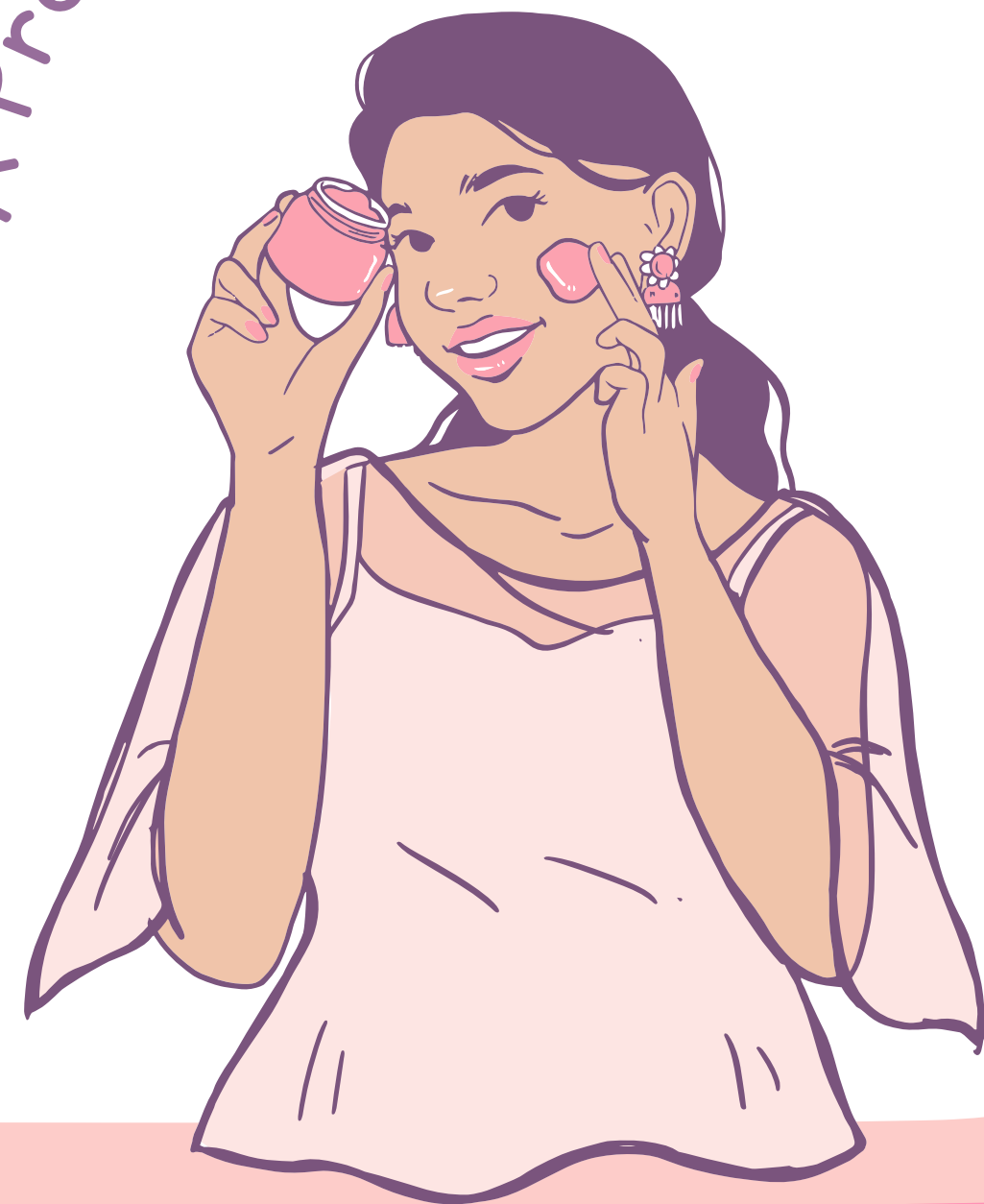


COSMIQ

Unlock your skin's perfect match

A Presentation by Reverie (Team-10)





PROBLEM STATEMENT



Empowering skincare enthusiasts by analyzing ingredients and skin types, our app delivers personalized recommendations, ensuring optimal product choices for healthier, happier skin.



MARKET RESEARCH

- *Cosmetics evolve*
- *youth dominate market*
- *need personalized*
- *interactive product details*

BUSINESS MODEL

1. VALUE PROPOSITION:

- Skincare ingredient info and personalized recommendations.

2. MARKETING STRATEGY:

- Influence collaboration, marketing, referral incentives.

3. KEY FEATURES OF THE APP:

- Ingredient Analysis Database
- Skin Profile Quiz
- algorithm-based Recommendations
- Educational Content
- User Feedback and Reviews

4. REVENUE MODEL:

- Freemium Model
- Affiliate Marketing
- In-app Purchases



SWOT ANALYSIS

STRENGTHS-WEAKNESSES-OPPORTUNITIES-THREATS

- Ingredient compatibility.
- It has a user-friendly interface

- Real-time regulatory updates needed,
- Improving these aspects is essential for aligning the app with the needs of the cosmetic industry.

