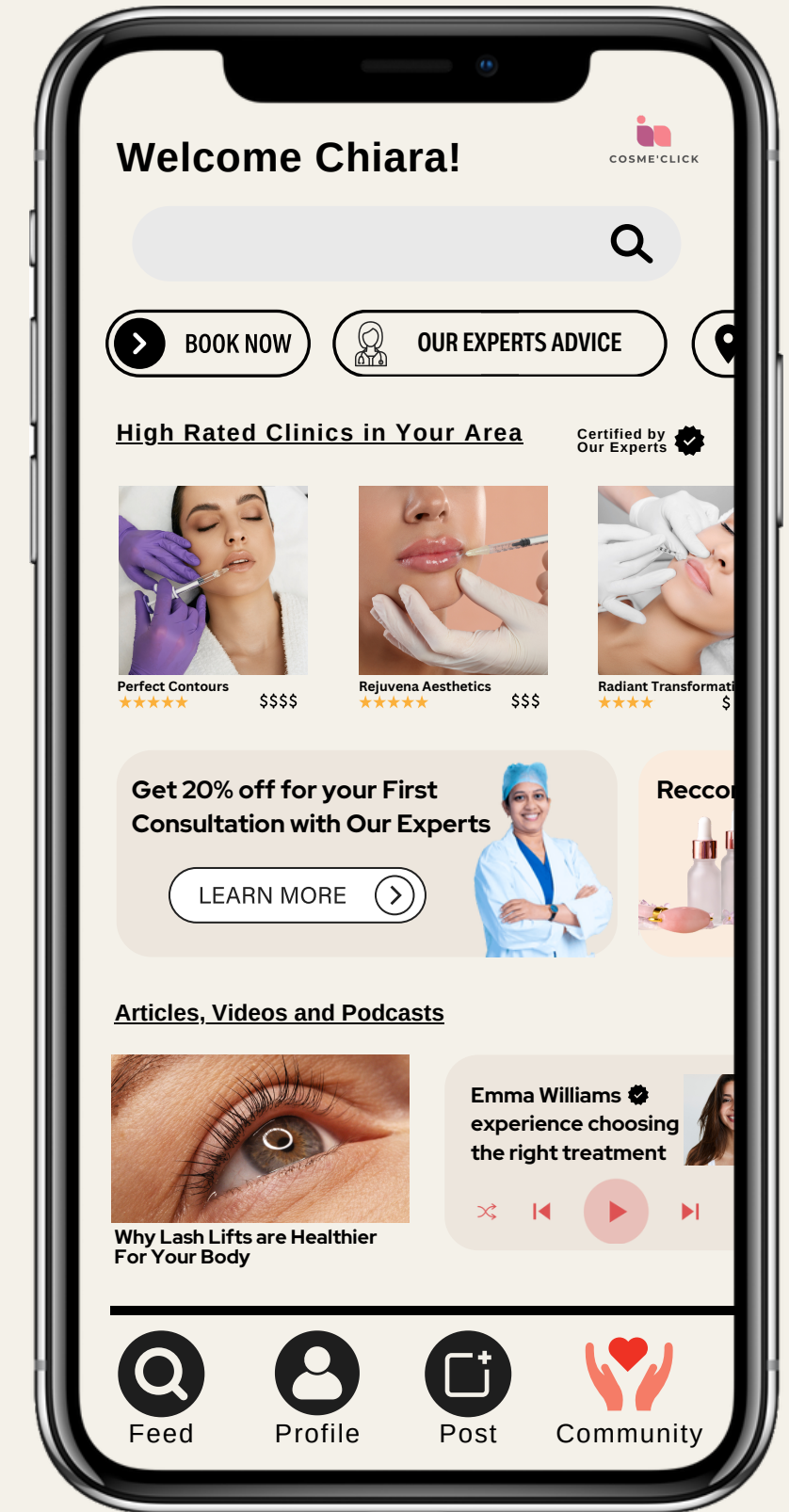




Cosme'Click



"Enhance Your Beauty Journey, Safety & Effortlessly Guided"



Presented by
Chiara Halim, Fiorina Siamir & Mysha Kothari

Customer Problem

- 1 Safety Concerns
- 2 Limited Selection Resources
- 3 Stigma and Lack of Safe Space
- 4 Lack of Guidance



VS.



The only difference between these pictures is a **misguided decision**. We help **you** make the **right one**.

The Solution

An all-in-one app that enhances your choices and empowers your journey!



- 1 Trusted Professionals
- 2 Comprehensive list of treatment centres
- 3 Fraud Protection
- 4 24/7 Live Support by certified professionals
- 5 Community Chat Forum
- 6 Advanced Filtering & AI Assistance

