

The logo features the text "Stylist Up" in a white, stylized font on a black speech bubble background. The speech bubble has a red border and a lime green shadow. The word "Stylist" is on the top line and "Up" is on the bottom line, both slanted to the right. The "U" in "Up" is a large, rounded letter.

Stylist  
Up



Stylist UP

# THE PROBLEM



## STYLE ISSUES

Many woman are clueless about style and need advise.



## REASSURANCE ISSUES

Many woman need the reassurance of others before purchasing or selecting an outfit.



## INDECISIVENESS ISSUES

Many woman are indecisive due to not knowing what looks good on them and needing other feedback.



## THE SOLUTION

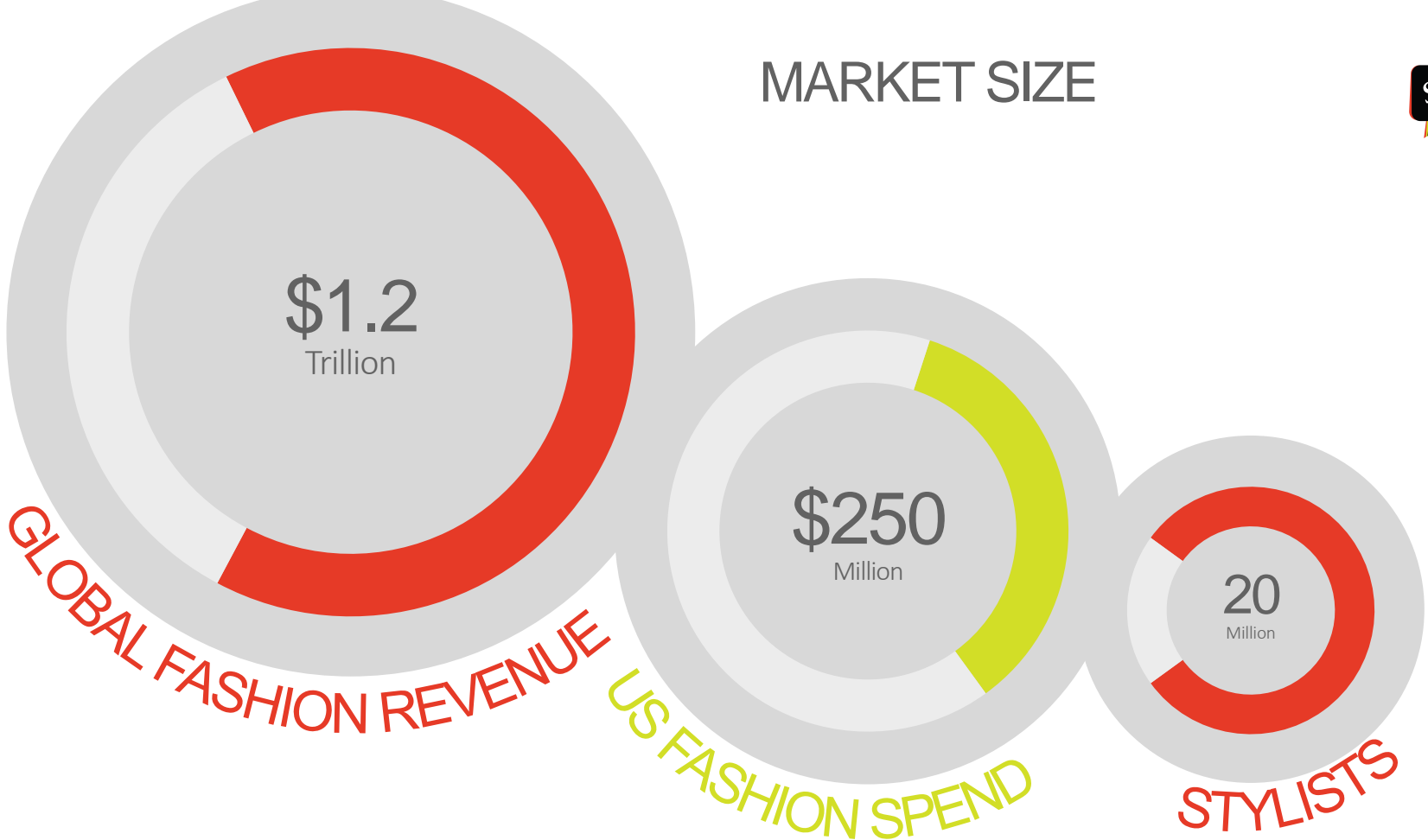
We will create an application that gives fashion advice back to the user either with friends or a professional opinion from a professional stylist.



