

## ***Team 5***

# CLOSET GENIE

*Organize in a Wish; Your Wardrobe's Magic Dish!*

### **Team Members**

Yesha Limbachia  
Priyadarshini Senthil  
Jasvinder Kour  
Prateek Shetty  
Ashwin Nair



*Spring 2024*



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# NEED & CUSTOMER SEGMENTS



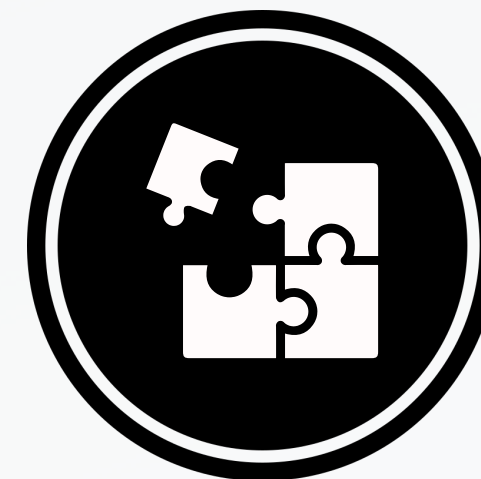
- Space Optimization
- Automated Organization
- Wearable Tech Integration
- Outfit Planning
- Inventory Tracking
- Online Shopping Integration
- Sustainability Features
- Customization Options



**WORKING PROFESSIONALS**

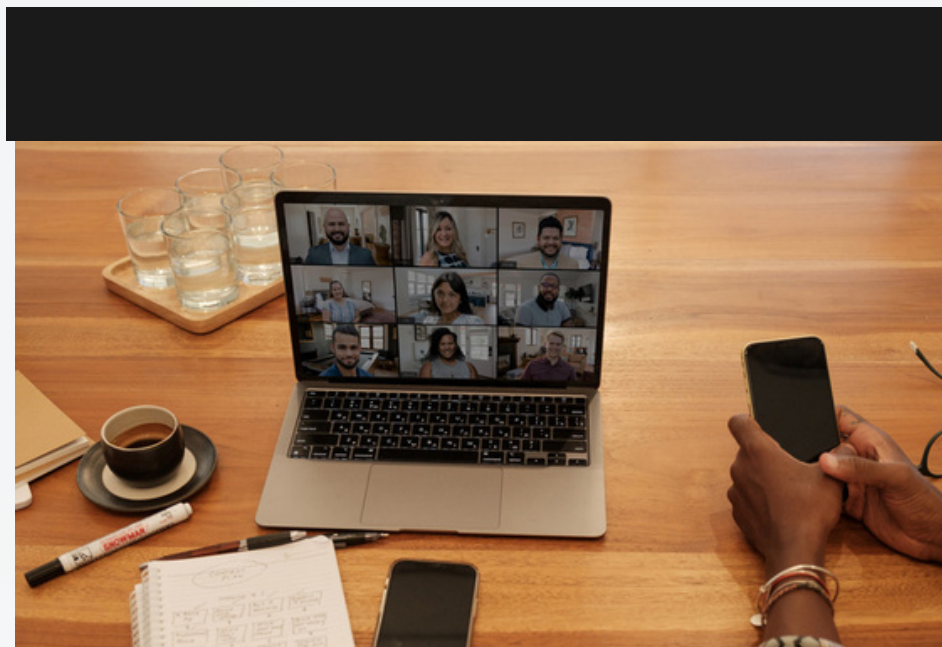
**SOCIAL MEDIA INFLUENCER**

**GEN Z**



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# PROPOSED SOLUTION



- Closet Genie is a revolutionary product category that seamlessly integrates technology, design, and sustainability to optimize closet spaces, minimize clutter, and maximize wardrobe utility.

- Unlike traditional closet solutions, our product offers personalized and sustainable closet experiences, transforming the way individuals interact with their wardrobe spaces and enriching lives through innovative design and functionality.

