

AN APP THAT INSPIRE & STYLE

FEM.MIE

AVAILABLE ON THE APPLE STORE AND GOOGLE PLAY



COMING SOON



HAVE YOU EVER THOUGHT OF HAVING A QUICK AND EASY STYLING APP ON THE GO? WE'VE GOT YOU COVERED.



FEM.ME

who we are



F

E

M

.ME

MISSION: INSPIRE AND UPLIFT WOMEN THROUGH STYLE

VISION: WE WANT WOMEN TO HAVE CONFIDENCE
LONGTERM.

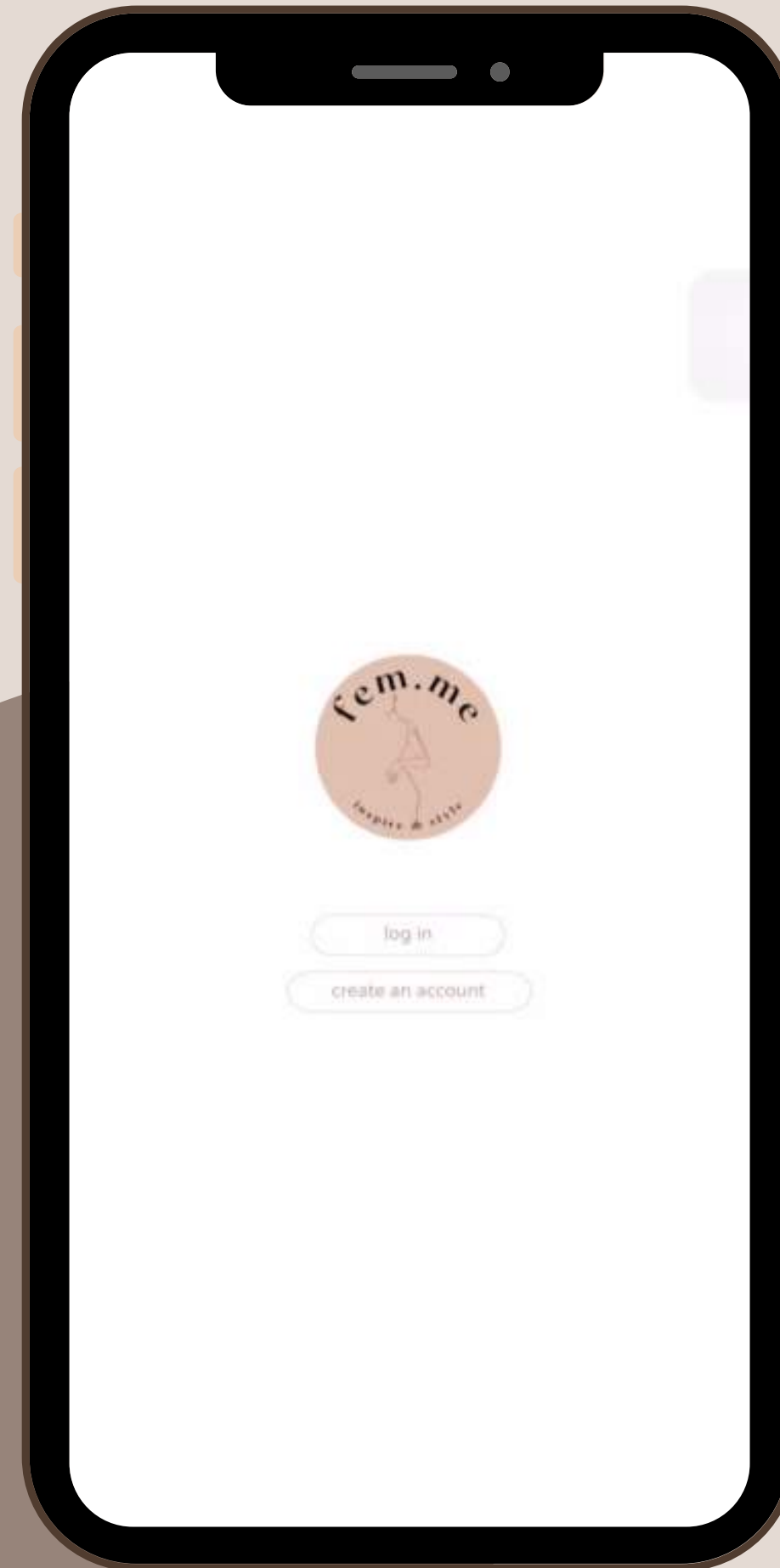


FEM.ME

user experience (UX)

HOW IT WORKS?

