ITS ALL ABOUT LOOKING GOOD
Our Team

Kiran Vishwanathan
- EC2 set up
- Web Development

Prathamesh Bhurke
- Website development
- Database implementation

Vanitha Venkatanarayanan
- API Integration
- Web Development

Prasad Kodre
- Web Design/Development
- API Integration
Project Objective

- In US average individual spends 3.8-4% of income on fashion
- One stop location for all things “FASHION”
  - Huge market can be tapped
  - No current portal for designers and fashion enthusiast to interact
- Fashion information updates for users
- Help launch upcoming designers
- Provides platform for designers and customers to interact
- Analyzing fashion trends based sentiments on Social Media
Our Target Audience

- High end fashion customers
- Upcoming designers, photographers
- Aspiring Fashion enthusiast
## Market Landscape

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Snapette</th>
<th>Chicisimo</th>
<th>FashionPedia</th>
<th>Stylopedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display latest fashion items</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Shopping from site</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Newsletter</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Live chat with designer/photographer</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Weekly Fashion Trends</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Fashion Networking platform</td>
<td>✗</td>
<td>✔️</td>
<td>✗</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Revenue Model

- **Freemium Model**
  - Free users
    - Platform to interact with other fashion enthusiasts
    - Information of Weekly Fashion Trends
  - Paid users
    - Live Chat with designers: Style Notes
    - Live Chat with Photographers: Style Portfolio
    - Special Newsletter of latest Deals

- **Shopsense API generates $0.05 per click**
- **Advertisements**
Paid Users

Silver Account:
- 100 $ Annual Subscription*
- Access to Tier 1 Designers & Photographers

Gold Account:
- 150 $ Annual Subscription*
- Access to Tier 2 Designers & Photographers

Platinum Account:
- 200 $ Annual Subscription*
- Access to Tier 3 Designers & Photographers

* Sample Cost
Business Case

- Search latest fashion Trends
- Platform for designers to sell merchandise
- Live-chat with designers for paid users for more personalized experience
- Latest fashion videos
- Latest fashion news updates
- Mobile compatible application
- Display Top brands based on Sentiment Analysis
Novelty

- Fashion Trend analysis using twitter sentiments
- Live chat with designers & photographers
- Platform for fashion enthusiast to interact with their favorite fashion designers, photographers and take style notes
- Display latest trend based on Gender and color preferences of the user
- PCI Compliant Credit Card Processing
- Cloud Based
API’s Implemented

1. Shopsense
2. Script Chat
3. PayPal Checkout
4. Flickr
5. RSS Feeds
6. Pinterest
7. Google custom search
8. Google+
9. Facebook Login
10. Facebook Like
11. Twitter Follow
12. Twitter Share
13. Google+ Share
Analytics

- Twitter sentiment analysis using Live Twitter Streams
- Analytics using R
- Preprocessing of data
- Naïve Bayes Algorithm
  - Simple probabilistic model that tends to work well on text classifications with high degrees of accuracy
- Fashion trends and Brands of the week displayed based on Twitter sentiments
- Display latest trends based on Gender and color preference of user
Future Plan

- User profiling
- Recommendations based on user preferences
- Analytics based on multiple social platforms
- Target International audience
- Video Chat
- Collaborate with “Share this deal” to display discounts and offers
Appendix- 1
Appendix - 2