Fawri Beauty App

Modelo traducido (translated model with DeepL):

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1. Business Idea

WHAT IS MY BUSINESS ABOUT?

My business is an app designed primarily to help people find a guide on how to apply makeup based on their face shape, aiming to enhance their features as much as possible. We offer makeup looks that we believe would suit you, providing makeup tutorials created by trusted influencers you may already know, as well as detailed guides created by us. Above all, we focus on helping you enjoy makeup and learn to apply it on your own without assistance.
In addition to this, we also solve a common problem many of us face: finding the right products. With the help of our professional AI, you'll get personalized recommendations, including product links and real reviews.
We cater to teenagers, adults, and seniors who enjoy applying makeup and getting ready.

WHAT APPS INSPIRE ME?

My app is inspired by some features of the Yesstyle app, such as influencer partnerships and the idea of creating two social media accounts—one for influencers and another for the general app. I'm also generally inspired by facial-scanning apps.

That said, I've only drawn inspiration from them. The AI features, the inclusion of influencer tutorials, coupons, product links, collaborations, etc.—those are all my own ideas. (The app and business concept are original.)

HOW DOES THE APP WORK?

Face photo (to determine your face shape and what makeup would suit you best)
"Something many apps do"
Quizzes to find out what makeup styles you really like.
Tutorials to help you go from beginner to pro (using tutorials from influencers we collaborate with, makeup artists, etc.—people who are viral and well-known among teens) with links to their videos.
Advertising with influencers (with over 1,000 followers) on my app; I provide influencer codes to get discounts at stores like Druni, Sephora, and Yesstyle, etc.
Promotional codes for stores like Sephora, Yesstyle, and Druni—since I partner with these stores and brands—users search for products through my app, click the store link from there, and I earn a commission on every sale generated. (2 promo codes) * 1
Product links when you take a photo or use facial recognition so you know what to buy.
Mini guides on what to buy, whether you're a beginner or not.
AI to search for products. You'll type in (e.g., "I want a bronzer/highlighter that's a little affordable but good"), and the AI will show you all the options that best match your request, along with info on which ones are trending, reviews, and more.
Later on, I might include my own personal makeup brand.



WHAT DOES IT SOLVE?

This app will solve the problem that many girls and guys who love to wear makeup but don't know where to start, what kind of makeup to wear, or what looks least flattering on us (with the facial analysis, it'll tell you which makeup looks best on you). It'll also solve a problem many of us face: finding the right products for the right makeup look (after the facial analysis, the app will recommend which products to use based on the makeup style it suggests).
The biggest problem for all of us who love makeup is when we're looking for a product with specific features, and we try to search for it online, but neither AI, Google, nor TikTok can help us—because they either show us products that aren't really what we want or don't fit our budget. It's true that sometimes we do find what we want, but it takes hours of searching—and that's a waste of time. P.S.: That's exactly what happened to me that day—I spent hours, no exaggeration, trying to find a bronzer that was glowy and had certain features, and I was searching on TikTok. I'd see people recommending bronzers, click on the video, and then search for the product—and bam! It turned out to be a €40 bronzer. :/, I couldn't afford it.
This is just one example that happened to me, but it's something that happens all the time. (That's why, with our AI specialized in this, whenever you want a product, you'll tell it what you're looking for along with its features, and the AI will send you existing products, trying to find ones that match your request as closely as possible. It'll send you options at different price points and from different stores, provide direct links to the products so you don't have to search for them yourself, and create a table with both positive and negative reviews so you can see the product's true quality and avoid buying a bad one.

WHO AM I TARGETING? (TARGET AUDIENCE)

In my app, I focus on almost everyone—both women and men, teenagers, adults, and seniors. Anyone who enjoys wearing makeup and would like to learn how to apply it.

In our case, we have two target audiences: people who already know how to apply makeup and want to improve (1), and people who don't know how to apply makeup and don't know where to start. (2)

These days, many people know how to apply makeup, but many others don't know how to apply it in a way that flatters their features—which is why their makeup doesn't look good on them and they don't know what they're doing wrong. That's why we solve this problem with our facial scanner, tutorials, guides, and more.
There are also many people who don't know how to apply makeup, have never worn it before, and don't know where to start—or are simply beginners. That's why we help them using the same resources we provide for the other audience, since our app will also feature very basic tutorials on everything from preparing your skin to creating a simple lip combo, applying blush and bronzer, and more. So we'll be able to help you go from being a beginner to a pro.

In addition, we'll have AI to help you find the products you want to buy.

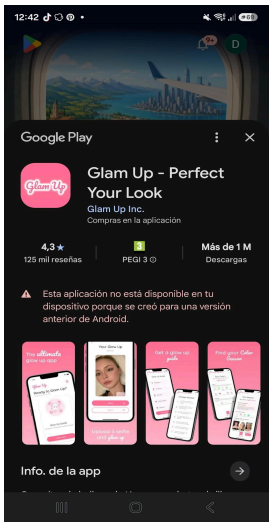
Basically, that's it—we focus on people who enjoy wearing makeup or would like to learn how.

2. Competition

Similar apps (comparison):

1. **Glam Up:** You scan your face, and it gives you a guide on how to use each product, what would look best on you, your color analysis, and your palette. It also shows you which celebrities you resemble, along with your facial features.

It has over 1 million downloads and 125,000 reviews. When I look at the reviews, the people who give it 1 star all agree that it isn't free—either you have to pay, or you have to invite 3 people who must accept your invitation; otherwise, you won't see the results. The price is 10 euros per week. The people who give it 2 stars agree with that and also complain that the language isn't customizable—it's in English. People who give it 3 and 4 stars say it's a comprehensive app, but the language issue bothers them because they don't understand it. Those who've given it 5 stars say it's great that it's so comprehensive, that it helps with skincare and personal improvement, plus makeup—in their case, it's clear they already knew it was a paid app, so if you pay, the app is good.



Issues: You have to pay to see your results, and they don't tell you that when you first open the app—only after you do the scan and answer the questions. The app isn't available in Spanish—it's only in English—which means people from other countries can't understand it.

Pros: A comprehensive app that helps with skincare and physical improvement.

(It's available on Android, though not on all versions. On iPhone, it's only available if you have iOS 13.4 or later.)

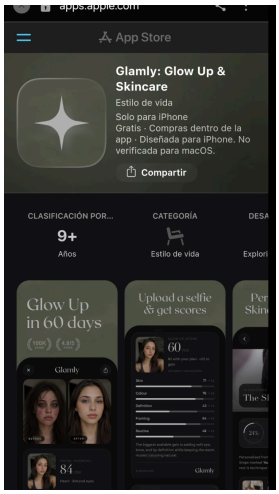
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2. **Glamly**:

(App with two versions: iOS and Android)

You do a scan, and it recognizes your face, highlighting your features and giving a general idea of your skin tone. It suggests the skincare routine you should follow to improve your skin, analyzes your makeup, identifies what suits you best, and recommends products. It also provides honest product information, including ingredients and which skin types it's suitable for. It assesses your needs based on your skin's condition.

On Android, it has over 100 downloads, so it's not very popular. It also has no reviews, which further indicates its lack of popularity.
On iOS, it has no reviews either.



Problems: It's not popular at all—meaning it's not well-known—and it also has in-app purchases.

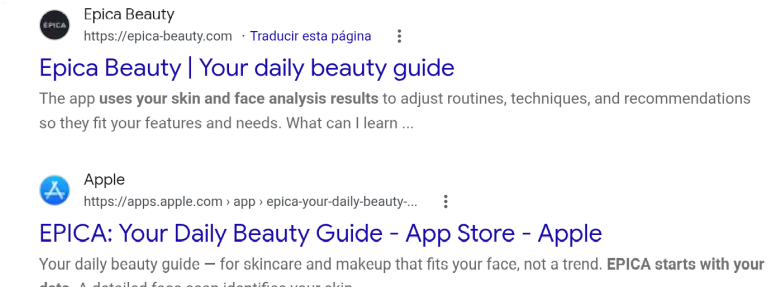
Pros: It's comprehensive.

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3. **Epica**: The app is only available on Apple, although the website is free. It features a face scanner, more makeup recommendations tailored to your features, guides, and video tutorials. It's quite comprehensive.

Both the app and the website are quite comprehensive, so I looked into the reviews for the iOS app. It has a 4.8 rating. I also saw a review posted on July 19 that mentioned it was only

available in English, but it seems the company took this into account because they responded by thanking the reviewer for the suggestion and saying they'd shared it with their team.
It won't let me see any more reviews, but it shows that there are only 15.
Based on its rating, I can tell it's good, and I've also tried the website and liked that it has so many options. It's the best-looking of all the apps I've looked into.



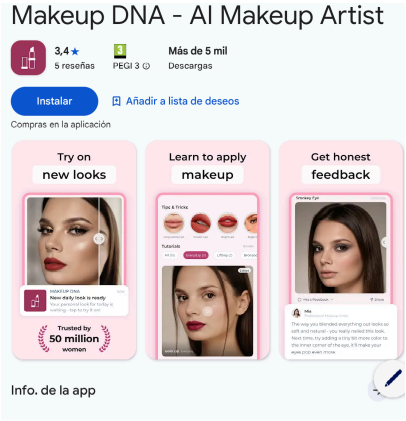
Issues: I tried using the website, and after a questionnaire, there's a scanner. They have a monthly plan, which means it costs money; at first, they charge you $9.99, but then after a month, they charge you $39.99. The initial price is okay, but after that, it's very expensive.

Pros: It's comprehensive; they tailor their recommendations to you based on your results and provide a personalized plan.

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4. **Makeup DNA**: Not much is known about it on Android because it has no reviews, although it has quite a few downloads. On iOS, it has two ratings as far as I can see, and on the website they post reviews—but that's just a marketing strategy since they only post positive ones.

I installed the app, and from what I can tell, they give you an initial questionnaire just like EPICA, plus their scanner. After that, they give you a plan if you're willing to pay for it. If you don't want to pay for it, there are some free features available, such as makeup tutorials, and they help you with other things too, like skin prep, color theory and your skin tone, etc.
And they have an AI assistant option, but it's part of the paid plan (meaning it's not free).



Issues: It costs money; their plan is 3.49 euros per month, which comes out to 20.99 euros for the first 6 months. And then they might charge you more since it renews automatically.

Pros: It's available for almost any phone, and it has lots of free features. So if you want to pay, you can, but you also have free options.

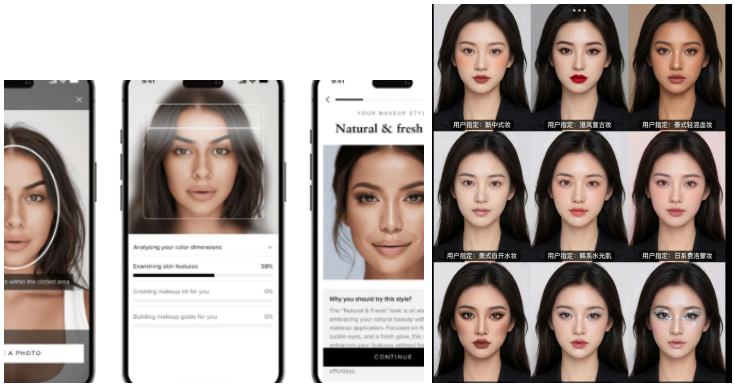
(It's available on the web, iOS, and Android.)
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GENERAL ISSUE:

They all share a common problem: they never become truly well-known. Since it's a facial recognition app, the first time such an app is introduced, it becomes popular, but once many apps start doing the same thing, that popularity fades.
And when it comes to advertising, it seems they aren't leveraging what's most popular right now—like creating a TikTok or Instagram account—or tapping into the popularity of influencers. (I would create an account on influencer social media platforms where store products are given away in giveaways, where I post the ads they create for me, and where we share updates on new guides, etc. And then an account for the app itself, where I'd post more general content—promoting the app myself, sharing new updates, etc.)

