

CHANGE AND FROWTH

Presented by Aditi W., Nabil A., Zo D.







- Low vendor/designer retention
- Just an email list
- Outdated representation of the fashion industry
- The COVID-19 pandemic.



- High vendor/designer retention
- The new frow is evolving and innovative,
- Represents dynamic and diverse fashion industry
- Allows a wider audience to participate.
- Provides flexibility in scheduling and viewing the virtual fashion show
- With the new frow, everyone is part of the front row



LEAN BUSINESS MODEL

Key Activities

Application Development:

Continuously enhance and update the application to provide a seamless user experience.

Partnerships:

Collaborate with designers and vendors to onboard them onto the platform.



🙏 Key Metrics

User Engagement:

Measure the number of users actively participating in virtual fashion shows.

Conversion Rate:

Track the percentage of users making purchases through the application.

Revenue Streams

List your sources of revenue.

Transaction Fees:

Charge a small transaction fee for each designer line purchased through the application.

Premium Features:

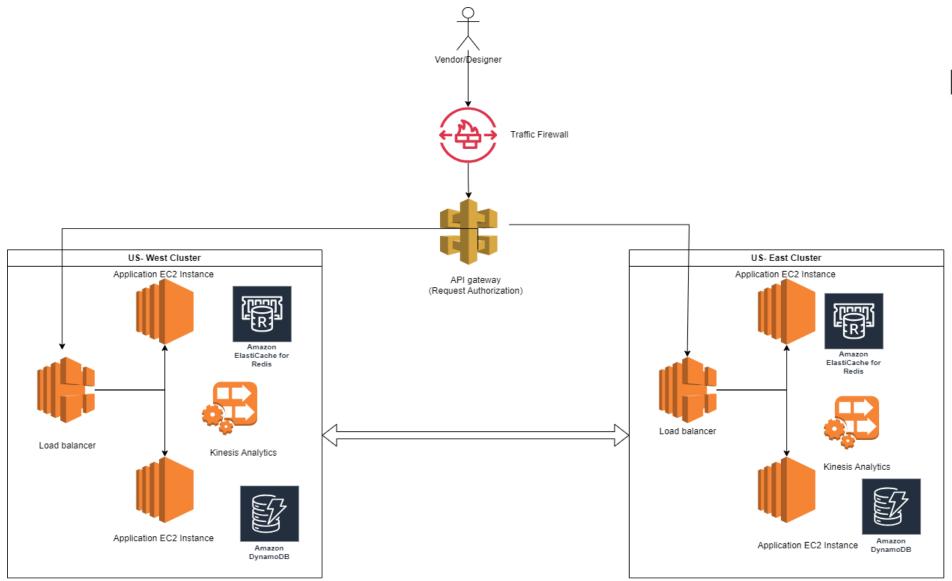
Introduce premium features, such as live streaming of fashion shows, available through a subscription or onetime payment.

Market Growth:

Monitor the overall growth of FROW's presence in the market, aiming for a 30% increase within two years.



TECHNICAL ARCHITECTURE



FROW App Design



Model Layer



View Layer



Controller Layer



TIMELINE

Development Phase

02/19 - 02/22

- Set up development environment
- Implement frontend & backend functionalities.
- · Core features login, basic browsing.

Beta Testing

03/01 - 03/07

- Internal testing of ecommerce and livestream capability; identify bugs.
- Recruit external beta testers for user feedback.
- Make improvements based on the feedback.

Marketing & Promotion

03/15

- · Leverage social media influencers for advertising.
- · Sponsor fashion shows.
- FROWards.

Post Launch Optimization and Updates

ONGOING

- Continuously monitor user feedback & analytics.
- Release regular updates and improvements.



















Planning & **Designing Phase**

02/15 - 02/19

- Define Project Scope, objective.
- Market Research
- Design mockups for UI/UX
- Finalize technical architecture.

Extended **Development Phase**

02/22 - 02/29

- Sprint reviews
- · Payment portal integration with
- AWS cloud
- Vendor-designer communication features
- Casey-like revolutionary GenAl chatbot technology provided by Capgemini

Soft Launch & Optimization

03/08 - 03/12

- Launch application to 300 limited users for further testing.
- Gather feedback. analyze user performance.
- Optimize performance. security.

Full Launch

04/01

- · Officially launch FROW's digital fashion show website to the public.
- Monitor performance and user activity.
- Address any issues.

First anniversary

04/01/2025

· Celebrating a year of innovation and commitment to FROW in the Future

FINANCES



INVESTMENT COST

Metric	Cost
Infrastructure	\$25,000
Engineering	\$615,000
Architecture	\$200,000
Total Annual:	\$840,000

PROJECTED REVENUE

Metric	Revenue
Annual Revenue:	\$22,000,000
Revenue Retained by Frow (after 80% split for designers/vendors):	\$4,400,000
Annual Revenue:	\$4,400,000

Total percentage of yearly revenue projected: 423.8%