FashMe

Retail Social Media Platform / Affiliated Marketing Application

Retail Profitability

Become an influencer with no need to build customer base
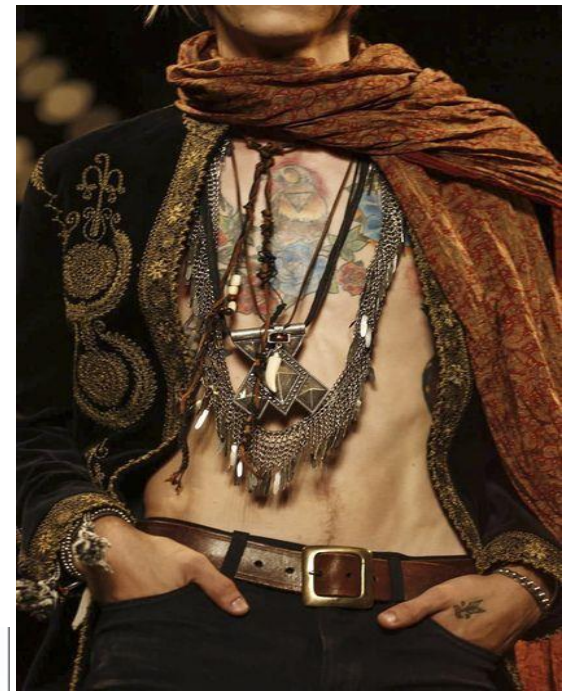
Support your local brands

Ecosystem

Inclusion

By: Yasmine Badawy
March 2020

Inclusion

Diversity

Family

Table of Contents- rewrite

- Executive Summary
- Value Proposition
- Network Effect
- Inspiration
- Customer Acquisition Strategy
- User Personas
- Influencer Marketing Statistics
- Prototypes
- Research and Statistics

Executive Summary

FashMe is a retail social media platform that functions as a third party affiliate marketing platform.

FashMe is the Honey / Rakuten between retailers and clients.

Clients supporting local brands and uprising designers would be able to:
- Take a picture of their latest outfit
- Upload pictures to our platform with links attached
- Earn a percentage from any purchase done through the link

FashMe honors who WE are

Value Proposition

Retailers:
- Dealing with a social media platform specific for retail
- Saving marketing cost
- Saving popular influencers costs
- Engaging with their clients
- Learning more about their clients
- Associating with a platform having similar brands
- Reaching local clients and non-local clients

Influencers:
- Allowing the option to be an influencer and gain money
- Gaining confidence
- Testing if interested in modeling
- Building a diverse ecosystem

Visitors:
- Associating with similar people
- Accessing platform to see collected uprising retailers

Network Effect

Ecosystem of supporting local brands and making customers engaged.

We will start by partnering with local brands, uprising brands or more established local brands. Today, as Covid is hitting the market, small retailers are struggling to keep up their business.

Many people are unemployed. LA, center of entertainment and attracting many talents struggling for financial independence. This platform can be a mean for visibility and finance without the need to build customer base. We would start from LA, then grow internationally.

Platform traffic increases-> Brand Awareness-> Social Media Engagement increases-> Profit for retailers & influencers increases -> Recommendation System

Inspiration

The reason I thought about this platform was due to a mutual friend, Nesma. Nesma is a super attractive girl. Nesma came to America as a refugee due to unrest in her home country in the Middle East. Nesma was not able to practice her dentistry degree in the States. Instead, she thought to pursue her childhood dream of acting. She likes to be in the spotlight and dresses fashionably. As entertainment was challenging to break into, I saw her financially and emotionally struggling. Seeing her circumstances, I was inspired to create a platform like FashMe.

FashMe, a platform, when executed correctly, would provide people like Nesma financial independency as well as enjoying dressing what they like. FashMe is a **big Yes** to **all races, ethnicities** and **different identities.** FashMe would create a free market to shine and grow while becoming **financially independent.**

Customer Acquisition Strategy

- Retailers / designers would have a link or widget in their platform, directing / marketing visitors to our platform.

- As we partner with many designers and local brands, it would be a great platform for advertisement for the brands.

- Opportunity for anyone to try modeling whether for fun or for income.

- This would eventually build a recommendation system.

- Segmenting customers and directing targeted marketing as our customer base grows.