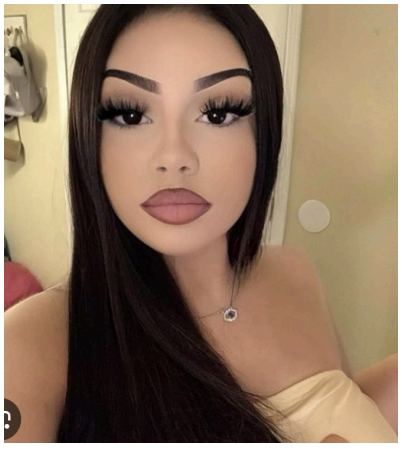
Also, when recommending makeup looks, they offer very outdated options—the kind that nobody would wear these days (general marketing). Within the app, when presenting makeup options, they show you choices that are supposed to suit you well, using AI-generated photos or photos of real people wearing very outdated makeup.
My solution would be for them to use photos of influencers—the kind of photos that, when you search for makeup looks on Pinterest, inspire you to try them. It would look better and actually influence you to choose a makeup look:

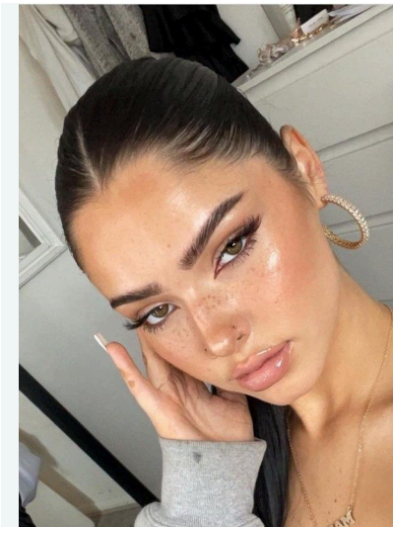
Examples of the photos they use:

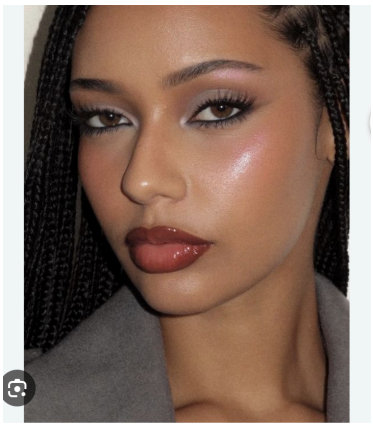




I think that when you see the options they offer, it doesn't really make you want to keep using the app. On the other hand, if they used this, I think it would be more visually appealing:







There's also the language issue—I see that many apps offer only two language options or just the original language. Usually, for an app to succeed globally, it needs to be available in as many languages as possible.

(In my business plan, I'd include that. Another thing that could help would be to partner with foreign influencers, not just people from Spain.)

These are the main issues, though others could be identified.

HOW "FAWRI" DIFFERENTIATES ITSELF FROM OTHER APPS:

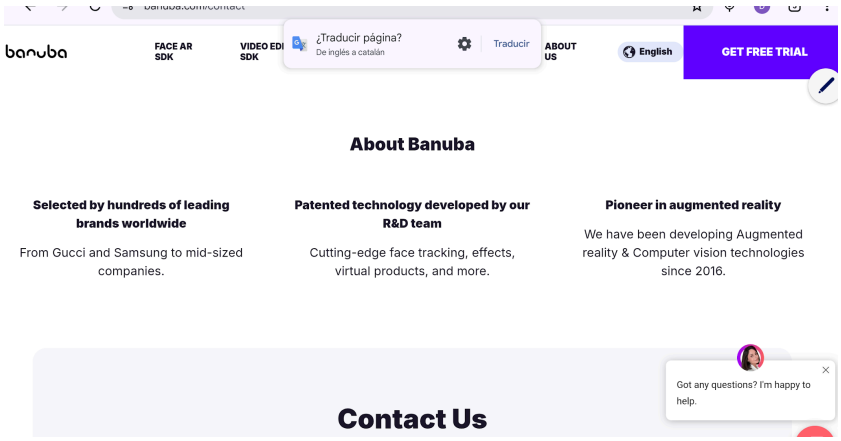
Fawri stands out by using more modern resources, such as influencers, AI, coupons (which always attract people), social media, etc.

3. Action Plan

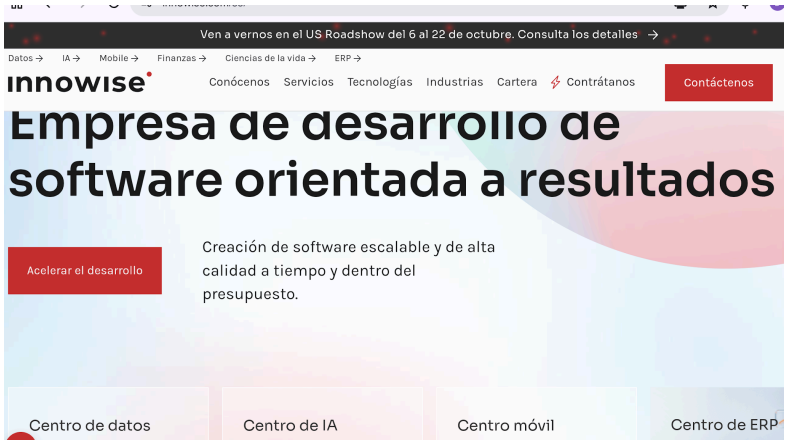
APP DEVELOPMENT

-Companies that develop the app and someone who develops the AI who is a professional in that field:

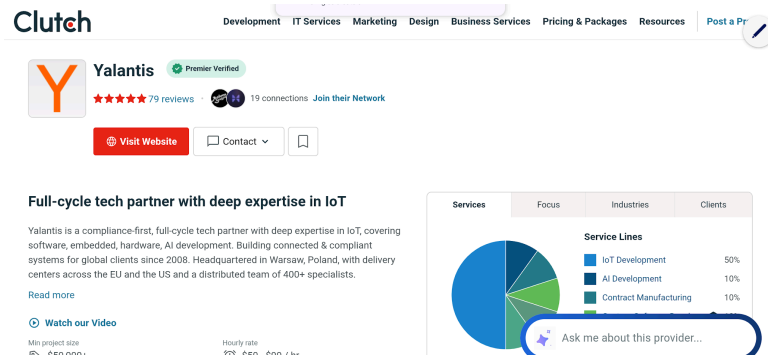
1**. Banuba** (headquartered in Dubai, United Arab Emirates) owns the facial scanning software and specializes heavily in the beauty sector, which greatly benefits the app. It has created famous apps such as the one for Samsung.



2. **Innowise** (headquartered in Poland, with extensive expertise in AI engineering—ideal for training and specializing AI)



3. A company that develops cutting-edge apps; it has confidential contracts, so it typically doesn't display its brand. (Headquartered in Poland)



OF COURSE, THIS WOULD BE THE CASE IF WE HAD A LARGE BUDGET; IF NOT, WE'D TRY TO USE OUR CONTACTS OR REACH OUT TO INDIVIDUALS WHO DEVELOP INFERENCE MODELS, SINCE COMPANIES MAY CHARGE HIGHER RATES.

INFLUENCERS AND COLLABORATIONS

Influencers who want to collaborate; maximize marketing efforts using digital marketing and ads.

- TIKTOK

Examples:

https://www.tiktok.com/@normieslookbook?_r=1&_t=ZN-9A70mj4mjoc (Different styles of Asian makeup)

https://www.tiktok.com/@makeup_.yane15?_r=1&_t=ZN-9A70v3tnE0M (More exotic makeup looks for people who like to apply makeup in an artistic way; this is geared more toward those who want to learn.)
https://www.tiktok.com/@paoborgesmakeup_?_r=1&_t=ZN-9A712oYNRlW (You can use some of her makeup looks—she has both artistic and simple ones.)
https://www.tiktok.com/@marinaktunes?_r=1&_t=ZN-9A7151sG5Qs (They specialize more in Asian makeup, even though they don't have those exact features.)
https://www.tiktok.com/@mintzzzu?_r=1&_t=ZN-9A718KErzWg (She also wears Asian-inspired makeup, although she blends trendy looks with her Asian features.)
https://www.tiktok.com/@lyrayeyeye?_r=1&_t=ZN-9A71CQeIXgs (She creates viral makeup looks by trying to blend her Asian features—though not always.)
https://www.tiktok.com/@carmencamposa?_r=1&_t=ZN-9A71V2S0g6w (It features trends, though it also has tutorials that can be very helpful—such as how to prepare your skin, how to apply makeup as a beginner, etc.)
https://www.tiktok.com/@miriian9?_r=1&_t=ZN-9A71f7k2kZq (It's just like the previous one; it features even more trends, although it does have some useful tutorials.)
https://www.tiktok.com/@asapshahed?_r=1&_t=ZN-9A71m5SFNAc (She gives makeup tutorials based on different ideas.)
https://www.tiktok.com/@leilasmakeupstudio?_r=1&_t=ZN-9A71v5bYXby (a professional makeup artist who demonstrates the steps involved in the makeup looks she creates for others)

- YOUTUBE

https://youtube.com/@leahhalton?si=tw4UpA-eGYz1XLub ((It has some makeup tutorials.)
https://youtube.com/@itsbabykelz?si=0mLrdmhmyCXjzlpk (Even though she only has one tutorial and focuses more on skincare, we could ask her to make more tutorials.)
https://youtube.com/@beautybyrosita?si=4mg8xAYrZed0zu0Q (This one does have quite a few tutorials.)

These are examples of well-known influencers we could collaborate with; their fame would give us a lot of exposure. Although these are just examples—we don’t know if they’d actually collaborate—we’re discussing a hypothetical scenario. If we did collaborate with them, we could ask them to create some tutorials for their social media channels and use those here.
In addition, if we collaborate, they’ll need to post an ad for our app. However, collaborating doesn’t mean their content will change. It’ll be like a package deal where we’ll pay them to promote us and create additional tutorials if we need them.
We’ll also ask for permission to use their video links in the app; the link will lead to their videos on their social media platforms—we’ll only use the link itself.

We’ll also give micro-influencers the opportunity to break into the makeup industry—they can sign up, and we’ll feature their videos in the app to help boost their visibility.

Those who collaborate with us will receive a unique influencer promo code to include in their posts. This code will allow customers who purchase a product by clicking a link from our app to receive a discount on their first order placed through our app—ranging from 10% to 25%, depending on the order total. This discount can only be used on your first order when you click through to the Sephora, Druni, Primor, etc., link from our app. *1

-Talk to companies about collaborating with them to offer them benefits in exchange for giving their products more visibility.

Druni
Primor
Sephora
Yeyystyle
Sheglam

Brand partnerships: Partner with makeup and skincare brands such as L'Oréal, Maybelline, etc. Expand collaborations with stores like Sephora, Druni, and Primor. Offer a 10% discount code when users access the link through my app, and a 20% discount for new users. This applies to a single product.
(This is separate; it's another coupon we offer) *1

If the app gains a larger audience, collaborate with specific brands such as Rare Beauty, L'Oréal Paris, Maybelline, etc.

