# FRISP HANNAH BRADLEY

Fashion Enterprise Project BSc (Hons) Fashion Marketing





BUSINESS NAME & LOGO



**BUSINESS STATEMENT** 

FRISP (Fashion, Reverse, Image, Search, Platform), is an innovative marketplace that simplifies second-hand shopping through reverse image search technology. By seamlessly connecting users with curated fashion items from trusted platforms, FRISP promotes conscious consumerism, accessibility, and a frictionless shopping experience.

VISION & MISSION

Mission FRISP empowers users to shop sustainably by leveraging Al-driven reverse image search to match them with secondhand alternatives. Through innovation and collaboration with platforms, we create a seamless, intuitive, and ecoconscious shopping experience that reduces fashion waste and promotes circular fashion

## Vision

FRISP aims to revolutionise sustainable fashion by making second-hand shopping effortless and accessible.

INDUSTRY PROBLEM/ SOLUTION



A business opportunity arises when circumstances allow entrepreneurs to develop profitable solutions to consumer needs (Short et al., 2009). FRISP, the marketplace, operates in the sustainable fashion and e-commerce industry, particularly within the sustainability and second-hand sector. A key feature of FRISP is its AI- powered reverse image search feature, a technology that allows users to upload an image which retrieves similar or related images from a database (Kumar Reddy et al., 2025). This technology has already transformed e-commerce, with major companies investing in visual search to enhance personalisation and efficiency (Goti et al., 2023). Primary research results also found that 93% of consumers surveyed, believe that a reverse image search engine would better their shopping experience on second hand platforms (APPENDIX 2). Unlike traditional marketplaces, which rely on text-based searches and manual browsing, FRISP has a unique selling point (USP), allowing users to upload an image of a clothing item and instantpop. This approach not only enhances the shopping experience but also encourages circular fashion, making second hand clothing as easy to find as new clothing, eliminating a tedious search for consumers and bridging the gap between

OUTLINE OF PRODUCT/SERVICE

## 4-3 BUSINESS IDEA

FRISP will operate as an affiliate partner with second hand platforms. An affiliate partnership is an agreement where one party (the affiliate) promotes another's products or services, earning a commission for each referred customer (Cotter, 2024). FRISP will affiliate with brands such as Vinted, Depop and eBay. According to Statista, these brands are among the most recognised in the UK, with eBay at 93%, Vinted at 84%, and Depop at 47% brand awareness (Statista, 2024), this can also be supported by the results in FIGURE 1, page 4.

In this case, FRISP will act as the affiliate, and the merchants will be second-hand platforms. Payments will be processed directly through these platforms, FRISP will just receive commission for sending traffic and solidifying sales for these brands. These key partners would benefit from partnering with FRISP as it enhances search capabilities, drives traffic and creates access for a wider audience, presenting a feasible new revenue opportunity.

## **SERVICE BLUEPRINT**

**AGE** – 18- 25

alternative that is sustainable.

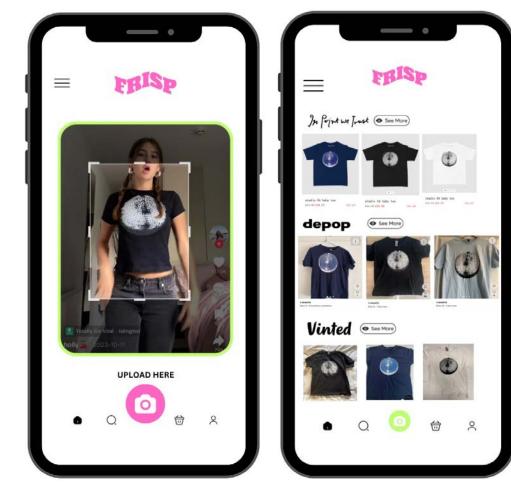
them due to the disorganisation.

In today's fast paced world, consumers demand more than just quality products- they expect a seamless and convenient shopping experience, with 63% of global consumers wanting to move from inspiration to purchase quickly, and 56% unwilling to shop with retailers that fail to meet their online expectations (VML