User Personas

User Persona - Influencer

Carmen is a banker, but models as a hobby.
- Early 30s
- M.B.A in Finance

Behavior:

- Models during her leisure
- Loves fashion

Needs and Goals:

- Time flexibility to model
- Keeps up with fashion
- Earns money while enjoying her hobby

User Persona - Retailer

Sana, sells clothes at Farmers Market two days /week.

- Silverlake neighborhood, bohemian style

Behavior:

- Supports local brands
- Prefers independent work and income
- Enjoys simplicity

Needs:

- A niche platform to buy and sell clothes
- Visibility of her clothes

User Persona - Visitor

Mary is a pharmacist that loves fashion.

Behavior:

- Loves fashion and authentic clothes
- Gains confidence when looking nice

Needs and Goals:

- Learning all the new brands in town
- Dresses unique outfits

Model Diversity

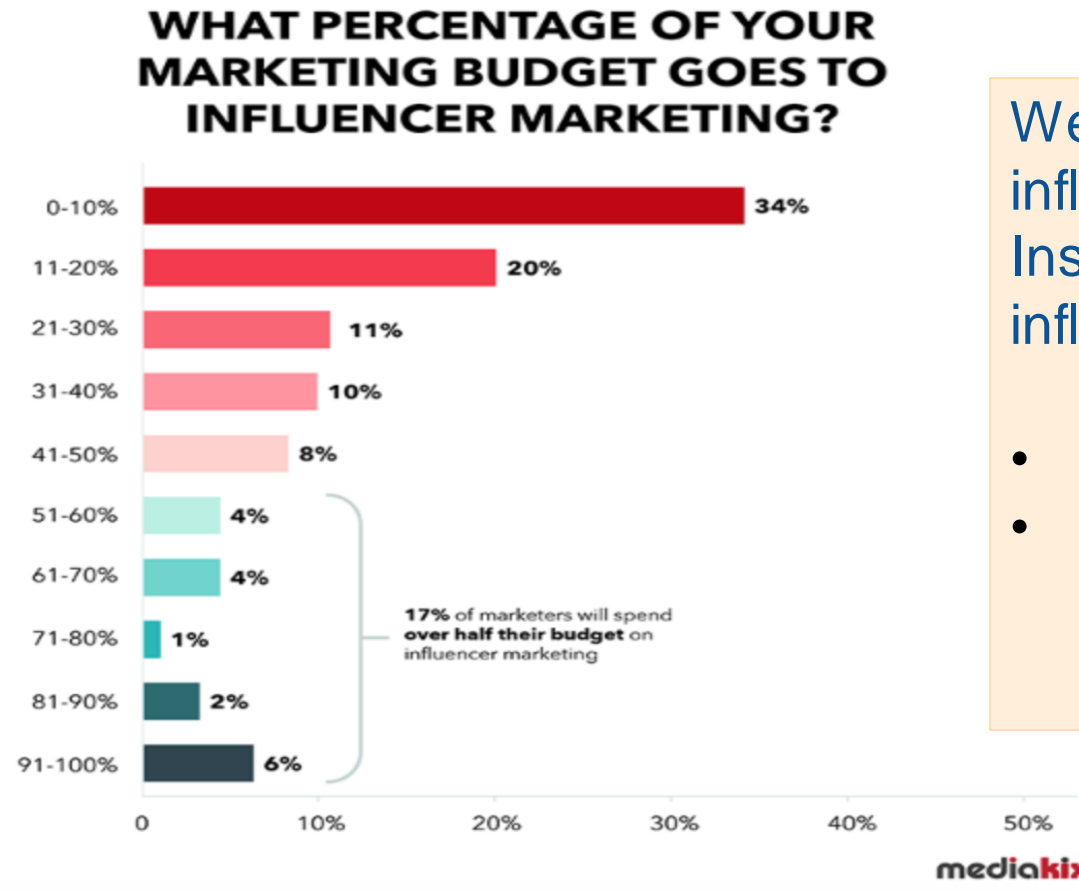Platform would attract people from different sizes, looks, ethnicities and gender.

- Anyone can dress and impress while earning

- Increase in brand profit as influencers generate engagements and encourage visitors to purchase

Marketing Budget

Influencer Marketing Statistics

Influencer marketing budget: percentage of total marketing budget

WHAT PERCENTAGE OF YOUR MARKETING BUDGET GOES TO INFLUENCER MARKETING?

