

# *MagicBrush!*

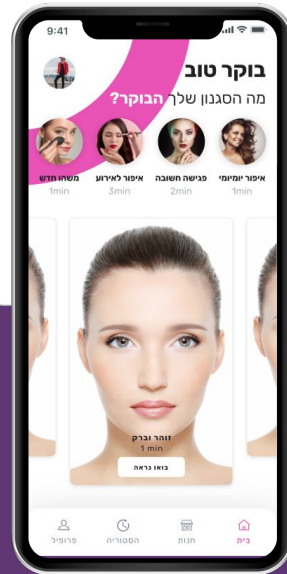
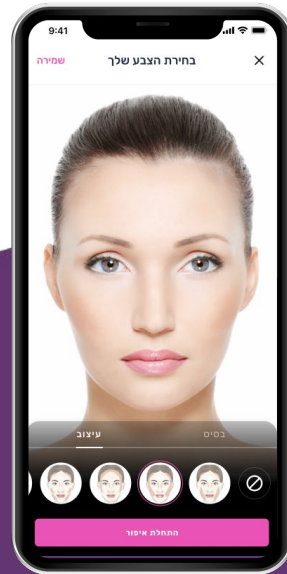
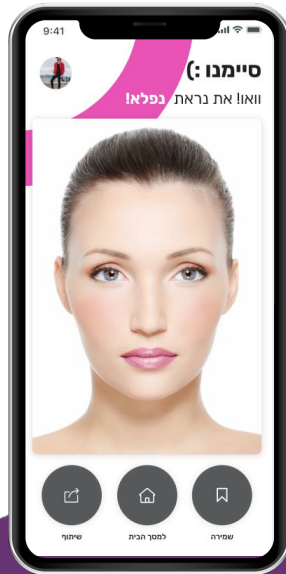
The easy way to professional make up

# The conflict

- To get a professional result, you need to hire a professional make-up artist.
- the use of professional services – include spending time and money.
- In manual make-up, there is no accurate prediction to the final look.



# ..PREVIEW







היום יש לשירה פגישה מאוד גורלית!

# The solution

An advanced makeup platform, that can do an imagining scan using artificial intelligence and Robotic hand

3

## Affordable

- ✓ Saving time
- ✓ Saving money
- ✓ Everyday and everyway

2

## Advanced

- ✓ Robotic hand
- ✓ Facial scan
- ✓ Prediction outcome

1

## Practical

- ✓ Easy
- ✓ Simple
- ✓ Precise

# Market

\$31B

In 2018 global makeup market

1

The market is expected to grow at an annual rate of 2.3% and become 36.5\$ billion in 2024.

\$298B

In 2018 global cosmetics market

2

The market is expected to grow at an annual rate of 5.1% and become 438\$ billion in 2026.