Target Segmentation

Geographical



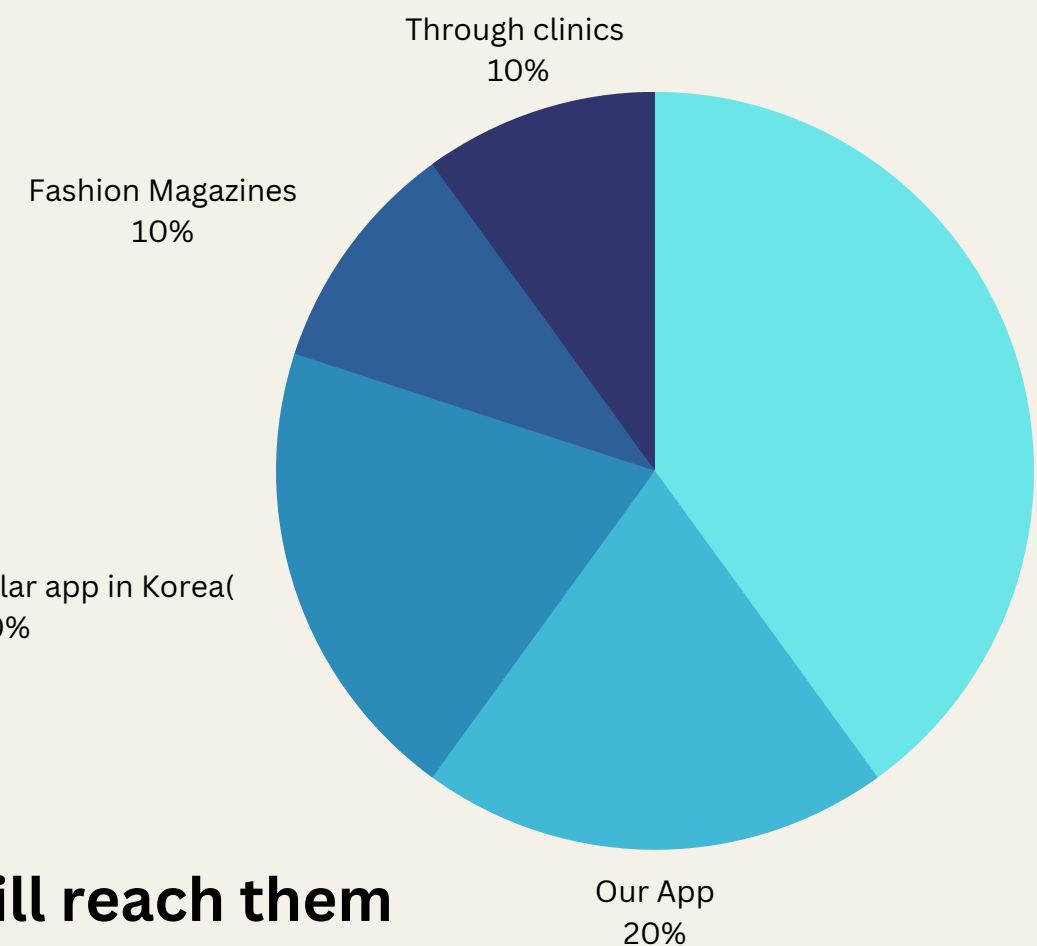
Needs access to information in depth

Requires simple interface

Behavioral

Likes under-the-line offers

Wants good customer service with 1:1 support



Ha-Yoon
Aged between 35-55

How we will reach them

Target Customer



Name: Chiara

Gender: Female

High Income, 52 Years Old

Geographical Location: Seoul, South Korea

Needs and wants:

- Safe Facial Procedures
- Quality and Delicate Treatment
- Aging Concerns and Youthful Desires
- Confusion and Available Options
- Fear of Wrong Choices and Invasive Procedures

Motivation and Drivers:

- Self-Confidence and Positive Body Image
- Youthful Appearance and Energy Preservation
- Enhanced Social Interactions and Acceptance
- Image Control and Embracing Individuality

Fears and Challenges:

- Fear of Complications and Risks
- Choosing the Right Procedure and Provider
- Desire for Natural and Desired Results
- Understanding Options and Informed Decision Making



Target Customer



Name: Ashley

Gender: Female

Middle-High Income, 25 Years Old

Geographical Location: Seoul, South Korea

Needs and wants:

- Affordable Plastic Surgery within Budget
- Desire for Social Media-Worthy Results
- Confusion and Consideration of Cheaper Alternatives Abroad
- Safety Concerns and Adherence to Medical Guidelines

Motivation and Drivers:

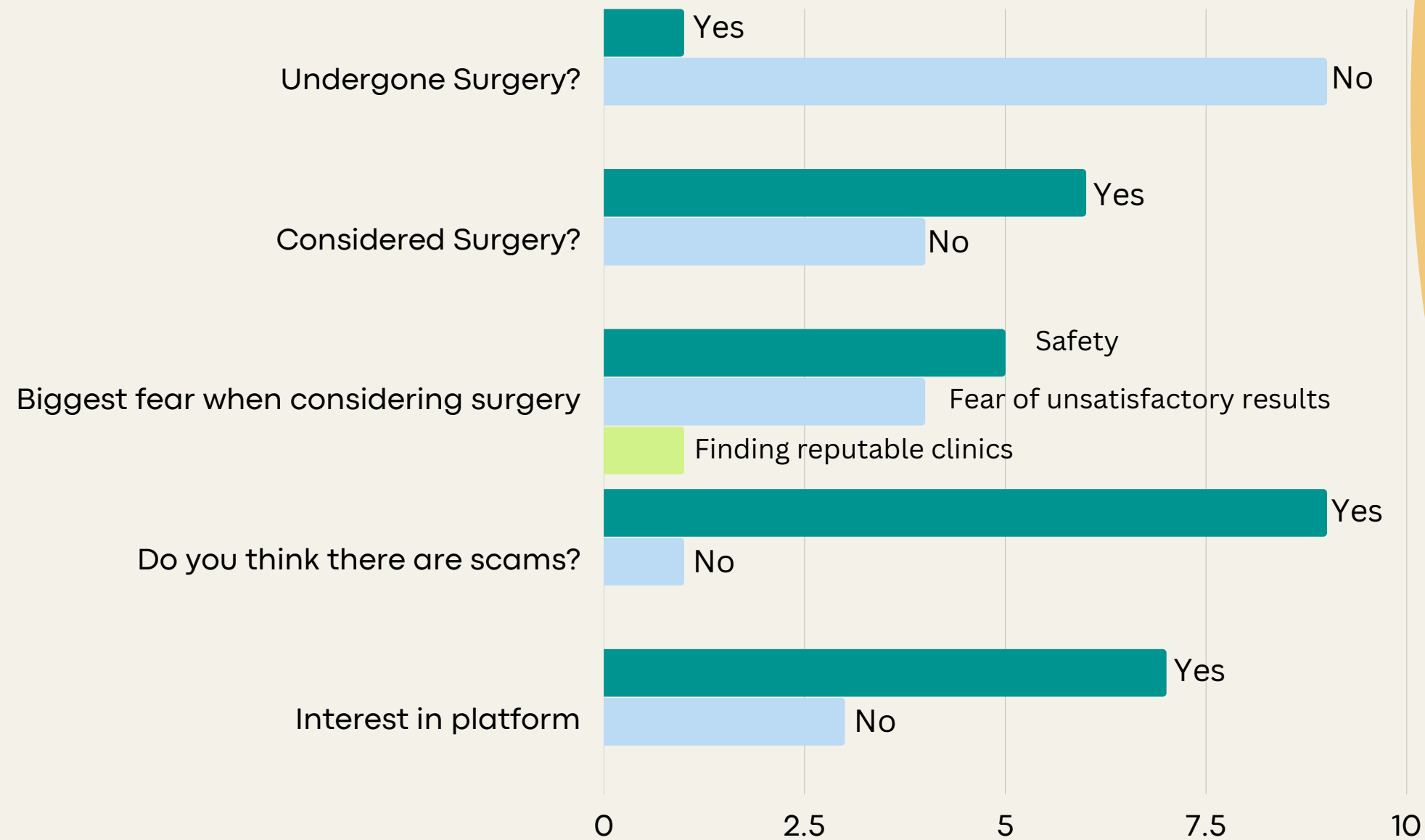
- Feature Enhancement
- Self-Confidence Boost
- Emphasis on Healthy Lifestyle and Wellbeing
- Consideration of Friends' Opinion and Active Social Media Presence

Fears and Challenges:

- Fear of High Injury/Failure Rates
- Concerns about Scams and Unqualified Personnel
- Worries about Budget and Surgery Costs
- Apprehension about Recuperation and Flashbacks



Survey Results



Of the respondents:

- Lack of Safety (50%)
- Unsatisfactory Results (40%)
- Difficulty in Finding the Right Doctor/Clinic (10%)
- Need for Comprehensive List of Safe Places (80%)
- Interest in Community Platform for Sharing Experiences (80%)

Key Consumer Benefits

Free features:

- List of treatment centres with price lists, equipment, doctors/surgeons, and **verified client reviews**
- Book treatments through the app
- Community forum
- Rewards system
- Book virtual consultations
- **Reliable and certified centres & users**

