



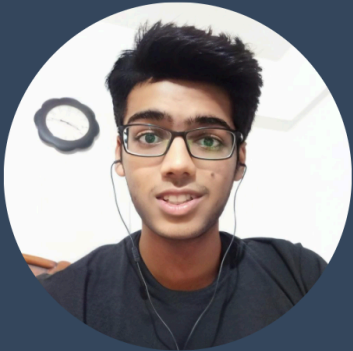
SZone

Explore your true style

A B2B Augmented Reality Tech platform for Salon and Beauty Franchises.

<https://szoneco.wixsite.com/szone>

Founding Team



**Anubhav Jain, CEO
and Co-founder**

MTS Nutanix, BTech
CSE



**Chandan Maji, Co-
founder**

SDE Publicis Sapient,
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**Mrinal Anand, Co-
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SDE Enphase Energy,
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The Problem

1. There is no way to show a customer how he/she would look like after getting a haircut/makeup.
2. Salons rely on images of professional models for representation of a particular style, which could be misleading.
3. The process of choosing a haircut can take a significant amount of time, bringing down the number of customers served.

Solution



HAIRSTYLE & MAKEUP TRY-ON

Try different hair /
makeup styles on our
AR Tablet and let the
customer choose which
suits him\her the best.



SAVE TIME

Saves a lot of time by
speeding up the
process of choosing the
perfect hairstyle or
makeup look for you



AR TABLET

AR Tablets equipped
with our software.
Transform your
business into a smart-
salon.

Product

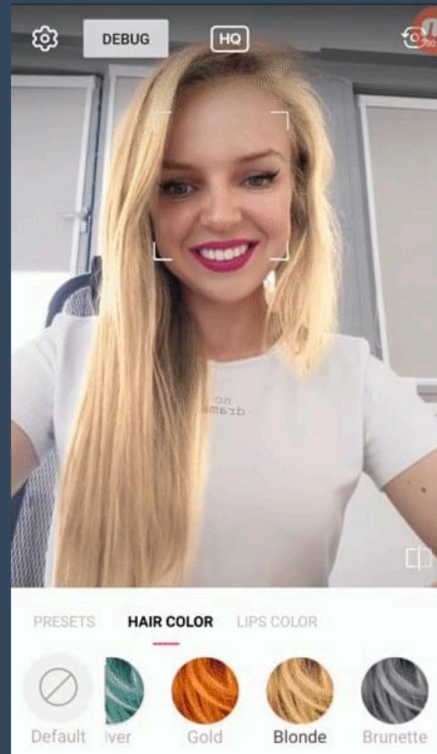
Short Quiz -
Know your Hair

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Choose Hairstyle or
Makeup look

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Consult with the stylist
at salon.



Proprietary Technology / Expertise



- SZone AR Technology for providing realistic hairstyle filters
- SZone Database of Salons and Beauty Parlors
- SZone Hairstyle 3D models dataset



Business Model



One-time Payment of
AR Tablet by
businesses.

