Key Ingredients to a successful technology startup

- R & D
- IP
- Competitors
- Technology
- Accounting
- Production
- Market
- Capital
- Legal
- Customer Service
- Marketing
- Sales

Some Computer Vision in TAAZ.COM

- Face recognition
- Modeling interaction of light with surfaces

\[ f(\lambda, \theta) = g_d(\lambda)f_d + g_h(\lambda)f_h(\theta) \]
\[ \theta = (\theta_s, \phi_s, \theta_r, \phi_r) \]

Patent pending: "Method for Specularity Removal and Dichromatic Editing for Images and Video"
Innovation:
Matte / Gloss Separation

Input Image

Matte

Gloss

Process + Combine

Pearacado

Example: Lip Gloss and Powder

Before
Before Powder

Example: Lip Gloss and Powder

After Powder

Example: Lip Gloss and Powder
Example: Lip Gloss and Powder

Before Lip Gloss

Example: Lip Gloss and Powder

After Lip Gloss
Example: Lip Gloss and Powder

What we heard

• You’ve got a feature, but not a product
• You’ve got a product, but not a business
• You’ve got a business, but not a $10M business.
• You’ve got a $10M business, but not a $100M business.
Key Ingredients to a successful technology startup

Technology

Market

Capital

• Global vs. US
• Color Cosmetics, Hair, skin, fragrance
• Market Channels – Prestige, Mass, Direct, Catalog, online
• Why are consumers not purchasing color cosmetics online at the same rate as shoes, clothes, and books?
  – Books – 21% of sales online
  – Shoes and Clothes – 8% of sales online
  – Cosmetics – 4% of sales online (makeup, skincare, fragrance)
  – Women – fastest growing segment for online purchases

Worldwide cosmetics and toiletries market – Kline group
Key Ingredients to a successful technology startup

- Technology
- Market
- Capital

Capital

- Investors
  - Self
  - Friends & Family
  - Angel investors
  - Venture Capital
- Grants
- Revenue
- Careful spending
How do you make money online

From a tool to a site: taaz.com
Current Demo

Network Layout
TAAZ.COM Launch: March 18, 2008

Getting the word out

- Buy ads
  - Traditional Media (Newspapers, Magazines, TV, Radio)
  - Online – CPC, CPM
- PR
- SEO
- Conversations with users
  - Blogs
  - Facebook
  - Twitter
- Include viral/community/ownership mechanism in site
  - Email to friends
  - Share on facebook, myspace
  - Community, pride,
“Tech Expert Brett Larson takes you to a virtual world where just about any makeover is possible.”

“TAAZ is absolutely fabulous. It’s a lot smarter and more powerful than play software I’ve demoed, the product suggestion feature is genius…, and everything girl and geek in me thinks TAAZ is just plain fun to use.”

www.sophistechate.com

<table>
<thead>
<tr>
<th>Blog mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mentioned in over 1,700 blogs</td>
</tr>
<tr>
<td>• “I am blown away by my latest find—never have I found a better simulator; it applied my makeup flawlessly!” - trendhunter.com</td>
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<tr>
<td>• fantaaztic.blogspot.com - the unofficial TAAZ fan site</td>
</tr>
<tr>
<td>• “Warning: this website is highly addictive, and is likely to consume large amounts of your time and inspire massive makeup shopping sprees.” - glossypink.com</td>
</tr>
<tr>
<td>• Youtube videos, MySpace, Facebook, Tutorials in different languages</td>
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“A new website can give you a new look. It’s fast, free and women all over the world are trying out the latest fashions on their faces.” - CBS NEWS

“Warning: this website is highly addictive, and is likely to consume large amounts of your time and inspire massive makeup shopping sprees.” - glossypink.com

Partners
One Click Look
Taaz and Sephora

Concept:
- Developed to live in creative interactive design concept, i.e. viral campaign for 2008 Holiday Season
- Sephora selected and created 4 makeup or hairstyle looks for the holiday season (Smokey Sugar Plum, Merry Berry, Santa’s Little Temptress and O, Tannen Babe)
- Users were able to upload a photo and apply the selected look to the photo with one click
- Call to action/Tout: “Upload your photos and try more looks at TAAZ.com” or “Buy these products at www.sephora.com”

Virgilio
How are we doing?

**TAAZ.COM**
- visits per month 1-2M
- Time on site: 19 Minutes
- Bounce rate: < 20%
- Photos uploaded: > 10M

**Partners**
- Media
- Brands
- Retailers

- Analytics
- Focus groups – talk to customer
- Worldwide
- How does advertising work
- Align incentives