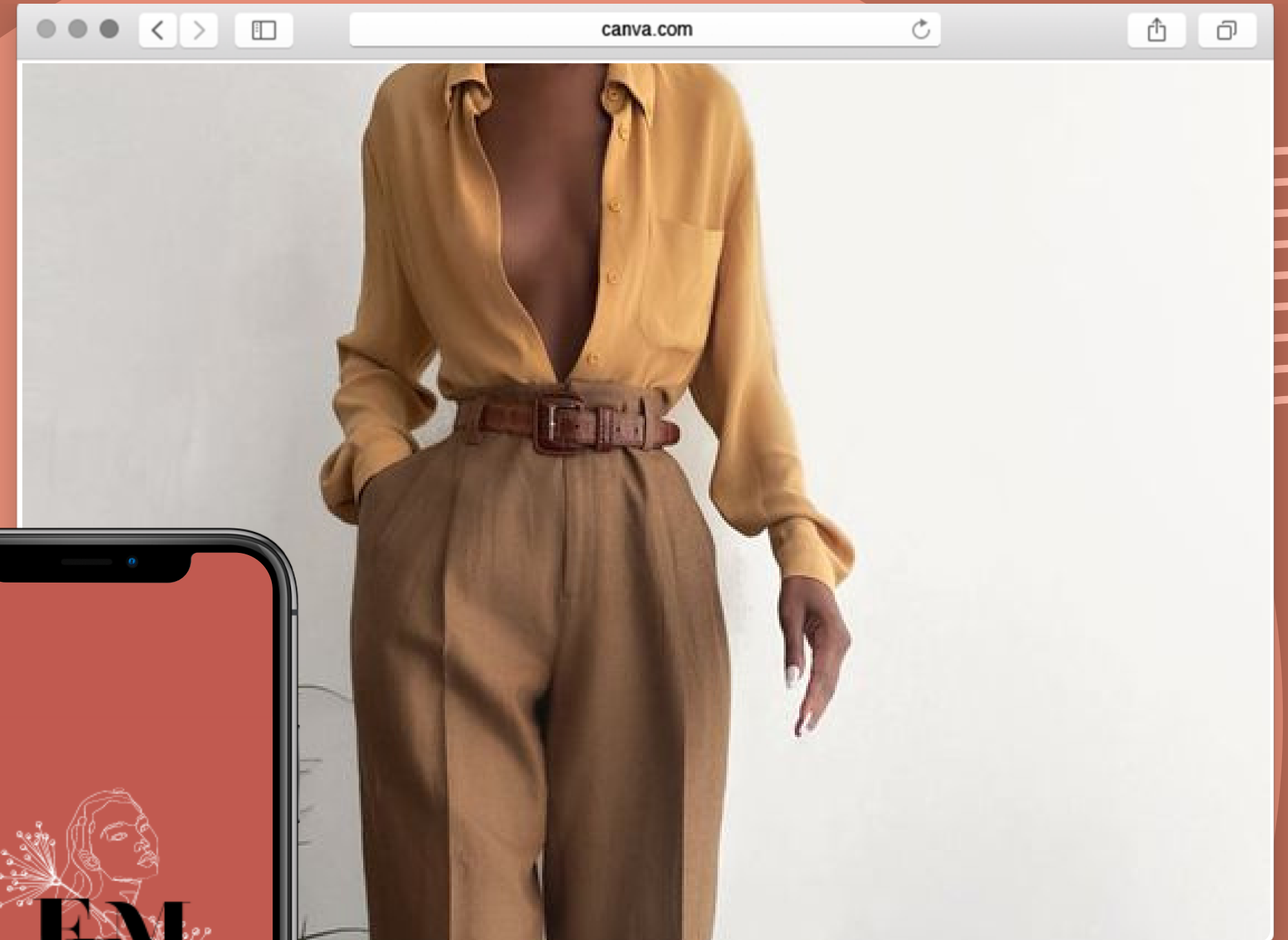


We bring  
creativity to the  
digital age

# F E M . M E

*A styling app right at your fingertips*

Finding modern  
solutions to  
modern problems



# About FEM.MIE

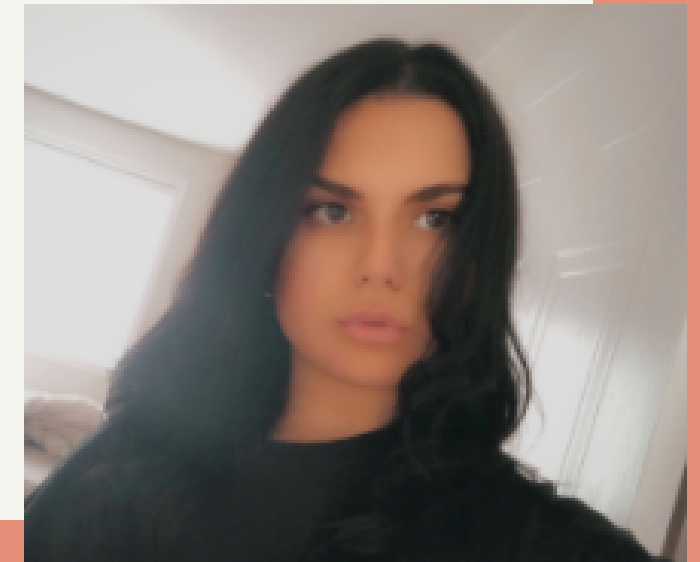
*Who are we?*

We are three students who have a love for fashion and styling. Putting all our lovely brains together we came up with a brilliant idea of creating an app that makes shopping and styling easy right at your fingertips.