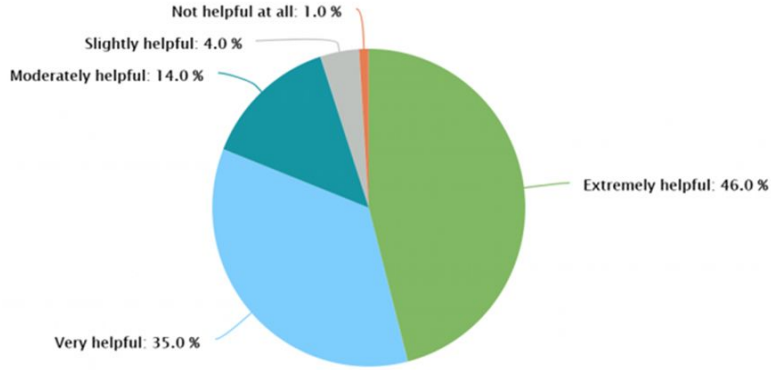
\$3,000

As of 2019, women in the U.S. spent about year on beauty and cosmetics

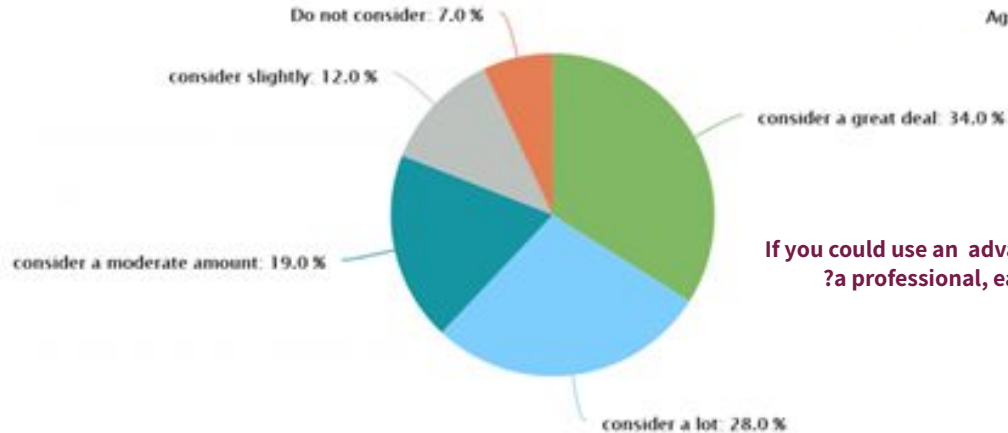
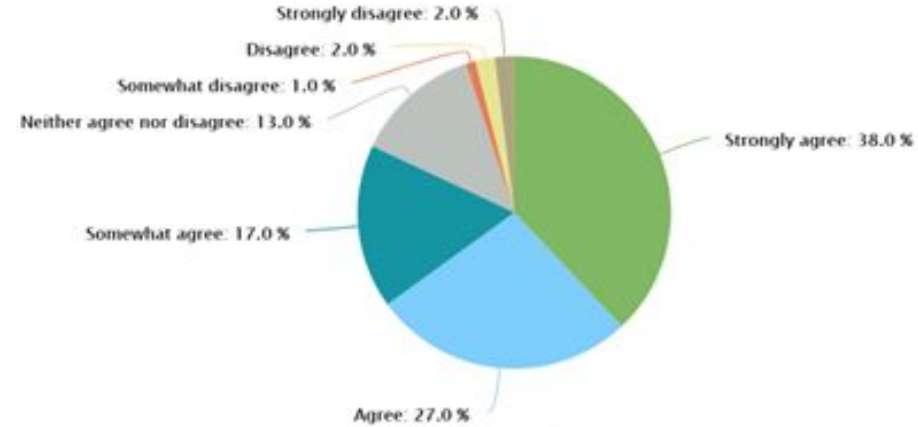
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# Market research

If I could predict the final outcome for my makeup  
...look, it would be



...In my everyday morning routine – I look for



If you could use an advanced makeup platform, that can deliver  
?a professional, easy and simple outcome-would you use it



- **Selling high tech product**
- **In-app up sales**
- **Ads and customer engagements**

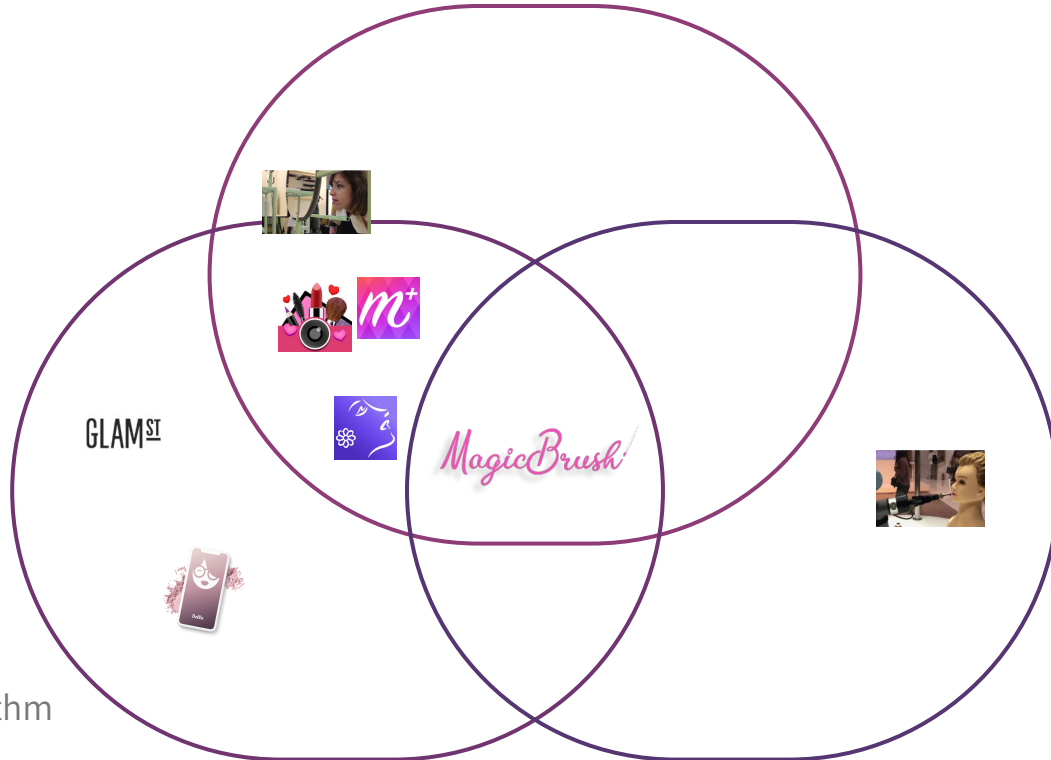
The application itself will be a free use and download, with free scanning as a platform to advertise the product online

# Business model



# competition

Beauty makeup application



Scan and imagine algorithm

Robotic solution

# millstones



2023



2022



2021



2020



...Out growing

Out growing •

Third year plan

- Investment recruitment •
- Global marketing •
- Adding additional features and improving

Second year plan

- Development •
- Pilot •
- Marketing •

Already done

- Concept •
- Preliminary characterization •
- Market research •
- Business plan •
- Action items •
- prototype •

# Investment

250,000\$



**management**

60,000\$



**Sales and marketing**

15,000\$



**Development**

175,000\$



**Thank you**

*MagicBrush!*