# 150 Million

Active monthly female instagram users

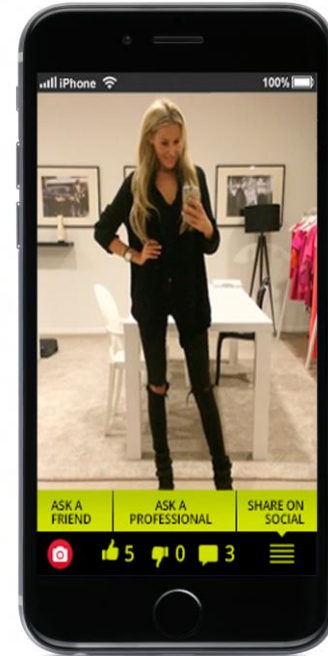
# MARKET SIZE



Whether women are shopping, getting ready for the day or an event, women will always ask either a friend or family for advise.

Moreover some women simply just don't know how to dress to impress. What suits their body shape, what is right for the occasion, what to purchase and how to match their outfits . What's in fashion and what's the latest trend. Time and money are spent and wasted.

With StylistUp we will create a platform to allow users to share and get feedback from friends or professional stylists on their outfits.





## CREATE PROFILE

Simple and easy connect via facebook





# CONCEPT



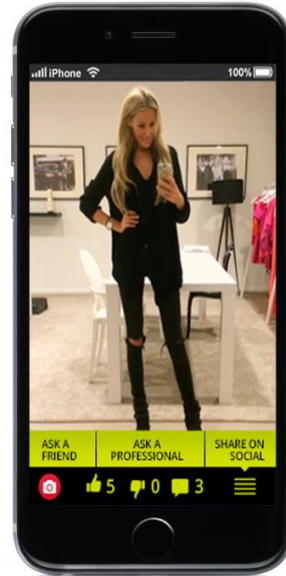
Wondering which handbag to match with your outfit and skin tone? Post and ask!



# CONCEPT



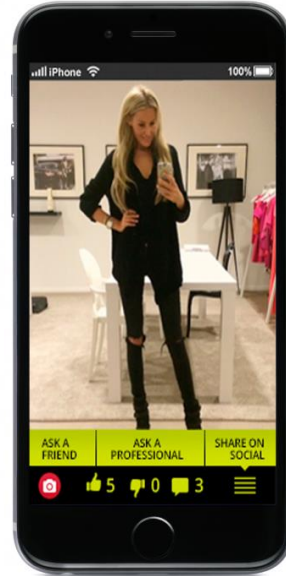
Getting ready to go to an event, to work, a business meeting or wedding? Post and ask!



# APP DEMO



An app to allow users to get feedback from friends and professional stylists.



# ADVANTAGES



## SELF AWARENESS

Women will feel comfortable to post pictures in a female fashion and professional stylist community/network.

## SAVE TIME & MONEY

Dramatically reduces time and money that women spend on getting ready and shopping items.

## FASHION NETWORK

Members will become part of a fashion centric network & receive feedback from friends or request advise from professional stylists.

## UNITE STYLISTS

Unites online fashion bloggers stylist allowing them to generate an income.

# STYLIST APPROVAL PROCESS



STEP ONE

Stylist takes a multi choice questionnaire test.

STEP TWO

We approve stylist based on their answers to the test.

STEP THREE

Once approved provided a stylist admin to advise members

# BUSINESS MODEL



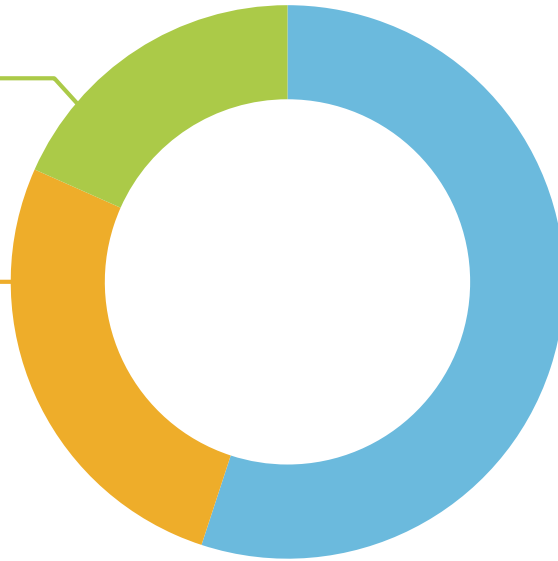
# FUNDING REQUIRED



**\$400 Thousand**  
Build Product

**\$1 Million**  
Marketing Product

**\$250 Thousand**  
Human Resources





Stylist  
UP



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Stylist  
Up