Florinah



Erika



Megan





# Concept of this app

A no-contact styling service right at the tip of your hands.

Our app can be used as a styling guide. The idea is to create an outfit for those who need help styling, need inspiration pieces, or need ideas on how to accessorize.

All can be done at the touch of a fingertip wherever, whenever.

What makes us different from our competitors is that our app is a combination of styling, creating a full look, and an inspiration board.

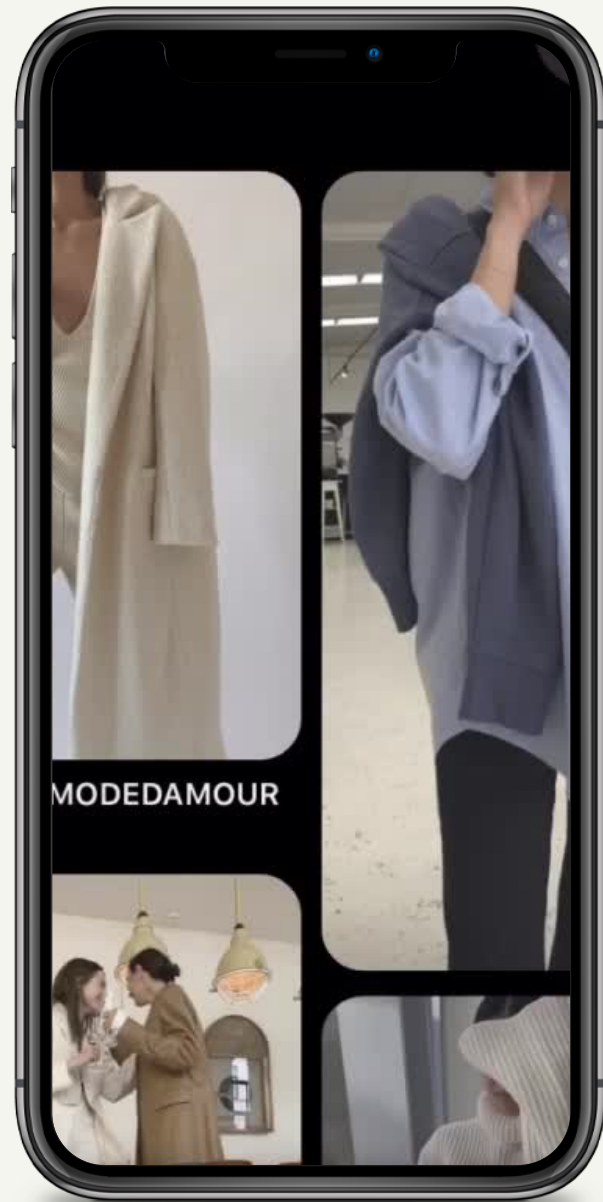




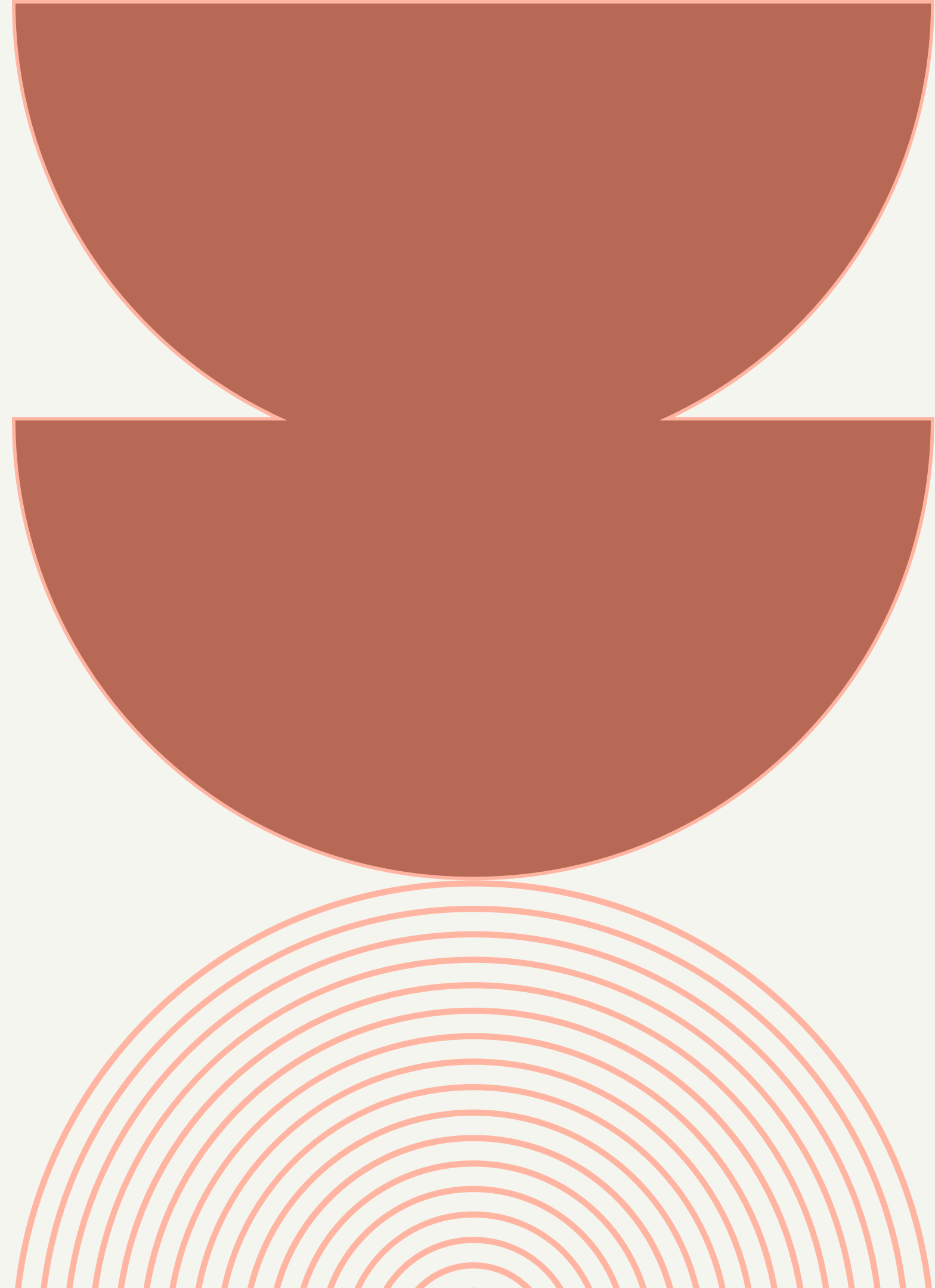
Styling an outfit