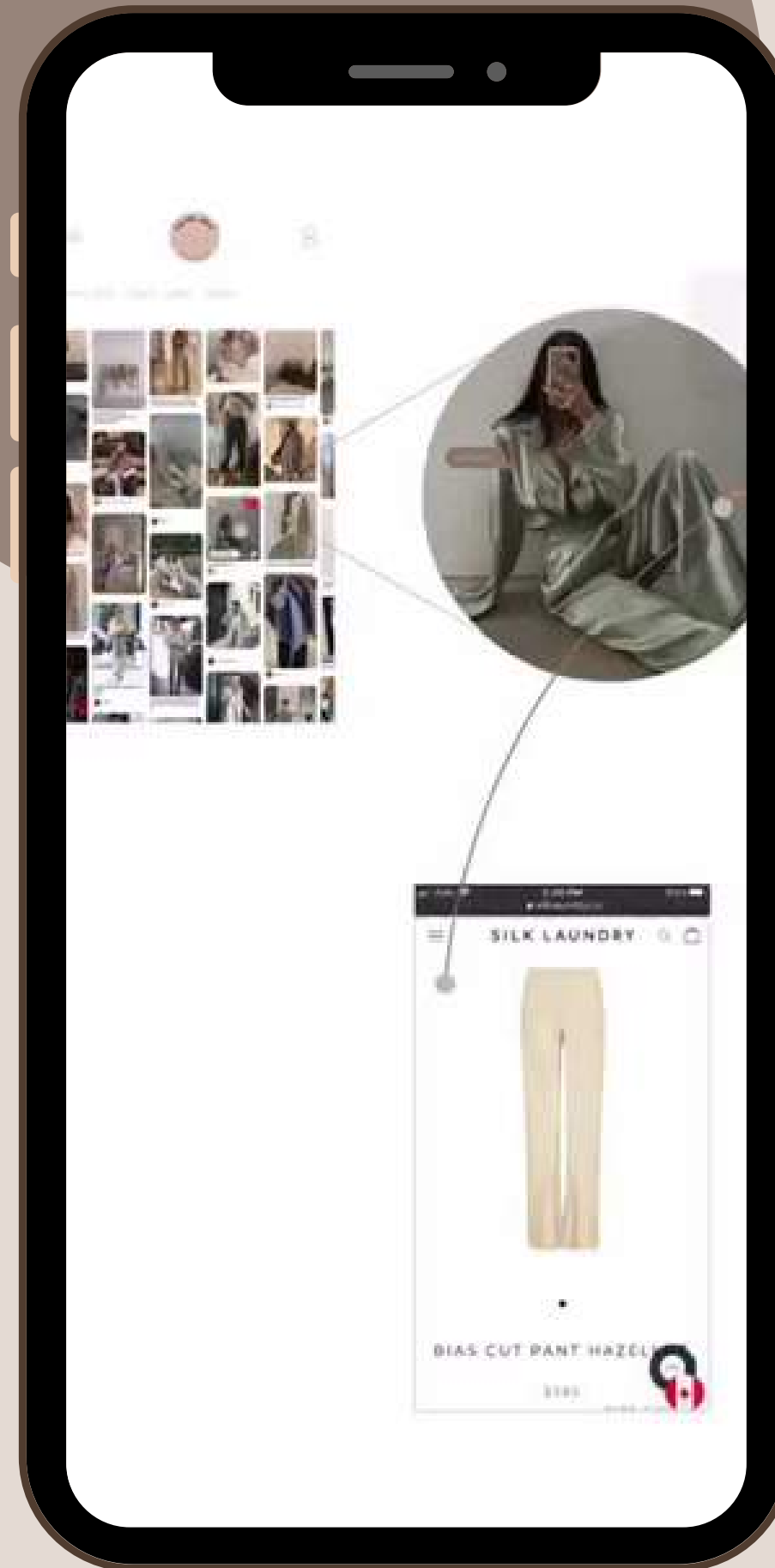
- USER FRIENDLY
- QUICK QUIZ
- EASY ACCESS TO OUR SERVICES
- PERSONALIZED MOODBOARD
- STYLING SERVICE
- FASHION NEWS
- CHATBOX AVAILABLE FOR APP ISSUES



FEM.ME

here's your moodboard...

- PERSONALIZED TO YOU
- "HEART" YOUR FAVE OUTFITS
- EASY TO PURCHASE



need styling?

- EASY BOOKING
- 24-HOUR CHAT
- NO SPECIFIC OCCASION IS REQUIRED FOR A STYLING SERVICE
- FOR WOMAN OF ALL SHAPES AND SIZES



memberships

FEM.ME

FREE

Free
\$0/month

membership entails

- Free consultation (1x)
- Personalized moodboard
- Fashion news

PREMIUM

Premium
\$24.99/month

membership entails

- Free consultation
- 1-on-1 video call twice a month
- 2 inspiration boards
- Revision board (up to three changes)
- A feature of your outfit on our app and the retailer
- Final outfit board

Fashionista
\$14.99/month

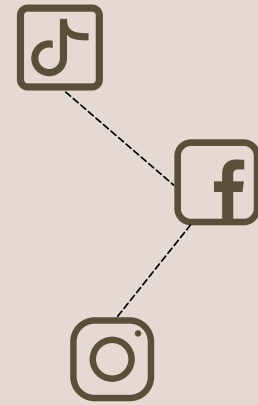
membership entails

- Free consultation
- 1-on-1 video call once a month
- 1 inspiration board
- Final outfit board



FASHIONISTA

communication strategies



- TIKTOK
- FACEBOOK
- INSTAGRAM
- INFLUENCER MARKETING
- SPONSORSHIP: PACKAGES
- EMAIL MARKETING
- WEBSITE

Our goal:

