Problem	Solution	Unique Selling Point	Unfair Advantage	Customer segments
- People can't see how clothes fit them when shopping online - Return of goods leads to cost overhead for e-commerce firms - Reducing cost overheads due to goods' return would lead to increased profits for the e-commerce firms	- E-trial room - Get 3D model from a single RGB image - Pose estimation to get accurate fitting description	- **Pose estimation** techniques employed for better accuracy in determining fit - Need only a **single** image. (Other models need multiple images)	- Product is a IIIT research product. Helps us stay up to date with the technology by partnering with the institute.	- We serve the people who buy clothes online through **online fashion retailers** (Direct customer) - **Direct customer:** Online Fashion Retailer - **Indirect customer:** People who buy clothes online
	Key Metric - Number of uses of the feature on the platform - Reduction in the number of returned goods		**Channels** **-** A share from the sales of online fashion retailers as loyalty	

Cost Structure	Revenue Stream
- Operational costs (Electricity, office space, etc.) - Product improvement and maintenance costs - Cloud credits and tech subscriptions	**-** <u>Pay per product model</u>: Every time a customer uses our 3D modeler and ends up buying that item, we charge a small fraction of the payment amount from the e-commerce firm