

Hue Harmony

Team: Karsen McFerrin, Ashwika
Tipparaju, and Chris Pols





Meet Our Team



Chris
Pols



Karsen
McFerrin



Ashwika
Tipparaju



Our Problem

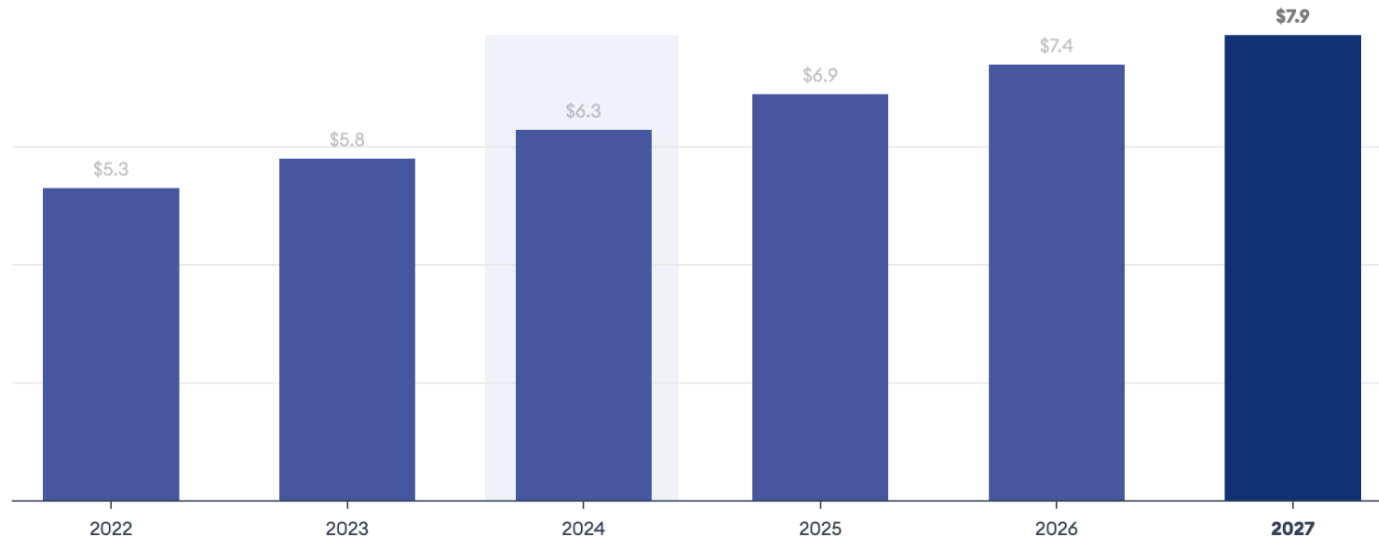
- ❖ Customers say **HAIR ON FIRE!!**
 - Do not know which styles, colors, + shapes fit them
 - Struggle with creating “good outfits”
 - Struggle with balancing affordability and wanting to be unique
 - Struggle with “mastering” their style



Why is this important?

The Growth in Retail E-commerce Sales Worldwide 2022-2027 (in trillions)

Source: Insider Intelligence



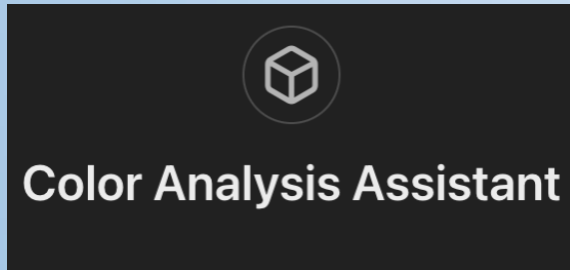
Source: Forbes Advisor • Embed

Forbes ADVISOR

https://www.forbes.com/advisor/business/ecommerce-statistics/#online_shopping_behavior_statistics_section

Solution → AI Color Analysis

1. Skin's Undertone
2. Contrast
3. Find “Season”
4. Email Results



Product and Landing Page

Hue Harmony

Get started



Discover Your Perfect Palette with Hue Harmony

Hue Harmony helps you find your color palette and recommends products from your favorite clothing brands, tailored to your unique style. Our advanced AI technology ensures you always look and feel your best.

"Thanks so much for the color analysis! I LOVED it, and I didn't know my colors were warm reds, earthy green, coral peach, and jewel tones - always thought I was a blue person. Would totally recommend this to anyone who wants to explore different outfits and hope to find their vibe!"



Luna W., Hue Harmony Customer

Enter your email

Get started

Free Color Analysis Survey

From the Hue Harmony Team ~ Karsen, Ashwika, and Chris!!

The information in this survey and your results are completely confidential. Only Karsen, Ashwika, or Chris will see them.