- traffic
- bookings
- app downloads
- brand awareness

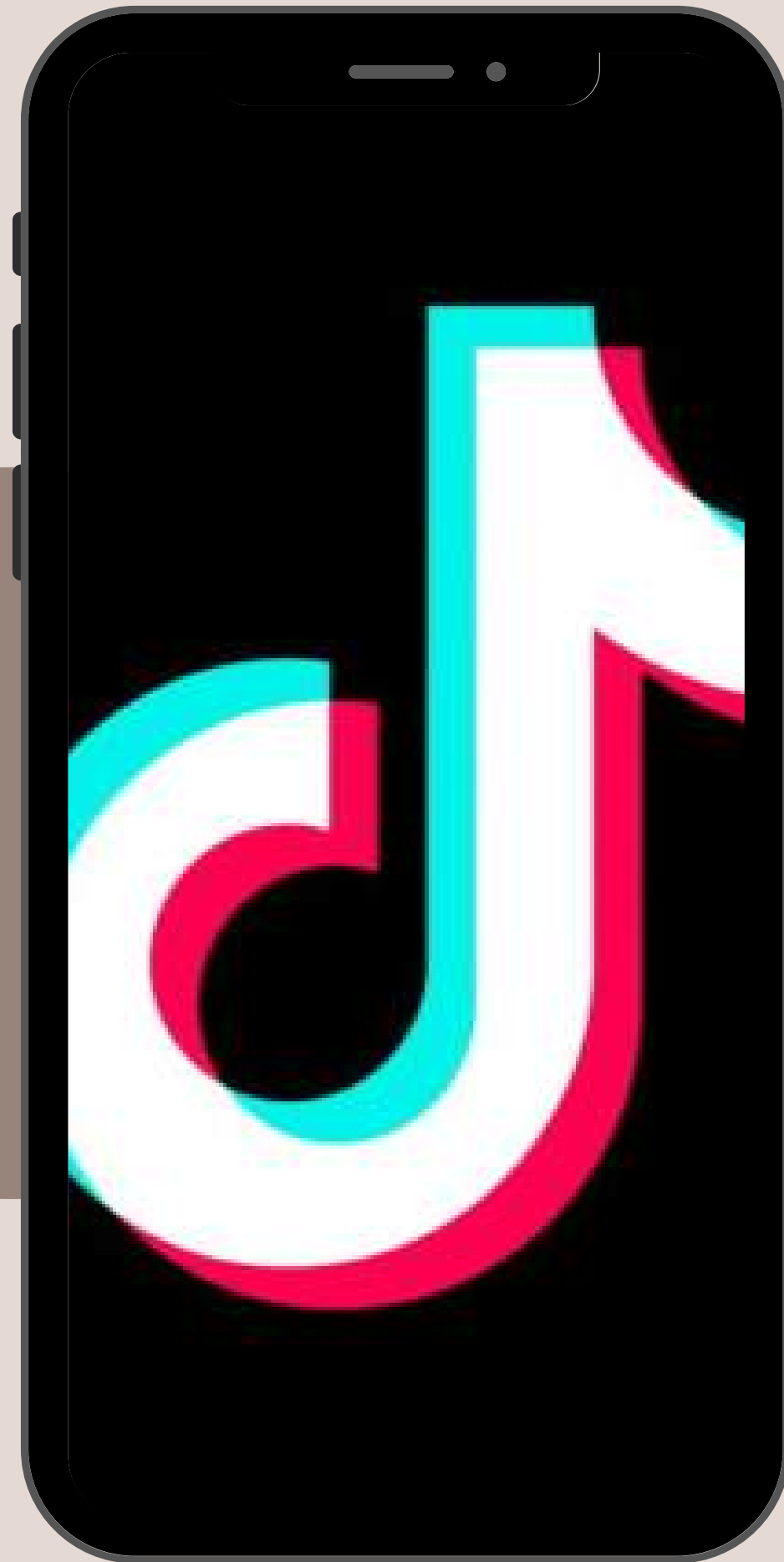
FEM.ME



COMMUNICATION STRATEGIES

TikTok

- KEY SOCIAL MEDIA FOR YOUNGER AUDIENCE
- DEMONSTRATION OF STYLING ASPECT



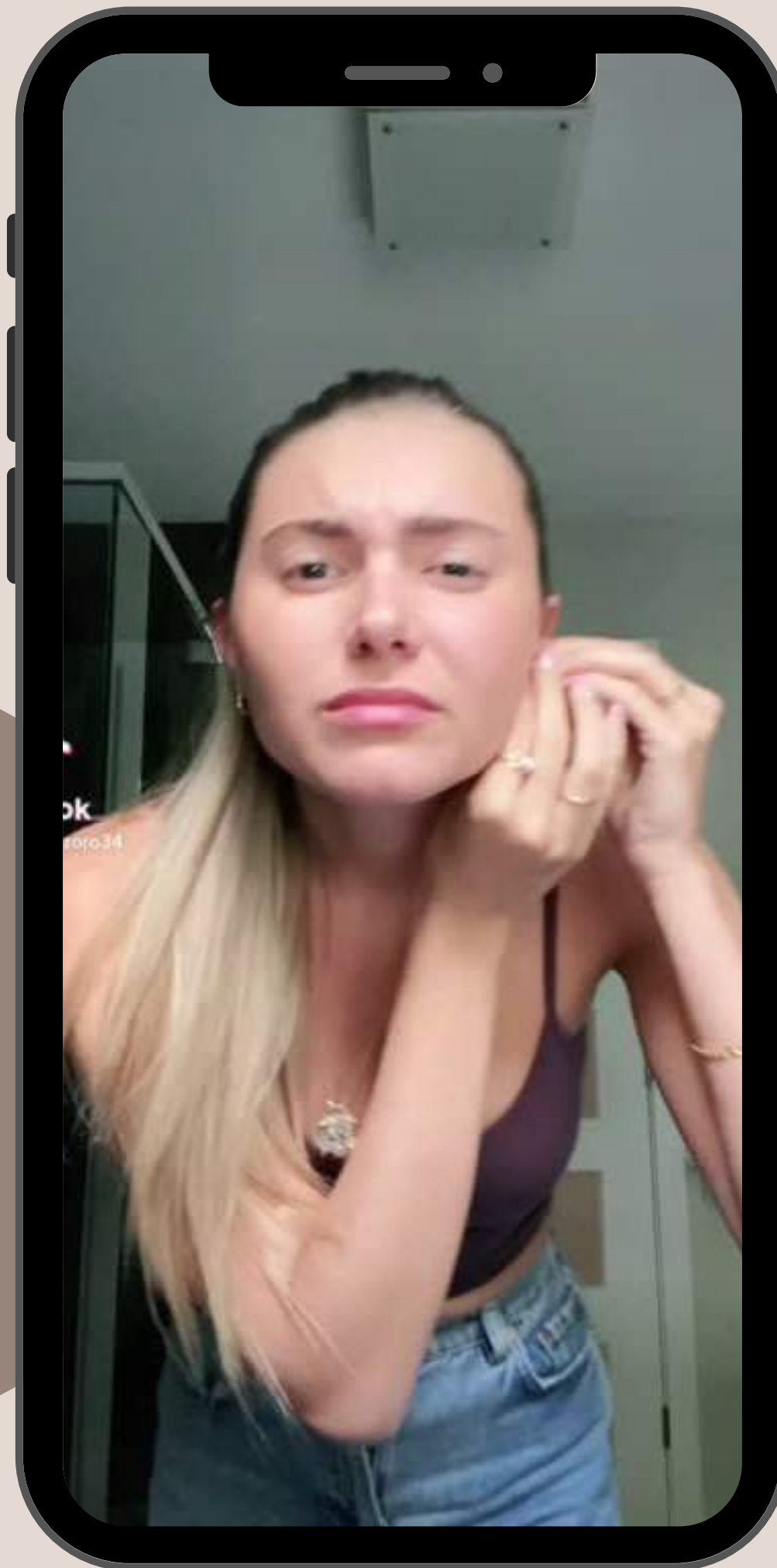
COMMUNICATION STRATEGIES

TikTok

FEM.ME

TIKTOK EXAMPLE:

STYLING & INSPIRATION



FEM.ME

Instagram/Facebook

Estimated Daily Results

People Reached
318 - 920

Payment Method
You may get more than one bill for this ad.
[Learn More](#)

florinah.agcaoili@gmail.com [Change](#)

Payment Summary
Your ad runs continuously on an average daily budget.