-If we become popular, we'll look into establishing a headquarters—this is just hypothetical; the app is the priority.

4. Business Model + Revenue Stream

BUSINESS MODEL + LEGAL STRUCTURE

1.

Capital:

Development costs, marketing, additional expenses, financing, other expenses, etc.

Development costs could be the highest expenses, as they include AI programming, developing the entire app, etc.
If done by a company or a professional, the cost could range from approximately 50,000 to 100,000 euros. Since the app requires a facial scanner, it uses advanced facial recognition technology, and this, combined with AI, drives up the price.

Marketing—that is, ads such as interstitials—would be handled by a professional so that people see them often enough to want to install the app. This would cost between 3,000 and 7,000 euros for a comprehensive campaign that's as cost-effective as possible.

The capital needed to operate successfully—or even with a surplus—would be around 150,000 euros.

These are only approximate figures; they aren't 100% verified, but I've included them to illustrate the capital required for an app.

2.

Legal Structure:

The company would be a **limited liability company (SL),** since a corporation is an option better suited for larger companies, and its minimum capital requirement is too high for someone just starting out; thus, a corporation would be an option if the company were to become more popular, better known, etc.

Public limited company (SA): where there are "shareholders" whose identities remain anonymous, and each can hold a percentage of the company. Both I and the shareholders must contribute a minimum of 60,000 euros in capital.
This structure is typically used for larger companies.

Limited Liability Company (SL): There are partners whose identities are known; they contribute capital (by investing) and receive ownership interests (which are almost the same as shares). They also have limited liability, just as in an SA.
The minimum capital that both I and the partners must contribute is 3,000 euros.
This structure is typically used for small to medium-sized companies.

REVENUE SOURCES

- **Where will I make money?**

App popularity: through advertising; if every time you open the app, ads about the app appear everywhere, its popularity would increase.

Advertising: as I mentioned, more influencer advertising—collaborating with many influencers would boost popularity to a high level.
Popularity as people start installing my app.
Collaborate more with stores like Sephora, Druni, and Primor. Offer a promo code if you buy that product for the first time by accessing it through my app. There's only one coupon per product per store, provided it's your first time purchasing the product. (The discount is 5% or up to 15%, depending on what the product's company agrees to.)
The companies provide the code; we'd enter into a partnership agreement to promote their products through my app and the creators. They fund the promotions in exchange for visibility. (Later, we'll partner with makeup and skincare brands like L'Oréal, Maybelline, etc.)
Typically, we enter into an agreement with the company; users access my app and click on the link leading to their product, and I earn a commission on the purchased item.
We also offer a coupon through influencers, ranging from 10% to 20% depending on the order price. This is valid only for first-time orders placed through our website and can be used only once.
That coupon will be authorized by the company we partner with, and they'll cover the cost.
I'll also earn money from the commission.
(We'd also discuss an affiliate program with the companies because I'm helping to promote their products and drive sales through my website.)

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PROPOSAL IDEA WE WOULD PRESENT TO COMPANIES TO CONVINCE THEM:

-Hi, I'm Dounia, and I'm currently developing a new app called "Fawri." I'd like to discuss my business idea with you to explore a potential collaboration.
I'm developing an app to help people learn how to apply makeup with step-by-step guidance. If you'd like me to explain more about my app's concept, I'd appreciate it if you could get back to me.
Here's how the collaboration would work: within the app, we'd recommend products based on the makeup looks that best suit users, and using the artificial intelligence we're developing, we'd also recommend products tailored to each customer's needs—that's where your company would come in.

1. Affiliate Program

We'd include links to your products in the app so that people can purchase them via a linked button that directs them to your app.

I'd like to discuss whether, in exchange for this, you'd be open to setting up an affiliate program to increase the visibility of your products in exchange for a small commission every time someone purchases a product by clicking the link from my app.

2. Influencer and First-Purchase Promo Codes

I'd also like to offer promo codes to influencers who collaborate with the app, since they'll also promote my app and we'll use their tutorials for app users; these codes would offer a maximum discount of 20%, depending on the order price.

In addition, we'd like to offer another coupon for first-time purchases made through our website. This coupon would apply to only one product, and the discount would range from 5% to a maximum of 15%, depending on the price.

We'd also like to verify whether customers have made purchases through your app by clicking on my link and whether they meet the coupon's terms and conditions. I'd like to ask if it would be possible to share a purchase tracking system for purchases made by accessing the link from my app.

If you don't like the idea of sharing the purchase tracking system from my app, we could discuss other options.
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That's why I'm writing to see if you might be willing to fund those promo codes.
We're an app currently in development, but we hope you'll be interested in our business model. With our app, I place a high priority on innovation by keeping up with current trends and popular technologies, such as AI and social media advertising.

Best regards, Dounia.

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We'd also have the option of seeking sponsors and investors so we could offer the coupons ourselves without having to rely on companies.
We could launch our business idea to the public, and if anyone is interested, they could help us through sponsorship. (There are many companies and individuals who sponsor businesses they're interested in—we could benefit from that.) (Or we could also seek investors willing to contribute to the company, although this is difficult if the business carries a risk of failing.)

FINANCING AND REVENUE PLAN

SALES: Well-crafted makeup guides (at an affordable price, approx. 1–3 euros), premium tutorials (very few would be paid; only a few videos/tutorials that influencers already offer as premium content), and commissions on product sales when users access product links through my app.

At first, there will be few paid features, as this will help attract users; once the app becomes popular, we could add features such as premium AI functions that create a need for them—so users will pay—as well as commercial partnerships, etc.

FUNDING SOURCES: Sponsors or contributions from partners to my company.

EXPENSES AND PROFESSIONAL SERVICES: I'll spend money paying someone to develop the app and create the AI, as well as any payments to influencers for collaborations, plus any expenses related to partnerships with companies.

ADVERTISING: Influencer marketing, ads displayed within the apps, advertising on my own social media channels, etc.

5. Business Viability

To demonstrate the viability of this app, I conducted research using the limited resources I had. Since I had very little time, I was unable to create a survey to send out and collect data, so I researched as much as I could.

Here we can see the social media account for a facial-scanning app:

https://www.tiktok.com/@prookieapp?_r=1&_t=ZN-9Aw6KUTKfCQ

This app was previously one of the most popular ones for facial scanning, analyzing your facial features, etc.
I don't have 100% confirmation, but I came across this app a few years ago, and I distinctly remember people talking about it back then.
Using this example, we can look into what people are saying in the comments.

(After searching for a while on both their social media and their app on the Play Store, I noticed there aren't many comments on social media, but the few that exist say it does help them improve and that they'd love it

even more if the app were free.)

There we see the main issue with apps: having too many paid features can hinder an app's growth.
That's why, at first, we'll only have the guides and the AI (just one premium feature) available for purchase, and at low prices so that even though there are few items, we create that need in users, and when they see a low price, they'll want to buy.

Little by little, we can add updates, but keep paid features to a minimum, thereby ensuring the app's viability and visibility.

That would be a plus.

This is the only way I've seen to search for information, but in short, this app idea aims to follow current trends to ensure the viability of this app model.
I pay close attention to trends and people's needs in this area, which helps drive the idea forward.

1. Competitors:

We have many competitors because facial scanning and beauty are very prominent right now, but my idea solves more problems, allowing it to stand out in a different way (AI for product search). I also take advantage of the influencer and social media trends—another key aspect that stands out.

2. The customers:

People today care a lot about their appearance, which is why more and more people are wearing makeup, so the app capitalizes heavily on that.

To describe our "customers" further, generally speaking, almost anyone who enjoys makeup can use the app. But generally, I think about 70% of the app's users would be women and perhaps 30% men. As for age, it would likely range from 12 to 45, though I think it would be most popular among 12- to 25-year-olds—especially teenagers, since they're the ones most interested in makeup these days.
Plus, since many features are free, and the paid ones would be very inexpensive, teenagers would be interested.

6. SWOT

Market (external factors)

Threats. These could include apps that do the same thing as ours (competitors). Or the lack of popularity of facial scanners in apps.
Opportunities. Riding the AI trend and solving the problem many people face—not being able to find the product they want—since programming an AI to specialize in that is different from ChatGPT or Gemini.

Also, by creating a beauty app and using influencer marketing, we're staying on trend.

Company (internal factors)

Strengths. Although my app has features similar to those of other facial scanner apps, it stands out because the tutorials we include are from well-known influencers and feature links to makeup products.
(We use marketing to promote the app by leveraging popular elements, following trends, etc., to make the app appealing to the public.)

Weaknesses. Resources may be limited when it comes to securing the necessary capital to develop the app and program the AI. We might also face challenges getting companies to agree to collaborate or convincing influencers to include links to their tutorials in the app.

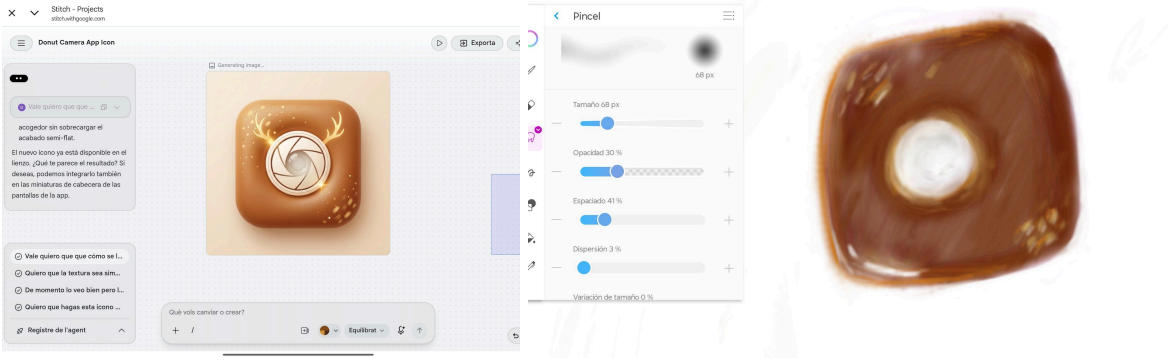
7. Design, marketing...

-My app is called *FAWRI*—"fawn," which is a young deer symbolizing sweetness, and "-ri" from "fairy," which symbolizes transition and evolution. Overall, I want it to symbolize a change for the better in your beauty.
Also, my mascot is the deer, which is why you'll see me using that motif in the logo, the icon, etc.

My app's logo, which I made myself on Canva:

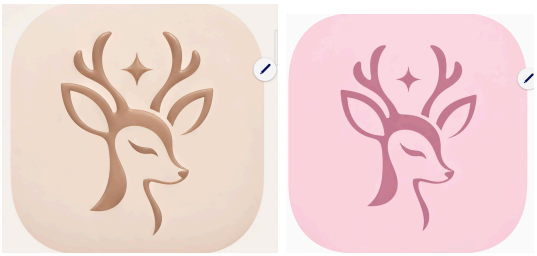


IDEA 1 (icon)



This sketch is 100% my own, but I know I'm not a professional, and I'm not the best at digital drawing—but I gave it a try. (The icon I made with the app is based on my sketch, although I don't think it turned out quite right. It would be fine as is, but it shouldn't have that 3D effect and should look more like a normal icon.)