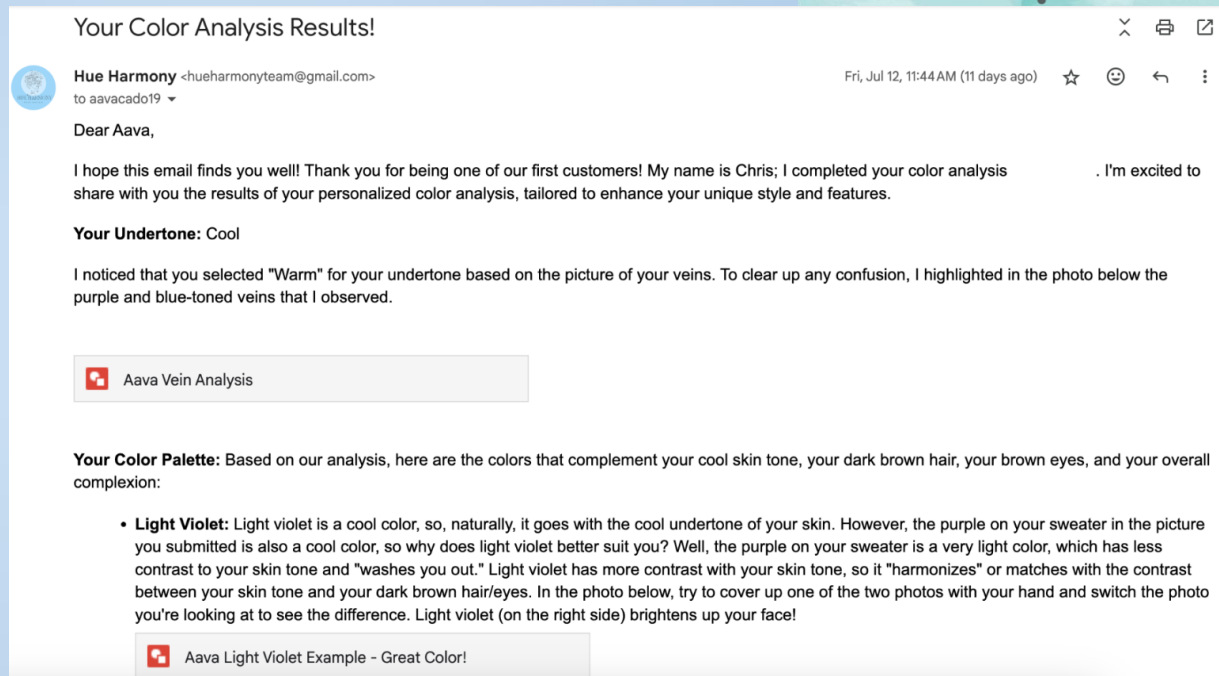
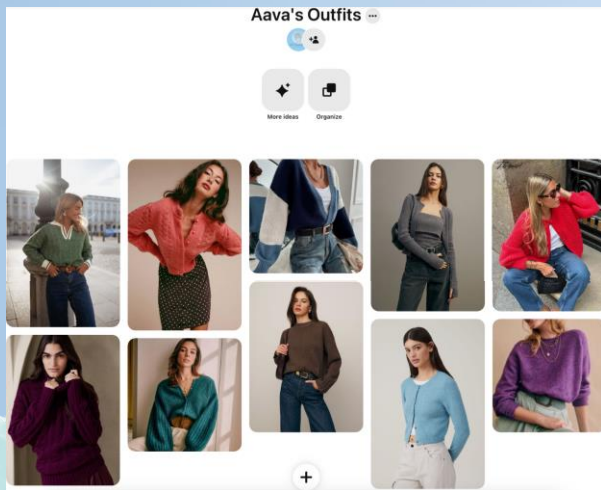
Dear Customer,

Have you ever felt overwhelmed by the amount of fashion choices available while online shopping? Well, we created Hue Harmony to simplify the process and help you discover the colors and brands that truly resonate with your style. Our advanced AI technology is designed to provide personalized recommendations that enhance your natural beauty and make shopping easy! Join us to experience the confidence that comes with knowing your true colors.

Warm regards,

Chris Pols, Karsen McFerrin, Ashwika Tipparaju ~ Founders of Hue Harmony

Product - Results



12 Users!!

Customer Reviews (Free Option)

- ❖ “...The colors compliment my skin tone so well, and I feel much more confident in my style. Seeing the before and after of my outfits was eye-opening...”
- ❖ “I love how you came up with colors that look good on me. It really helped me shop...”



Business Model

Free

\$0

Basic Color Analysis

- ✓ Four Main Colors
- ✓ Color Palette Season
- ✓ Your Undertone
- ✓ 10 Basic Style Recommendations

[Click here!](#)

Plus

\$5 /a month

Full Color Analysis with Limited Fashion Recommendations

- ✓ Full Color Palette (undertone, season, all colors)
- ✓ Comparison Photos (good vs. bad colors compared with face)
- ✓ 5 Style Recommendations (upon request)

[Click here!](#)

Premium

\$10 /a month

PREMIUM Color Analysis with Unlimited Personalized Fashion Recommendations

- ✓ Full Color Palette (undertone, season, all colors)
- ✓ Comparison Photos (good vs. bad colors compared with face)
- ✓ Printable Color Card
- ✓ Unlimited Personalized Brand/Product Recommendations (upon request)

[Click here!](#)

Growth Strategy

❖ Existing Platforms:

5.5K Views!!



2K Views!!

❖ Channel Sales/Partnerships:

- Fashion small businesses + influencers
- “Girls helping girls”

Vision & Future Plans



Outfit Box:
\$49/month!



Harmony



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