- Can capitalize on market trends such as clean beauty, eco-friendly ingredients, personalized beauty solutions.
- Can emphasize ethically sourced and unique ingredient combinations and provide information on region-specific trends and regulations.

- Risks such as data accuracy, regulatory compliance, user privacy, and user engagement should be addressed.
- Strategies such as regular audits, partnerships with reputable sources, regulatory monitoring, effective marketing, and continuous improvement based on user feedback can help mitigate these risks.

IMPLEMENTATION PLAN

Brief timeline of Milestones:



1. PLANNING PHASE-

App objectives, market research, budget is analyzed.



2. DESIGN & DEVELOPMENT PHASE

Developing a fully fledged application on your mobile, tablet, laptop where the user can interact



3. TESTING & REFINEMENT-

Conduct extensive QA, Beta release for user testing.



4. LAUNCH PREPARATION & POST LAUNCH

Launch Preparation & Post Launch- finalize marketing strategy and release the app to the market.

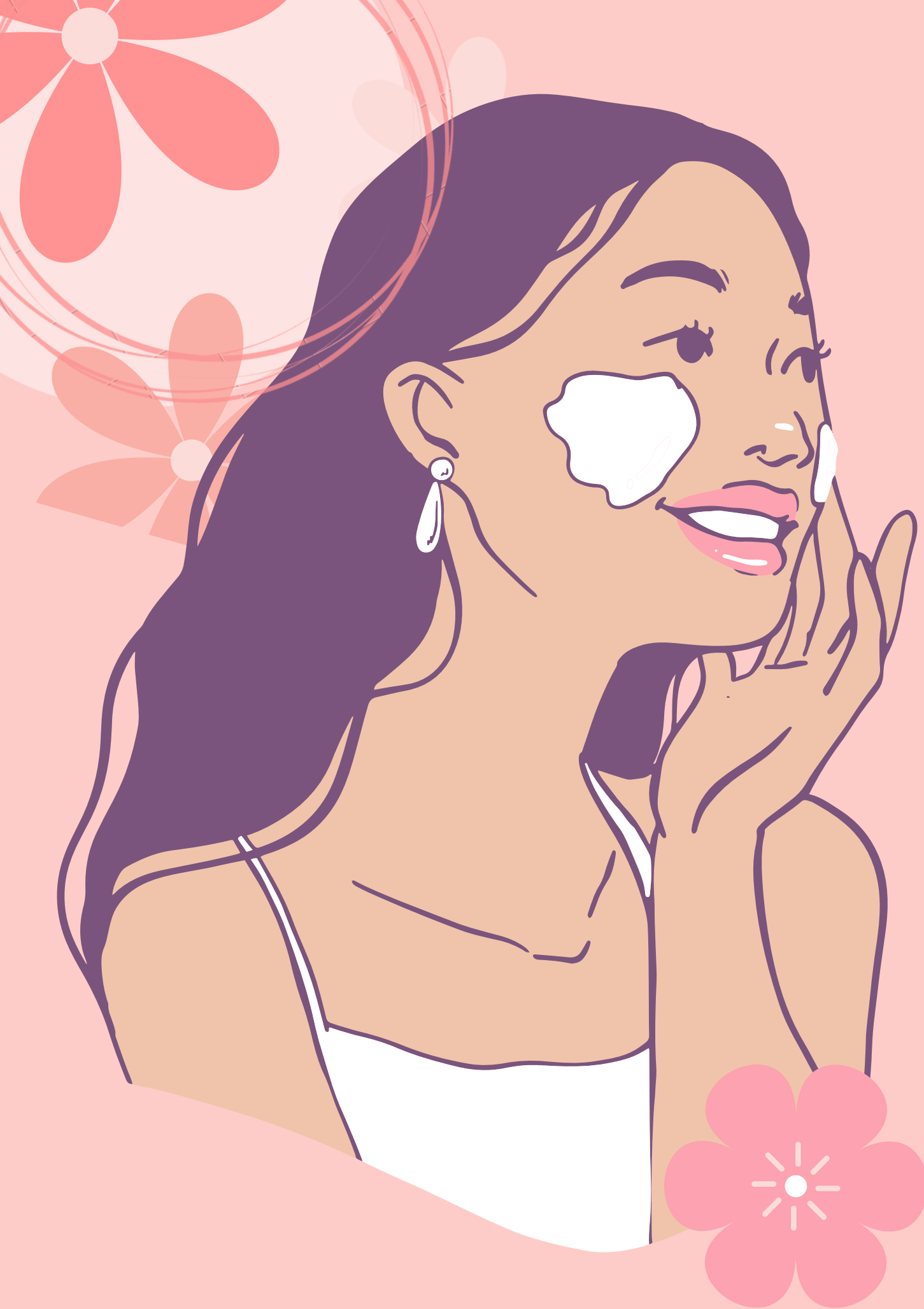


RESOURCES REQUIRED

1. Financial Resources - budget allocation

2. Human Resources - Project Manager, BBUI/UX and frontend/backend Designers, Marketing team

3. Technological Resources - software for app creation



ADDRESSING POTENTIAL RISKS AND MITIGATION:

1. Technical Challenges: Delays due to technical complexities.

Mitigation: Regular team meetings, assigning experienced developers to troubleshoot.