IDEA 2 (icon):



This icon was created using AI

App mascot:



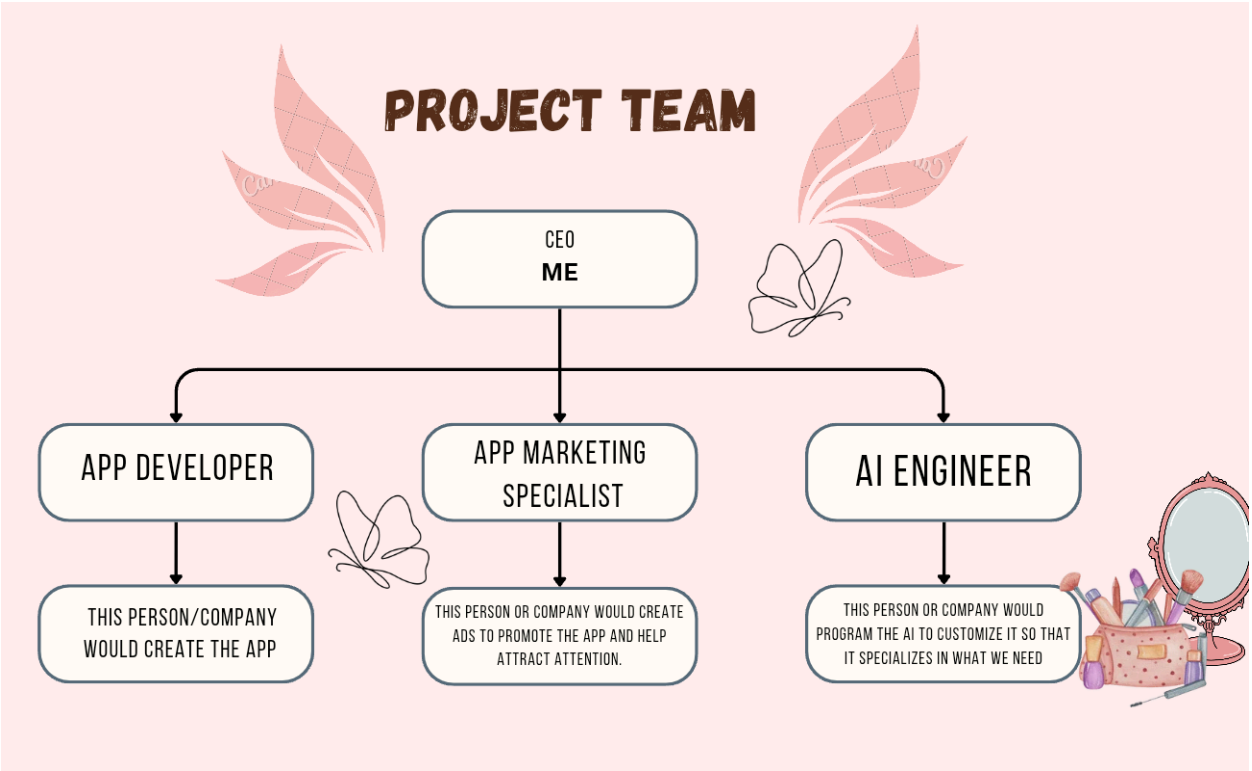
“This was created using AI” is an image that has been edited to convey the idea of the mascot.

MARKETING

https://canva.link/s67pc8xjl26e2lt

8. Team

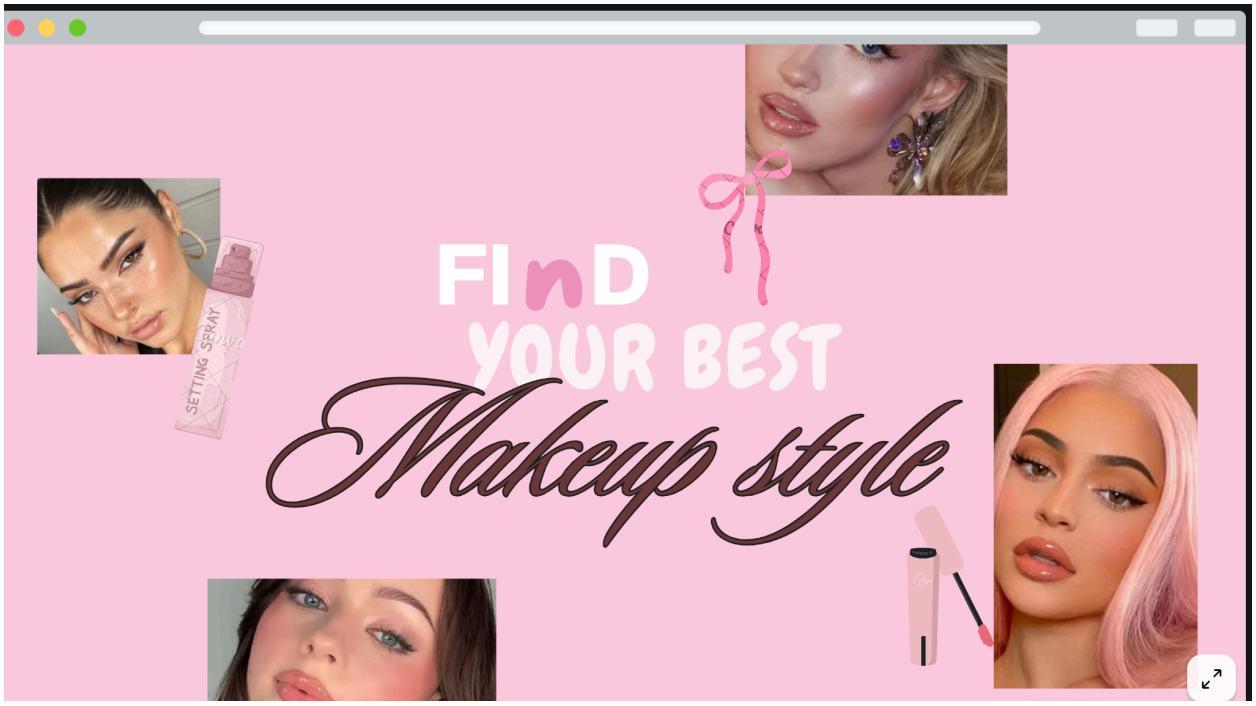
The people I will “hire,” “pay,” or who will be involved in the app development process.



It's summarized by those who would “stand out” the most, so to speak.

9. App Design


FAWRI
BEAUTY
GET your GLOW UP
LEARN MORE
CONCEALER


FInD
YOUR BEST
Makeup style
SETTING SPRAY

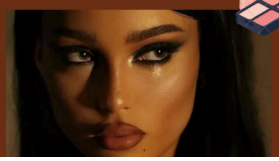
SOLUTION FOR *improvement*

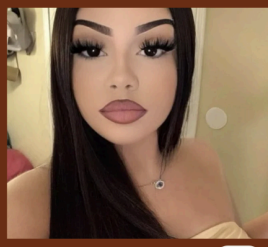


"Fawri" is all about helping people (teens, adults, and seniors who enjoy wearing makeup) have a guide on how to apply makeup based on their face shape, aiming to enhance their features as much as possible. We offer makeup looks that we think would suit you, providing tutorials created by trusted influencers you might already know. We also provide more detailed guides. Our main focus is on helping you enjoy makeup and learn to apply it on your own without help.
In addition to this, we also solve a common problem—finding the right products—with the help of our professional AI, which will provide you with answers, product links, and real reviews.

Translated with DeepL.com (free version)









Teenagers



Adults



Older people

EVERYONE CAN LOOK GOOD

WHAT YOU CAN DO



A facial scanner that recognizes your features and facial structure, so it can tell you which makeup looks best on you and how to highlight those features.

FACIAL SCANNER

Makeup tutorials for both beginners and professionals, featuring your favorite influencers sharing their tips. Plus, detailed guides created by us to help you with your makeup, all at very affordable prices.

TUTORIALS AND GUIDES

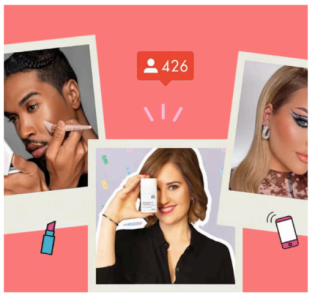
And an AI designed to help you find all the products you want. It tries to find the best matches for what you're looking for, providing real reviews and direct links.

AI FOR PRODUCT SEARCH

FAWRI BEAUTY



Editorials



Personal Shoots



Collabs

REACH OUT

SOCIAL MEDIA AND INFLUENCERS







SOCIAL MEDIA FOR MY APP

Social media for my app, to promote it myself. We'll also have a separate account specifically for influencers, where we'll post collaborations and giveaways featuring products from Druni, Primor, etc.



ADVERTISING

Advertising via social media, partnerships and also interstitial adverts.



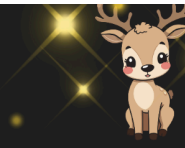
COLLABORATION WITH INFLUENCERS

Influencers will play the biggest role in the app, because we'll feature their tutorials and they'll provide us with publicity.





INSTALL THIS APP AND IMPROVE *With us*



PHONE
(34) 670 34 56 09

EMAIL
FAWRI@BEAUTYAPP.COM

MY SOCIALS

FAWRI BEAUTY



10. Objective

The goal of creating this app would be to help people apply makeup and learn how to do so using our app. This would eliminate the need to search for tutorials on TikTok, YouTube, etc., and spend hours without figuring out what makeup look to create or which tutorial to follow. We would provide those resources ourselves.
It would also prevent people from wasting hours and hours searching for the product they want or need. And that way, we'll help them avoid buying products that don't meet their expectations. Overall, that's what would make the app stand out the most.

11. Conclusion

At first, I was looking for a contest where I could showcase my ideas, and that's how I found you. I know I'm not a professional, but I have lots of ideas about apps. Although marketing is what interests me most, I'm also interested in this aspect of business.
Last school year, we created a "company" at school as a project, and aside from the fact that the subject we were studying (economics) really interested me, I loved the experience of starting a business.
That's why that project inspired me to start taking an interest in this field.
I don't know if my idea is good or bad, but I'm happy to be able to share one of my many ideas. I know I have room to improve, and I'll do so little by little.
And maybe someday I'll get to work in the business world :)

Thank you for reading about my startup idea,

Best regards,

Dounia

I'm sending this document in English, translated using an app that I think does a good job, but you'll also find the original version in Spanish, just in case.

—----------

Modelo original (original model in spanish):

INDEX:

1. Idea del negocio
2. Competencia
3. Plan de actuación
4. Modelo de negocio + fuentes de ingressos
5. Viabilidad (idea expandida)
6. DAFO
7. Diseño, marketing, logo, etc.
8. Equipo
9. Diseño de app (profundizar mas)
10. Objetivo y crecimiento
11. Conclusion final

1. Idea del negocio

DE QUE TRATA MI NEGOCIO?

Mi negocio, trata de una app que trata sobre todo ayudar a que las personas puedan tener una guia de como maquillarse segun su tipo de cara intentando favorecer sus rasgos al maximo. Ofrecemos tipos de maquillajes que creemos que te irian bien, dandote tutoriales de maquillajes hechos por influencers de confianza, que podrias conocer. Mas guias detalladas ofrecidas por nosotros. Nos enfocamos sobre todo en hacerte disfrutar del maquillaje y que puedas maquillarte tu sola sin ayuda.
Aqui a parte de esto tambien solucionamos algo que nos pasa muchos, buscar los productos indicados, con la ayuda de nuestro IA professional que te dara una respuesta, con enlaces al producto, más reseñas reales.
Nosotros nos enfocamos tanto en adolescentes, adultos y personas mayores que disfruten maquillarse i arreglarse.