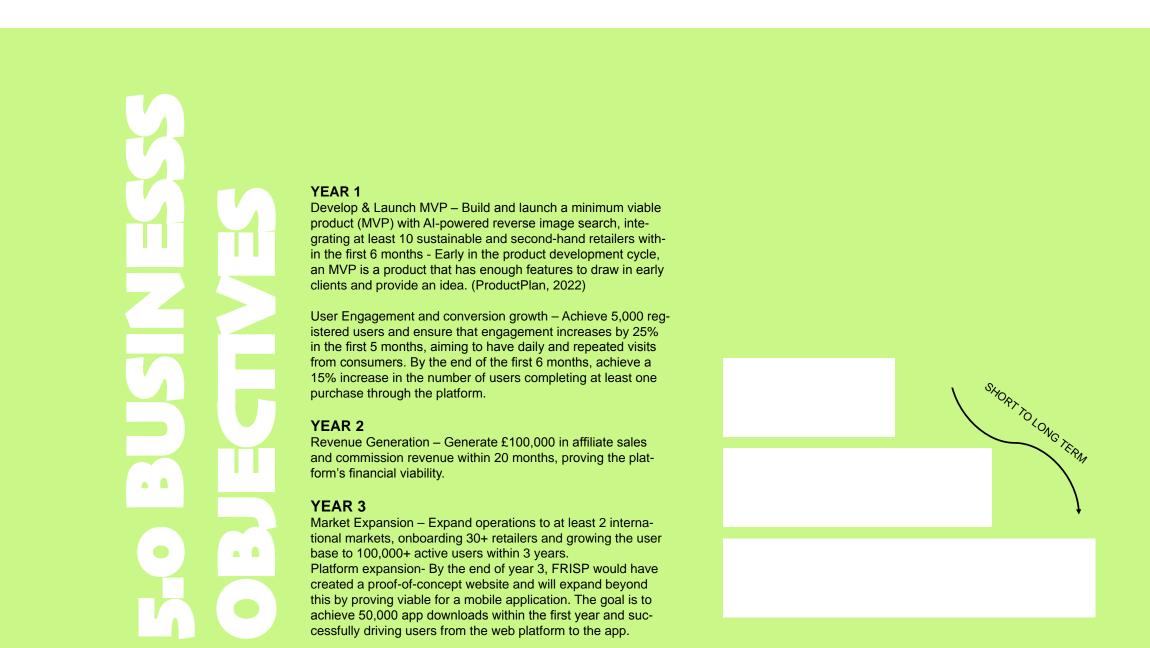
Traditional text-based searches often frustrate consumers seeking specific products, while reverse image search streamlines discovery and improves accessibility. A smooth consumer journey fosters brand connections, boosts loyalty and drives repeated purchases (Marijana Bjelobrk, 2024).

The service blueprint (APPENDIX 3) outlines a seamless user experience on FRISP, where consumers upload an image, which is then processed by Al-powered reverse image search. The results will then display second-hand and sustainable matches, which users can refine by filters before being redirected to retailers

to purchase. Al collects real time product data, while affiliate systems track sales.



**BUSINESS OBJECTIVES** 



TARGET MARKET



MARKETING & SALES STRATEGY

## (7.2) MARKETING TACTICS

## Business objective - Develop & Launch MVP (year 1)

MARKETING OBJECTIVE - Generate pre-launch brand excitement and public interest by reaching 5,000 app downloads through teaser campaigns and content marketing, within the first three months of launching FRISP. **TACTIC-** Run teaser campaigns across Instagram and Tik Tok, to attract early consumers to the app. These platforms have a shared amount of 3.59 billion active monthly users recorded in February 2025 (Statista, 2025). Signs or advertisements in public areas that people can repost to gain attraction, Create video content around the platform showcasing its streamline consumer journey. **WHO?** – marketing and social media manager

Business objective - User Engagement and conversion growth (year 1)

**MARKETING OBJECTIVE** - Achieve a 25% user engagement increase through launching influencers partnerships and targeted social media posts through Tik Tok and Instagram, aiming for a 30% increase in platform revisits from consumers in the first year.

TACTIC- Analyse data from teaser campaigns and see what is working well, carry on with these to make sure engagement is kept. Use influencer partnerships to showcase the platform- these will need to be influencers that promote sustainability – (costs stated in finances section), this will engage consumers from their audiences. When adding more brand onto the app as affiliates, FRISP can announce these on social media as a way to keep consumers excited and updated. WHO? - marketing and social media manager

To effectively reach FRISP's 18–25-year-old target audience, the market strategy focuses on creating relatable and fresh content – something that younger generations resonate with more and enjoy engaging with on social media (Mehul Agarwal, Forbes, 2024). Social media has become an influential tool for marketing, providing immediate information and building relationships with wider audiences (L. Bitner, and A. Albinsson, 2016). 89% of Gen Z social media users are on Instagram and 82% are on Tik Tok (Schaefer,

FRISP will make use of relatable and unique marketing, using phrases to catch consumers eyes and ones that target consumers can relate too. Educational posts will also be made in order to inform the consumer on the importance of sustainability. Marketing will align with the brands identity using a bright and out there ap-

