
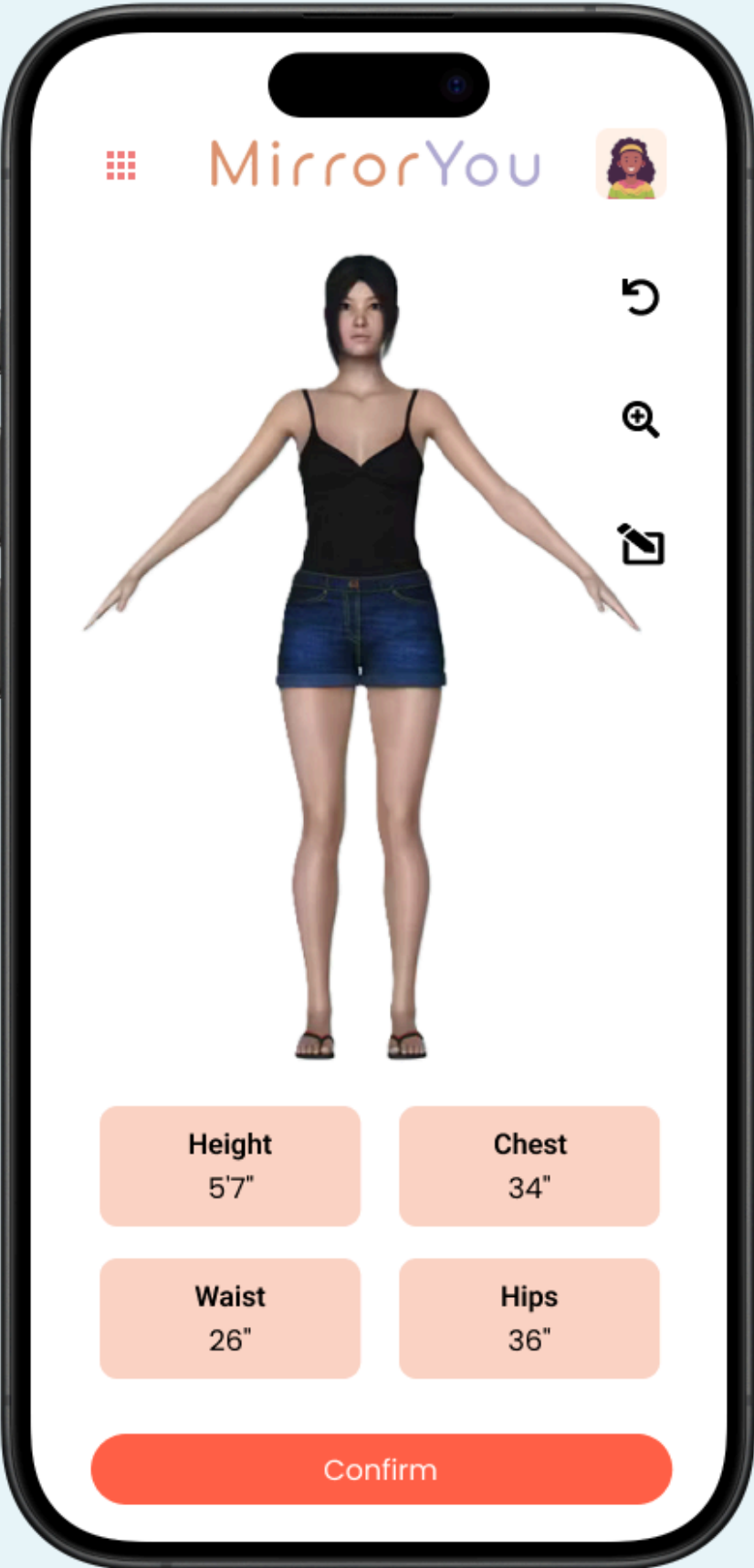
Analyzes wardrobe and style for personalized, outfit suggestions and gap identification.



WARDROBE MANAGEMENT








Digitally catalog their entire wardrobe to enable maximum wardrobe utilization.