Styling accessories



Inspirational board



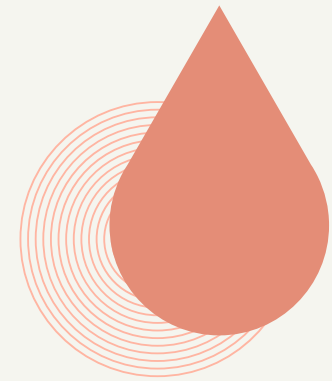
# OUR APP FEATURES



## SPEED

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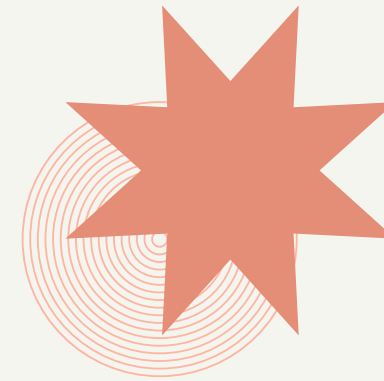
Does not take days, hours, it takes a few minutes



## RELIABILITY

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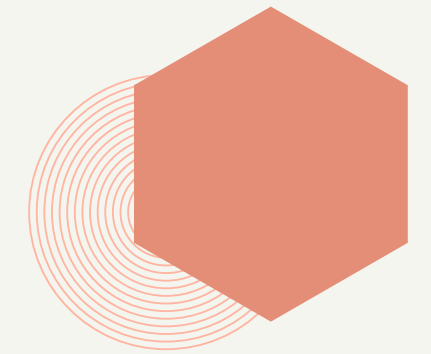
We put together the trendiest outfits, taking into account our customers style and preferences



## BUDGET FRIENDLY

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App does not cost anything. Only \$5.99 for premium membership.