Daily budget	\$3.82 CAD
Estimated tax	\$0.38 CAD
Daily total budget	\$4.20 CAD

Getting more leads

People reached:
318 - 920

Daily total budget: \$4.20 CAD

Automated Ads

Choose Your Goal

- Get more messages on Messenger
- Get more leads
- Get more shoppers to visit your website
Use the Shop Now button to send people to your website to shop.
- Get more bookings
Use the Book Now button to send people to your website to schedule an appointment.
- Get more traffic
Use the Learn More button to send people to your website to share their contact info.
- Promote your contact info locally
Use the Call Now button to get more people to contact you.
- Promote your address locally

We Found 1 Error
Please add a valid URL.

Website URL

Estimated Daily Results

People Reached
1.1K - 3.2K

Link Clicks
49 - 143

Payment Method
You may get more than one bill for this ad.
[Learn More](#)

florinah.agcaoili@gmail.com [Change](#)

Payment Summary
Your ad runs continuously on an average daily budget.

Daily budget	\$3.82 CAD
Estimated tax	\$0.38 CAD
Daily total budget	\$4.20 CAD

Get more bookings

People reached
1.1k - 3.2k

Link clicks
49-143

Daily total budget: \$4.20 CAD

Choose Your Goal

- Get more messages on Messenger
- Get more leads
- Get more shoppers to visit your website
Use the Shop Now button to send people to your website to shop.
- Get more bookings
Use the Book Now button to send people to your website to schedule an appointment.
- Get more traffic
Use the Learn More button to send people to your website to share their contact info.
- Promote your contact info locally
Use the Call Now button to get more people to contact you.
- Promote your address locally

We Found 1 Error
Please add a valid URL.

Website URL

Estimated Daily Results

People Reached
1.1K - 3.2K

Link Clicks
49 - 143

Payment Method
You may get more than one bill for this ad.
[Learn More](#)

florinah.agcaoili@gmail.com [Change](#)

Payment Summary
Your ad runs continuously on an average daily budget.

Daily budget	\$3.82 CAD
Estimated tax	\$0.38 CAD
Daily total budget	\$4.20 CAD

Get more traffic

People reached
1.1k - 3.2k

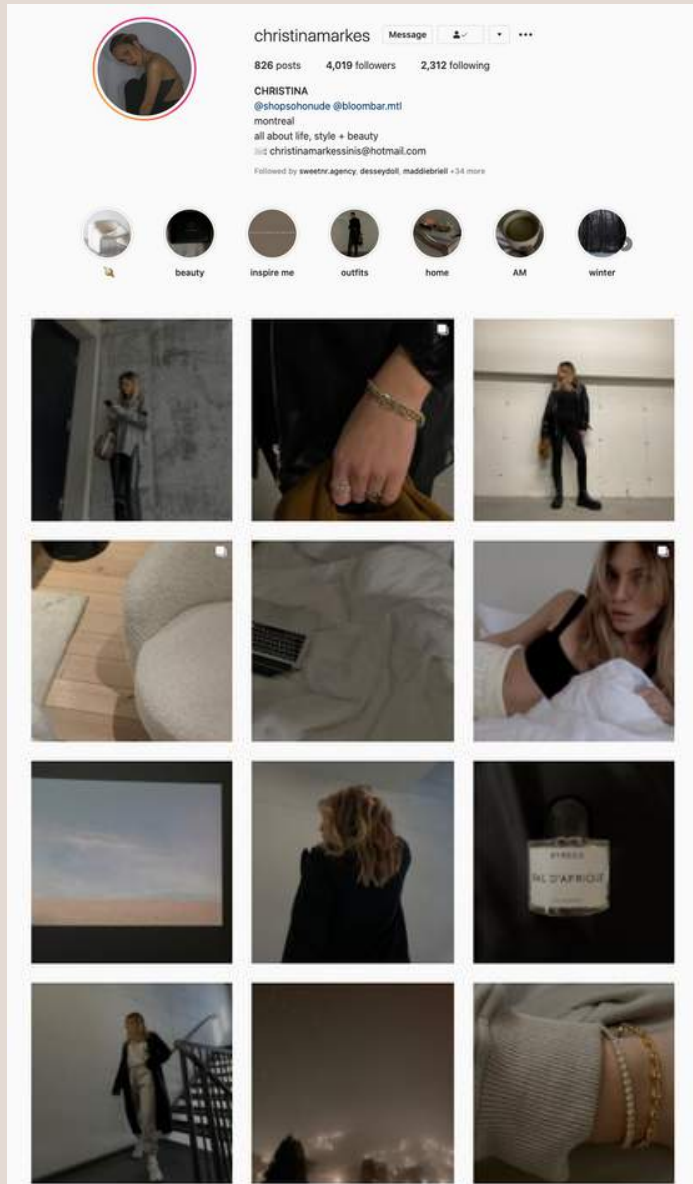
Link clicks
49-143

Daily total budget: \$4.20 CAD

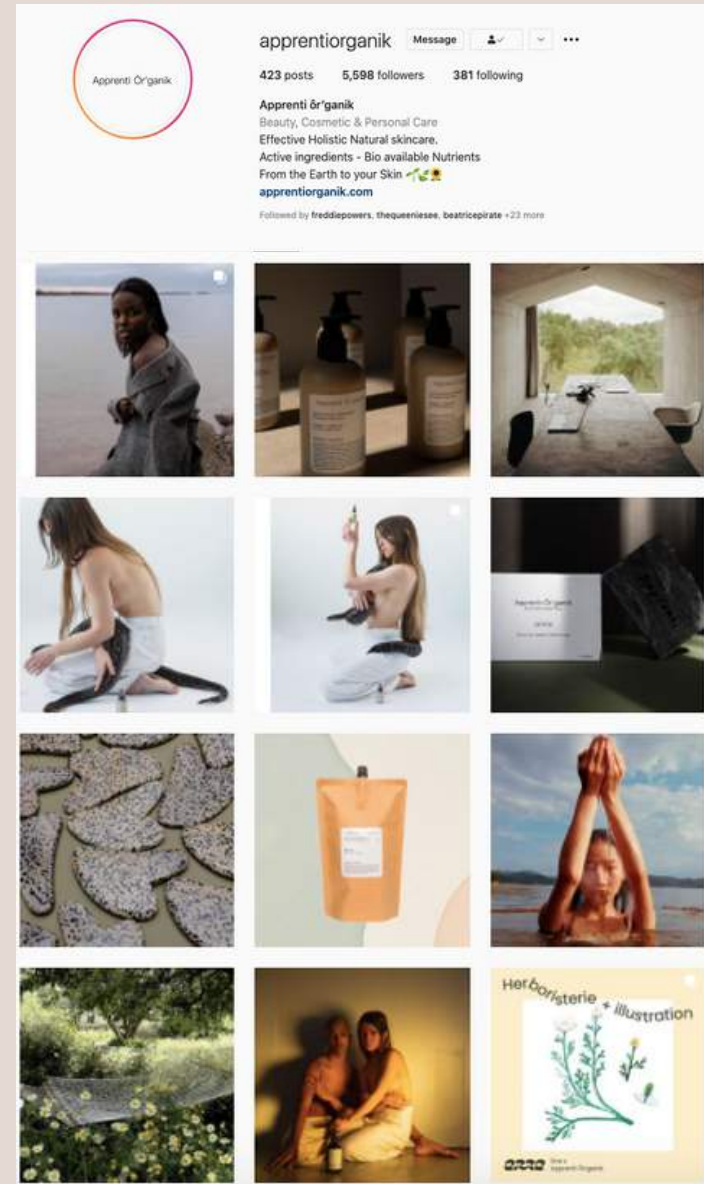
- LARGER AND OLDER AUDIENCE
- LEADS/TRAFFIC/BOOKINGS