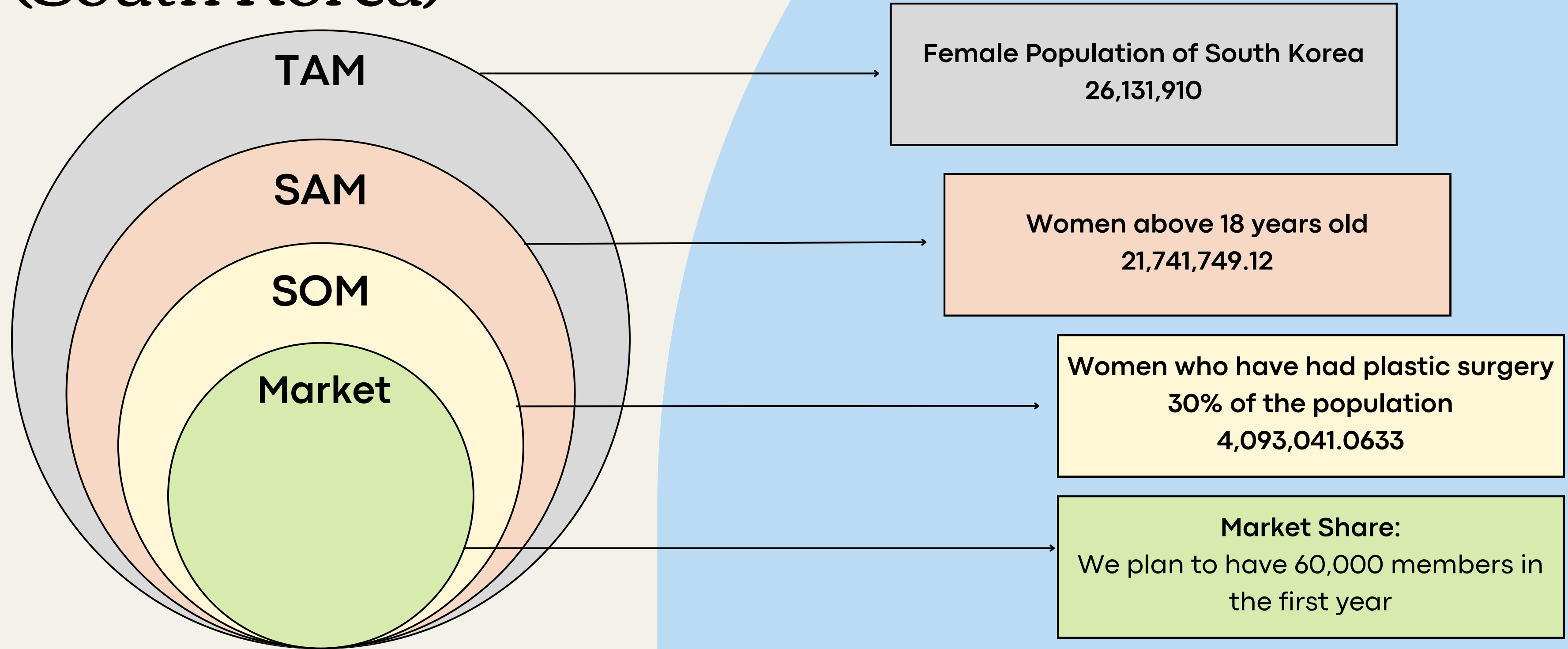
Premium* features:

- All features included in the free plan
- 24/7 live support with licensed professionals for the duration of their treatment and post-recovery
- AI chatbots for FAQs, appointments, and guidance
- **3D procedure simulations** using client photos
- **Post-surgery recovery toolkit**




A premium subscription is available to users for \$15 monthly or \$160 yearly

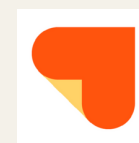


Market Sizing (South Korea)






Competitive Analysis

	"Gangnam Unni"	"RealSelf"	"Estheticon"	"Cosme'Click"
 Value Proposition	Provide users with clarity and transparency	Has many certified doctors on board.	Gives overview and educational resources about cosmetic surgeries	Verified doctors, 24 hour consultancy service, personalized
 Customer Segment	Women in their 20s	Young people globally	Individuals seeking cosmetic procedures and treatments, including both surgical and non-surgical options.	Women in South Korea aged 30-55 looking to get procedures and treatments done.
 Product Offerings	<ol style="list-style-type: none"> 1. Compare clinics and their prices 2. Detailed equipment information for each clinic 3. Monthly special pricing events 4. Swelling management package for surgery recipients who leave a review 5. Ongoing user chats with doctors (24h response time) 6. Points rewarded for signing up and writing reviews 	<ol style="list-style-type: none"> 1. Authentic treatment research and specialist connection 2. Beauty news tab and Q&A feature 3. Detailed information on surgeries with pictures and reviews 	<ol style="list-style-type: none"> 1. Online cosmetic procedures listing platform 2. Find plastic surgeons and clinics by location or procedure 3. Comprehensive information including patient reviews, prices, surgeons, before & after pictures, surgery videos, patient stories, and more 	<ol style="list-style-type: none"> 1. Treatment center listings with prices, equipment, doctors/surgeons, and client reviews 2. Book treatments 3. 24/7 live support 4. AI chatbots for FAQs and appointments 5. Client forum 6. Rewards system 7. Free virtual consultations 8. 3D procedure simulations 9. Post-surgery recovery toolkit