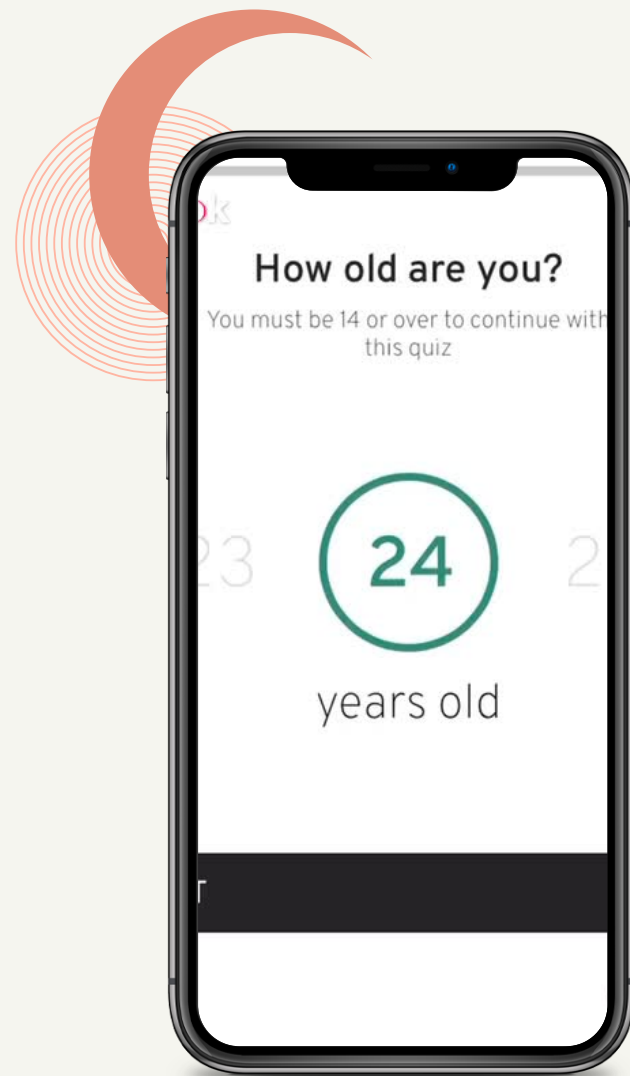


## PERKS

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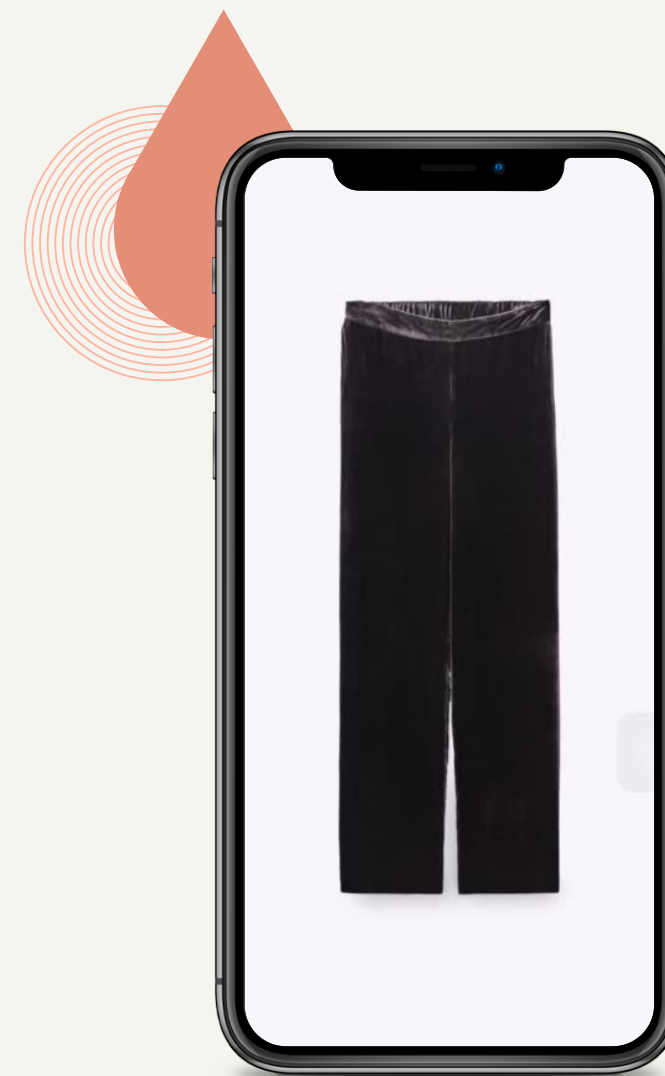
All users have benefits, although premium have extra perks

# HOW IT WORKS



THE QUIZ

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SUGGESTIONS

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FINAL OUTFIT

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# The *need* for this app

- Based on survey results
  - Out of 111 respondents, 14.4% are most likely to use a styling app.
  - 33.3% respondents are likely.

# Generating money



THE APP IS FREE

Two Memberships:

Free

Platinum: \$5.99

GET COMMISSION FROM  
OUR USERS WHO USES THE  
APP

If users purchase the outfit we  
suggested, we get a cut from it.



