Group 2 - CozPlanner

Project Team Members

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1. Executive Summary (Overview)

CozPlanner: The best way to plan to play - the all-in-one cosplayer's tool.

Cosplay is the practice of dressing up as a character from a movie, book, or video game. It is a global phenomenon, with an estimated 10 million active cosplayers in the year 2023 (Konvoy, 2023) attending millions of different conventions. To aid in this industry, we give you CozPlanner. CozPlanner is a comprehensive tool to plan, research, and execute cosplays of varying skill levels. Features include a "vision board" to organize users' ideas and link related materials, a comprehensive library of tutorials and resources, and a calendar tool with 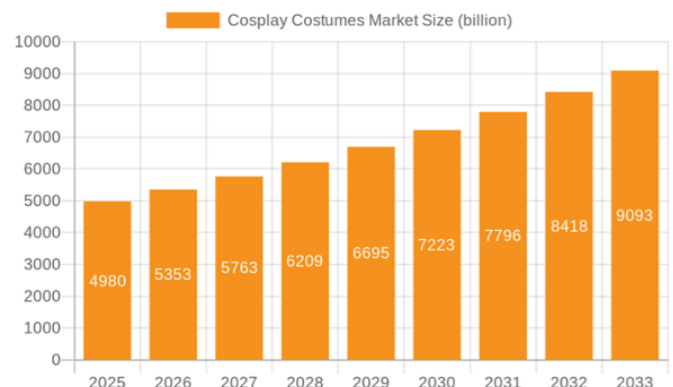upcoming conventions for users to attend. Cosplay can be a somewhat expensive hobby, and with this in mind, the app will be free with ads, with the option to remove ads and support the developers and to purchase materials through the app with commissions. Regardless of cost, however, the industry is projected to keep growing, which would correlate positively with the popularity and financial success of an app such as ours.

2. Market Research and Need Justification

Spending in cosplay will continue to increase as a majority of cosplayers make more than two cosplays a year, with 32% making around 3-4 a year, and 25% making 5 or more. With the rise of awareness and interest due to the internet, more and more people have been getting into cosplaying. Cosplayers can be found across all forms of media, with the most popular of which on TikTok, reaching millions of viewers. As cosplaying continues to gain popularity, there will be an increased need for resources to assist in the creation of cosplays. Many beginners, and even experts, will want a convenient and efficient way to navigate the process. CozPlanner aims to provide such a resource.

The market for cosplay costumes has been on a continuous rise. As of 2025, the size of the cosplay costume market is estimated around $4,980 billion, and is predicted to continue growing in future years, reaching as high as $7,223 billion by 2030. The market is perfect for a long term investment, which promises to pay off after development.

As mentioned prior there are existing platforms that serve a similar purpose, however none are as intuitive and tuned to cosplaying as CozPlanner. Many existing apps, such as CosGear, neglect to provide users with a secure and trustworthy portal to directly purchase quality clothing materials/items for cosplays. CozPlanner promises to partner with various costume, and makeup companies, ensuring everyone is recommended quality products suited to the user's needs. CosGear is also automatically geared towards cosplays requiring animal ears/tails, flooding their website with promotions for such products. CozPlanner will be well rounded and properly scaled according to the user's interests.

There are also general idea planners like milanote, which could theoretically be used for cosplays. Unfortunately, milanote isn't designed for cosplaying and lacks certain features that CozPlanner will account for. One such feature that sets our app apart provides resources for users to perfect their acting skills. At conventions, it is common practice for some to take on the personality of the character they are cosplaying. This can be intimidating, and overwhelming for newcomers, so CozPlanner will provide users with learning resources. This will include various videos on how to replicate mannerisms and accents, on top of other general acting practices.
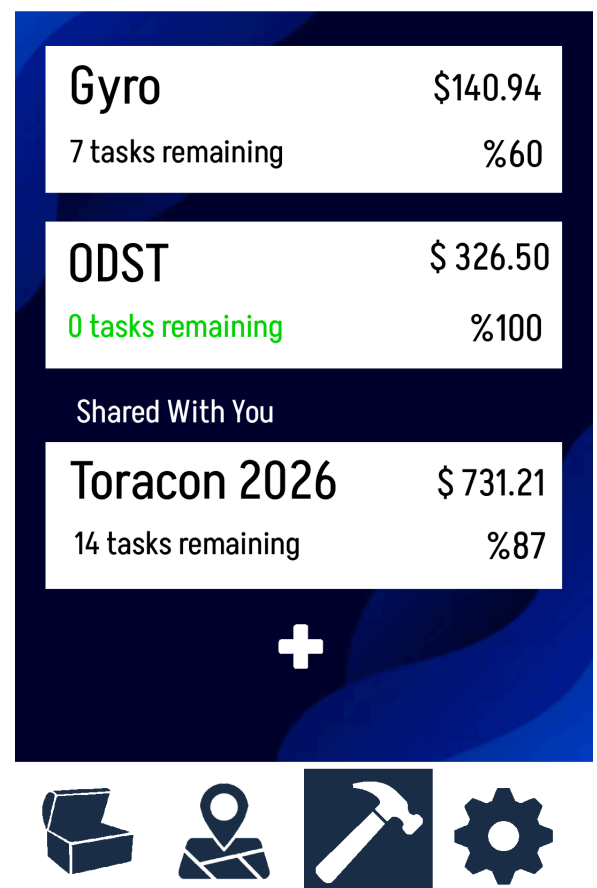
3. Product Description

CozPlanner is the go to app for beginner and veteran cosplayers to budget, plan and create cosplays. The app itself consists of three separate tabs, Create, Resources, and Find. The **Create** tab is the main feature where the user can create project tabs and import images and text to plan as well as a budget widget at the top of each project tab. The user can create a list of items they need and its approximate price in order to see which costumes or costume parts might be more expensive.