Competitive Advantage

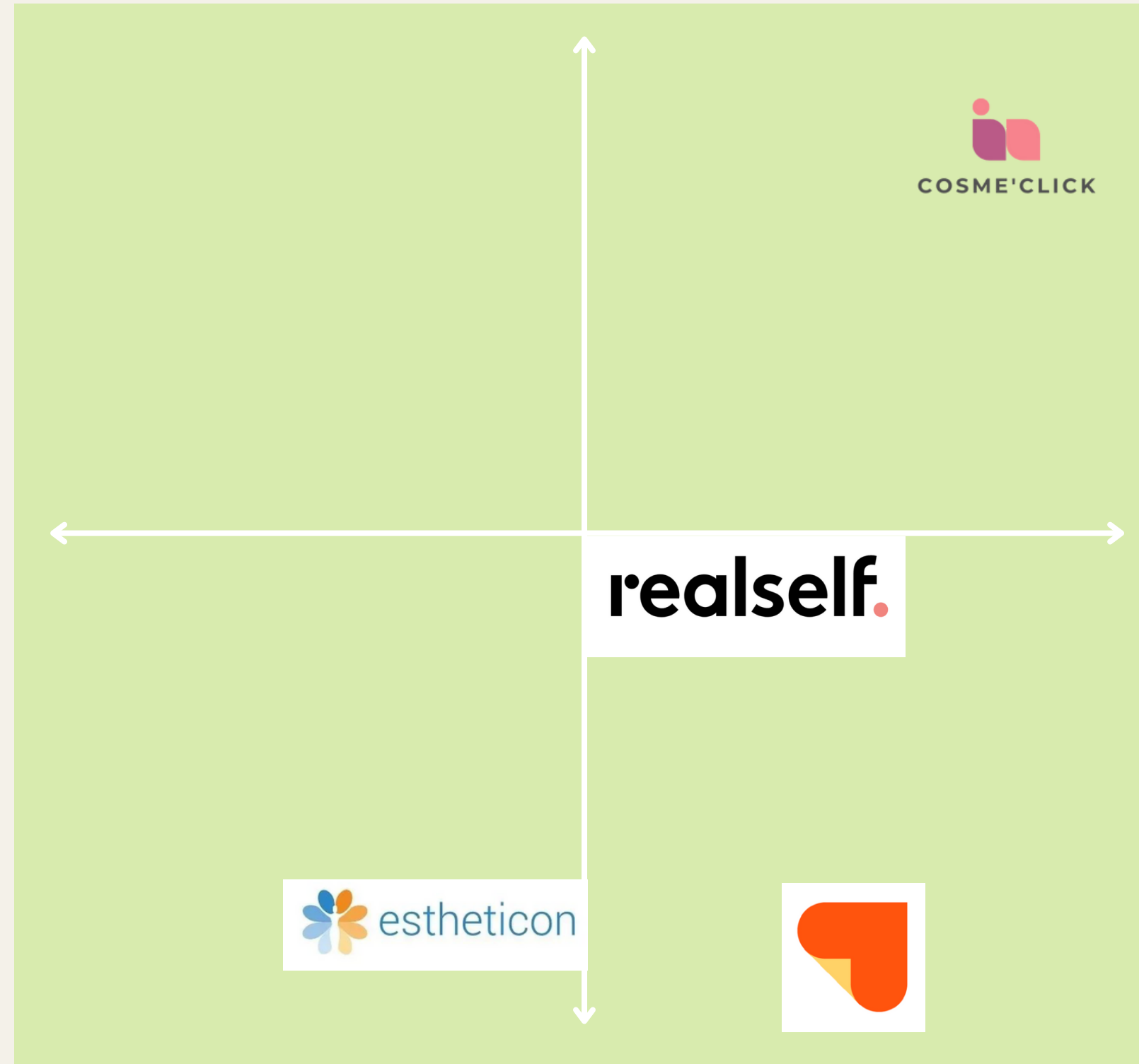
<p>Competitor</p>	 <p>Gangnam Uni</p>		
<p>Similarities</p>	<ol style="list-style-type: none"> 1. Allows users to view ratings, reviews, and costs of surgeries. 2. Points/reward system 3. Free to download 	<ol style="list-style-type: none"> 1. Allows users to view ratings, reviews, and costs of surgeries. 	<ol style="list-style-type: none"> 1. Allows users to view ratings, reviews, and costs of surgeries. 2. Client forums
<p>Differences</p>	<ol style="list-style-type: none"> 1. No 24/7 live support 2. Swelling management package for surgery recipients when leaving a review 3. No 3D procedure simulations 4. No AI chatbot 5. No virtual consultations 	<ol style="list-style-type: none"> 1. No medication products offered 2. No 24/7 doctor consultation 3. No 3D procedure simulations 4. No AI chatbot 5. No virtual consultations 6. Limited to 6 cities in the US for doctors and surgeries 	<ol style="list-style-type: none"> 1. Does not have 24/7 live support with licensed professionals 2. Does not have 3D procedure simulations 3. No AI chatbot 4. No virtual consultations

Position map

24 hour consultancy

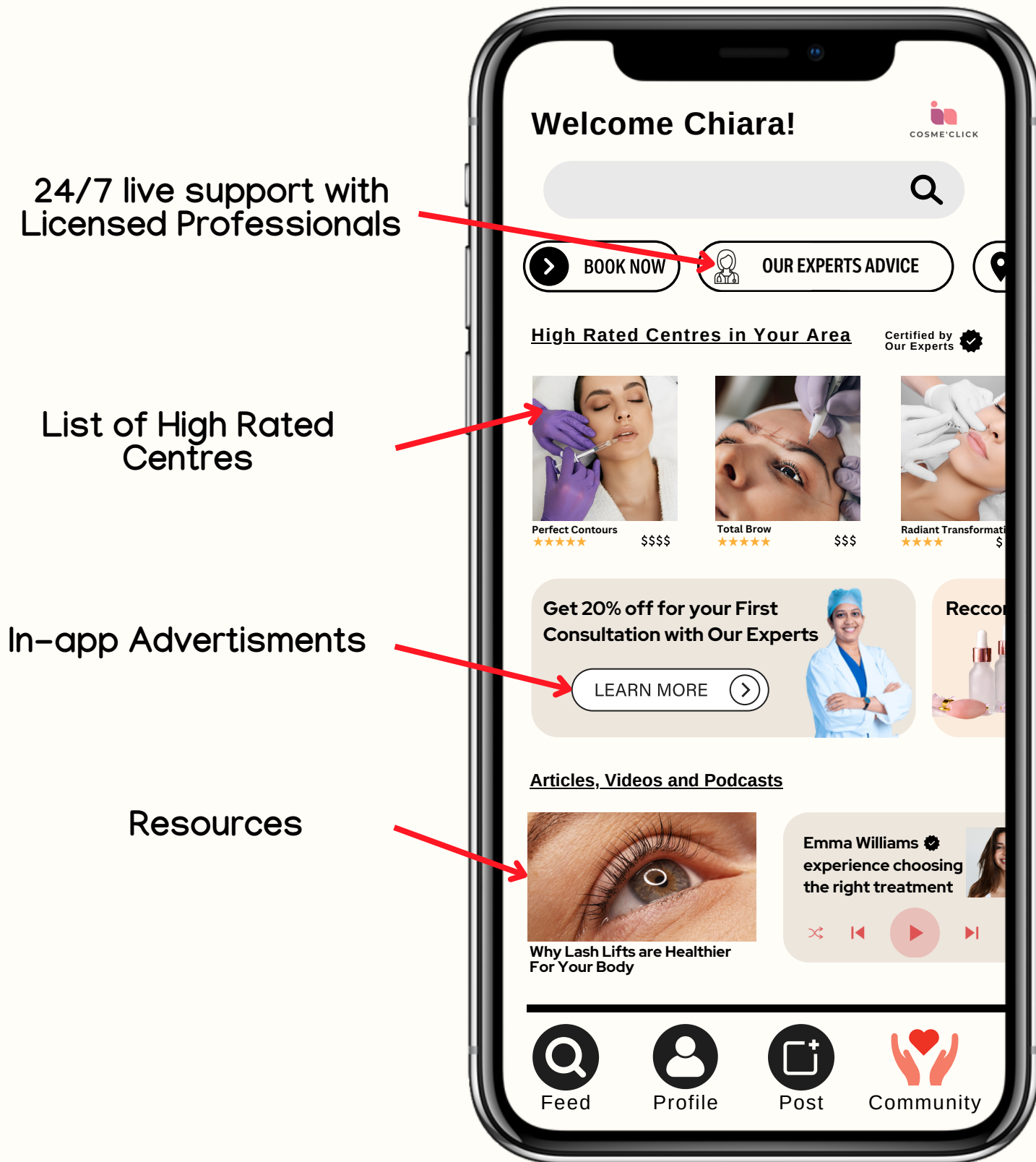
Limited features

Personalised Customer Experience & Features



No interaction platform

Minimum Viable Product (MVP)