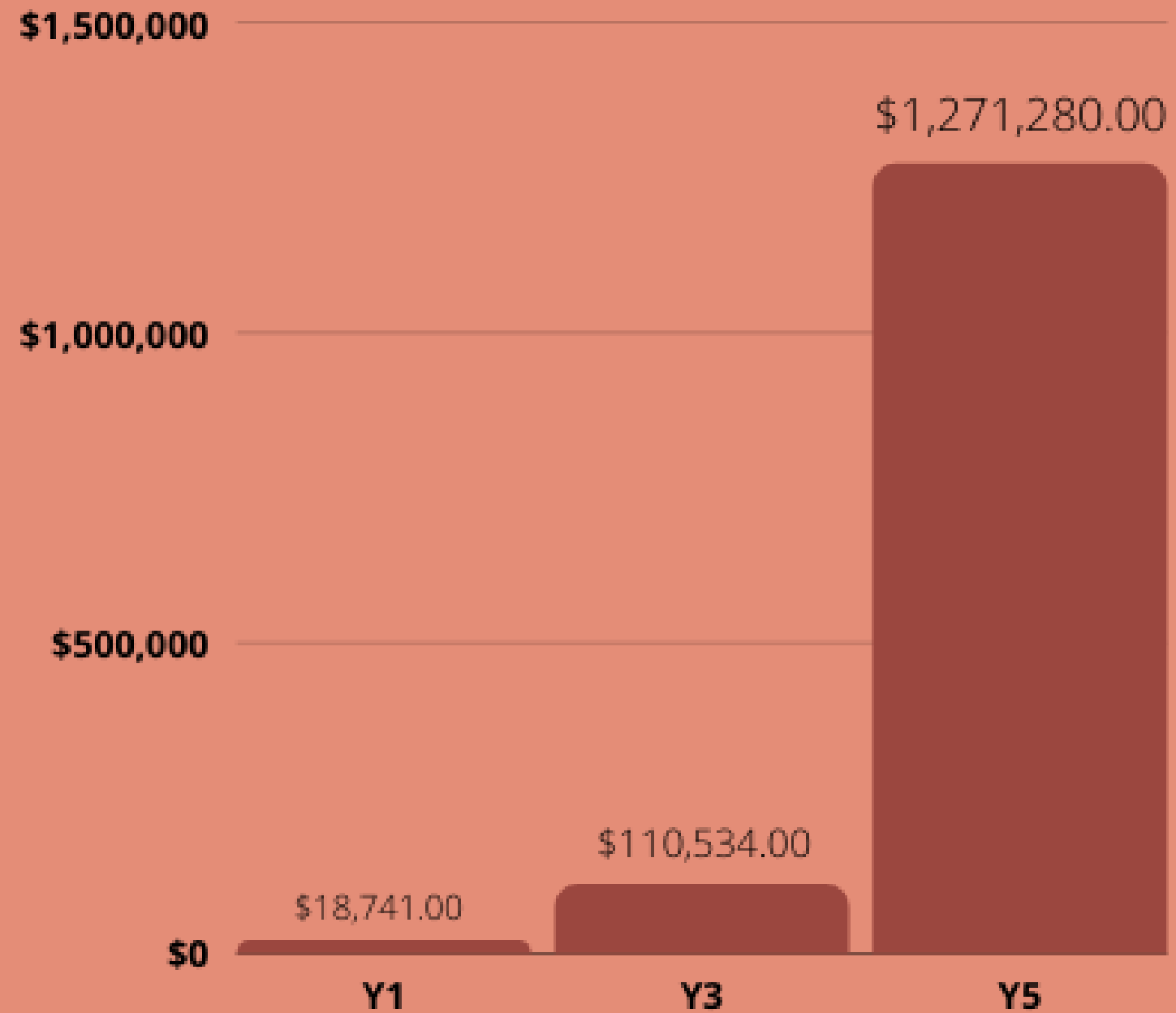
PROMOTING RETAILERS  
THROUGH THE APP



They pay us for advertisement on  
our platform



# Sales *Forecast*



Y1 =  $500 \times 1.5\% \times 2,498.75 = \$18,740.63$   
25% (125 people) users would pay for the app

Y3 =  $1200 \times 1.5\% \times 6,140.76 = \$110,533.68$   
