

The haircut you've been asking for

Like This



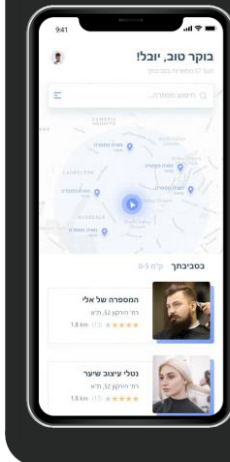
The Problem

Many people in need of a haircut have a hard time choosing one and those who want to know how a particular haircut will look on them can't see it in a tangible way before the haircut itself

The variety of hairstyling options creates confusion among customers and often delays the work of the hairdresser



Many customers are unsatisfied with their haircuts due to the large gap between their expectations and reality



The Solution

An app that helps users to simulate their appearance with different haircut styles

A common language between the hairdressers and their clients

- ✓ Accuracy between reality and the customer's requests
- ✓ A sense of security
- ✓ Avoid embarrassments

Efficiency

- ✓ Immediacy
- ✓ Ease of use
- ✓ Peace of mind

A professional tool

- ✓ Hairdressers will use it to manage their clients
- ✓ Satisfaction
- ✓ Increase revenue

Market Size



\$ 47B

Market size of hair salons in the United States, 2020

CAGR - 1%

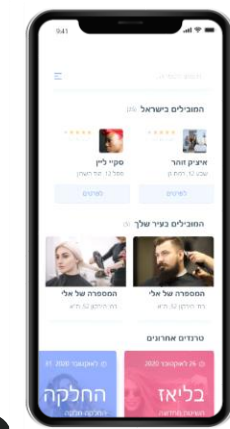
7.11 %

CAGR of the global spa and salon software 2019



\$ 910M

Revenue of Barber shops in the United States in 2020



Business Model

Premium
Most profitable

- ✓ Provides a fixed income
- ✓ Additional unique features to premium users

- Targeted marketing to relevant audience ✓
- Integrates well with the user experience ✓
- Allows dynamic income ✓

Paid Promotions
Additional Income

Licensing
Most natural

- ✓ Monthly license for a fixed fee
- ✓ Pricing according to usage/activity volume
- ✓ A model that produces product dependence

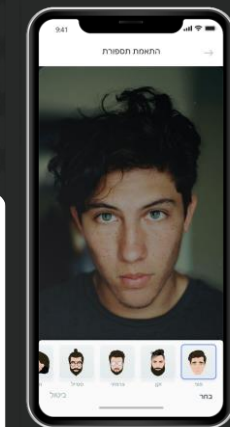
The Investment

\$ 270,000

Sales & Marketing
\$ 20,000

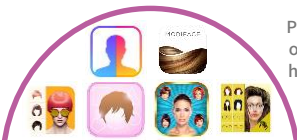
General
\$ 80,000

Product Development
\$ 170,000



Competition

TOP Solutions



Personalization of the look and hairstyle based on an image

Makeover SOLUTIONS



Creating a common language that leads to business optimization

A business management tool serving the hairdressers

Milestones

2020

What's Been Done Already

- ✓ Concept structuring and initial product forming
- ✓ Competition and market research
- ✓ Financial business-plan structuring

2021

2nd Year

- Initial version development ✓
- Improvement based on user reviews ✓
- Commencing platform distribution ✓

2022

3rd Year

- ✓ Another funding round
- ✓ Wider global distribution
- ✓ Additional features

2023

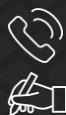
Continued Growth

- development
- Further growth and expansion ✓



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