TECHNICAL FEATURES

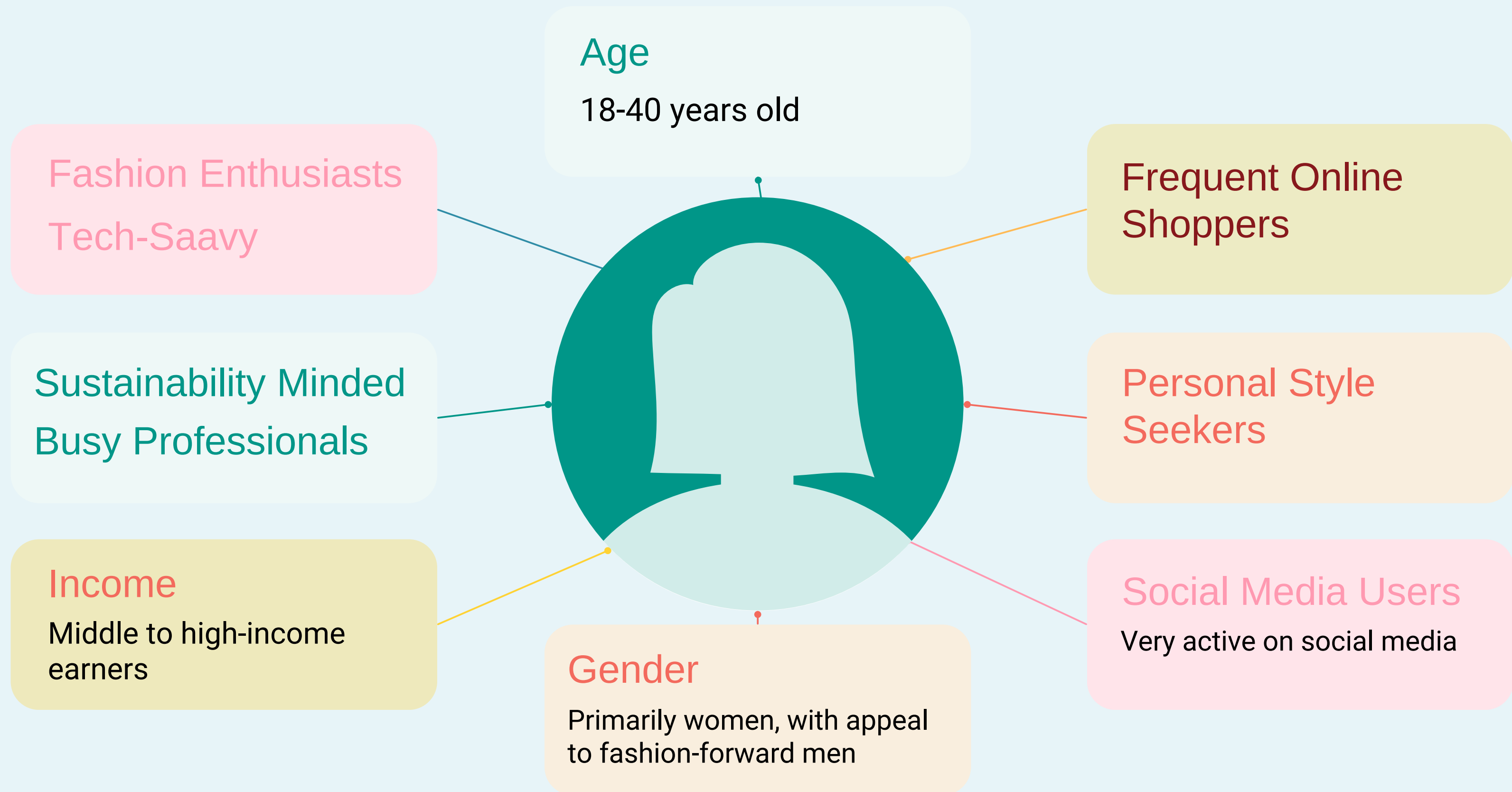


NOVELTY AND COMPETITIVE ADVANTAGE



Features	Personalized 3D Avatar Creation	Full Wardrobe Integration	AI-Powered Outfit Suggestions	Wardrobe Gaps & Purchase Recommendations	Virtual Try-On Technology
MirrorYou					
Wrobe.ai					
Cladwell					
Smart Closet					

IDEAL CONSUMER PROFILE



MARKET ANALYSIS



1.9B

760M

8M

Total Addressable Market

The Global Immersive Fashion Market is projected to reach USD 1.9 billion in 2023 ([custommarketinsights](#)).