27% (324 people) users pay for the app

Y5 =  $4000 \times 1.5\% \times 21,188 = \$1,271,280.00$   
30% (1,200 people) would pay for the app



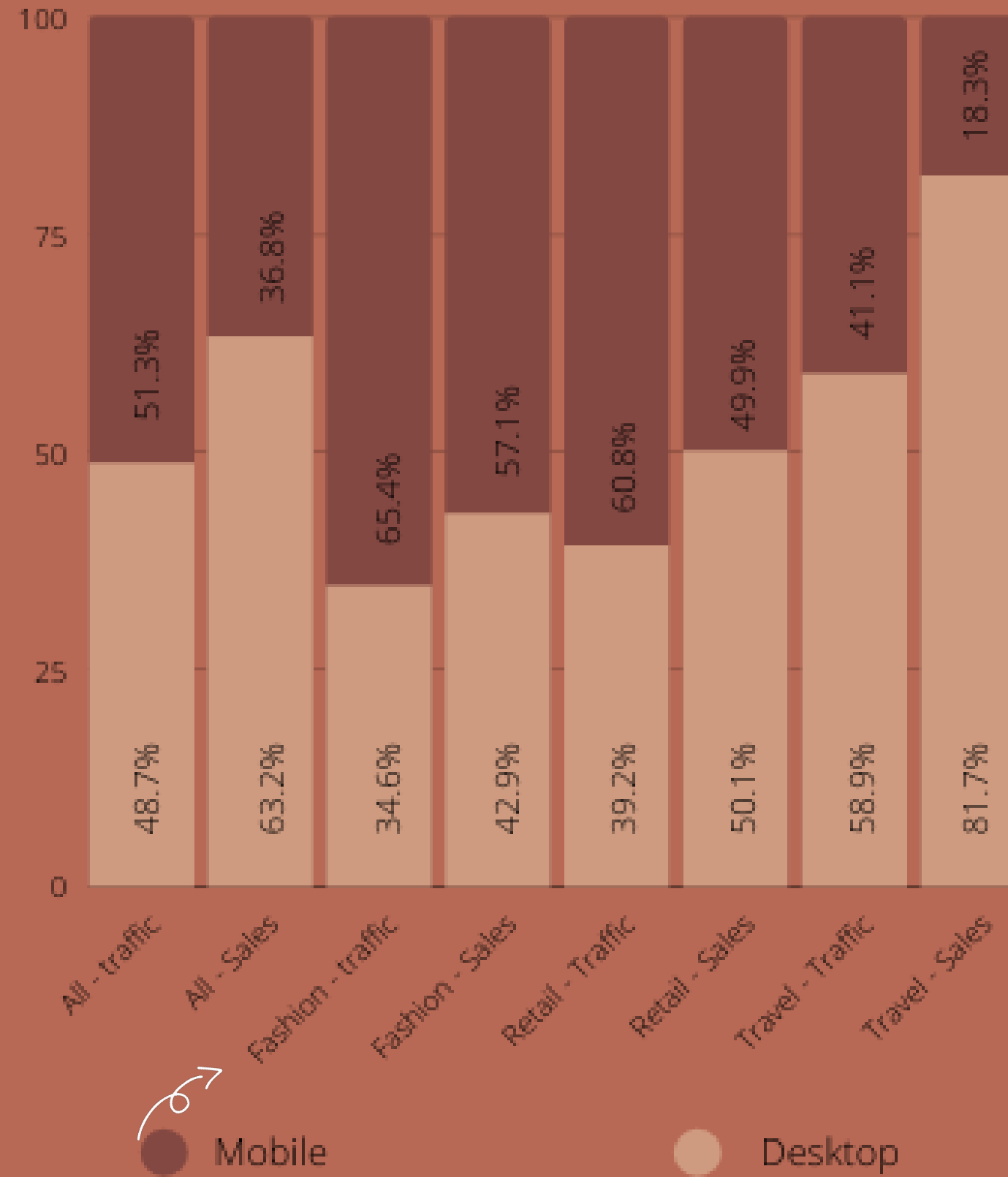
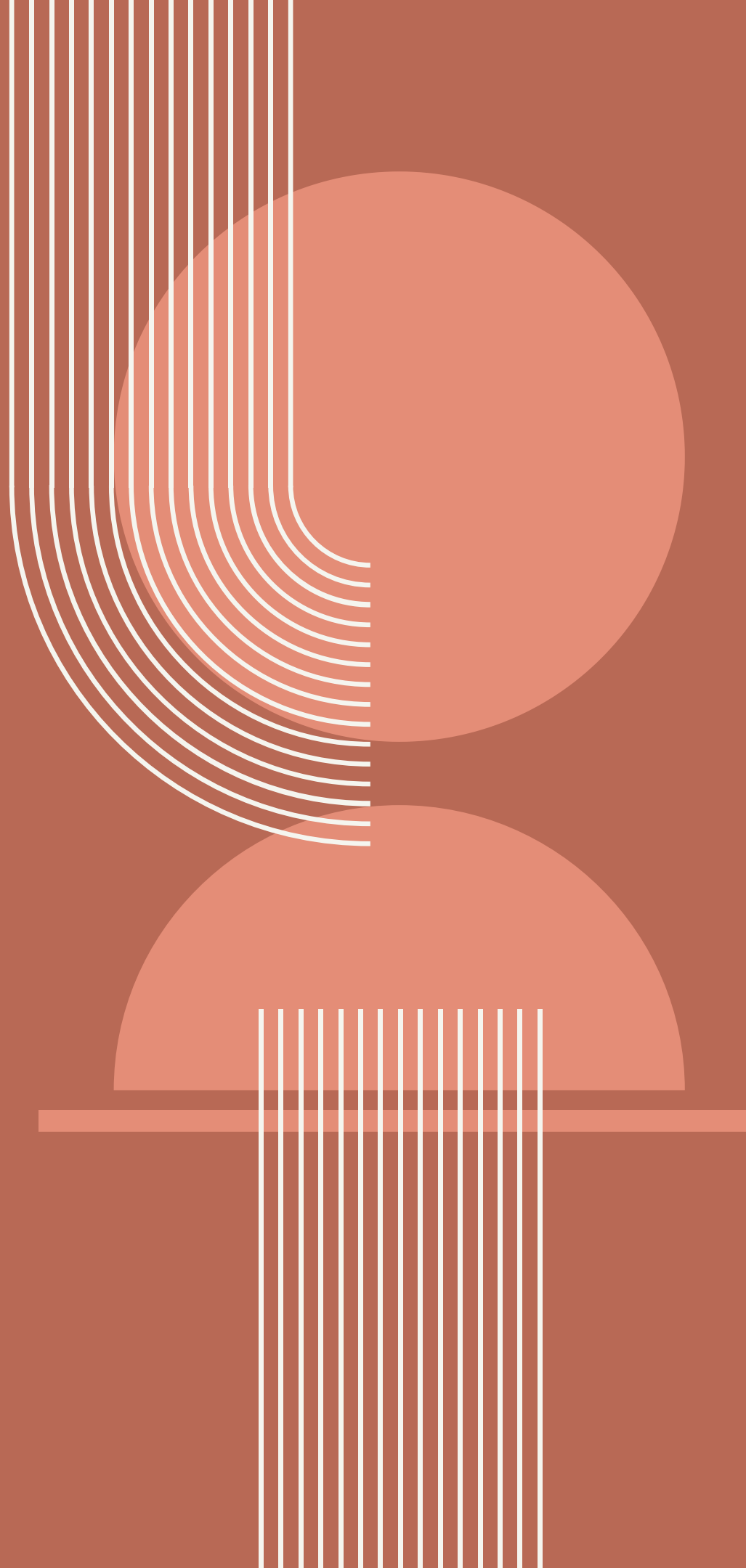
# How well mobile is doing for fashion retailers?