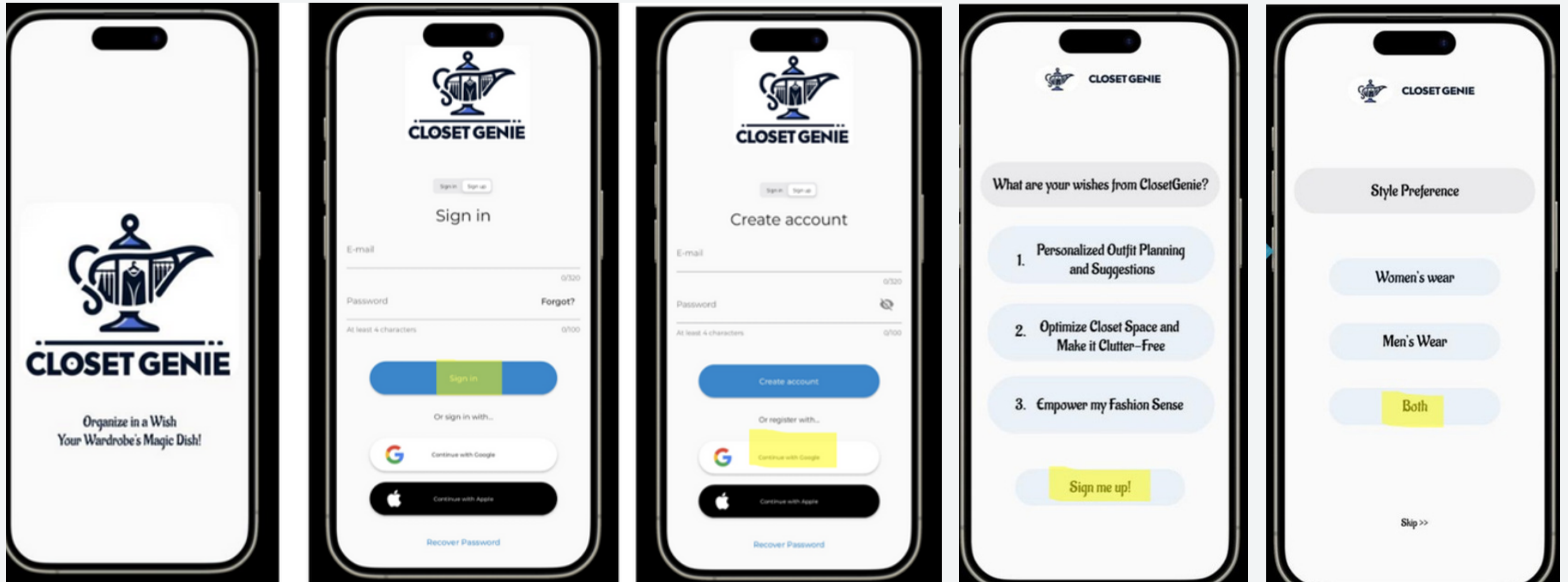
## *Vision*



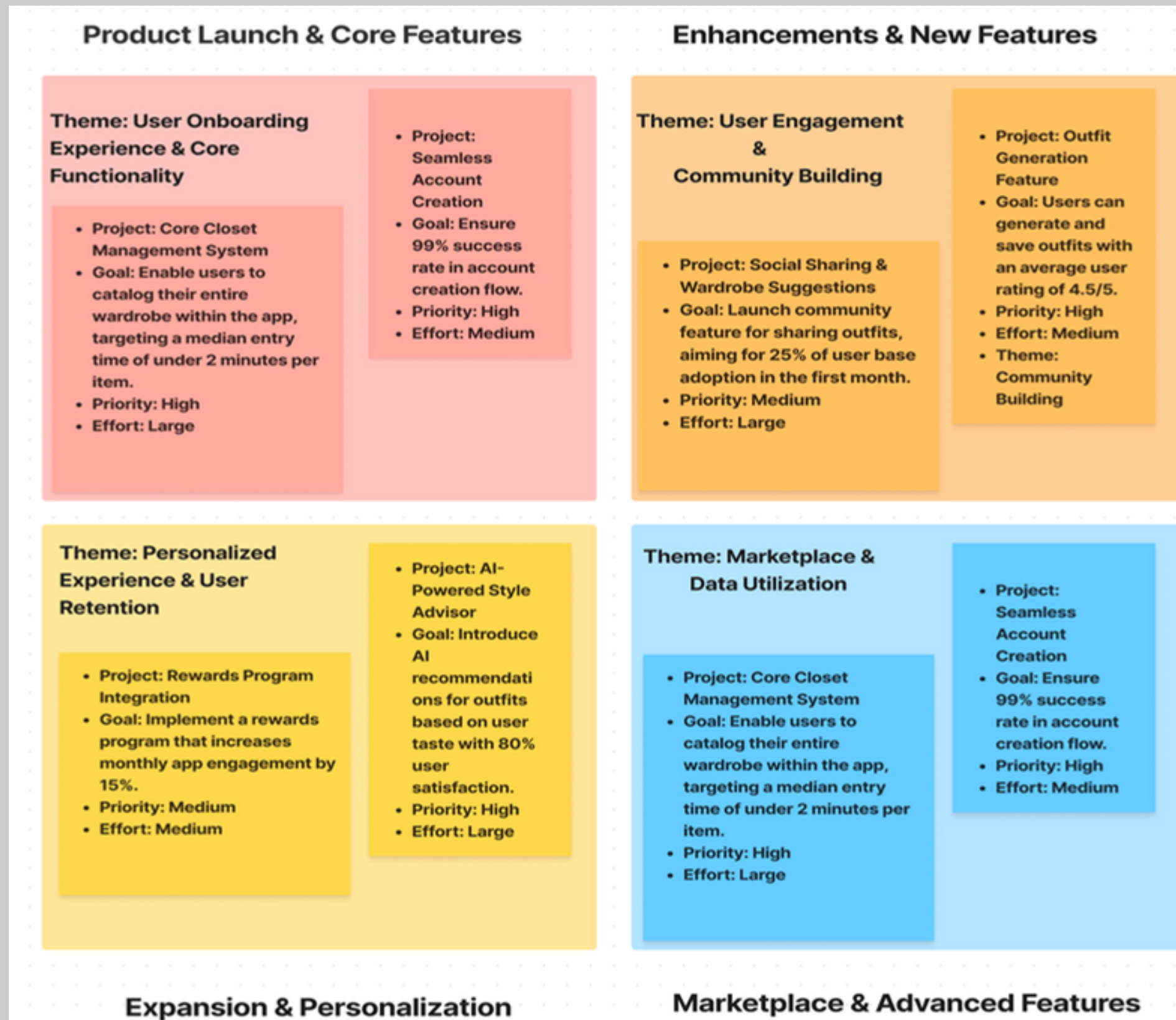
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# Visual Story Board





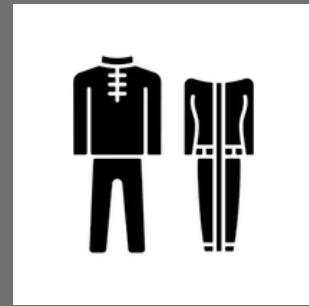
# Product Roadmap



# PRODUCT FEATURES



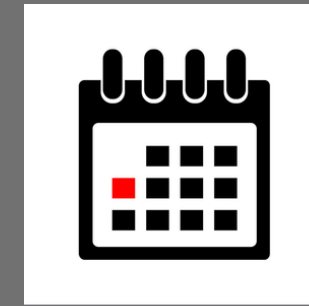
CLOSET



LOOKS



INSPO



CALENDAR



TRIAL ROOM



EVENT



SOCIAL  
SHARING



SHOP



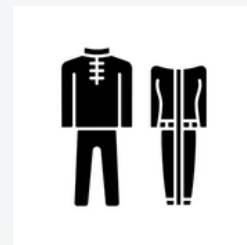
VLOGS

# MVP FEATURES



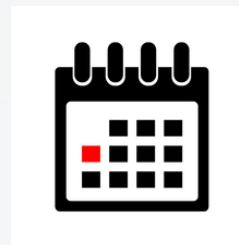
## CLOSET

Essential for users to manage their wardrobe items.