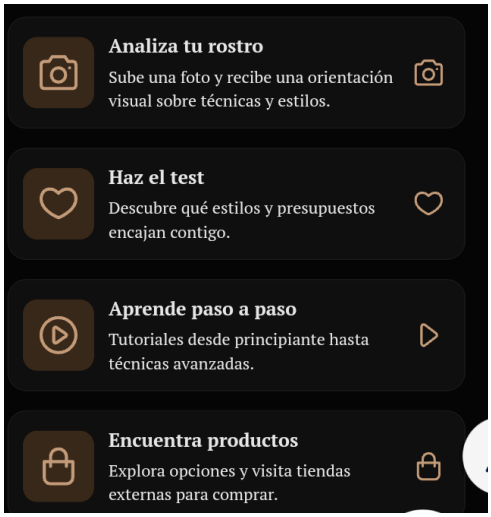
EN QUÉ APPS ME INSPIRO?

Mi app está inspirada en algunas ideas que hace la app de yesstyle, como la afiliacion de influencers, lo de crear 2 cuentas de redes, una de influ y otra de la app general. También me inspiro en general en las apps de escaner facial.

Eso si, solo me he inspirado. Ya que las ideas de la IA, lo de poner tutoriales de influencers, cupones, enlaces de productos, colaboraciones, etc. Son ideas mias. (La idea de la app y negocio es original)

¿CÓMO FUNCIONA LA APP?

1. Foto facial (para saber que tipo de cara tienes i que maquillajes te quedarian bien) ‘’algo que muchas apps hacen’’
2. Tests para saber que makeups te gustan realmente.
3. Tutoriales para pasar de principiantes a profesionales (utilizando tutoriales de influencers colaborando con ellas, maquilladoras, etc gente que sea viral que sea conocida entre adolescentes) enlaces a sus videos.
4. Publicidad con influencers (+1000 seguidores) de mi app, doy codigo de influencers para bajar precio en tiendas como druni, Sephora, yesstyle, etc,
5. Codigo de promoción en como Sephora, yesstyle druni, ya que colaboro con las tiendas en marcas, entran buscando productos desde mi app y de alli entran al enlace la tienda y yo me llevo la comisión por cada venta generada. (2 codes de promocion)*1
6. Enlaces de productos al hacer la foto/escaner facial para que sepas que comprarte.
7. Mini guias de que comprarte si eres principiante o no.
8. IA para buscar productos. Tu pondras (yo quiero, un bronzer iluminador que sea un poco economico pero bueno) i la IA te mandara todos los que mejor se adapten a lo que pides i te pondra toda la info de cual es mas viral, reseñas i etc.
9. Mas tarde podria incluir makeup de marca personal.



QUE SOLUCIONA?

Esta app solucionara el problema que muchas chicas y chicos que nos gusta maquillarnos, pero no sabemos como empezar, que tipo de makeup hacernos, que es lo que mas no favorece (con el análisis de cara, te dira que maquillajes te favorecen), tambien nos solucionara un problema que muchos tenemos encontrar los productos indicados para el makeup indicado (despues del análisis facial la app te indicara que productos debes usar segun el tipo de maquillaje que te haya dado).
El problema que mas destaca entre todas las personas que nos gusta maquillarnos es cuando queremos un producto con unas características, y intentamos investigar mediante nuestra cuenta pero ninguna IA, ni Google, ni tiktok nos lo soluciona, porque o nos muestra productos que no son realmente lo que queremos o no se adaptan a nuestro prossupuesto. Es verdad que a veces si encontramos lo que queremos pero nos tardamos horas buscando y eso no hace perder el tiempo, PD: ese dia me paso eso mismo me pase horas, sin exagerar, para encontrar un bronzer que fuera glowy y con unas caracteristicas y intentaba buscar en tiktok. Me salian personas recomendando bronzers entraba al video y luego buscaba el producto y, pum! Resulto ser un bronceador de 40€. :/, no podia permitirmelo.
Esto solo es un ejemplo que me paso a mi, pero es algo que pasa y mucho.
(Por eso con nuestro IA especializado en esto cada que quieras un producto, le mandaras lo que quieres con sus caracteristicas y la IA te mandara productos que existan, intentando buscar que se parezcan lo maximo a lo que pides. Te mandara de diferentes precios y tiendas, te pondra los enlaces directos al producto, para que no te tengas que poner a buscar, y te hara una tabla con las reseñas de la gente tanto buenas, como malas para que tu veas la realidad del producto y no vayas a comprar un producto malo.

EN QUIEN ME ENFOCO? (PÚBLICO OBJETIVO)

Yo en mi app me enfoco en casi todos el mundo, tanto en mujeres como hombres. Adolescentes, adultos y gente mayor.
A toda la gente que le guste maquillarse y que le gustaria aprender a maquillarse.

En nuestro caso tenemos dos publicos objetivos, la gente que se sabe maquillar y quiere mejorar (1) o la gente que no se sabe maquillar y no sabe como empezar.(2)

1. Mucha gente en esta época se sabe maquillar, pero tambien muchos no saben maquillarse segun sus rasgos, por eso su maquillaje no se les ve bien y no saben que hacen mal. Por eso solucionamos el problema mediante nuestro escaner facial, tutoriales, guias, etc.
2. Tambien hay mucha gente que no se sabe maquillar, nunca se ha maquillado y no sabe como empezar o directamente es principiante, por eso ayudamos mediante la misma ayuda que damos en el otro publico, ya que en nuestra app tambien tendremos

tutoriales muy basicos, tanto en como prepararte la piel, como hacer un simple lip combo, como ponerte el rubor y el bronceador, etc. Asi que podremos ayudarte a pasar de ser un principiante a un professional.

Aparte de nuestra IA de la que dispondremos para buscar los productos que tu quieres comprar.

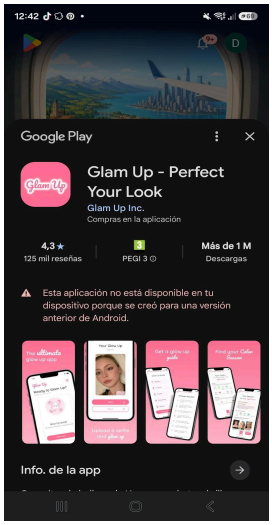
En general es eso, nos enfocamos en personas que les guste maquillarse o les gustaría aprender.

2. Competencia

Apps parecidas (comparacion):

1. **Glam Up:** Escaneas tu cara, y te dan una guia de como usar cada producto, que te favoreceria, tu colorimetria i paleta. Las celebridades a las que te pareces, mas tus características de la cara.

Tiene mas de 1 millon de descargas i 125 mil reseñas. Cuando miro las reseñas, la gente que pone 1 estrella todos coinciden con que no es gratis, o se paga o tienes que invitar a 3 personas y te tienen que aceptar que si no no veras los resultados. El precio es de 10 euros/semana. La gente que pone 2 estrellas coincide con eso y tambien se quejan de que el idioma no es adaptable, esta en ingles. La gente que pone 3 y 4 estrellas dicen que es una app completa, pero que lo del idioma les molesta porque no entienden. Los que han puesto 5 estrellas dicen que esta muy bien que esta completo, que ayuda con el skincare y la mejora personal, mas makeup, en su caso se ve que ya sabian que era de pago, asi que si pagas esta bien la app.



Problemas: que sea de pago para ver tus resultados y que no avisan al entrar si no hasta que haces el escáner y respondes. Que el idioma no esta en español y que solo esta en ingles haciendo que gente de diferentes países no entiendan el idioma.

Cosas buenas: app completa, que ayuda con el cuidado de piel, i con la mejora de fisico.

(Esta disponible en android, aun que no en todas las versiones. I en iPhone solo si tienes el IOS 13.4 o posterior)

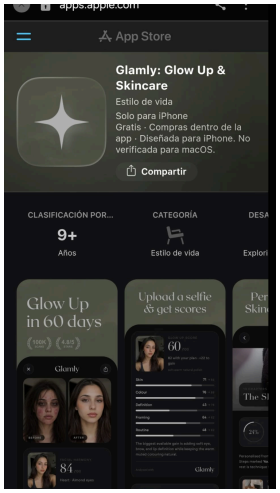
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2. **Glamly:**

(App con dos versiones la de iOS i la de android)

Haces escaner te reconoce el rostro con lo que destaca y como es mas o menos, tu estacion de color, la rutina que deberias usar para mejorar tu piel en skincare, te estudia en makeup, que te favorece y te recomienda los productos, mas te da la informacion del producto con honesticidad, que lleva y para que pieles va.
Te mira tus necesidades segun lo que tienes en la cara.

En android tiene mas 100 descargas, o sea que no es popular. I no tiene reseñas o sea que se nota que no tiene popularidad.
I en iOS no tiene reseñas tampoco.



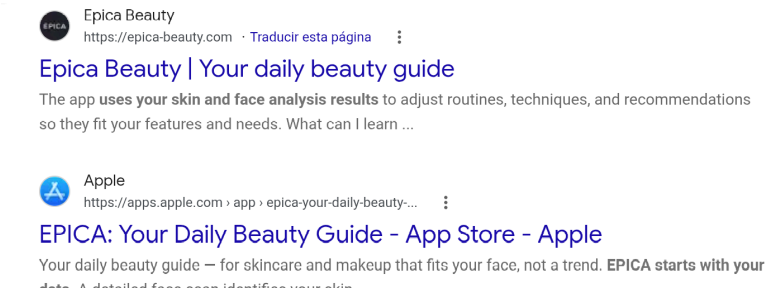
Problemas: no tiene nada de popularidad o sea que no es conocida, y a parte vale dinero por dentro.

Cosas buenas: Es completa.

—----------

3. **Epica:** App Solo disponible en Apple aunque la web es gratuita, tiene escáner de cara, mas recomendaciones de maquillaje que te favoreceria, manuales, y tutoriales con videos,. Bastante amplio.

En su app y su web todo es bastante completo, asi que he investigado entre las reseñas de la app de IOS. Tiene un 4’8 de puntuaje, a parte veo una reseña escrita el 19 de julio donde decian que solo estaba en ingles, pero se ve que la empresa lo ha tenido en cuenta porque ha respondido con que agradecian la sugerencia y que lo ha compartido con su equipo.
No me deja ver mas reseñas pero me sale que solo hay 15.
Por su puntuaje puedo ver que es buena y a parte yo he probado la web y me ha gustado que tiene muchas opciones. Es la que mejor se ve de todas las apps que he investigado.



Problemas: He probado a usar la web y despues de un cuestionario mas escaner. Tienen un plan mensual, o sea que vale dinero, al principio tiene una estrategia de cobrarte 9’99 dolares, pero luego al mes te cobran 39’99 dolares. El precio inicial esta bien pero luego es muy caro.

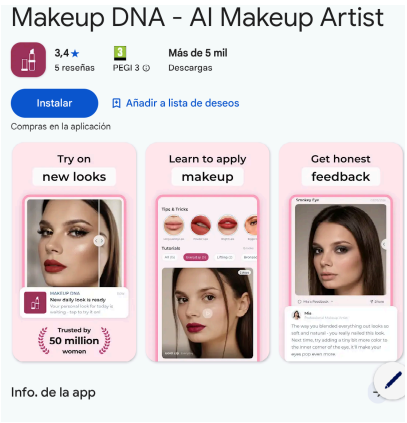
Cosas buenas: Es completa, se adaptan a ti según tus resultados y te dan un plan.