“Mobile accounts for 65.4% of traffic to online fashion retailers and 57.1% of sales, much higher than the overall retail average.”

*Source: Sale Cycle*

“In its first week alone, Free People’s app accounted for between 7-10% of the brand’s online sales.”

*Source: Launchmetrics*



Source: SaleCycle data from 500 Global Brands

# Supply Chain

B2B

APP  
DEVELOPPER



APP CONTENT  
CREATORS  
(FEM.ME TEAM)



RETAILERS

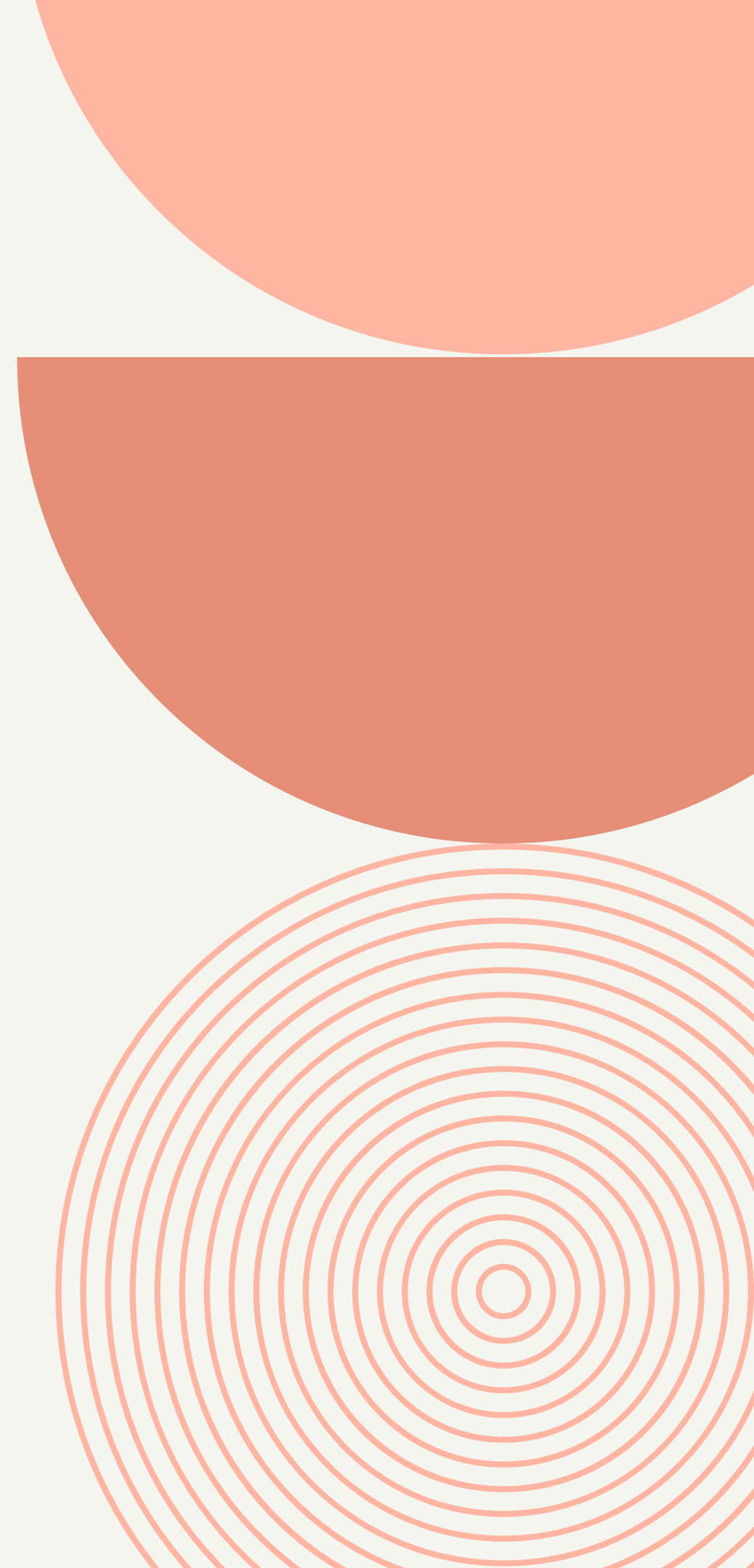
B2C



APP  
USERS/CONSUMERS



RETAILERS



# Our *potential* Target Market



★ FEMALE

★ AGE: 18-35

★ STUDENT/  
YOUNG  
PROFESSIONAL

★ INDEPENDENT,  
BUSY WOMAN

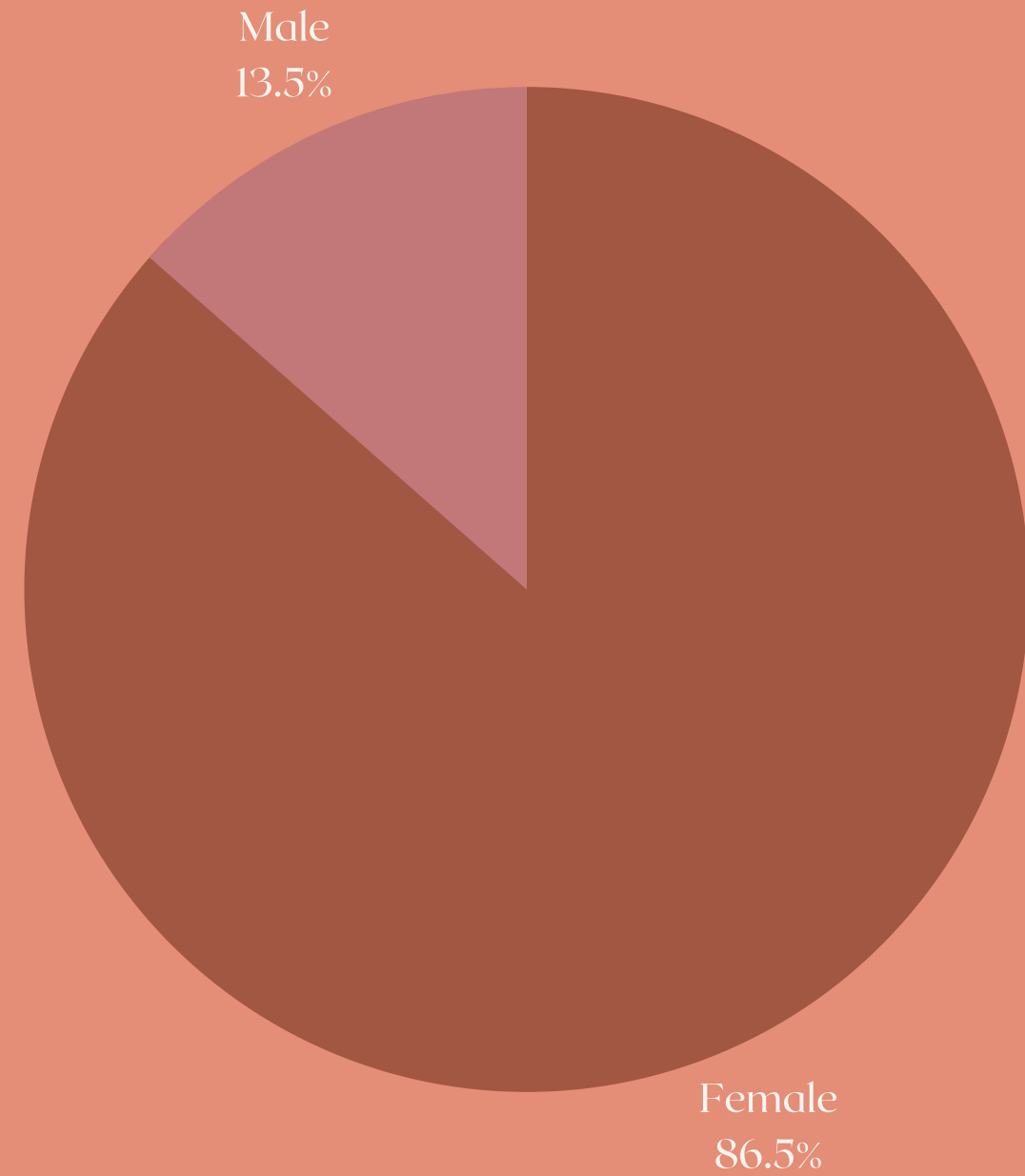
★ TECH SAVVY

★ VERY ENGAGE  
WITH SOCIAL  
MEDIA

★ INTO FASHION