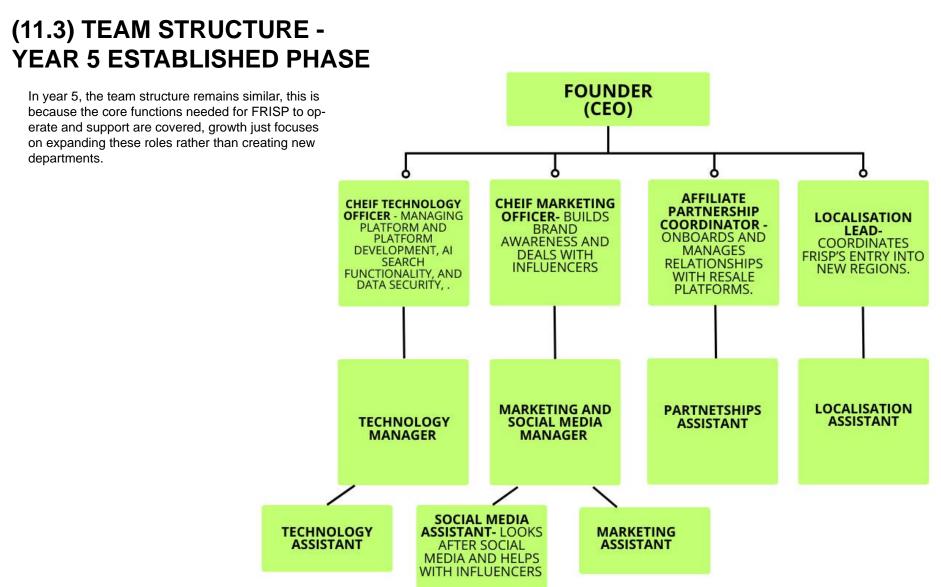
#### COMPETITOR **ANALYSIS**

	<b>.</b>	<b>,</b>		<b>.</b>	ı					
COMPETITOR	SERVICE	STRENGTHS	WEAKNESSES	AI USED	(6.3) COMPETITOR ANALYSIS  FRISP competes strongly by combining Al-powered image search with a clear tainability focus, offering user convenience and a broad selection from multip tailers — unlike competitors who are either limited to single brands, luxury go or lack eco-conscious positioning.  BRAND POSITIONING MAP					
LYKDAT	A platform for fashion manufacturers and brands that makes product searches easier, enhances catalogue management overall, and assists in locating and organising fashion items inside photos.	Helps brands integrate visual search into their own apps/websites.	B2B doesn't directly connect with consumers	<b>\</b>						
ASOS STYLE MATCH	In-app visual search tool for ASOS products .	Big fashion player with a wide range.	Limited to only asos products	<b>\</b>	DKAN	D POSITI	ONING W	FRIS	S <b>P</b>	
PINTEREST	General reverse image search across all images uploaded on the platform	A large number of users     An engaging social element, with people saving and sharing content about fashion.	No direct emphasis on sustainable fashion.	<b>\</b>		יט	Lykdat	ebay		
VERSITAIRE COLLEVCTIVE	A global online marketplace that specialises in buying and selling authenticated pre-owned luxury fashion	Strong reputation in the luxury market, with a huge selection of products	Focused on luxury goods, limiting its appeal to a wider range of consumers,	<b>\</b>	-	P	asos		SUSTAINA	
EBAY	A global online marketplace where individuals and businesses can buy and sell a wide range of new and used items	Well established reselling platform     Makes use of reverse image search tools	Products are limited to only those on ebay	<b>\</b>		Ves Coll	tiaire ective	A05 05 U05		
FRISP	An Al-powered platform that helps users find sustainable and second-hand fashion by reverse image searching.	Strong sustainability stance     Affiliate model     User convenience	Reliant on third party inventory     New brand so low awareness	/				ASE OF USE DW)		

FINANCIAL OVERVIEW

Month	Pre start	1	2	3	4	5	6	7	8	9	10	11	12	Total
Month name		0												
Money in (£)														
Funding from The Prince's Trust	30,000.00													30,000.00
Funding from other sources														0.00
Own funds	7,000.00													7,000.00
ncome from sales		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
														0.00
														0.00
														0.00
Total money in (£)	37,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37,000.00
Money out (£)			<u> </u>											
Repayments - The Prince's Trust		441.00	441.00	441.00	441.00		441.00	441.00	441.00	441.00	441.00	441.00		5,292.00
Survival Budget		-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-817.01	-9,804.12
														0.00
START UP COSTS	9,,462.3													0.00
														0.00
														0.00
DUDEOT 0.00T0														0.00
DIRECT COSTS		5,258.30	5,198.30	5,198.30	5,168.30	5,168.30	6,668.30	6,698.30	6,698.30	6,698.30	6,698.30	6,698.30	6,698.30	72,849.60
														0.00
														0.00
	_													0.00
														0.00
														0.00
														0.00
														0.00
														0.00
														0.00
														0.00
														0.00
														0.00
Total money out (£)	0.00	4.882.29	4,822.29	4,822.29	4,792.29	4,792.29	6,292.29	6,322.29	6,322.29	6,322.29	6,322.29	6,322.29	6,322.29	68,337.48
Balance (£)	37,000.00	-4,882.29	-4,822.29	-4,822.29	-4,792.29	-4,792.29	-6,292.29	-6,322.29	-6,322.29	-6,322.29	-6,322.29	-6,322.29	-6,322.29	-31,337.48
Opening balance	0.00	37,000.00	32,117.71	27,295.42	22,473.13	17,680.84	12,888.55	6,596.26	273.97	-6,048.32	-12,370.61	-18,692.90	-25,015.19	,
Closing balance	37,000.00	32,117.71	27,295.42	22,473.13	17,680.84	12,888.55	6,596.26	273.97	-6,048.32	-12,370.61	-18,692.90	-25,015.19	-31,337.48	

**TEAM & MANAGEMENT STRUCTURE** 



IMAGES/ **DIAGRAMS** 