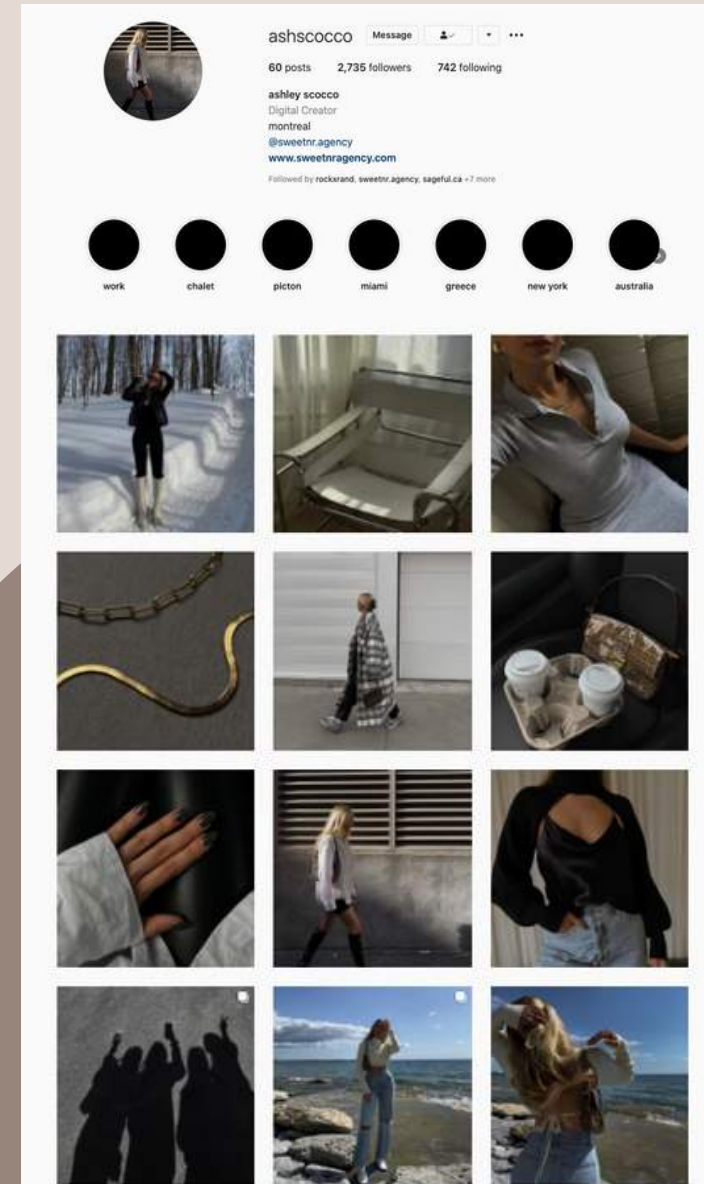
nano-influencers



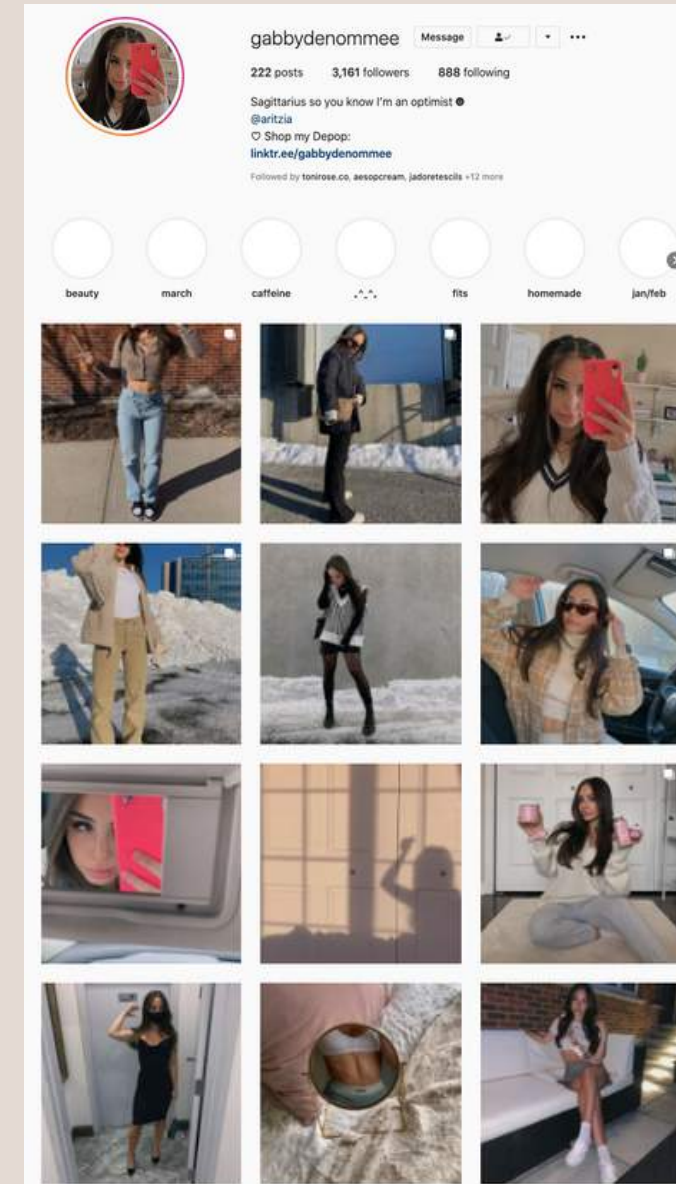
@CHRISTINAMARKES
CHRISTINA
4,019 FOLLOWERS