—----------

4. **Makeup DNA:** En android no se sabe mucho de ella porque no tiene reseñas, aunque tiene bastantes descargas. Y en IOS tiene 2 valoraciones segun veo y en la web ponen reseñas pero como estrategia de marketing ya que solo ponen reseñas buenas.

He instalado la app y por lo que veo te dan un cuestionario inicial igual que EPICA, mas su escáner. Y después de eso te dan un plan si quieres pagarlo. Si no quieres pagarlo tienes

disponible algunas cosas gratis, como tutoriales de makeups y te ayudan en diferentes cosas mas, como preparacion de piel, teoria de color y su tono, etc.
Y tienen una opción de asistente de IA pero va con el plan pagado (o sea que no es gratis).



Problemas: Vale dinero, su plan es de 3 '49 euros al mes, lo que equivale a 20' 99 euros por los 6 primeros meses. Y luego puede que te cobren mas ya que se renueva solo.

Cosas buenas: Esta disponible casi para cualquier movil, y tiene muchas opciones gratis. O sea que si quieres pagar, puedes hacerlo pero tienes opciones gratuitas.

(Esta disponible tanto en web, como iOS, como en android.)
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PROBLEMA GENERAL:

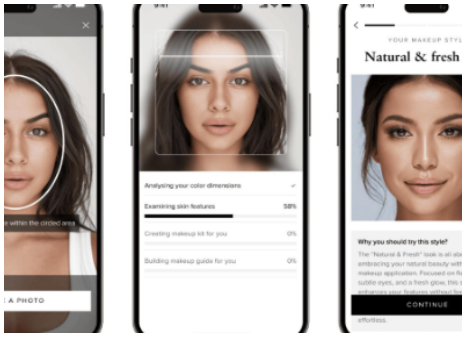
1. Todos tienen un problema general, nunca llegan a ser totalmente conocidas, ya que al ser una app de escaner facial, la primera vez que se presenta una app asi se vuelve popular, pero una vez que muchas apps lo hacen la popularidad deja de funcionar.
   Y al poner publicidad parece que no utilizan lo que es mas popular ahora, como crear una cuenta de tik tok, instagram, etc. Y utilizar el recurso de la popularidad con influencers.

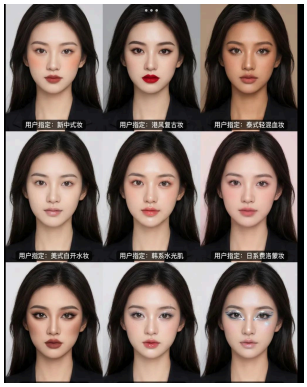
(Yo crearía una cuenta en las redes de influencers donde se sortean productos de tiendas, donde publico la publicidad que me hacen, donde ponemos novedades de nuevas guias, etc. Y luego una cuenta de la app, donde se publica mas general de haciendome mi propia publicidad, pongo nuevas actualizaciones, etc.)

2. También, al recomendar maquillajes dan opciones muy anticuadas, que para esta época en la que estamos nadie se haría ese maquillaje (marketing general). Dentro de la app

al dar las opciones de maquillaje, te dan opciones que te querian bien ,utilizando fotos de personas con AI o personas pero con maquillajes muy anticuados.
Mi solución sería que utilizaran una foto de influencers, típicas fotos que tu al buscar en pinterest maquillajes te atraen a hacerlo. Daria mas buen aspecto y como que te influenciaria a escoger un maquillaje:

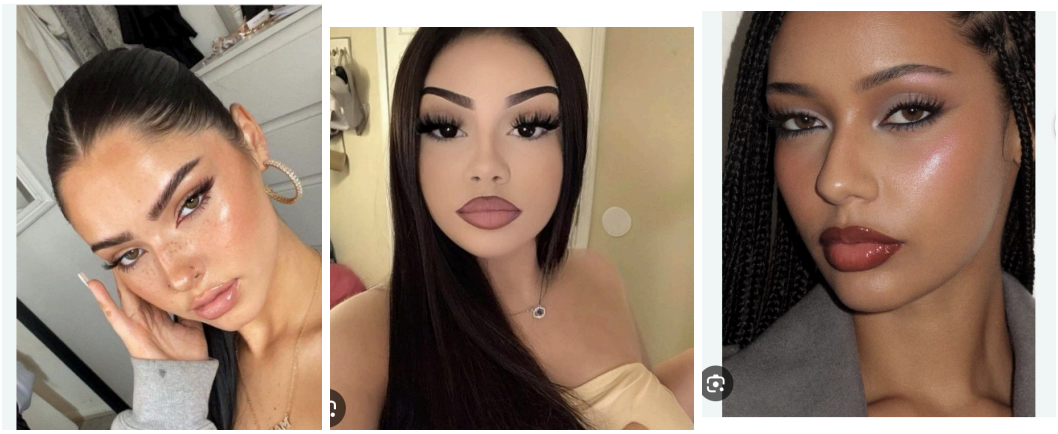
Ejemplos de que fotos usan:







Yo pienso que al ver estas opciones que te dan, no te da un atractivo de querer seguir utilizando la app, en cambio si se usara esto creo que agradaría mas visualmente:



3. También el problema del idioma, veo que muchas apps ponen sólo dos opciones idioma o solo el idioma original, normalmente para que una app se alze mundialmente se debe poner en todos los idiomas posibles.

(En mi idea de negocio pondría eso, a parte de que algo que podría ayudar seria hacer el afiliado de influencers con influencers extranjeras, no solo con gente de españa)

Estos son los problemas principales, ya que se podrían identificar otros.

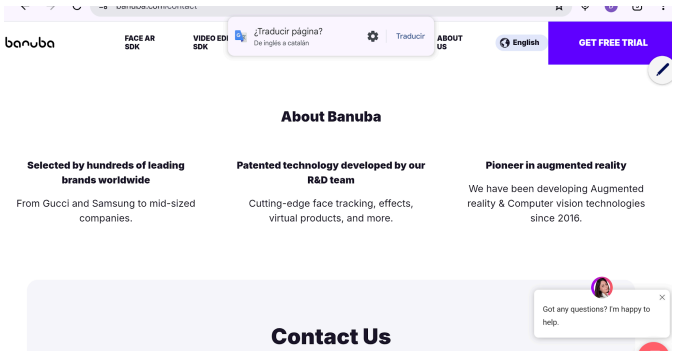
DE QUÉ SE DIFERENCIA "FAWRI DE OTRAS APPS:

Fawri se diferencia de manera que utiliza recursos más modernos, como los influencers, la IA, los cupones (que siempre atraen a la gente), las redes, etc.

3. *Plan de actuación*

CREACION DE LA APP

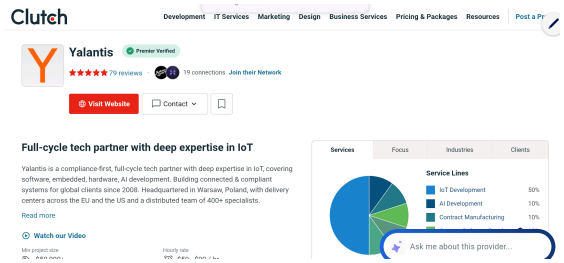
-Empresas que creen la app y alguien que cree la IA que sea profesional en eso:



1. Banuba (sede principal en Dubai, emirates arabes), son dueños del software de escaner facial, y se especializan mucho en la parte de belleza, cosa que favorece bastante a la app. I ha creado apps famosas como la de samsung.



2. Innowise (sede principal en Polonia, ingeniería pesada en la IA, ideal para entrenar a una IA i especializarla)



3. Empresa que crea apps mas modernas, tiene contratos confidenciales, asi que no pone su marca normalmente. (Sede principal en Polonia)

CLARO, ESTO SERIA EN EL CASO DE QUE TUVIÉRAMOS UN ALTO PRESUPUESTO, SI NO HAY SE INTENTARÍA USAR CONTACTOS O CONTACTAR A PERSONAS QUE CREEN INFERATRIZES YA QUE LAS EMPRESAS PUEDEN COBRAR MÁS CARO.

INFLUENCERS Y COLABORACIONES

Influencers que quieran colaborar, marketing al maximo utilizando el marketing digital, anuncios.

- TIKTOK

Ejemplos:

https://www.tiktok.com/@normieslookbook?_r=1&_t=ZN-9A70mj4mjoc (para el makeup asiatico diferentes estilos)
https://www.tiktok.com/@makeup_.yane15?_r=1&_t=ZN-9A70v3tnE0M (maquillajes mas exoticos para personas que les guste maquillarse de manera artisica, esto seria mas para quien quiere aprender)

https://www.tiktok.com/@paoborgesmakeup_?_r=1&_t=ZN-9A712oYNRlW (se puede usar algunos de sus makeups, tiene tanto artisticos como senzillos)
https://www.tiktok.com/@marinaktunes?_r=1&_t=ZN-9A7151sG5Qs (se espezializan mas en el makeup asiatico, sin tener sus rasgos al cien)
https://www.tiktok.com/@mintzzzu?_r=1&_t=ZN-9A718KErzWg (tambien tiene makeups asiaticos aun que mezcla maquillajes tendencia con sus rasgos asiaticos)
https://www.tiktok.com/@lyrayeyeye?_r=1&_t=ZN-9A71CQeIXgs (haze makeups virales intentando mezclar sus rasgos asiaticos, aun que no siempre.
https://www.tiktok.com/@carmencamposa?_r=1&_t=ZN-9A71V2S0g6w (prueba tendencias aunque tiene tutoriales que pueden ayudar mucho, como por ejemplo como preparar tu piel, como maquillarte siendo principiante, etc)
https://www.tiktok.com/@miriian9?_r=1&_t=ZN-9A71f7k2kZq (es igual que la anterior, prueba mas tendencias aun que si tiene algunos tutos que sirven)
https://www.tiktok.com/@asapshahed?_r=1&_t=ZN-9A71m5SFNAc (da tutoriales, de maquillajes siguiendo ideas)
https://www.tiktok.com/@leilasmakeupstudio?_r=1&_t=ZN-9A71v5bYXby (maquilladora professional que enseña los pasos de sus maquillajes que hace a otras personas)

- YOUTUBE

https://youtube.com/@leahhalton?si=tw4UpA-eGYz1XLub (tiene algunos tutoriales de makeups)
https://youtube.com/@itsbabykelz?si=0mLrdmhmyCXjzlpk (aun que tiene solo un tutorial i se especializa mas en cuidado, se podria pedir que haga tutoriales)
https://youtube.com/@beautybyrosita?si=4mg8xAYrZed0zu0Q (esta si tiene bastantes tutoriales)

Estos son ejemplos de influencers conocidas con quienes se podria colaborar nos darian bastante popularidad por su fama, aun que solo son ejemplos, no se sabe si colaborarian pero hablamos de un caso hipotetico, si colaboraramos con ellas se podria pedir que hicieran algunos tutoriales para sus redes i usarlos aqui.
A parte de que si colaboramos tendran que hacer un anuncio de nuestra app, si colaboramos no significa que su contenido vaya a cambiar. Sera como un pack que les pagaremos para que las influencers nos promocionen y que creen algun tutoriales de mas si lo necessitamos.
Tambien pediremos permiso para si podemos usar sus enlaces de video en la app, el enlace llevara a sus videos desde sus redes solo utilizamos el enlace.