Range	Percentage
0-10%	34%
11-20%	20%
21-30%	11%
31-40%	10%
41-50%	8%
51-60%	4%
61-70%	4%
71-80%	1%
81-90%	2%
91-100%	6%

17% of marketers will spend **over half their budget** on influencer marketing

mediakix

We will save you sending free clothes to influencers and paying them on top of that. Instead, your clients would be your influencers wearing their latest purchase.

- Encouraging engagement
- Promoting ecosystem

https://www.businessofapps.com/marketplace/influencer-marketing/research/influencer-marketing-statistics/

Influencer Marketing Statistics – cont'd

What is your annual influencer marketing budget?

Legend: 2018 (teal), 2019 (orange)

Budget	2018	2019
$0	10%	
Under $50K	16%	13%
$50K - $100K	12%	20%
$100K - $250K	17%	13%
$250K - $500K	16%	22%
$500K - $750K	7%	8%
$750K	8%	7%
Over $1M	13%	17%

We will save you sending free clothes to influencers and paying them on top of that. Instead, your clients would be your influencers wearing their latest purchase.

- Encouraging engagement
- Promoting ecosystem

https://www.businessofapps.com/marketplace/influencer-marketing/research/influencer-marketing-statistics/
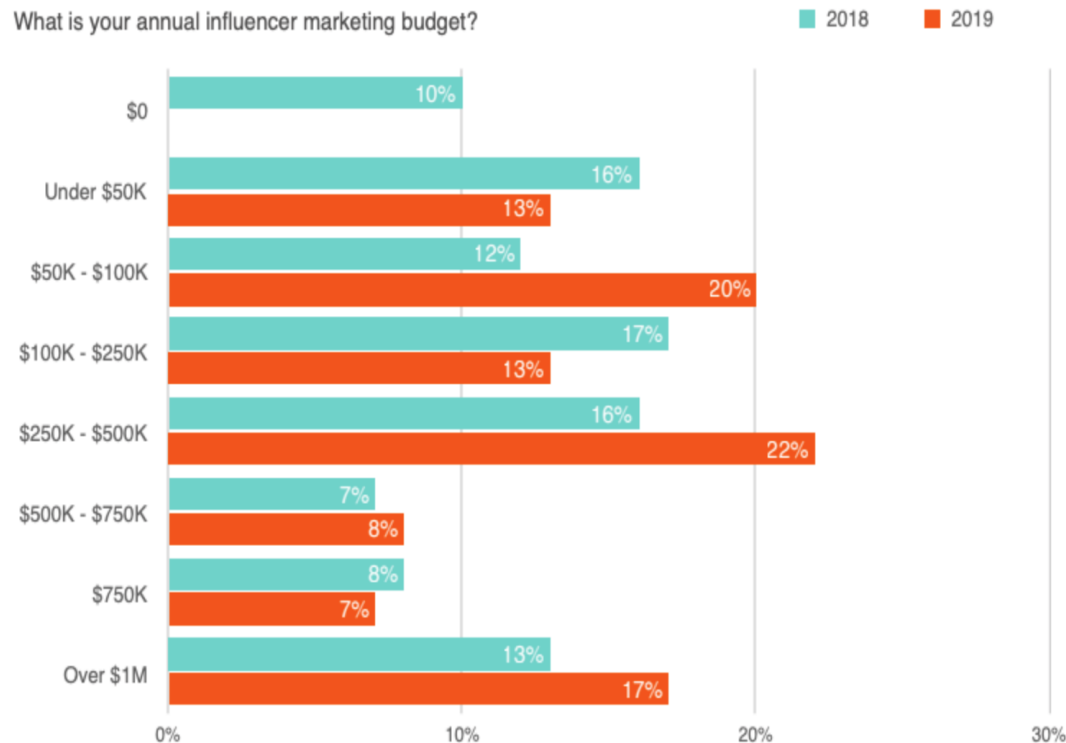
Market Size

100K + Average Number of followers per brand

5+ Million Potential Purchasers
(worldwide)

Business Model

FashMe takes 7% on each transaction including Model %

Model takes 4% on each transaction

$ 7 Million Dollars

Purchases through Platform Worldwide

$ 1 Million Dollars

Projected by October 2021

Initial Prototype

FashMe

Become an influencer & earn money on the go without need to build customer base

We are partnering with inspiring desiners & brands to promote art, sustainabilty & uprising desingers emporerment.