The **Resources** tab includes a comprehensive database of 3d printing, fabric, sewing, foam, makeup and painting tutorials and information.

The **Find** tab allows the user to see conventions around them and what cosplays are appropriate to bring as well as helping the user stay on track for a deadline.

The **Settings** tab allows the user to set their name, avatar, notifications, privacy settings, location.

CozPlanner

| Gyro | $140.94 |
| 7 tasks remaining | %60 |

| ODST | $ 326.50 |
| 0 tasks remaining | %100 |

Shared With You

| Toracon 2026 | $ 731.21 |
| 14 tasks remaining | %87 |

Create

The create tab starts off by showing the user a list of all their projects (Name, tasks, progress). In the bottom there is a plus button to add a new project. When creating a new project the user must choose a project name, then they can choose to share it with others. Once inside the project, the user can import images, type and draw in a whiteboard like space. Users can change marker color, draw over images to pick out costume elements and add notes to the side to generate ideas on how to complete an element. Images can be scaled and moved and can be changed levels (one in front of the other). The Marker can change colors, size and be erased. The text can be added, edited, font, font size and formatting can all be changed. There are Undo and redo buttons as well as the shopping cart where (depending on location) the user can order or view prices of desired materials from select dealers. The money spent is tracked in the budget section of the shopping cart (can also be adjusted manually from inside the shopping cart for untracked purchases). This is to help cosplayers stay financially responsible in a very money consuming hobby. The checklist icon is to view, complete and add tasks to the project. The number of complete tasks to remaining tasks fills the blue progress bar to visually represent the overall progress of the costume, and to provide a motivator to encourage completion. The integrated progress bar and the shopping cart provide an edge over competitors who do not include such a degree of simplicity and integration in their apps.

Resources

The resources tab includes a large and complete library on all topics cosplay, from thrifting for hats or even doing in character voices. These resources are provided by the app and new articles will be added at a consistent basis along with tutorial videos. The subjects covered are 3D printing, foam, fiberglass, papermache, ceramic, metal, sewing, patterning, electronics, painting, fabric, makeup, and acting. More articles and new subjects are being added each week to make sure every cosplay has the resources they need to make their costume. Articles are attached with tags to make it easy for users to find subjects they are interested in, for

example "how to do JoJo's style faces with eyeliner" would have the tags #anime and #makeup. Resources can also be imported as text hyperlinks into projects by clicking on the copy link button or saved in a resources folder by clicking on the bookmark icon.

Find

The find tab uses the users location to help them find nearby Conventions and cosplay friendly events. Events can be saved by bookmarking and notifications can be sent to remind the user about the upcoming event (if the user allows it in their settings). Event descriptions include time, place, hours, general ticket pricing, overall description and a link to the event website. By having an integrated convention finder, cosplayers will be empowered to find nearby and far away conventions they might not have had the opportunity to go to otherwise.

Settings

Simply put, the setting tab is where the user can change their profile information, send invites to share projects, change location and convention preferences.

jojo makeup tutorial

How to Do JoJo's Bizarre Adventure Style Makeup

#anime #makeup #jjba

Let me set the scene: it's 8:47 AM on the first day of a convention. I'm in full Dio Brando cosplay — blonde wig styled with precision, yellow jacket blinding enough to stop traffic, and makeup that took two hours and an unhealthy amount of setting spray. I strut through the hotel lobby, throwing dramatic poses because za warudo waits for no one. Suddenly, a toddler points and yells, "Look, Mom! Banana Man!"

Reader, I had never questioned my cosplay choices until that moment.

But hey — that's the joy of JoJo's Bizarre Adventure makeup: it's bold, expressive, theatrical, and, okay, sometimes just a little bit fruity.

The JoJo Makeup Guide: How to Look Like You Stepped Out of a Manga Panel

Whether you're going full Jotaro Kujo or crafting your own Stand user look, JoJo makeup is all about drama.

4. Possible Issues and Counterarguments

One big possible issue is that veteran cosplayers won't find this app helpful due to already having reliable sources for materials and finding venues. This app can also be very daunting to new people in the cosplay space. Some events that are less popular or advertised may not be shown on the app as well. However, the app is fairly simple overall, so new updates from user feedback would definitely help make the experience something everyone can enjoy.

5. Conclusion and Recommendations

As we have demonstrated, Cozplanner is a great choice for potential investors:
1. This app exists in a growing market and caters to a growing consumer base, favoring its financial success

2. The wide array of unique and high-quality features offered to consumers make this app unlike anything else currently on the market
3. This app is not only targeted to current and experienced cosplayers, but to beginners, ensuring as wide a net as possible for gaining users

So if you need to plan a cosplay, why juggle multiple different programs? Why not use CozPlanner, the best tool on the market for planning and organizing your vision? It's free, beginner-friendly, and has all the tools you need in one place.

Plan to play with Cozplay.

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6. Appendix

Sources from part 2:
https://www.konvoy.vc/newsletters/a-fast-growing-market-of-high-spenders
https://www.alliedmarketresearch.com/cosplay-costumes-market-A13135

https://www.marketreportanalytics.com/reports/cosplay-costumes-market-4035#
– more recent source plus has some prettier graphs

https://cosgear.co/pages/cosgear-app-cosplay-planner?srsltid=AfmBOoqX54DQq5e7ARXwn9Kr3-y038pKT65CroiYGIQakpQLfWBH-Gi4 -CosGear website

https://milanote.com/ - milanote website

Short Jojo's bizarre adventure makeup article generated by ChatGPT with prompt "generate a short article on how to do jojo's bizarre adventure style makeup, paired with a humorous anecdote at the beginning about a cosplay"