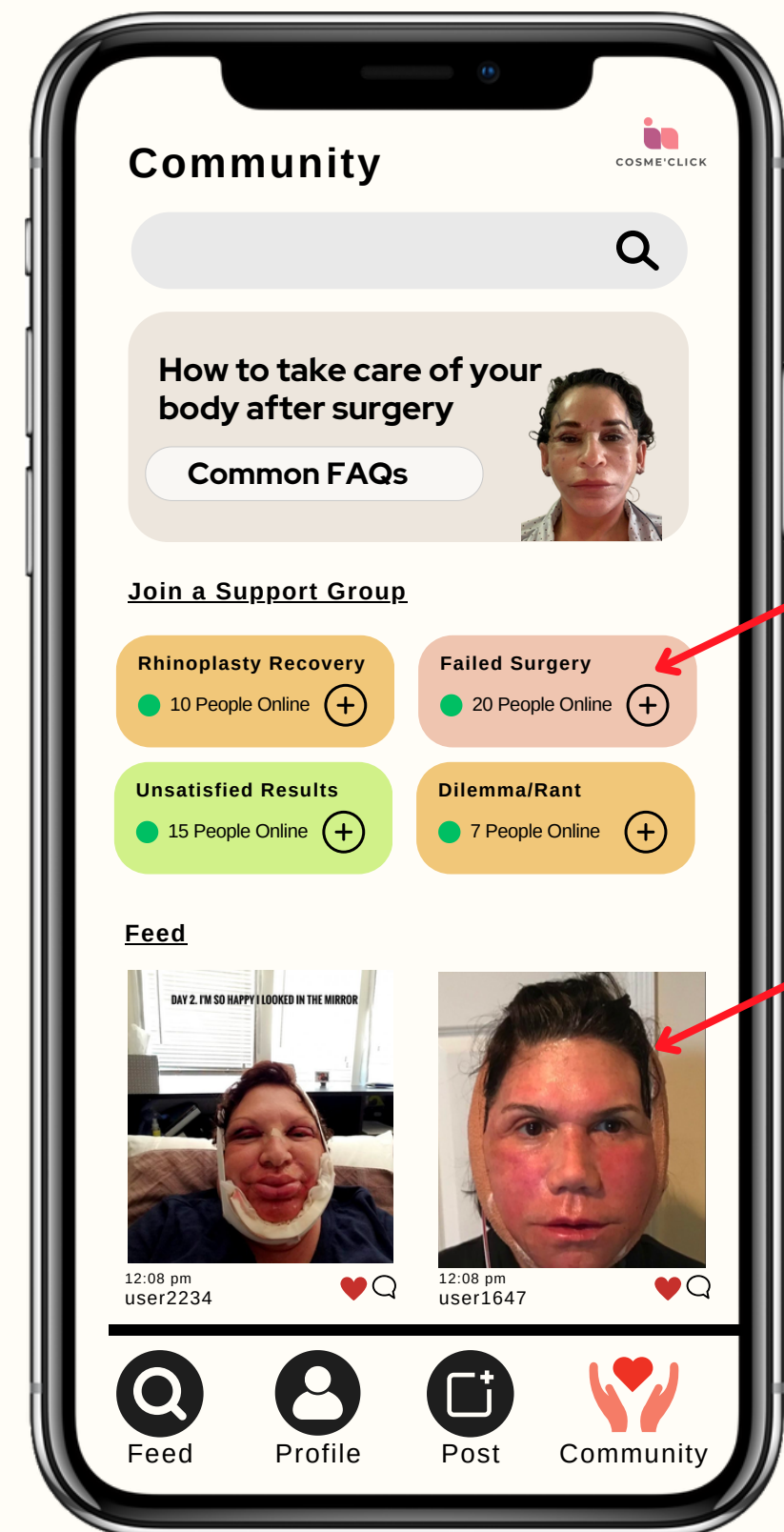


24/7 live support with Licensed Professionals

List of High Rated Centres

In-app Advertisements

Resources



Support Group Chats

Post Feature

Minimum Viable Product (MVP)