Tambien daremos la oportunidad a micro influencers a emprender en el mundo del maquillaje podran inscribirse i pondremos sus videos en la app, asi daremos visibilidad.

Quienes colaboren con nosotros tendran su codigo de promocion de influencers que tendran que poner en el anuncio, que hara que cuando compren un producto entrando a un enlace desde nuestra app, puedan tener un descuento en su primer pedido entrando desde nuestra app, de entre un 10% a un 25% dependiendo del precio del pedido. Solo se podra utlizar en tu primer pedido entrando desde nuestra app al enlace del sephora, druni, primor, etc. *1

-Hablar con las empresas para colaborar con ellas para darles beneficios a cambio de darles mas visibilidad de sus productos.

Druni
Primor
Sephora
Yeyystyle
Sheglam

- Colaboracion con marcas: colaborar con marcas de maquillaje, skincare, loreal, Maybelline, etc. Colaborar mas con tiendas como Sephora, druni, primor. Dando un Code de 10% si entras desde mi app, y si eres nuevo usuario 20%. Esto en un producto.
  (Esto a parte, es otro cupon que damos) *1

Si la app tiene mas audiencia colaborar con las marcas especificas, rare beauty, loreal Paris, Maybelline, etc.

-Si tenemos popularidad veremos de tener una sede, esto solo es hipoteticamente, la app es lo principal.

4. Modelo de negocio + fuente de ingresos

MODELO DE NEGOCIO+FORMA JURÍDICA

1.

Capital:

Gastos de desarrollo, marketing, gastos añadidos, financiación, otros gastos, ect..

Los gastos de desarollo podrian ser los gastos mas altos, ya que incluye la progrmacion de la IA, desarollar la app completa, etc.
Si lo hace una empresa o un professional podria salir a un precio aproximado de entre 50.000 y 100.000 euros. Ya que al tener que poner un escaner facial se esta usando tecnologia facial avanzada y eso mas la IA haze que el precio sea elevado.

El marketing, o sea los auncios como los intersticiales (publicidad) los haria un professional para que la gente le empiece a salir tanto que la quieran instalar. Sería de entre 3.000-7.000 euros buscando algo completo y lo mas economico posible.

El capital necesario para ir bien o de sobras seria de unos 150.000 euros.

Estos solo son precios aproximados, no son precios demostrados al cien por cien, pero lo he puesto para que se vea el capital que se necessita para una app.

Forma jurídica:

La empresa sería una sociedad de responsabilidad limitada, ya que la sociedad es una opcion que sirve mas para empresas más grandes, y su mínimo de capital es muy alto para una persona que acaba de emprender, así que seria una opcion para si la empresa emprendiera a ser mas popular, más conocida, etc.

Sociedad anónima (SA) : donde hay socios "accionistas" identidad anónima, cada uno puede tener un porcentaje de la empresa. Y el capital que se tiene que aportar tanto yo como los accionistas tiene que ser de 60.000 euros mínimo. Normalmente es para empresas mas grandes.

Sociedad de responsabilidad limitada (SL): Hay socios y la identidad es conocida, estos aportan capital (invirtiendo) y consiguen participaciones sociales (es casi lo mismo que acciones) tambien tienen poder limitado al igual que en la SA..
Y el capital que se tiene que aportar tanto yo como los socios tiene que ser de 3.000 euros minimo.
Normalmente para empresas pequeñas a medianas.

FUENTE DE INGRESSOS

Donde ganaré dinero?

- Popularidad de app: mediante publicidad, si en cada app que entras sale anuncios en todos sitios sobre la app, la popularidad augmentaria.

- Publicidad: lo que dije mas publicidad de influencers, colaborar con muchos influencers, eso augmentaria la pupoularidad a un nivel alto.
  Popularidad cuando la gente empieza a instalar mi app.
- Colaborar mas con tiendas como Sephora, druni, primor. Dando un code de promocion si compras ese producto por primera vez entrando desde mi app. Solo hay un cupon para un producto por tienda, si es la primera vez que compras el producto. (Es de un 5% o un maximo de 15%, dependiendo de lo que acepte la empresa del producto)
- El Code lo ofrecen las empresas hariamos un acuerdo de colaboracion promocionando sus productos a través de mi app y de las creadoras. Ellos financian las promociones, a cambio de visibilidad.
  (Mas tarde colaboraremos con marcas de maquillaje, skincare, loreal, Maybelline, etc)
  Normalmente hacemos un acuerdo con la empresa y ellos entran desde mi app y entran al enlace que lleva a su producto, yo ganaria una parte de comision del producto comprado.
- Tambien el cupon que damos por influencer de entre un 10% a un 20% dependiendo del precio del pedido. Solo para primeros pedidos entrando desde nuestra web. Solo tiene un solo uso.
  Ese cupon lo autorizara la empresa con la que negocioaremos, i lo financian ellos.
  Lo mismo gano dinero con la comision.
  (Tambien hablariamos con las empresas para un sistema de afiliacion porque yo les estoy dando popularidad a sus productos i les estoy dando ventas entrando desde mi web)

IDEA DE PROPUESTA QUE DARIAMOS A LAS EMPRESAS PARA CONVENCERLOS:

-Hola, soy Dounia, y estoy en proceso de desarrollo de una nueva app, llamada “Fawri”, y quería hablarles sobre mi idea de negocio para una colaboración si se puede.
Estoy desarrollando una app, para que la gente se guie a partir de la aplicacion y aprenda a maquillarse, si quiere que le explique mas sobre la idea de mi app, le agradecería que me contactarais de nuevo.
La colaboracion consta de esto, dentro de la app recomendariamos productos segun el maquillaje que les favorezca y tambien a partir de nuestra inteligencia artificial que estamos desarrollando, recomiendaria productos segun la necesidad del cliente, alli es donde entrariais vosotros la empresa.

1. **Sistema de afiliacion**

En la app pondriamos enlaces de vuestros productos, para que la gente compre vuestros productos mediante el enlace interconectado que llevaria a vuestra app.

Aqui me gustaria hablar de que si a cambio de eso veriais bien poner un sistema de afiliacion para daros mas popularidad a vuestros productos a cambio de una pequeña parte, cada que compren un producto entrando al enlace desde mi app.

2. **Codigos de promocion de influencer i de primera compra**

Tambien me gustaria ofrecer unos codigos de promocion a las influencers que colaboraran con la app, ya que ellos tambien daran publicidad a mi app y usaremos sus tutoriales para la gente de app, estos seran de un maximo de 20% dependiendo del precio del pedido.

A parte de otro cupon que nos gustaria ofrecer si es la primera vez que compran un producto, entrando desde nuestra web, solo podra ser un producto i el cupon variaria segun el precio iria de un 5% a un maximo de 15%.

Tambien para poder verificiar si los clientes han comprado desde vuestra app, entrando desde el enlace mio y que cumplen con las condiciones del cupon. Me gustaria consultar si seria possible, compartir un sistema de seguimiento de compras, en la parte de las compras que hagan entrando al enlace desde mi app.

Si no les gusta la idea de compartir el sistema de seguimientos de compra desde mi app podriamos acordar otras opciones.

—----------

Por eso os escribo para ver si podria ser que vosotros financieis esos codigos de promocion. Somos una app en desarrollo, pero esperamos que se interese en nuestro modelo de negocio. Yo con app doy mucha importancia a la innovacion siguiendo las cosas que estan de moda ahora y que son mas populares como la IA y la publicidad en redes sociales.

Saludos, Dounia.

—----------

También tendriamos la opcion de buscar patrocinadores y inversores para poder ofrecer los cupones por nosotros mismos sin tener que recurrir a las empresas.
Podríamos lanzar nuestra idea de negocio cara al publico y si a alguien le interesa podría ayudarnos con su patrocinio. (Hay muchas empresas de gente que lo que hacen es patrocinar empresas que les interesan, podriamos ayudarnos con eso) (O tambien con inversores que quieran aportar a la empresa, aunque es difícil si el negocio tiene riesgo de no funcionar)

PLAN DE FINANCIACION E INGRESOS

VENTAS: Guias de maquillaje bien elaboradas (a un precio barato, de aprox 1-3 euros), tutoriales premium (muy pocos serían con dinero, solo algunos videos/tutoriales que los influencers ya lo tengan como contenido premium), comisión de ventas de productos al entrar desde mi app al enlace de los productos.
Al principio habran pocas funciones de pagar ya que asi se atraeria a la gente, mediante se haga popular se podrian añadir cosas como funciones premium de la IA que provoquen necesidades, para que lo paguen, acuerdos comerciales,etc.

FONDOS DE FINANCIAMIENTO: Patrocinadores o las aportaciones de los socios a mi empresa.

GASTOS Y SERVICIOS PROFESIONALES. Gastare dinero pagando a alguien para que me haga la app, que me cree la AI, y si le doy algo a las influencers para colaborar, mas si eso algun gastos en colaboraciones con empresas.

PUBLICIDAD: Publicidad de influencer, publicidad de anuncios que salen en las apps, publicidad en mis propias redes, etc.

5. Viabilidad del negocio

Para demostrar la Viabilidad de esta app, he investigado mediante los recursos limitados que tenia, al haber tenido poco tiempo no pude crear una encuesta para poder mandar y recoger dadas, asi que he investigado lo que he podido.

Aqui podemos ver la cuenta de redes sociales de una app de escaner facial:

https://www.tiktok.com/@prookieapp?_r=1&_t=ZN-9Aw6KUTKfCQ

Esta app anteriormente había sido una de las que más popularizo esto de los escáneres faciales, conocer tus rasgos, etc.
No lo tengo cien por cien confirmado, pero hace unos años me salio sobre esta app y antes me suena mucho de que hablaban de ella.
Mediante este ejemplo podemos investigar lo que opina la gente en comentarios.

(Después de buscar durante un rato tanto en sus redes como en su app en play store he observado que no hay muchos comentarios en las redes, pero los pocos que hay dicen que si ayuda a mejorar y que les encantaría

mas si la aplicación fuera gratuÏta.)

Alli vemos el punto principal y fallo de las apps, poner muchas cosas de pago puede desfavorecer el crecimiento de una app.
Por eso nosotros al principio tendremos solo las guias y la IA (solo una parte premium) de pagar, y con precios bajos para que aun que haya pocas cosas les creemos esa necesidad y al ver un precio bajo querer comprar.
Poco a poco se puede añadir actualizaciones, pero pocas cosas con pago y así dar viabilidad y visibilidad a una app.

Eso seria un punto a favor.

Esto es la única manera que he visto de buscar información, pero en resumen, esta idea de app intenta seguir lo que serían las tendencias, para así dar viabilidad a este modelo de app. Me fijo mucho a partir de las tendencias y de las necesidades de la gente en este ámbito, ayudando a impulsar la idea.

1. Los competidores:

Tenemos muchos competidores, porque esto del escáner facial y belleza es algo que destaca mucho en esta época, pero en mi idea soluciono más problemas para destacar en algo diferente (IA para búsqueda de productos). I también aprovechó todo esto de los influencers, redes sociales, otra de las cosas que tambien destaca.

2. Los clientes:

A la gente en esta época le importa mucho la apariencia, por eso cada vez mas gente se maquilla, así que en la app se aprovecha mucho de eso.

Para describir más a nuestros ‘’clientes’’, en general casi todo el mundo que disfrute el maquillaje puede usar la app. Pero generalmente quien creo que puede usar más la app seria un 70% mujeres y quizás un 30% hombres. Y en la edad quizas seria de 12 a 45 años, aunque creo que destacaría más entre 12-25, y sobre todo en los adolescentes porque son los que más mayoria son que les interesa esto del maquillaje en esta época.
A parte de como que muchas cosas son gratis, y las cosas que valen dinero serían muy baratas, pues a los adolescentes les interesaría.