@APPRENTIORGANIK
APPRENTI OR'GANIK
5,598 FOLLOWERS



@ASHSCOCCO
ASHLEY SCOCCO
2,735 FOLLOWERS



@GABBYDENOMMEE
GABBY DENOMME
3,161 FOLLOWERS

why nano-influencers?
THEY HAVE A HIGHER
ENGAGEMENT

Business/Sponsorship Proposal



Prepared for
La Petite Garçonne

From
Florinuh Joyce Agcaouli
CO-FOUNDER OF FEM.MME



FEM.MME
STYLING APP

greetings!



We are FEM.MME, a startup fashion styling app whose main concept is to highlight the power of confidence by styling women. Our app and styling service will exude poise, power, and style.

[info on the app]

FEM.MME INSPIRE & STYLE

2

about us

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 curates a personalized mood board based on your preferences and more. We make styling and shopping easy right at your fingertips.

We believe truly stylish women do not need to conform to a one-size-fits-all standard: tall, thin, luxurious. From confidence and individuality stem style – the timeless, memorable kind.

our team

Erika Lombardi
FOUNDER AND PRESIDENT

Megan Hund
CO-FOUNDER AND CEO

Florinuh Joyce Agcaouli
CO-FOUNDER AND COO

FEM.MME INSPIRE & STYLE

3

business proposal for sponsors

sponsorship packages

types of packages

"SPONSORED PINS" ON THE APP (MOOD BOARD)

ADS ON THE WEBSITE JUST LOGO

SOCIAL HANDLES ON THE WEBSITE

MENTIONS ON TIKTOK

FEATURE BRAND'S OWN CAMPAIGN ON THE WEBSITE AND/OR APP (BANNER)

MENTIONS ON INSTAGRAM

ADS AND FEATURE ON FACEBOOK

MENTIONS ON NEWSLETTER

Gold

Silver

Bronze

4 X EVERY 2 WEEK MENTIONS ON SOCIAL PLATFORMS

3 X IN A MONTH MENTIONS ON SOCIAL PLATFORMS

1 X A MONTH MENTIONS ON SOCIAL PLATFORMS*

Price

\$650

\$550

\$400

what we do



The fashion industry is a highly competitive one. Introducing ourselves as new players and making our mark in technology and social platforms presents quite a few challenges. Our first step towards making an impactful introduction includes participation in the [insert here].

We believe that with your support, we can take a great first step towards our goal. Working with you will be mutually beneficial for us.

As a valuable sponsor, your company name will be highlighted throughout our digital marketing platforms, and our welcome packets will contain substantial information on your team and the tremendous work you do – work that helps drive the economy.

Our app launch will incur costs for digital marketing campaigns, contracts, and permits, bringing the total to \$20000.

As our sponsor, we guarantee you brand visibility not just for the duration of our advertising campaign but throughout our app. We'll also pilot a three-minute video showcasing your company's mission, vision, and philanthropic activities.

Moreover, we can help expand your content strategy and guarantee efficient lead generation through our registration booths and e-mail marketing.



FEM.MME INSPIRE & STYLE

5

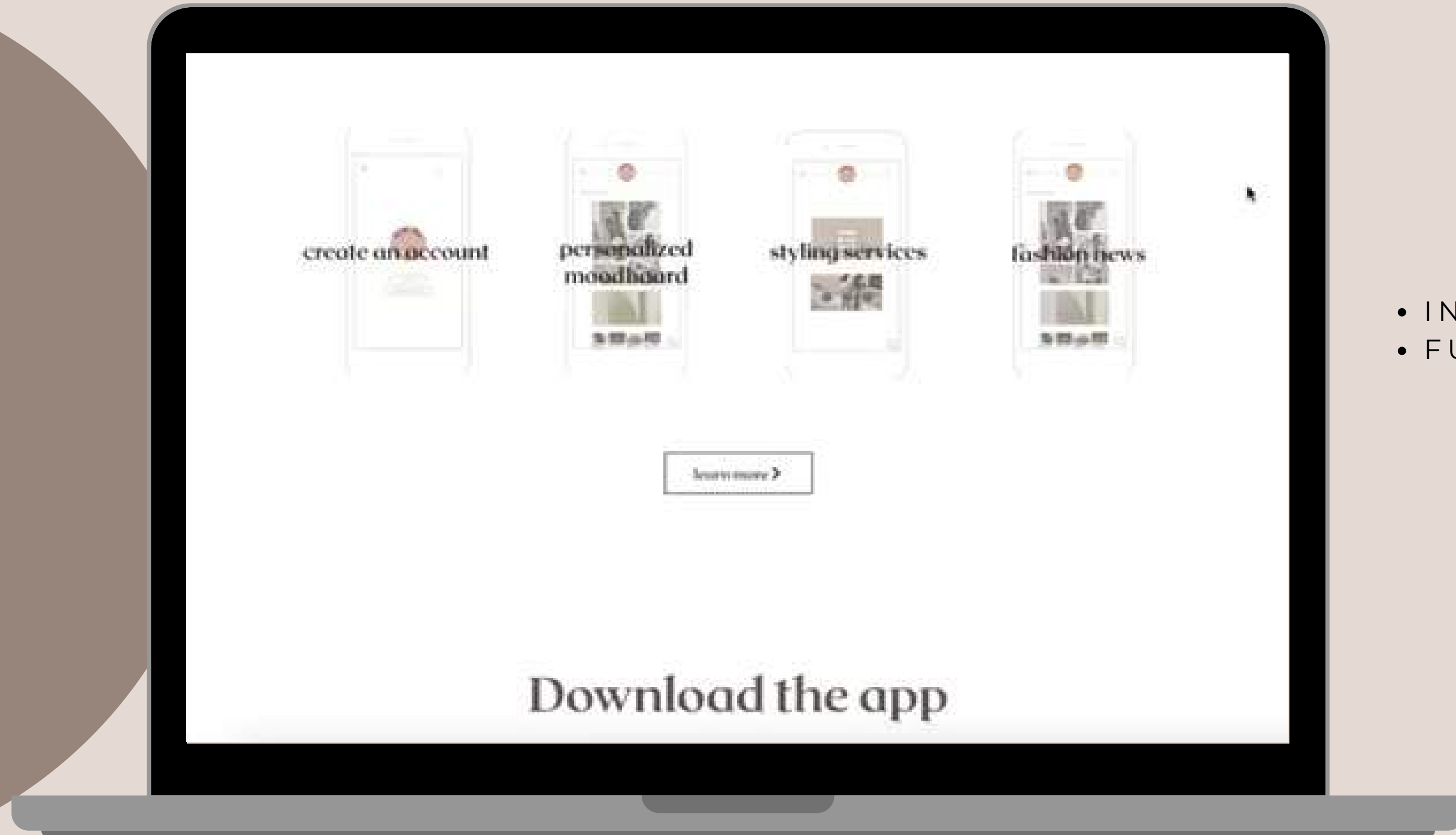
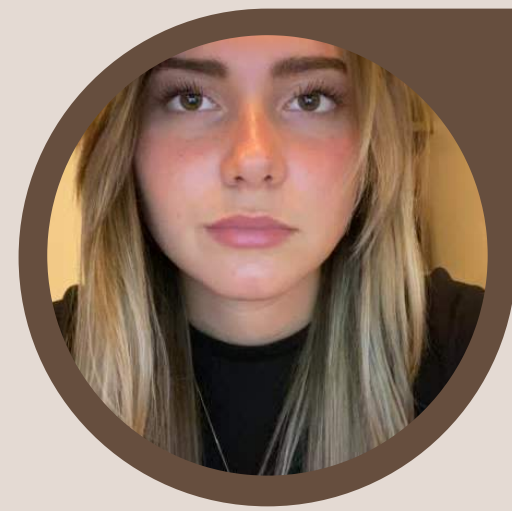
FEM.MME INSPIRE & STYLE