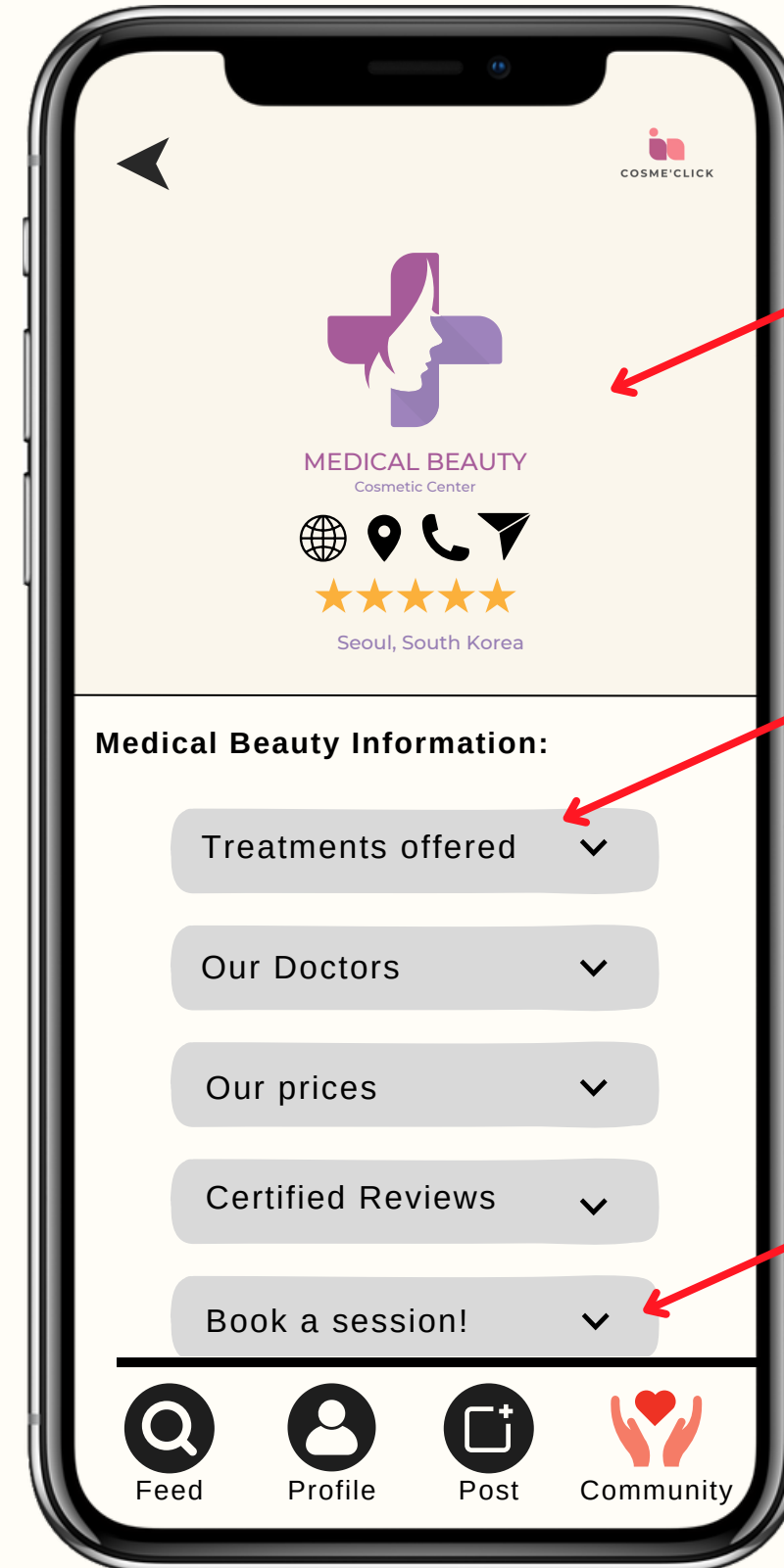
Personal Reminders



Business Profile

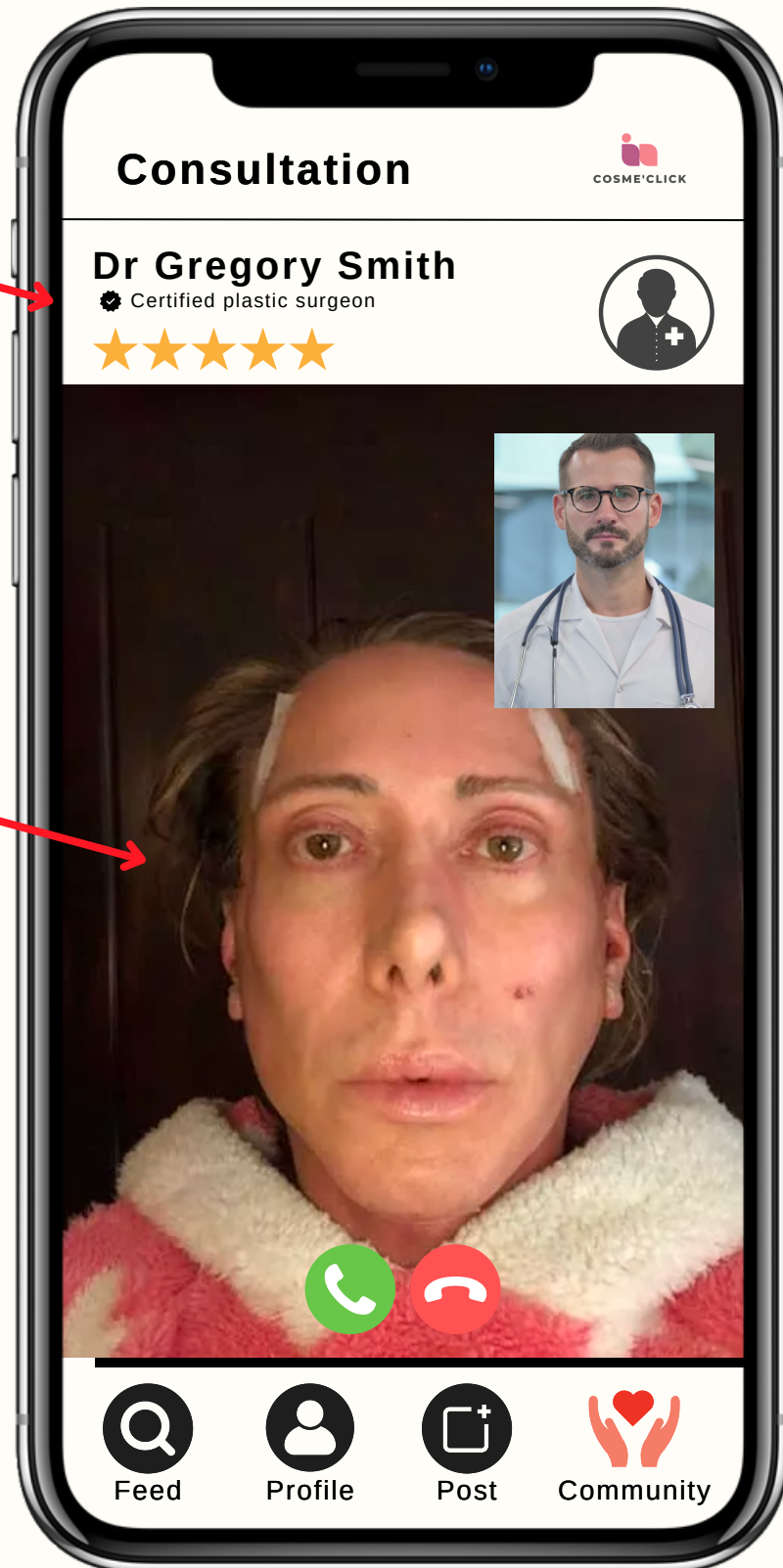
Also includes 3D Simulations of Procedures

Bookings



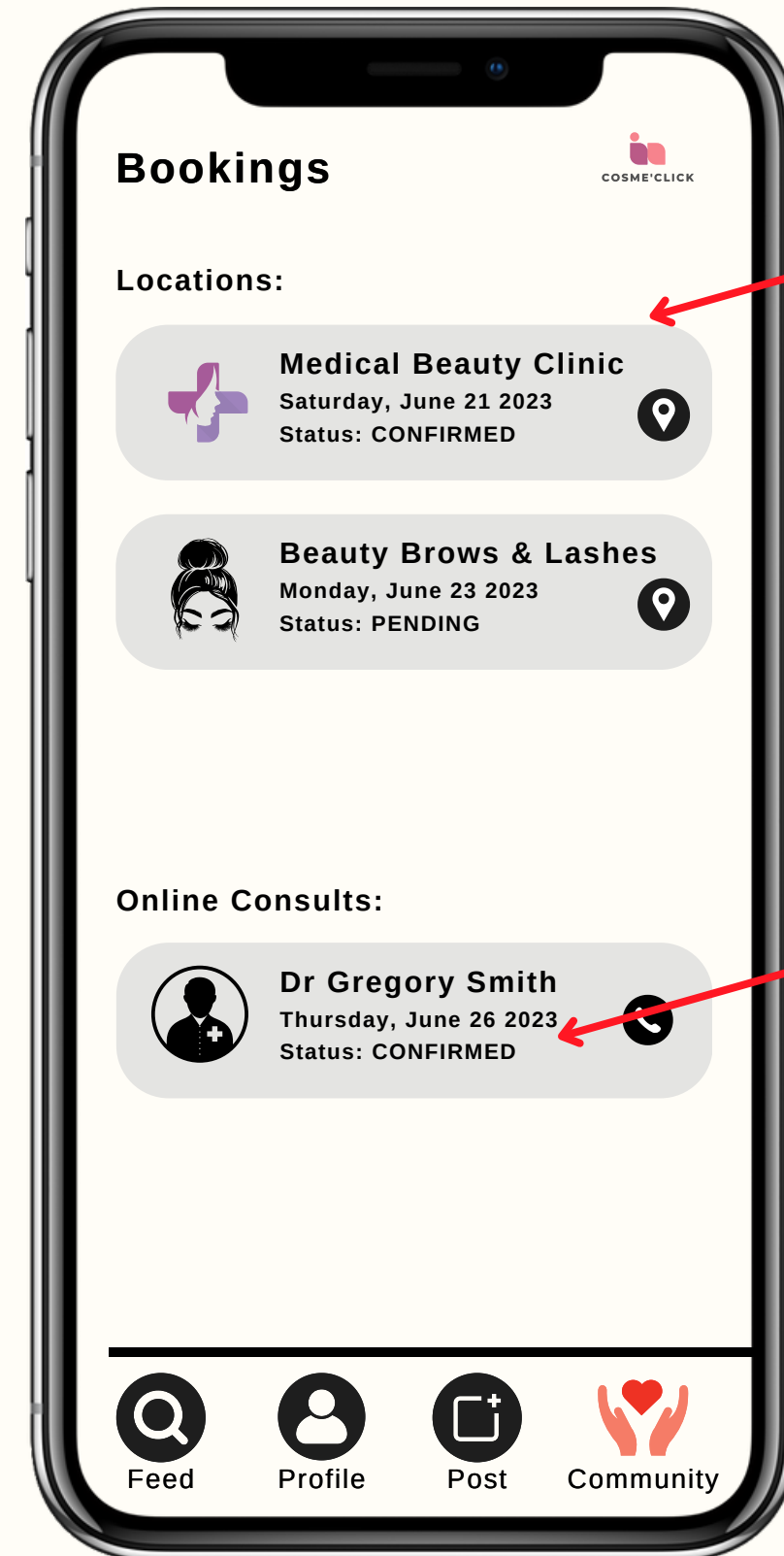
Minimum Viable Product (MVP)