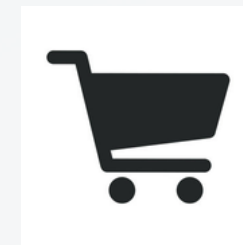
## LOOKS

Allows users to create and browse outfit combinations, which is a core feature for planning daily outfits.



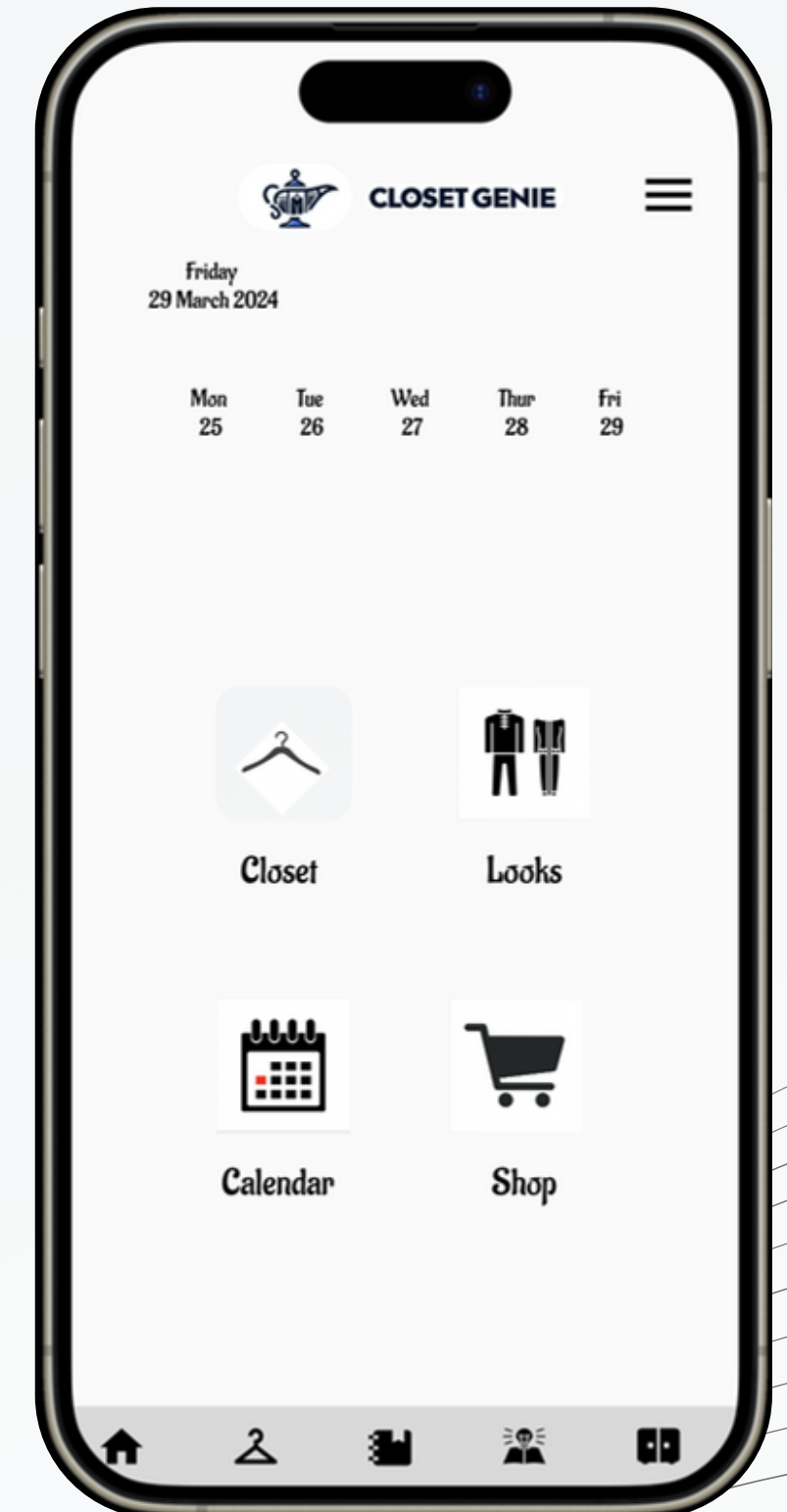