We would start in L.A, but our goal is to expand nationally & globally.
Learn More

Partners

Sustainable Cloth

Contemporary / Modern Authentic

Accessories

Sports Wear

Intimate Clothes

FashMe

Los Angeles

New York

Austin

Competitor Analysis
Direct & Indirect Competitors

Instagram
Where we can fill the gap

Strength:

- Large base
- Existing established platform for brands to connect

Weakness:

- Influencers must have a large follower base in order for brands to connect with them
- Brands have to pay for influencers
- Being an Influencer is pursued primarily as a career
- Minimum visibility to local uprising brands compared to mainstream brands

Existing Affiliates

Uprising retailers challenges:

- Paying commission to third parties in addition to what they pay for affiliates.

Existing option:

- Joining an affiliate network to market their program to bring affiliate partners such as:
  - ShareASale
  - Rakuten Marketing
  - Flex Offers

- Building their own retail affiliate network such as:
  - Spotify
  - Native - affiliate marketing
  - Referral Candy

ShareASale

Shopify

How Oberlo works

Oberlo is helping thousands of people like you to find products to sell on Shopify

Find products

Oberlo helps you find and add products directly into your Shopify store that you can start selling right away.

Free of inventory

Oberlo handles your products for you, so you'll never have to worry about warehousing or keeping inventory in your home.

Free of packaging

When you sell something, just order it on Oberlo and you'll never have to package or ship the products. Oberlo will do this for you.
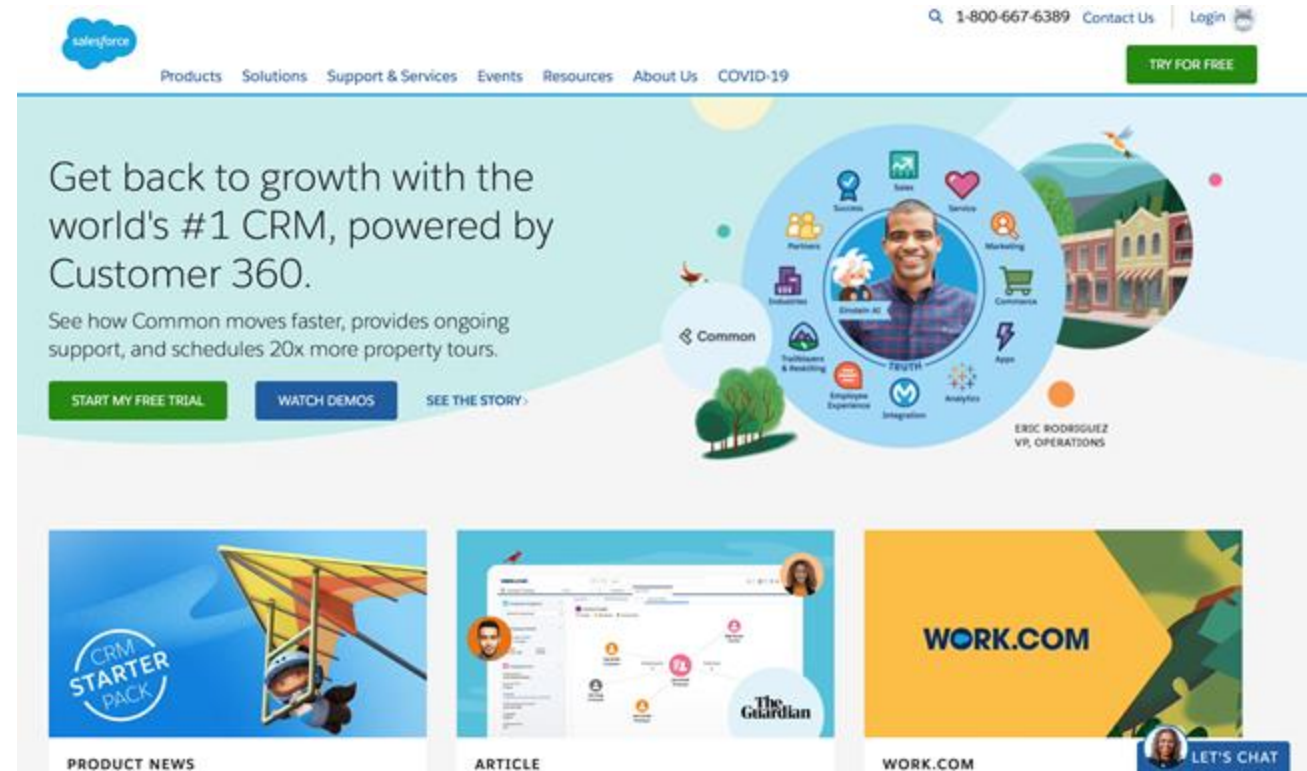
Is Oberlo that easy?