2. Data: Up to date information regarding ingredients.

Mitigation: Regular audits, partnerships with reputable sources.

3. Market Competition: Increased competition impacting app adoption.

Mitigation: Continuous market analysis



IMPACT AND SCALABILITY

COSMIQ provides skincare product information, highlights allergens, and sustainability, using user data to influence market trends. It builds consumer trust, enhances credibility and loyalty, and promotes an eco-friendly beauty industry.



COSMIQ cosmiq.in 11h

Skincare with retinol:



IMPROVED SKIN
TEXTURE



REDUCED
HYPERPIGMENTATION



ANTI AGING
PROPERTIES



MARKETING

TECHNIQUES

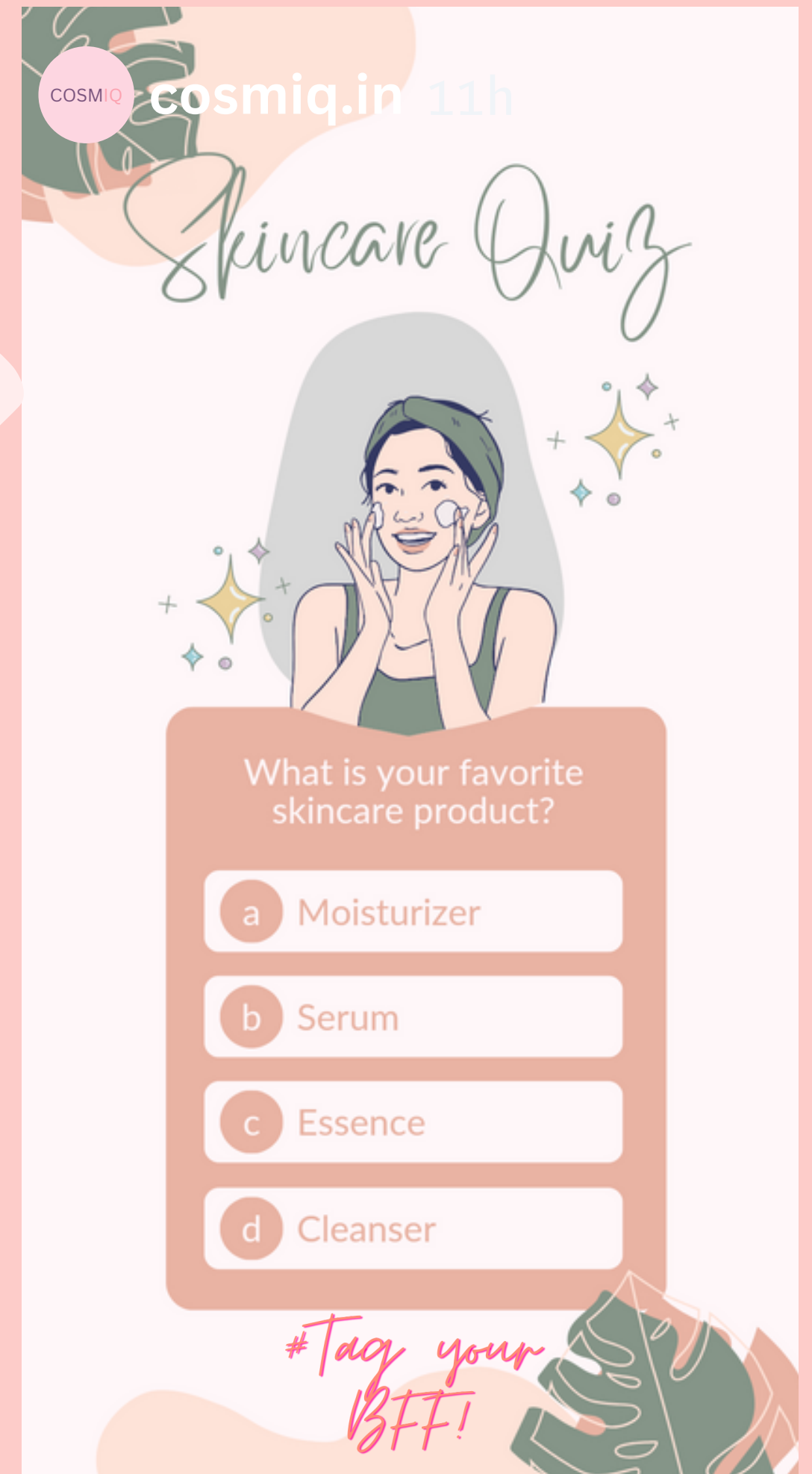
Educational articles,
skincare quizzes etc pop on
the homepage, making it
interesting for the users.

*Insta
Story*

Adding insta stories to
promote our app, which
would buy you free goodies.

FUN QUIZZES AND WORKSHOPS!

Quizzes that help you analyze your skintype, choose your go to favourite products, compare results with your loved ones, attending workshops with your besties to win exciting offers, making our app more fun.





THANK YOU

Presented to you by-
Sriya Vurity
Mansi Arun
Trisha N Reddy
Umme Kulsum
Sanak