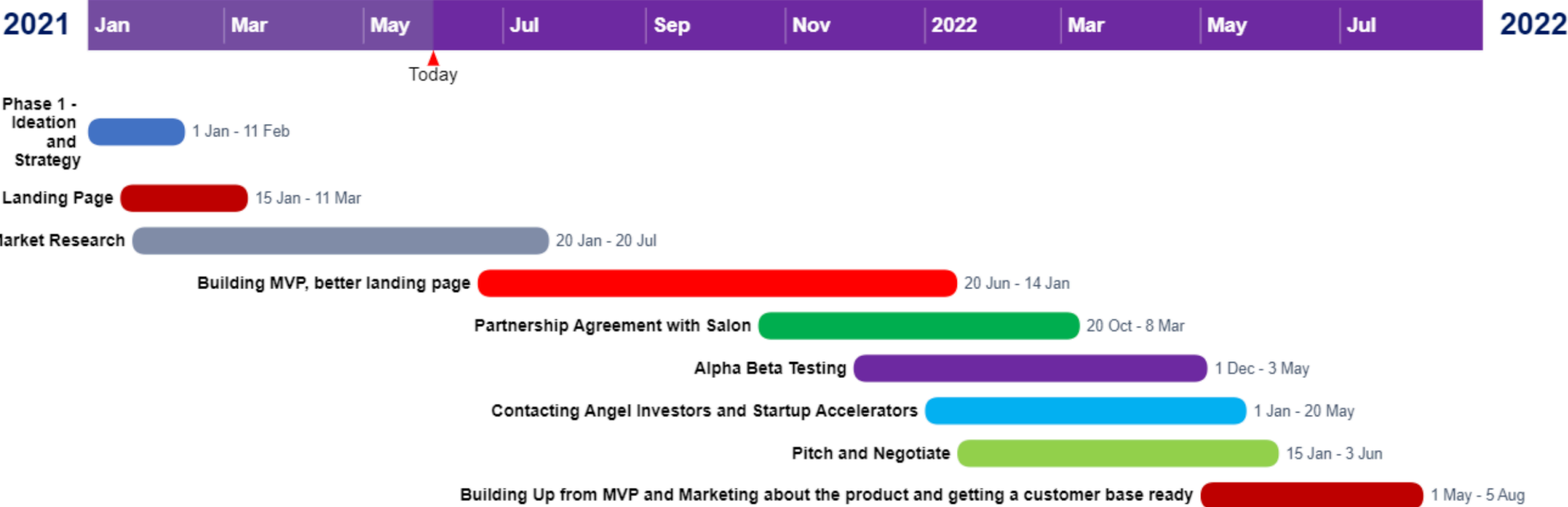


15% of Organised
Sector of Salon
Industry



Renewable **Monthly
Subscription** of
Software

Product Roadmap





Competition

L'ORÉAL

L'Oreal



Be U Salon



Nearbuy (Acquired by Paytm)



Why us?



AR Tech

only in our platform.