Yes. Oberlo can do all of this for you because they are experts in dropshipping, which means they have a network of suppliers who will hold your inventory, package, and ship the products for you.
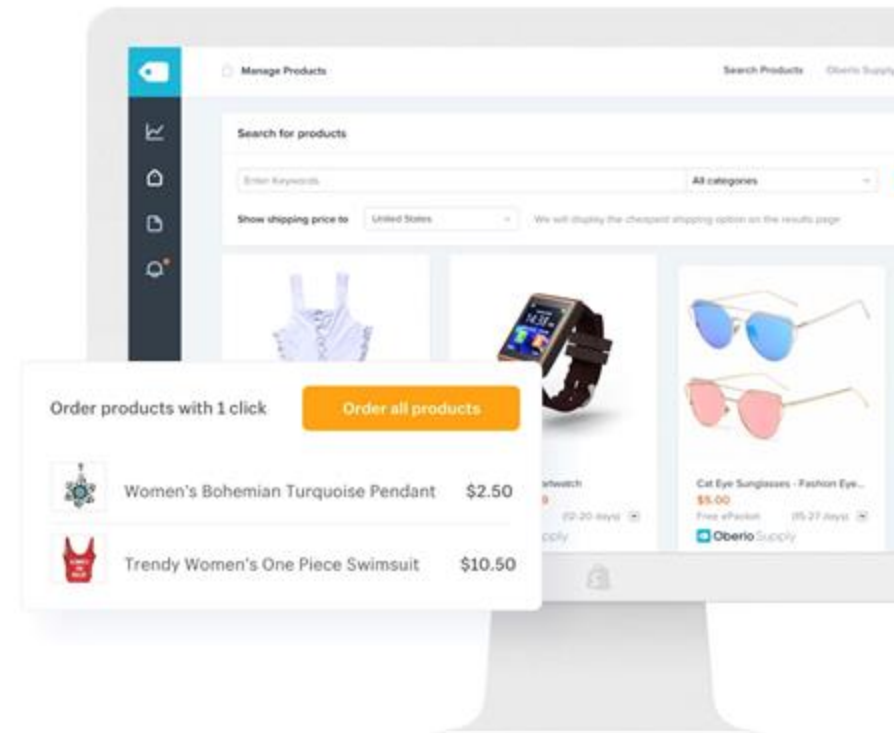
Salesforce