4

FEM.MME

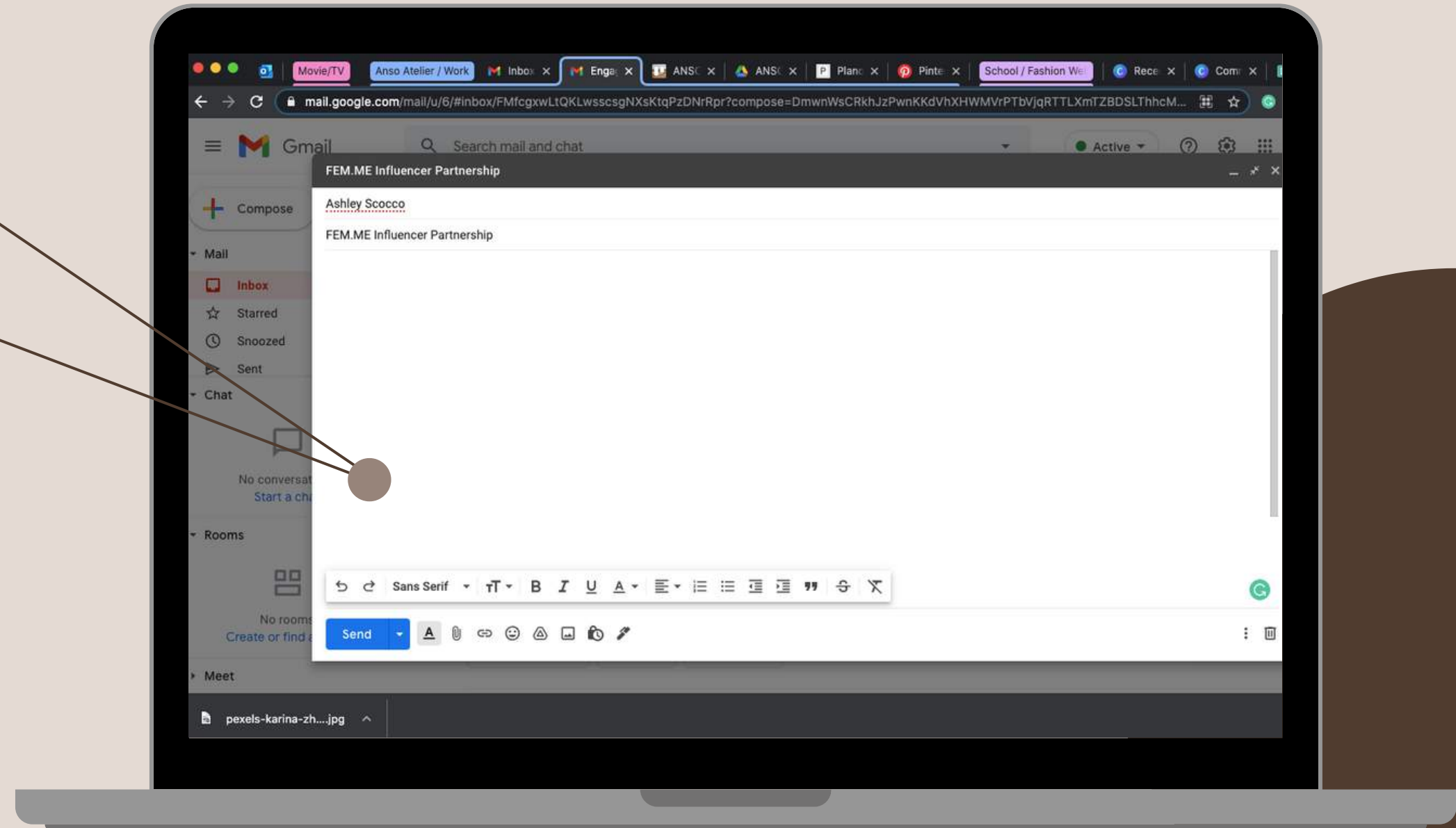


website



- INFORMATIVE WEBSITE
- FUNCTIONS OF THE APP

email marketing



- CONNECT WITH LEADS
- CONVERT INTO CUSTOMERS
- PROSPECTS AND CUSTOMERS
CONNECT WITH OUR BRAND

FEM.ME

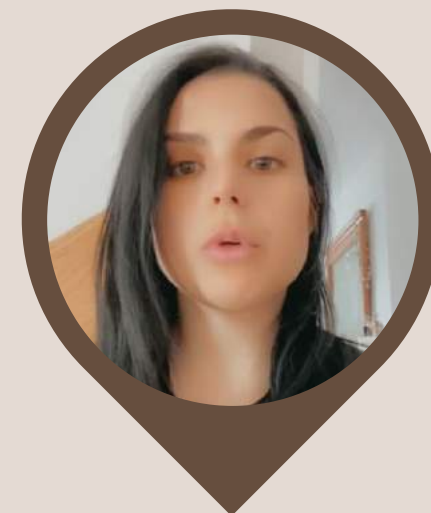


finance

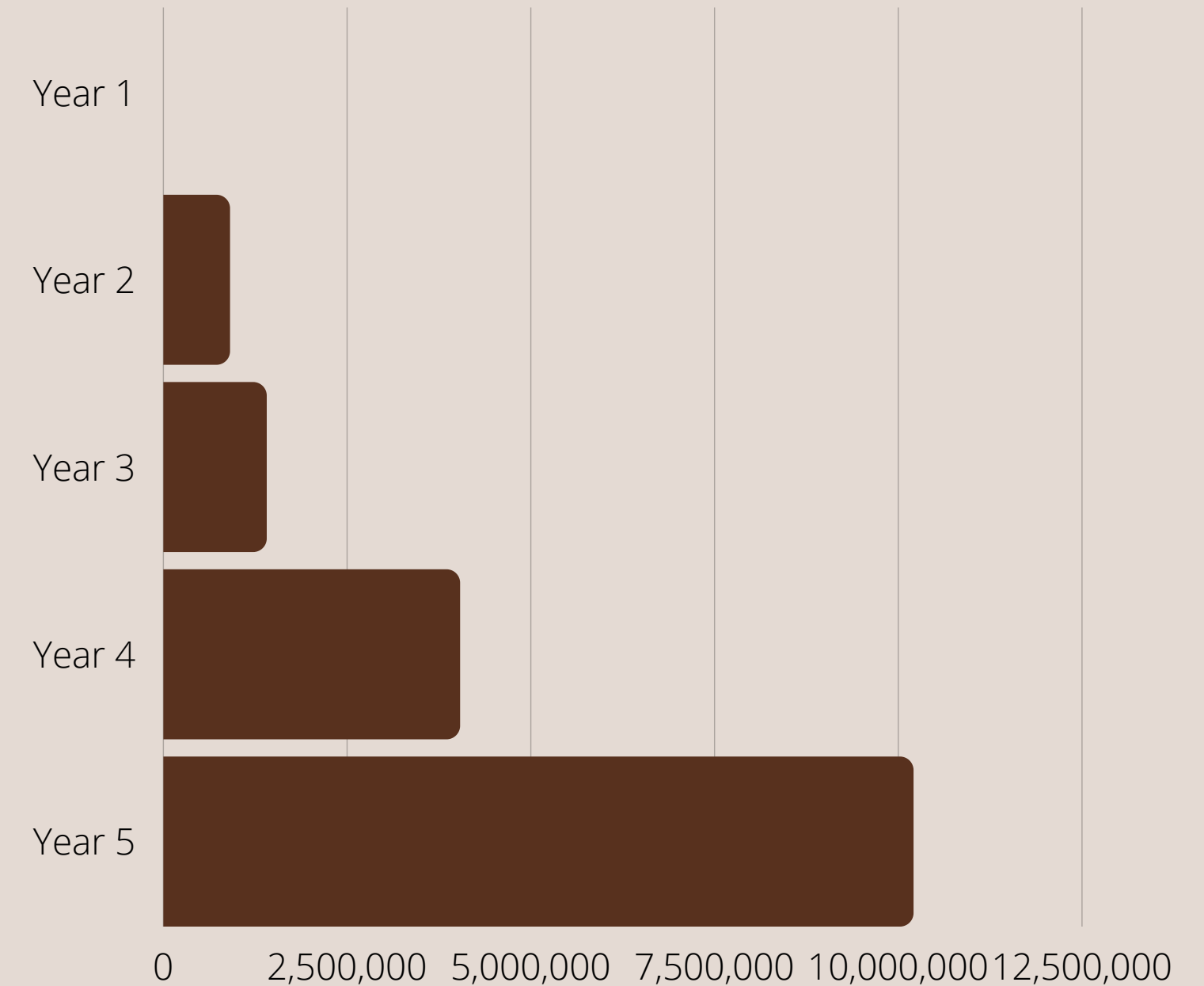
EXPENSES YEAR 1

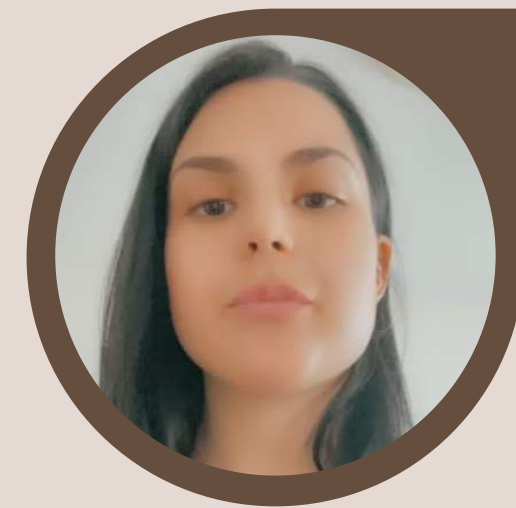
DESCRIPTION	COST
APP DEVELOPMENT	\$60,000
RENT DEPOSIT	\$7,200
COMMUNICATION COST	\$20,000
TOTAL START-UP COST	\$67,200
INFLUENCERS (3)	\$12,000
APP MAINTANCE	\$20,000
ADVERTISING/MARKETING	\$22,500

TOTAL: \$208,900



PROFIT





key takeaways

- AN ALL-IN ONE FASHION
- QUICK AND EFFICIENT
- CATERED TO YOUR NEEDS
- FASHION INSPIRATION
- INTERNATIONAL FASHION NEWS
- INFORMATIVE WEBSITE



APPLE STORE AND GOOGLE PLAY



fem.me@gmail.com



514-123-4567

www.femmemtl.com

FEM.ME





**future of fashion
starts now.**