6. DAFO

- ***Mercado (factores externos)***

Amenazas. Podrían ser apps que hacen lo mismo que nosotros (competidoress). O la no popularidad que tienen los escáneres faciales en apps.
Oportunidades. Seguir la tendencia de la IA, y solucionar el problema que muchos tienen de no encontrar el producto que quieren ya que al programar una IA para que se especialice en eso, no es lo mismo que chat gpt o gemini.
También al hacer una app de belleza, y aplicar el metodo de publicidad mediante influencers, pues estamos siguiendo las tendencias.

. *Empresa (factores internos)*

Fortalezas o puntos fuertes. Mi app aunque tiene cosas parecidas a lo que tienen otras apps de escaner facial, se diferencia de manera que los tutoriales que ponemos son de influencers conocidas y a parte de los enlaces de los productos de maquillaje.
(Usamos el marketing, para hacer ver la app, utilizando cosas que son populares, siguiendo las tendencias, etc. Haciendo una app atractiva para el publico)

Debilidades o puntos débiles. Puede que los recursos sean limitados, a la hora de tener el capital necesario para crear la app y programar la IA. Tambien podria tener problemas a la hora de que las empresas acepten colaborar, o que influencers acepten poner el enlace de sus tutoriales en la app.

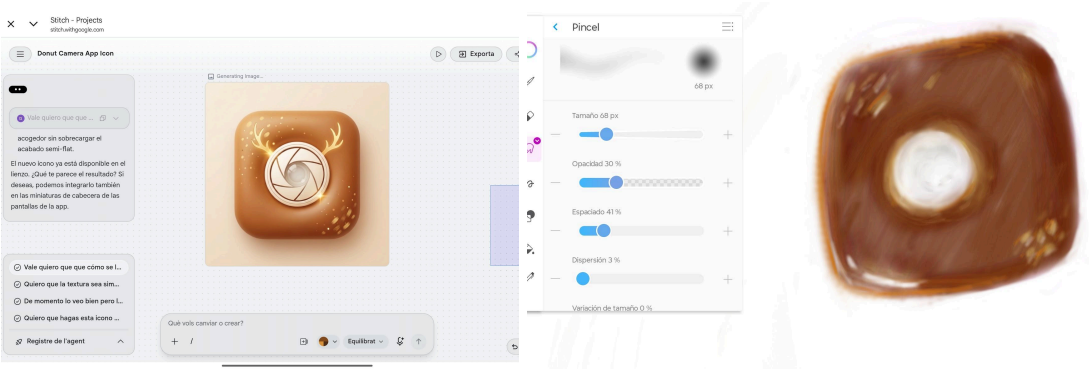
7. *Diseño, marketing..*

-Mi app se llama FAWRI por fawn, **cría de ciervo** que simboliza dulzura y -ri de Fairy, que simboliza transición, evolución, en general quiero que simbolize un cambio a mejor de tu belleza.
Además mi mascota de referencia es el ciervo por eso veréis como uso la referencia en el logo, en el icono, etc.

Logo de mi app hecho por mi en canva:

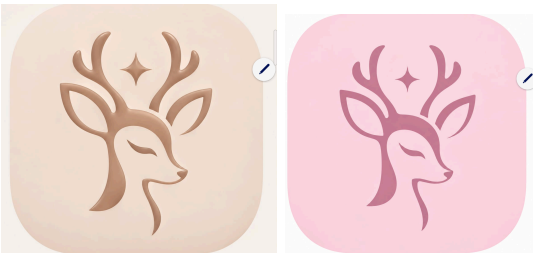


IDEA 1 (de icono)



Lomio es un boceto cien por cien mio pero se que no soy professional y no es que sea la mejor dibujando en digital, pero hice un intento. (El icono hecho con la app es con mi boceto aun que no lo creo del todo bien estaria bien asi pero que no tuviera ese relieve y se pareciera mas a un icono normal)

IDEA 2 (de icono):



Este icono está hecho con AI

Mascota de la app:



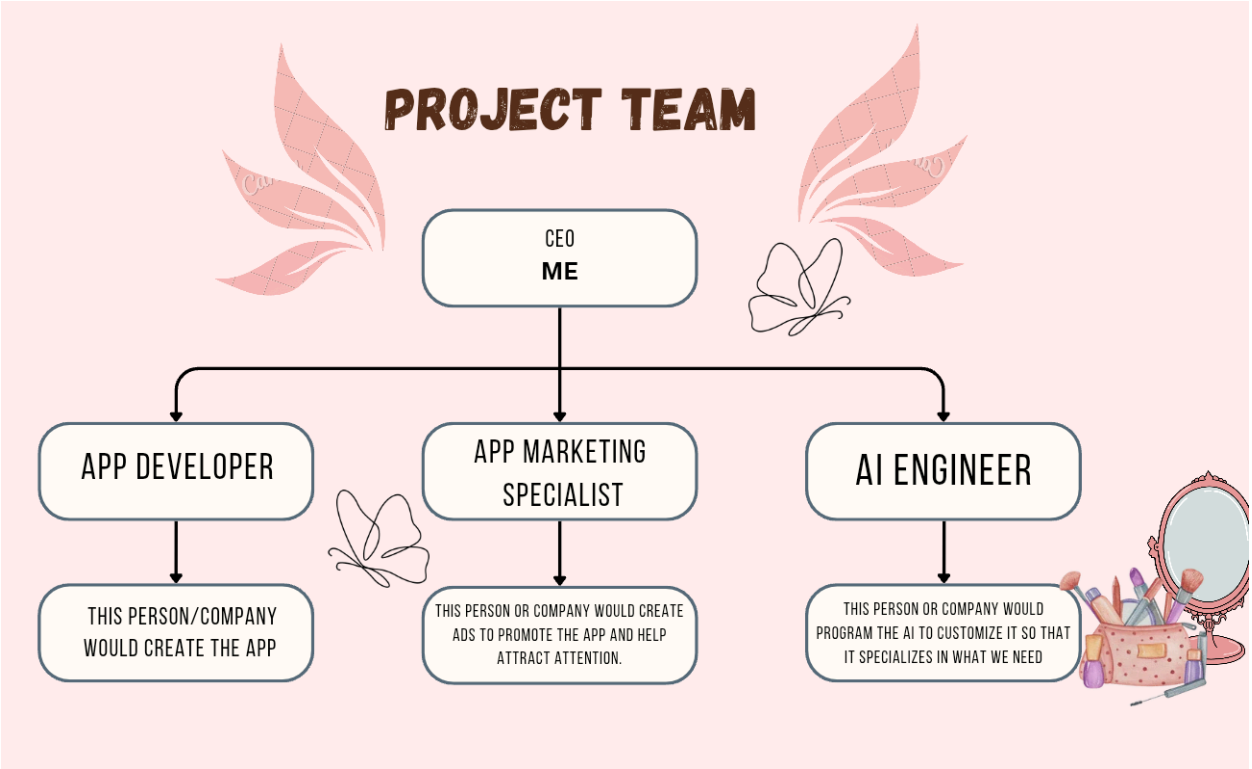
Esto está hecho con AI es una imagen editada para dar la idea de la mascota.

MARKETING
https://canva.link/s67pc8xjl26e2lt

PRESENTACIÓN RESUMIDA EN CANVA

8. Equipo

La gente que ‘’contratare’’, ‘’pagare’’ o estaran en el proceso de la creacion de la app.



Esta resumido por los que más ‘’destacarian” asi por decir.

9. Diseño de la app



SOCIAL MEDIA AND INFLUENCERS







SOCIAL MEDIA FOR MY APP

Social media for my app, to promote it myself. We'll also have a separate account specifically for influencers, where we'll post collaborations and giveaways featuring products from Druni, Primor, etc.



ADVERTISING

Advertising via social media, partnerships and also interstitial adverts.



COLLABORATION WITH INFLUENCERS

Influencers will play the biggest role in the app, because we'll feature their tutorials and they'll provide us with publicity.





Teenagers



Adults



Older people

EVERYONE CAN LOOK GOOD

WHAT YOU CAN DO



A facial scanner that recognizes your features and facial structure, so it can tell you which makeup looks best on you and how to highlight those features.

FACIAL SCANNER

Makeup tutorials for both beginners and professionals, featuring your favorite influencers sharing their tips. Plus, detailed guides created by us to help you with your makeup, all at very affordable prices.

TUTORIALS AND GUIDES

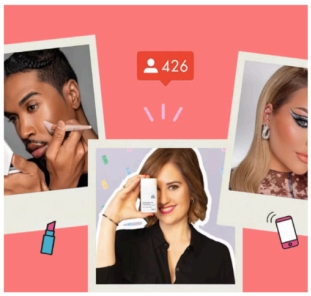
And an AI designed to help you find all the products you want. It tries to find the best matches for what you're looking for, providing real reviews and direct links.

AI FOR PRODUCT SEARCH

FAWRI BEAUTY



Editorials



Personal Shoots



Collabs

REACH OUT

SOCIAL MEDIA AND INFLUENCERS







SOCIAL MEDIA FOR MY APP

Social media for my app, to promote it myself. We'll also have a separate account specifically for influencers, where we'll post collaborations and giveaways featuring products from Druni, Primor, etc.



ADVERTISING

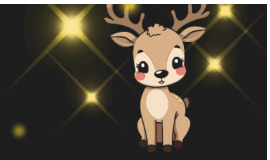
Advertising via social media, partnerships and also interstitial adverts.



COLLABORATION WITH INFLUENCERS

Influencers will play the biggest role in the app, because we'll feature their tutorials and they'll provide us with publicity.





INSTALL THIS APP AND IMPROVE *With us*

PHONE
(34) 670 34 56 09

EMAIL
FAWRI@BEAUTYAPP.COM

MY SOCIALS

FAWRI BEAUTY

10. Objetivo

El objetivo de crear esta app sería ayudar a la gente a maquillarse y aprender con nuestra app. Sin necesidad de buscar el tutorial por tik tok, YouTube, etc. y pasarte horas sin encontrar que maquillaje hacerte y que tutorial seguir. Ofreciendo nosotros esos recursos.
También a evitar que la gente, pierda el tiempo buscando horas y horas, el producto que quieren, o cual producto necesitan. Y así evitar comprar productos que no son lo esperado.
En general en lo que más se destacaria la app seria en eso.

11. Conclusión

Al principio yo busqué un concurso para poder mostrar mis ideas, y os encontré a vosotros. Se que no soy profesional, pero tengo muchas ideas sobre apps, aunque lo que más me interesa es el marketing también estoy interesada en esta parte de las empresas.
El curso pasado creamos una ‘’empresa’’ en el instituto como trabajo, y a parte de que la materia que hacíamos (economía) me interesaba mucho me encantó la experiencia de crear una empresa.
Por eso, ese trabajo me inspiró a comenzar a interesarme por este mundo.
No se si mi idea, es buena, o si es mala, pero estoy feliz de poder mostrar una de muchas ideas mías, se que tengo que mejorar y poco a poco lo haré.
Y así quizás en un futuro trabajar en este mundo de las empresas:)

Gracias por leer mi idea de start Up,

Un saludo,

Dounia

Este documento lo enviare en inglés traducido con una aplicación que creo que traduce bien, pero también encontraréis el modelo original en español por si acaso.