Profile of Certified Professionals + Rating



Online Consultation

Bookings



Lists of All Client's Bookings

Status and Time

Marketing Mix

Product

- All-in-one app for plastic surgery and cosmetic treatments
- Targeting ages 25-55

Price

- Free model
- Clients: Premium plan for \$15 (per month) or \$160 (per year)
- Partnerships with cosmetic & plastic surgery centers: Premium package for \$300 or basic for \$150

Place

- D2C and B2B Format
- Direct Consumer-Provider Connection
- Business Showcase Opportunities
- App Availability: App Store, Google Play, Instagram, Facebook, TikTok, LinkedIn

Promotion

- Ads
 - Social media
 - Beauty-related magazines
- Sales literature/flyers in treatment centres
- Loyalty program
- Semestral events with influencers and spokespersons
- Participation at external events



Financial Highlights

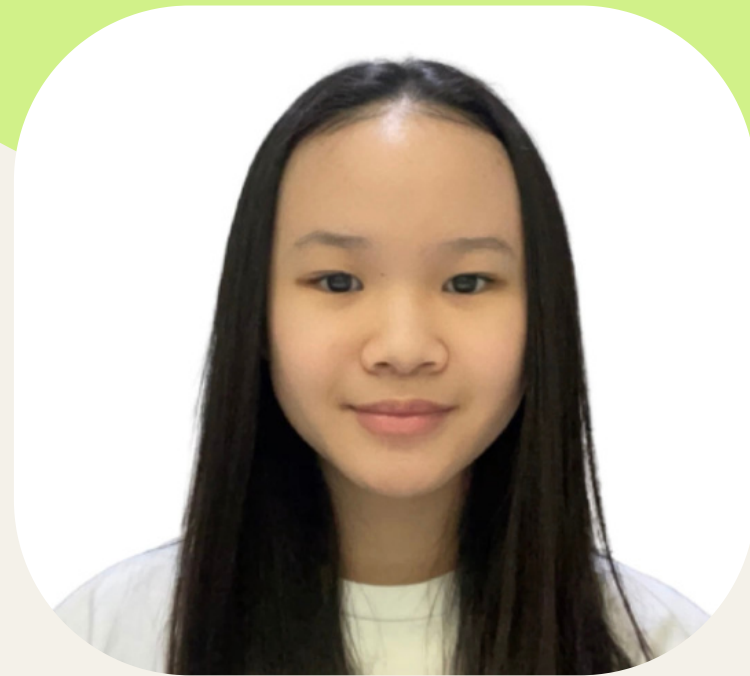
	YEAR 1 FINANCIAL SUMMARY													
	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	
UNITS SOLD														
Number of Units/Subscriptions Sold	2,000	2,000	3,000	3,500	3,500	4,000	4,500	5,500	6,000	7,500	8,500	10,000	60,000	
Selling price per Unit (\$99 per year for Premium)	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66	\$ 66
TOTAL OF UNITS X SELLING PRICE	\$ 132,000	\$ 132,000	\$ 198,000	\$ 231,000	\$ 231,000	\$ 264,000	\$ 297,000	\$ 363,000	\$ 396,000	\$ 495,000	\$ 561,000	\$ 660,000	\$ 3,960,000	
Revenue From Approved Clinics on Site	30	50	100	150	175	200	250	220	200	200	220	250	2,045	
Selling price per Unit	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225
TOTAL OF UNITS X SELLING PRICE	\$ 6,750	\$ 11,250	\$ 22,500	\$ 33,750	\$ 39,375	\$ 45,000	\$ 56,250	\$ 49,500	\$ 45,000	\$ 45,000	\$ 49,500	\$ 56,250	\$ 460,125	
Total Sales	\$ 139,750	\$ 145,250	\$ 224,500	\$ 270,750	\$ 278,375	\$ 318,000	\$ 363,250	\$ 420,500	\$ 449,000	\$ 547,500	\$ 618,500	\$ 724,250	\$4,499,625	
START UP COST (THIS IS TAKEN FROM THE TOTAL LINE OF WORKSHEET 8A START UP COST)													\$180,500	% OF SALES
Total COGS	\$44,000	\$44,000	\$66,000	\$77,000	\$77,000	\$88,000	\$99,000	\$121,000	\$132,000	\$165,000	\$187,000	\$220,000	\$1,320,000	29.34%
Total R&D	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000	\$7,000	\$9,000	\$6,000	\$5,000	\$4,000	\$4,500	\$5,000	\$60,500	1.34%
Total Marketing	\$167,700	\$145,250	\$224,500	\$216,600	\$222,700	\$222,600	\$217,950	\$210,250	\$224,500	\$219,000	\$247,400	\$289,700	\$2,608,150	57.96%
Total Variable Cost	\$28,270	\$28,270	\$28,270	\$28,270	\$39,770	\$39,770	\$39,770	\$39,770	\$51,270	\$51,270	\$51,270	\$51,270	\$477,240	10.61%
Total Year 1 Cost	\$241,970	\$220,520	\$322,770	\$326,870	\$345,470	\$357,370	\$365,720	\$377,020	\$412,770	\$439,270	\$490,170	\$565,970	\$4,646,390	103.26%
Net Profit / Lost	(\$102,220)	(\$75,270)	(\$98,270)	(\$56,120)	(\$67,095)	(\$39,370)	(\$2,470)	\$43,480	\$36,230	\$108,230	\$128,330	\$158,280	(\$146,765)	
Net Profit / Lost Percent	-73%	-52%	-44%	-21%	-24%	-12%	-1%	10%	8%	20%	21%	22%	-3%	
									Amount to Money to Raise	\$500,000	Start up /Cash Burn Total		(\$327,265)	
									Cash Flow Positive Month	8				
									Sources of Pre-Revenue Raise					
									Source 1	Founders	Amount	\$100,000		
									Source 2	Friends/Family		\$100,000		
									Source 3	Angel Investors		\$300,000		
									Source 4	CrowdFunding		\$0		
										Total		\$500,000		