## CALENDAR

Necessary to plan outfits on a schedule.

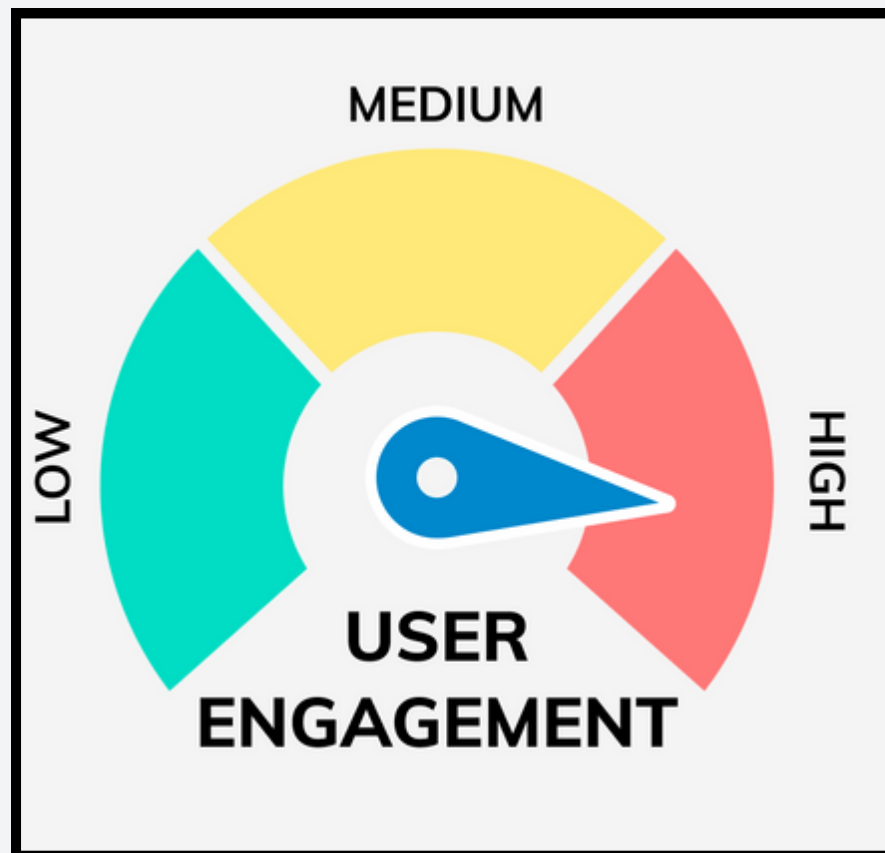


## SHOP

Enables purchasing new items, which is expected in a fashion-oriented app.