Salesforce is a CRM, that allows tracking the entire lifecycle of new customers brought in through affiliate marketing.
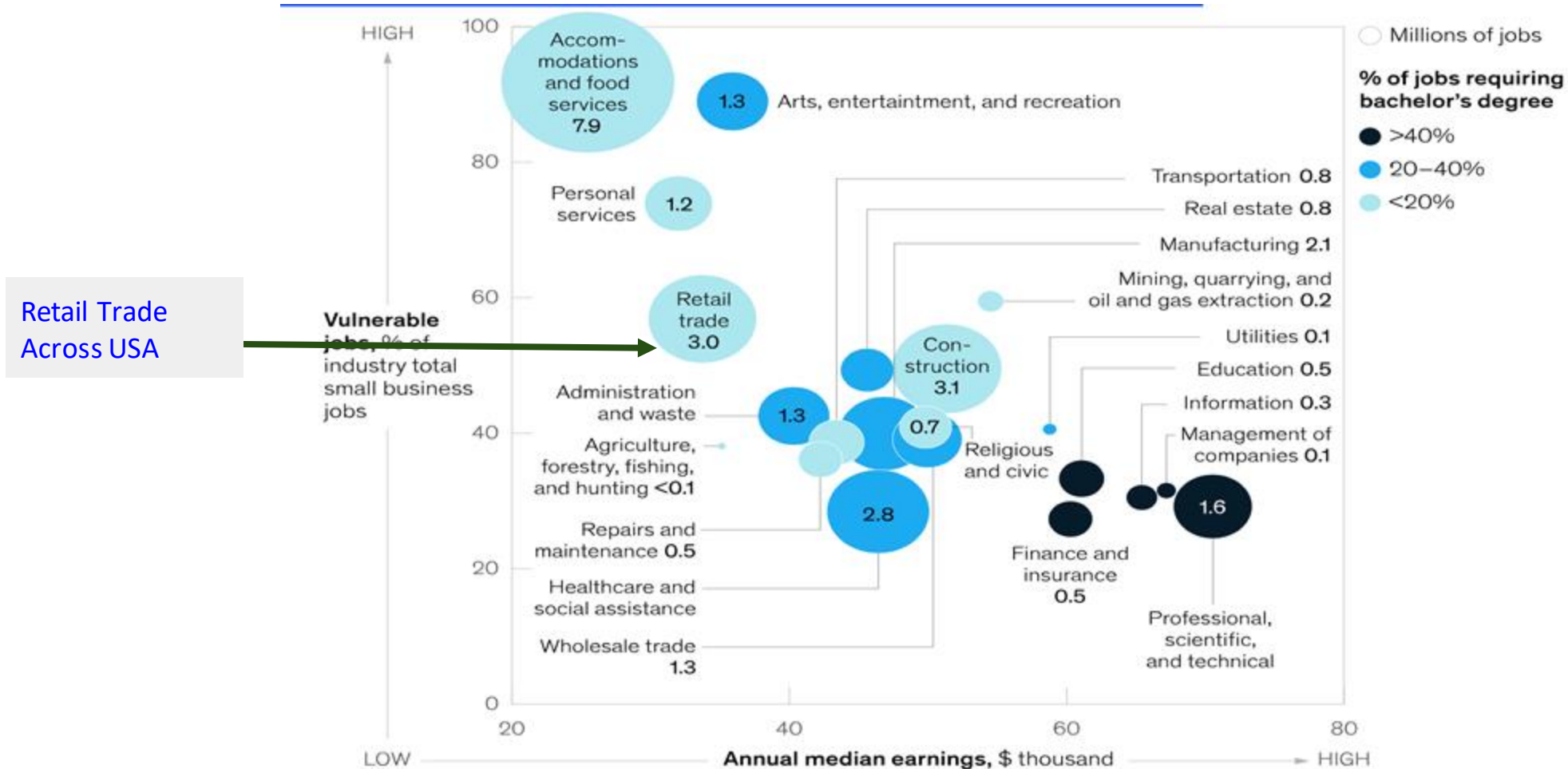
Research & Statistics

Small Business Statistics
McKinsey & Company (May 2020)

COVID-19's effect on jobs at small businesses in the United States
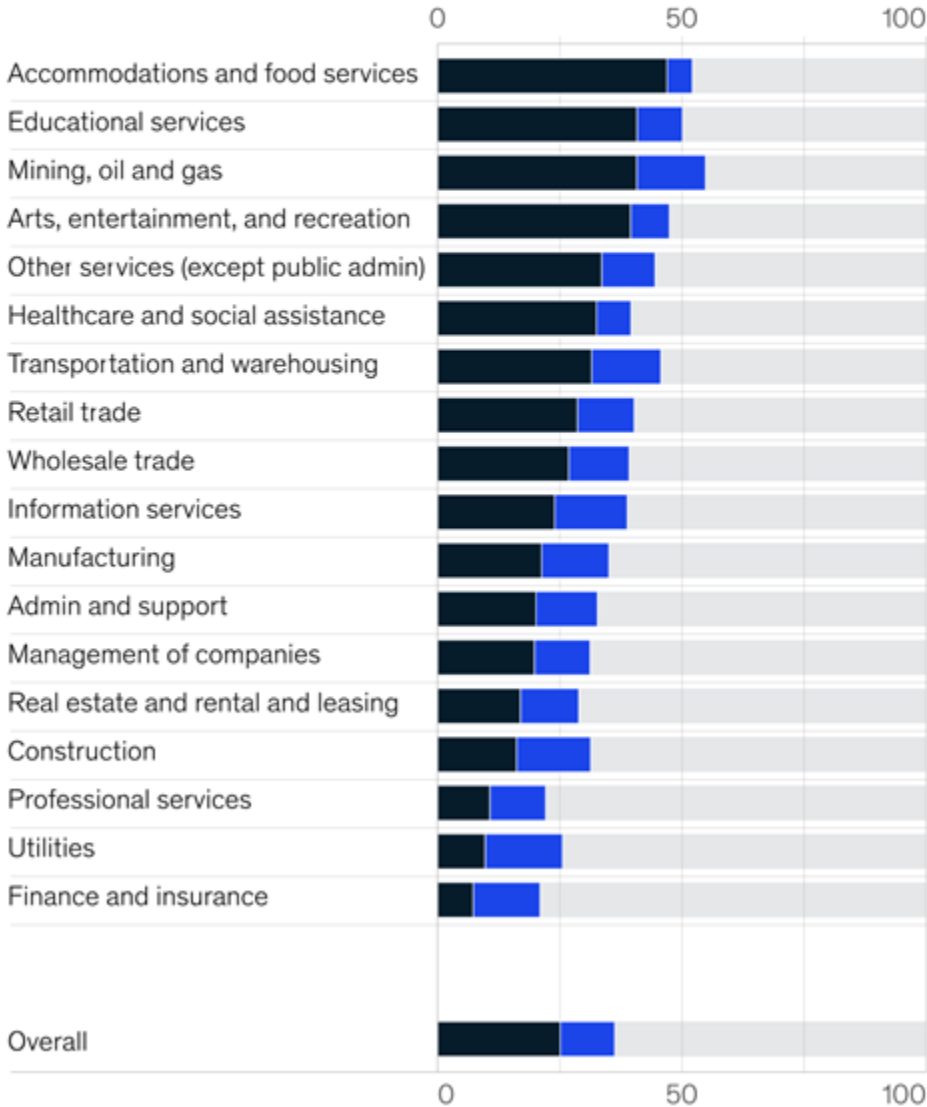
Retail Trade
Across USA