Serviceable Available Market

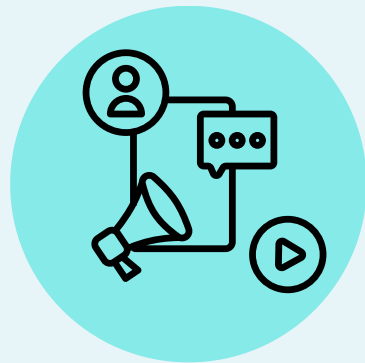
Around 40-50% of the TAM. This includes regions with high adoption of e-commerce and virtual fashion tech, such as North America, Europe, and Asia-Pacific.

Serviceable Obtainable Market

Around 1-3% of the SAM, depending on user acquisition and partnership success.

GO-TO MARKET STRATEGY

USER ACQUISITION THROUGH MARKETING



Partner with fashion influencers and run targeted campaigns.

BRAND PARTNERSHIPS



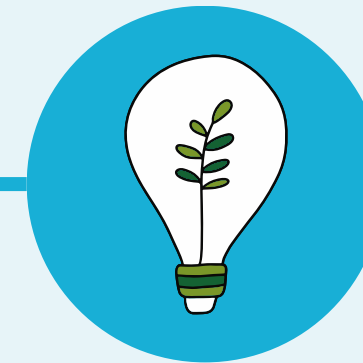
Collaborate with fashion brands to integrate their clothing catalogs into the virtual try-on system.

MONETIZATION



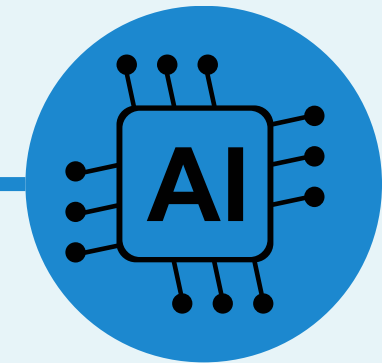
Implement a freemium model, charging for premium features

ECO-CONSCIOUS POSITIONING



Launch a "Sustain Your Style" campaign emphasizing MirrorYou's wardrobe management feature.

AI MODEL IMPROVEMENT

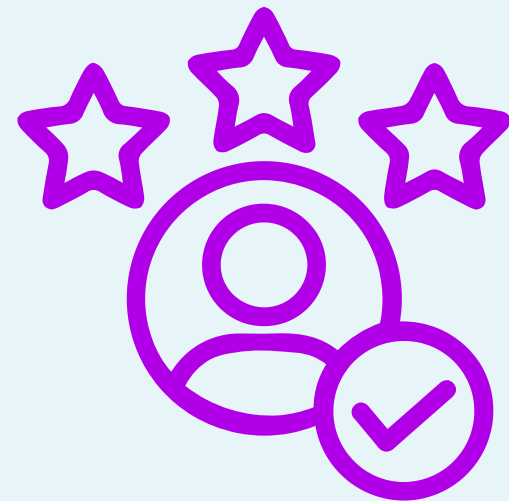


Leverage anonymized wardrobe data and user behavior patterns data

BUSINESS OPPORTUNITY AND SCALABILITY

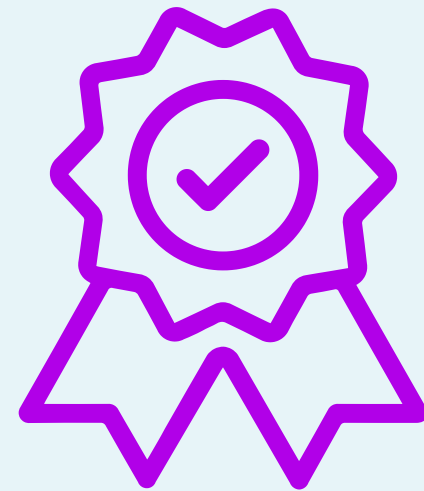


AFFILIATE MARKETING



Earn affiliate commissions by recommending items to fill wardrobe gaps.