# Key Metrics



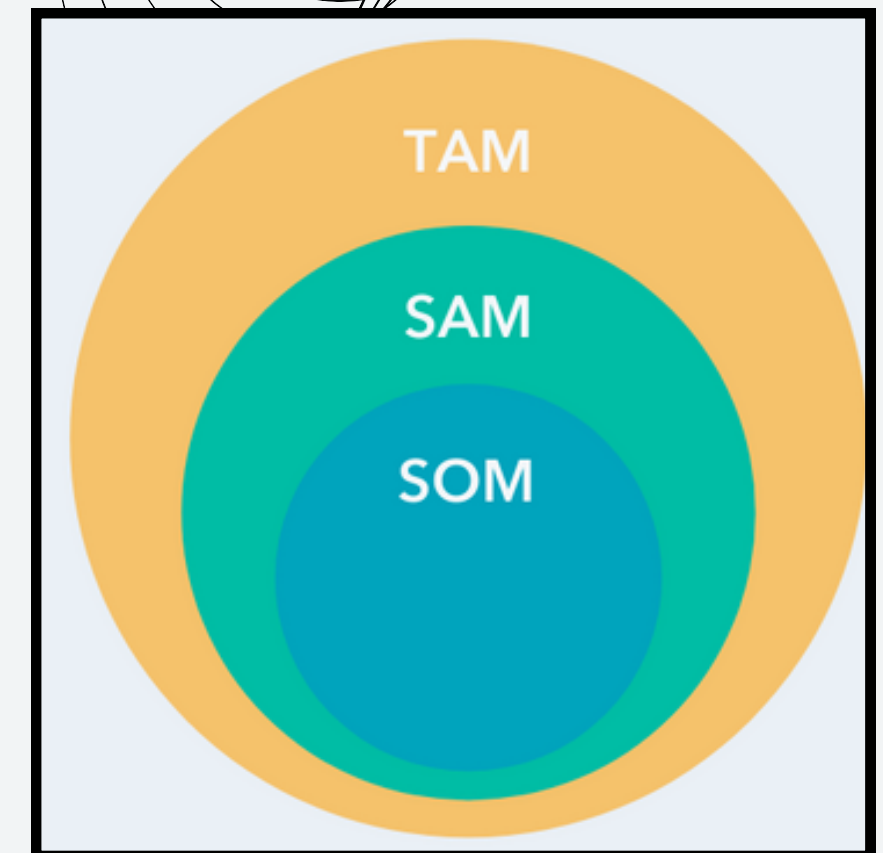
User Engagement



Financial Metrics



User Satisfaction



Market Penetration

# Projected Costs

## Development Team and Timeline

6 months development period.  
Team: 2 full-time software engineers, 1 intern.