In some sectors, more than a quarter of small businesses may close permanently.

Small businesses vulnerable to permanent closure

Small businesses reporting negative effect from crisis, % of firms in sector

■ Large negative effect
■ Moderate negative effect

Small businesses in sector, thousands

Sector
Accommodations and food services
Educational services
Mining, oil and gas
Arts, entertainment, and recreation
Other services (except public admin)
Healthcare and social assistance
Transportation and warehousing
Retail trade
Wholesale trade
Information services
Manufacturing
Admin and support
Management of companies
Real estate and rental and leasing
Construction
Professional services
Utilities
Finance and insurance
Overall

5.7 million small businesses

McKinsey & Company
June 2020

Retail Trade

https://www.mckinsey.com/featured-insights/americas/which-small-businesses-are-most-vulnerable-to-covid-19-and-when

Stats for Closing Businesses

Nearly one in 6 small businesses have closed this year.

- Joe Biden in the 2020 Democratic National Convention as well the Presidential debate on Sep 29, 2020

Challenges & Solutions

To partner with many brands and gain trust to agree on adding a link or widget to their existing site. Initial stage in encouraging their followers to post their photos on our platform.

Overcoming Challenge (Phase 1):

1. Working with small retailers that have great products but potentially can run out of business
2. Reaching out to local designers that want to increase awareness of their brands
3. As we prove success and build a name, we would be able to get a larger pool and encourage other retailers to work with us

Sample of Suitable Brands
(Phase 2- when platform gains trust)

Sustainable Cloth:

- Reformation
- Back Beat Rags
- Whimsy + Row
- Sotela
- Los Angeles Apparel
- For Days
- Taylor + Thomas
- SUSI Studio
- RAFA
- Sugar Candy Mountain
- Pistol Lakes
- LA Relaxed
- Jesse Kamm

Modern Authentic Cloth / Contemporary / Local Based Brands

- Building Block
- Gladys Tamez
- The Great
- Simon Miller

Jewelry:

- Sophie Buhai
- Carbon & Hyde
- Annie Costello Brown

Sports Wear:

- Later to be introduced

Intimate Clothes:

- Later to be introduced

Thank You

What do we want?
What can we do?
We support y'all….
FashMe Me honors who WE are ….we step up and take action!!
Feel seen and valued
Feel accepted and respected
Our brand captures a moment of joy and pride
Transparency
This brand is created and developed by people, through love, culture, tradition and practice
How are you addressing gender?
Gender, multicultural, communication, diversity, sexism,l anguage,, ethnicity, bias, power, privilege, inclusion,
Inviting, acceptance, identity, in control, strong, strength,

What questions do we have?
Acknowledgement of female strength,
Why does color have to signify your gender?
How do gender stereotypes affect people?
Why aren't women athletics visible as men?