1. **One-Page Market Position**

**Vision**

With the advent and convenience of online shopping, an AI-powered fitting room presents the ideal means of facilitating accurate, data-driven, time-saving, and customer-tailored clothing all from the comfort and ease of one’s home. Such an application will install not only more reliable and confident purchases from consumers but also generate more sales and income for retailers.

The virtual fitting room will offer an overall better consumer experience by reducing the more often than not guessing game and hesitancy when it comes to cloth shopping online. Upon successful development, a series of initial and subsequently continued demonstrations to clothing retailers, manufacturers, and consumers at various junctions (such as conferences as well as technology and fashion shows) will expand the reach of the product and into an active value-added service.

The AI-powered fitting room will initially be made available to consumers and clothing retailers but can be expanded to other retailers and products beyond clothing that can utilize the service in their domain as it has the potential to cross into other business ventures that are driven by size and preference of a customer (such as upholstery, electronic and household appliances, etc.).

**Mission**

The AI-powered fitting room will revolutionize the online clothes shopping experience by combining tools and resources into a service that will generate more sales, reducing overall time spent searching online, and better customer confidence through the development of an AI recommendation software that uses a handheld scanner and virtual mirror to measure and suggest clothing to an individual.

The customers of the virtual fitting room are both internal – the clothing retailers and manufacturers who will use the service to sell their merchandise – as well as external - any costumer wishing to purchase items of clothing online.

The AI-powered fitting room will suggest and recommend clothing options for an individual to purchase based on their body measurements (weight, height, and overall build), purchase history (to garner an individual’s taste and style in clothing), and budget. Awareness of the virtual fitting room will be obtained through various channels of communication: live demonstrations at sales conferences, fashion, and technology shows/fairs; online advertising; reaching out to consumer advocates; and lastly, offering incentives to try out the software by giving a discount to customers on their first purchase made using the software. Availability to purchase the software, handheld scanner, and VR-enabled mirror will be provided online and in person at electronic stores.