## Salary Costs

Total: \$140,000  
Software Engineers: \$120,000  
Intern: \$20,000

## Operating Expenses

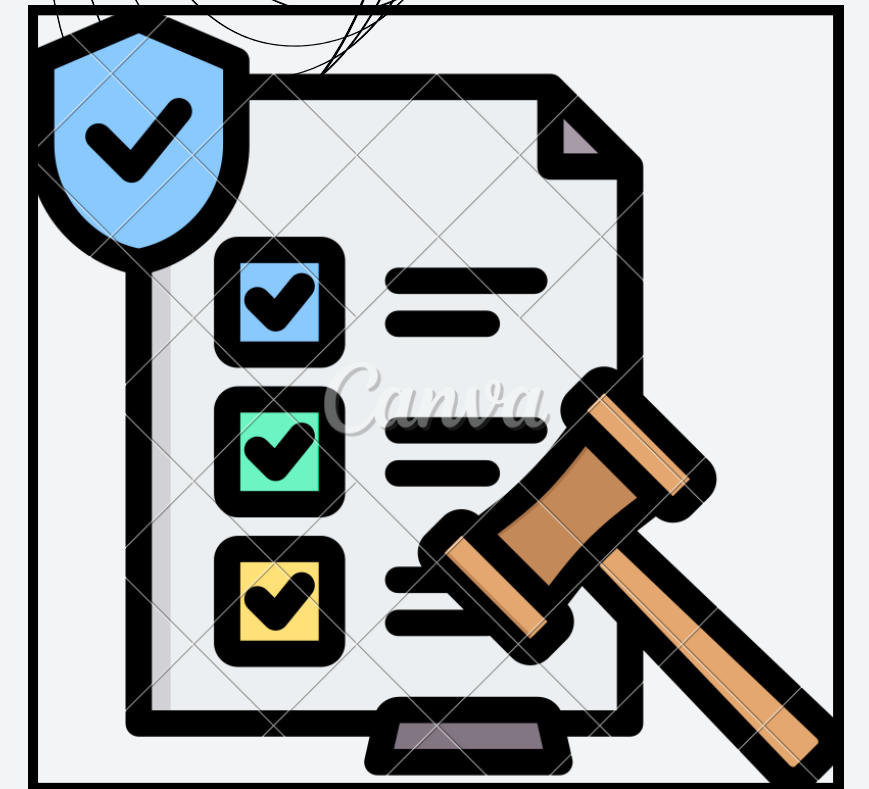
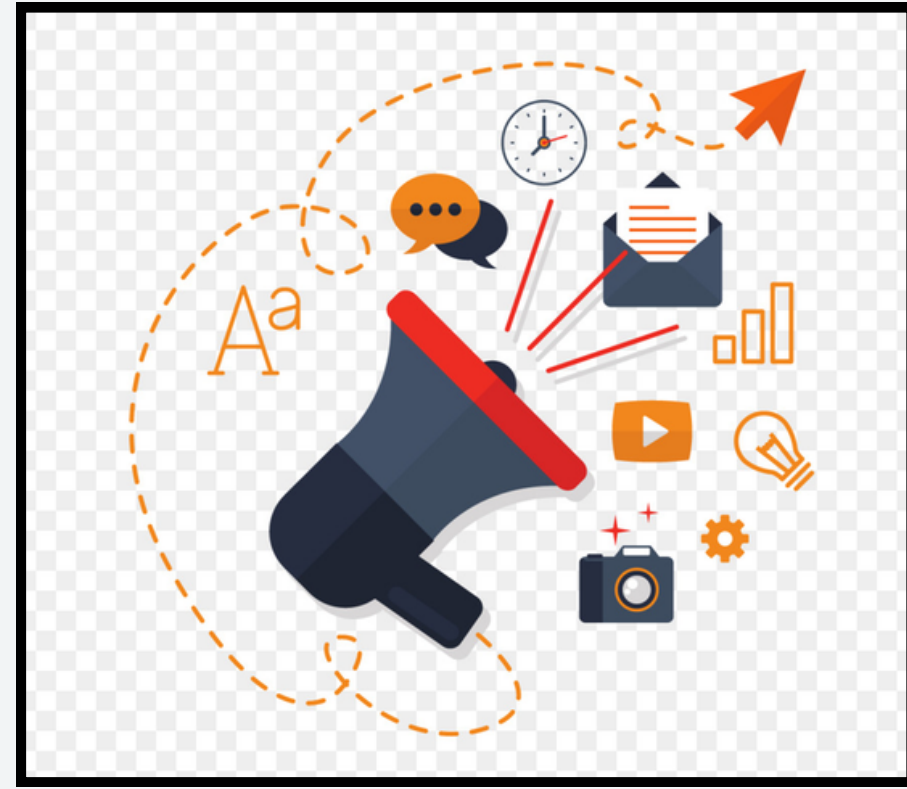
Hosting Services: Amazon Web Services (AWS), approximately \$500 monthly post-launch.  
Software Licenses and Tools: Estimated \$1,000 to \$2,000.

**Miscellaneous Expenses:** Approximately \$500 per month.



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# Operational Needs



Product Development   Marketing Strategy   Financial Management   Legal & Compliance

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# Addressing Risks

## **Privacy Concerns**

Mitigate: Implement encryption and adhere to GDPR

## **Legal/Patent Risks**

Mitigate: Conduct patent searches and secure IP rights

## **Regulatory Compliance Risk**

Mitigate: Ensure ongoing adherence to legal standards

## **Market Adoption Risk**

Mitigate: Analyze market trends and gather user feedback

## **Technical Feasibility Risk**

Mitigate: Perform thorough technical assessments



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# OUR TEAM



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