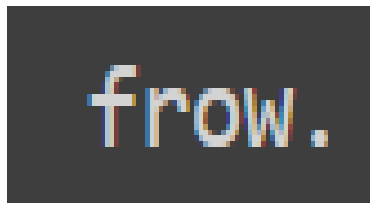


CHANGE AND FROWTH

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

THE **frow.** -VOLUTION

f a s h i o n



- 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- Outdated representation of the fashion industry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 one-time payment.

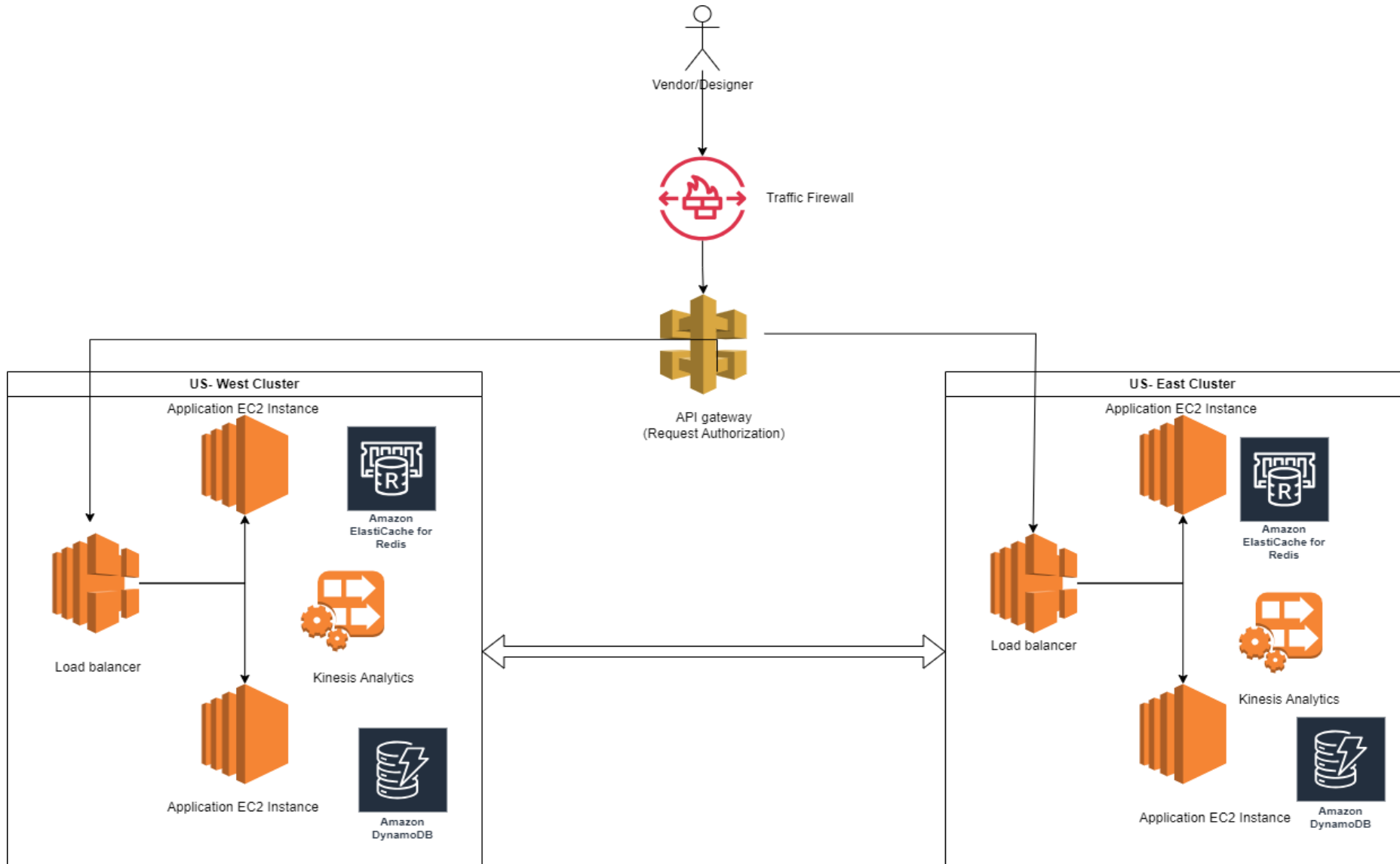
Market Growth:

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



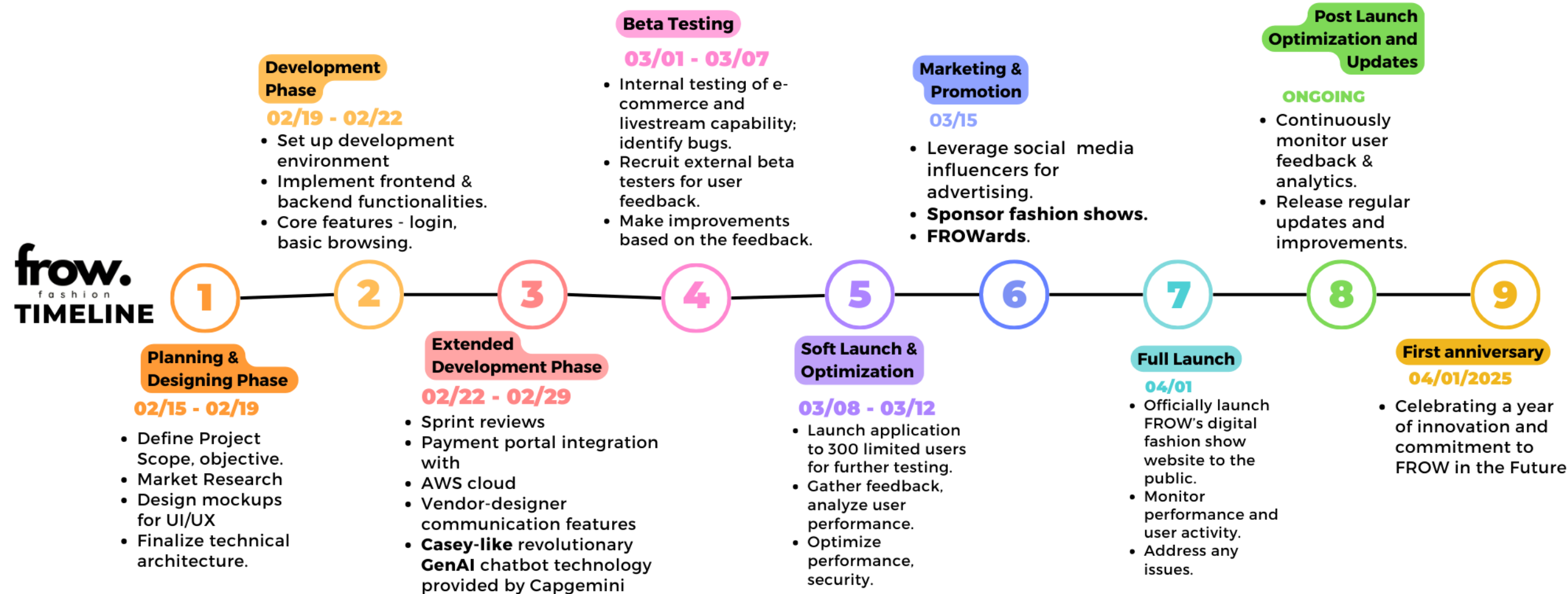
View Layer



Controller Layer



TIMELINE



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%