Unisex

for our Virtual
makeover and
Hairstyling experience



Time Saver

Save quality time
wasted in choosing a
new hairstyle

Go-to Market Plan

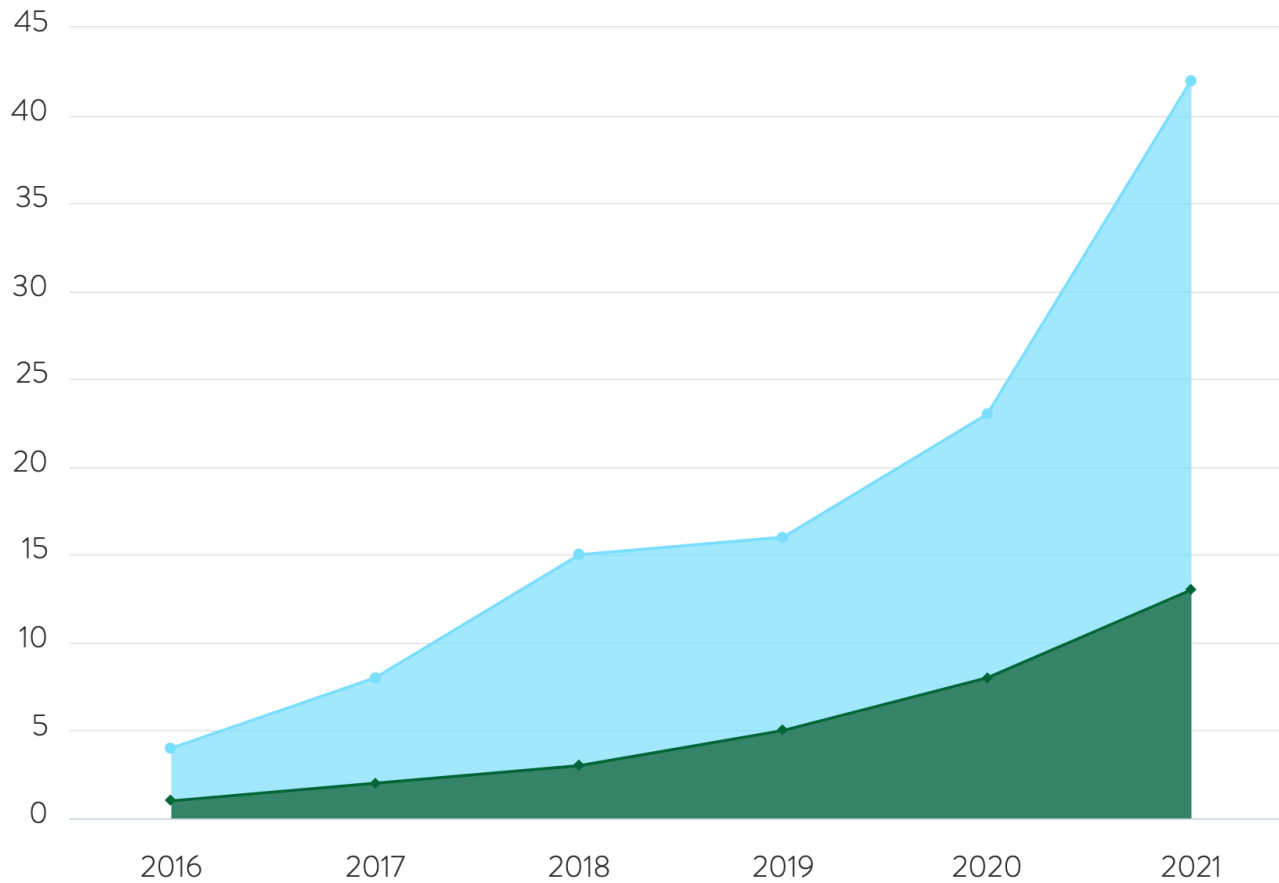
Customer Acquisition Channels



Youtube, Instagram, Facebook, Landing Page, SEM, SEO, Email Marketing



Events, Workshops, PR, Blogs, SZone AR Tablets and Brochures at Salons and Beauty Parlours



Market Size

The market size of the salon industry in the organized sector of India is approx **Rs 20000 Cr** and grows **20% annually**.

Source: [Business Wire](#) , [Amritt Ventures](#)

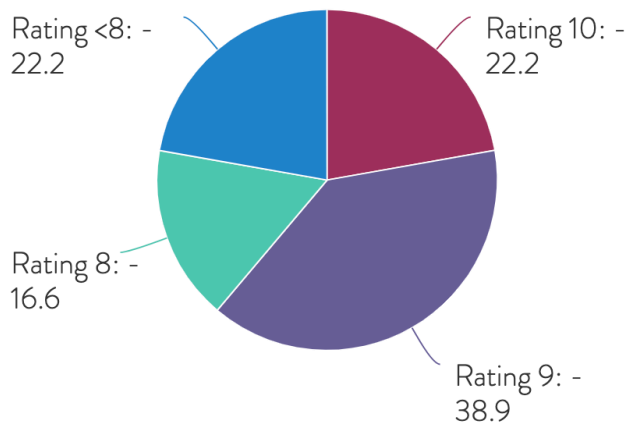
Market Research



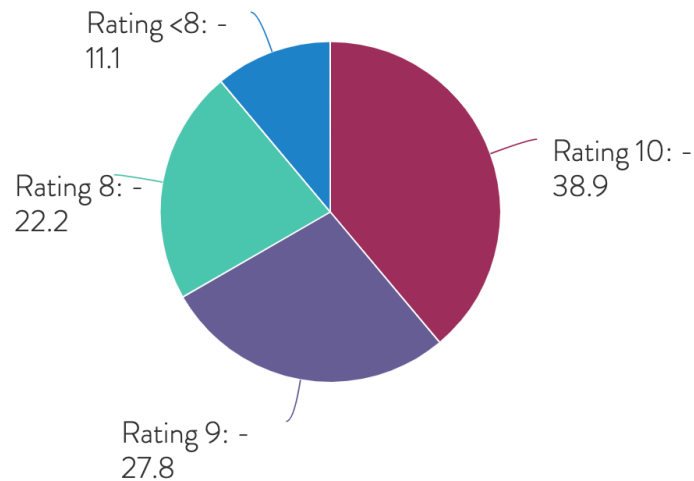
1. We built a fast-growing community “**Hairstylitz**” consisting of hairstylists, makeup artists, and the general public interested in trending hairstyles and makeup looks on Instagram and Facebook.
2. Took live interviews of different Infocity salon owners.
3. Reached out to different hairstylists and makeup artists (Through LinkedIn and Instagram)
4. Got responses to our Survey from the general public through our Instagram page.

User Market Research Insights

Is our Product Useful?



Try-on AR features



1. **95%** of the time, customers get a haircut, if there is a party or some function OR if the Face is not looking good
2. **90%** of users are willing to try new hairstyles.

Hair Stylists and Makeup Artists Market Research Insights



- **70%** of customers ask for a hairstylist's recommendation in deciding a particular hairstyle or makeup look.
- **90%** of the Infocity salons were showing interest in our AR Tablet.
- **Facials and Threading** are the most common service used by customers in hair salons and beauty parlors.



Fundraising and Cost Structure

Rs 2-3 L

We are looking for 10-month financing to reach 50 partner salons/parlors on SZone

- GSuite - Rs 1250
 - Website Development - Rs 8250
 - Logo Commercial Rights - Rs 3000
 - DeepAR SDK - Rs 5000
 - Sketchfab Hairstyle 3D model - Rs 6000
 - Asset Design - Rs 16000
 - App Development - Rs 32000
 - AR Tech Developement - Rs 100000
 - Legal Fees - Rs 80000
 - Marketing Cost - Rs 50000
 - Miscellaneous - Rs 10000
 - Total - 2.5L (Approx)
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