The Cosme'Click Team



Chiara Halim

Chief Operations Officer



Fiorina Siamir

Chief Finance Officer

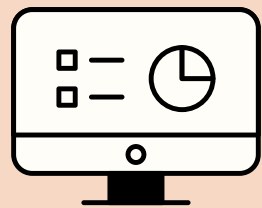


Mysha Kothari

Chief Marketing Officer

Our next steps..

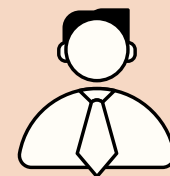
Form key relationships with investors, app developers and clinic partnerships



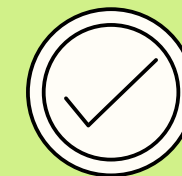
Develop the application and features, begin branding and marketing to draw consumers attention



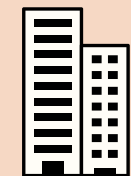
Launch trial phase of application with target segments and collaborators for improvements



Official launch of the app and gathering of consumer data for relevant insights



Manage B2B and B2C retention, use BTL and ATL marketing to continue promoting our brand



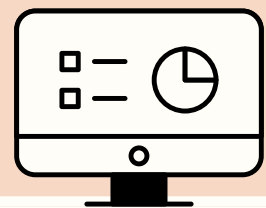
Prior to launch



Appendix

Steps after launching...

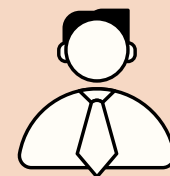
Improve our software and AI bot in order to secure a more personalized experience.



Gain a greater piece of Market Share, and expand globally



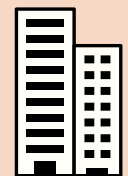
Get worldwide professionals and beauty experts on our platform



Gain a strong customer base and branding as a reliable and efficient app. Hook celebrities to the app



Create a strong and safe worldwide community



Business Model Development

Key partners

- Drug stores
- Cosmetic Centers and plastic surgery Centers
- Hospitals and clinics that perform cosmetic/surgical procedures
- Doctors and plastic surgery professionals
- At launch: influencers and spokespersons to gain exposure

Key activities

- Develop application and AI for consumer and clinics profile
- Partner with cosmetic centers

Key resources

- Software and Hardware of app
- Social Media to attract new users with creative content

Value propositions

- Help patients undergo safe cosmetic treatments avoiding scams whilst facilitating their experience, offer an all inclusive app where patients can find the ideal center and treatment, book their appointments, find advice, live community support and 24/7 help from medical experts.
- Personalized consumer experience with innovative AI.

Customer relationships

- Customer service feature on App
- Personalized profiles
- Participate at medical conventions and events

Channels

- Online - Direct (through app)
- Social Media
- Door to door sales
- Targeted ads
- App store, Google Play, iOS, Website

Customer segments

- Customer #1
- mid40s looking to get plastic surgery and cosmetic surgery
 - customers wanting high quality
- Customer #2
- people looking to get cheap plastic surgery
 - mid-income, wants safe procedures and avoid scams/failures
- Customer #3
- women wanting to get noninvasive treatments
 - all ranges of income, they prioritize safety
- Customer #4
- men interested in treatments/procedures but dont know where to start

Cost structure

- Marketing
- App Development and maintenance
- Salaries for fixed employees and IT experts
- Sales promotion
- Purchasing Data

Revenue streams

- Clinics, Pharmacies, Treatment Centres pay a monthly fee to appear on the app
 - Pay extra to increase visibility - e.g. specific machines, doctors, etc.
- Premium Subscription for users - if they want priority for bookings, no ads, personalised consulting on procedures, etc
- Customer data and selling to data banks
- Commission for every booking done through the app
- Adverts on our app

PESTEL Analysis



01

Political

- Government healthcare policies impacting plastic surgery centers.
- Patient safety regulations affecting plastic surgery operations.

02

Economic:

- Economic conditions and disposable income levels impacting demand for plastic surgery.
- Currency exchange rates affecting affordability of plastic surgery centers in different countries.

03

Social:

- Changing societal attitudes towards beauty driving demand for plastic surgery.
- Cultural norms and beauty perceptions influencing types of procedures in demand.
- Influence of social media on shaping beauty standards and generating interest in plastic surgery.

PESTEL Analysis



04

Technological:

- Advancements in medical technology and techniques impacting plastic surgery quality.
- Digital platforms enabling easy access to information and reviews about plastic surgery centers.

05

Environmental:

- Consideration of environmental sustainability practices in plastic surgery centers.
- Potential impact of environmental factors on patient recovery.

06

Legal:

- Compliance with medical regulations and licensing requirements for plastic surgery centers.
- Data protection and privacy regulations for handling user data.
- Variations in regulations and legal frameworks across countries and regions.

SWOT Analysis

Strengths

- Comprehensive database of plastic surgery centers, providing users with a wide range of options
- User-friendly interface and intuitive navigation, making it easy for users to search and browse through different centers
- Robust review system, allowing users to share their experiences and insights about specific plastic surgery centers
- Integration with other platforms or resources to provide additional information, such as surgeon qualifications, procedures offered, and before-and-after photos
- Personalized recommendations based on user preferences, location, and desired procedures

S

W

Weaknesses

- Plastic surgery is stigmatized
- Dependence on users to provide accurate and reliable reviews
- Navigating legal and ethical considerations regarding user-generated content and potentially harmful reviews

Opportunities

- Expansion to international markets
- Collaboration with trusted medical professionals or organizations to ensure the accuracy and credibility of the information provided
- Integration with other health and wellness platforms to offer a holistic approach to users' beauty and self-care needs
- Offering additional resources such as post-surgery recovery tips, virtual consultations, or financing options
- Potential partnerships with travel agencies or tourism platforms to provide combined travel and plastic surgery packages for medical tourists

O

T

Threats

- Legal and regulatory challenges related to medical reviews, privacy, and data protection
- Competitors entering the market or established review platforms expanding into the plastic surgery segment
- Negative experiences or lawsuits from dissatisfied users or plastic surgery centers
- Maintaining a balanced and unbiased platform amidst potential conflicts of interest or incentivized reviews
- Public perception and skepticism towards online reviews, especially in the sensitive context of medical procedures

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Thank you!