## Breakdown by gender

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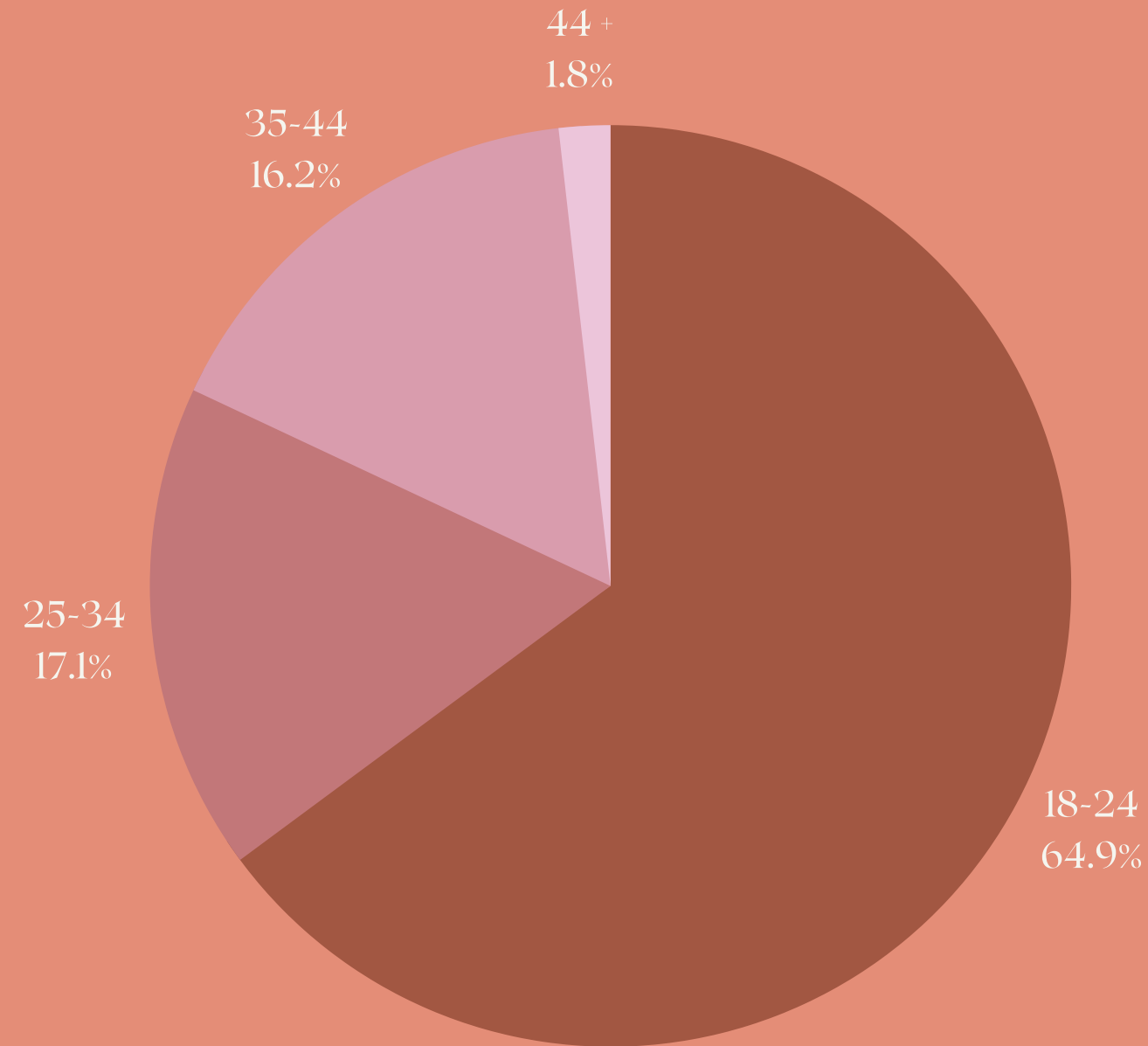
# Our Client Base

Female: 86.5%

Male: 13.5%

## Breakdown by age

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# Our Client Base

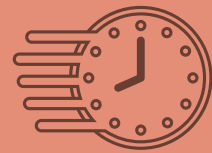
18-24: 64.9%

25-34: 17.1%

35-44: 16.2%

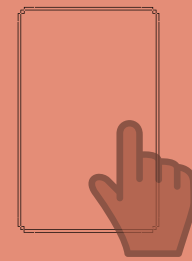
44+: 1.8%

# *Key* Points



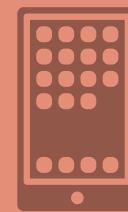
QUICK & EASY APP

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FREEDOM TO PICK &  
CHOOSE

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DIFFERENT WAYS  
TO USE THIS APP

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BRAND RECOGNITION  
FOR RETAILERS

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# The Future of Fashion Starts Now!

*Thank  
you*

FEM.ME TEAM