BRAND INTEGRATION



Collaborate with fashion brands for sponsored outfits, and exclusive deals through the app.

FREEMIUM MODEL



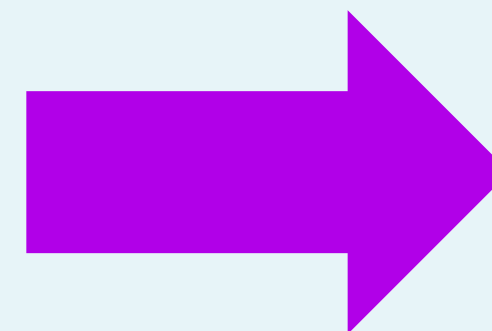
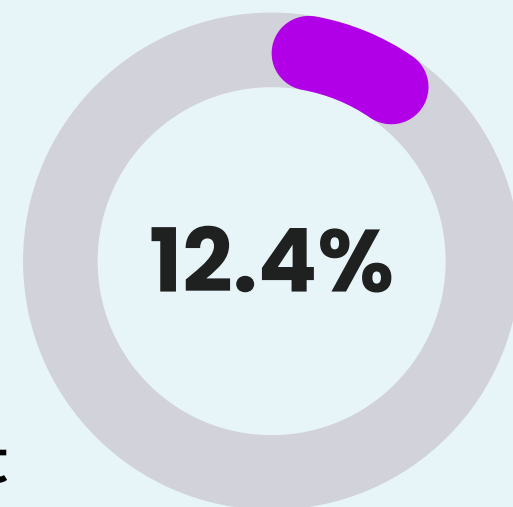
Users can pay an optional subscription to unlock exclusive premium features.

DATA MONETIZATION



Anonymized wardrobe data can be sold to brands for insights on fashion trends and preferences.

CAGR
of
Global
Immersive
Fashion Market



**Scalability
of MirrorYou**

IMMEDIATE PLAN OF ACTION

SR. NO.	MILESTONE	QUANTIFIABLE OBJECTIVES	TIMEFRAME(MONTHS)
1	3D Modelling Prototype	Develop and test 3D modelling of users and clothing from images.	0-3 months
2	Wardrobe Management System	Build the feature for users to upload, categorize, and manage their wardrobe digitally.	3-5 months
3	Outfit Recommendation Algorithm	Implement AI for personalized outfit suggestions	5-9 months
4	Integrated Prototype Testing	Combine 3D modelling, AI recommendations, and wardrobe management into a unified prototype and conduct internal testing.	9-12 months

LONG TERM PLAN

Current Stage:

TRL 2 -> Technology Concept/Application formulated

Required Certification:

- Data Privacy & Security Certifications: General Data Protection Regulation (GDPR) Compliance
- App Store Compliance

•	•	•	•	•
<i>Beta Testing</i> 1-6 months	<i>Brand Partnerships</i> 6-12 months	<i>Marketing Campaign</i> 12-18 months	<i>Monetization Rollout</i> 15-21 months	<i>Expansion and Growth</i> 21-36 months
Conduct beta testing with early adopters to refine core features and gather user feedback.	Collaborate with fashion brands to integrate their clothing catalogs and drive user engagement.	Launch targeted social media and influencer marketing campaigns to build brand awareness and attract users.	Introduce freemium subscriptions, affiliate marketing, and in-app purchases to generate revenue.	Scale the user base through global expansion, brand collaborations, and feature enhancements.

Thank
You