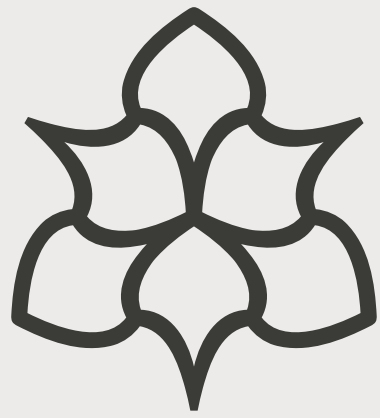


HUEMATE

LUCY HARRINGTON-RUTTERFORD

Fashion Enterprise Project
BSc (Hons) Fashion Buying and Merchandising



Manchester
Metropolitan
University

MANCHESTER
FASHION
INSTITUTE

BUSINESS NAME & LOGO



BUSINESS STATEMENT

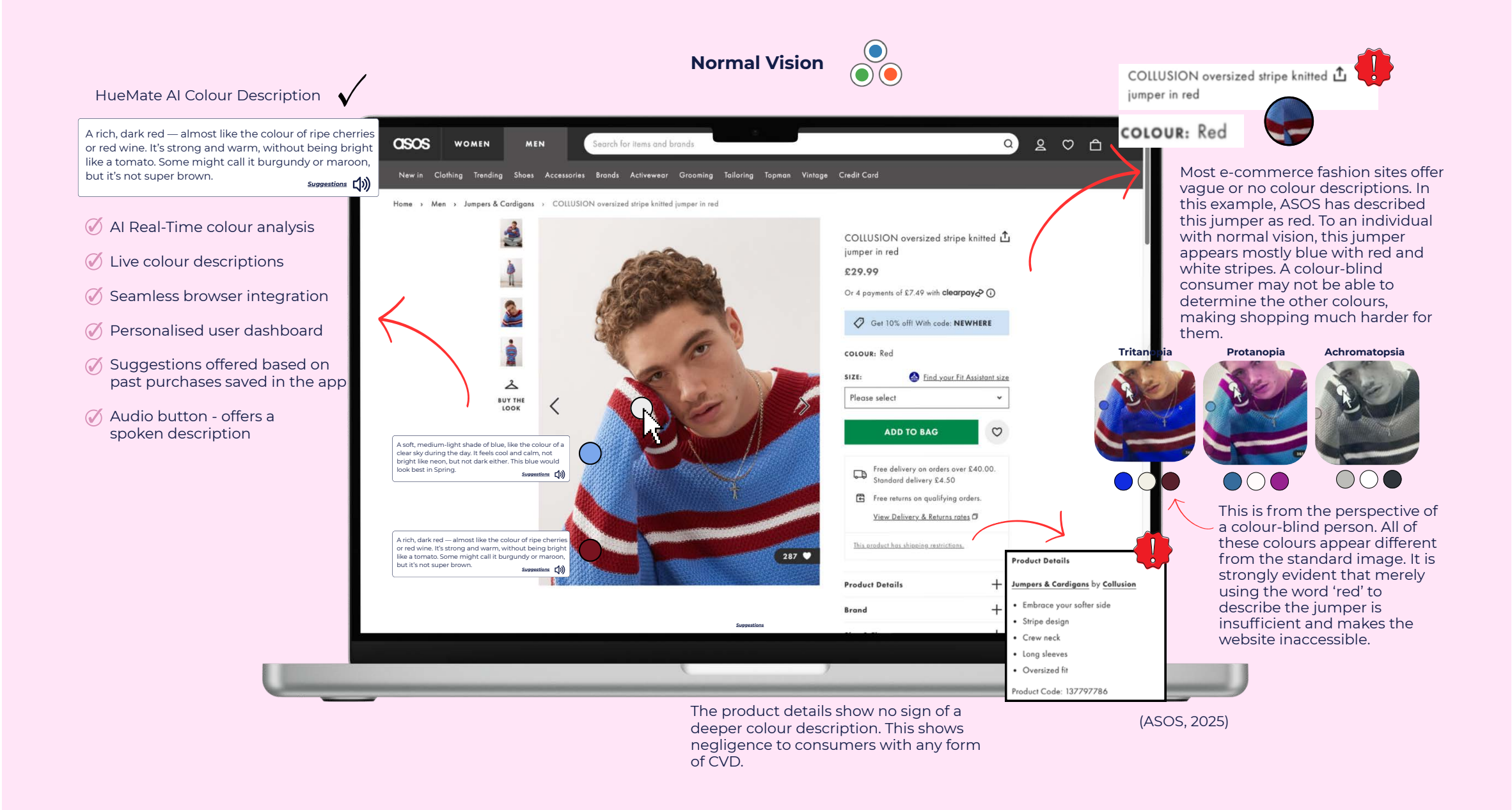
HueMate is a service-based business launching downloadable software to assist colour-blind customers when shopping online. It was inspired by the CEO's firsthand experience of witnessing colour-blind family and friends struggle to make informed purchases online. Often, those affected by colour vision deficiency opt for plain or monochromatic garments to avoid potential misjudgements. HueMate aims to provide them with software that allows them to shop independently and confidently.

VISION & MISSION

Vision
HueMate aims to challenge the term 'accessible', empowering people with colour vision deficiencies to shop online with confidence by providing inclusive and accurate digital colour solutions.

Mission
Our mission is to make online shopping more inclusive, seamless, and empowering for colour-blind consumers by positioning HueMate as an industry-standard tool, benefiting both consumers and businesses alike.

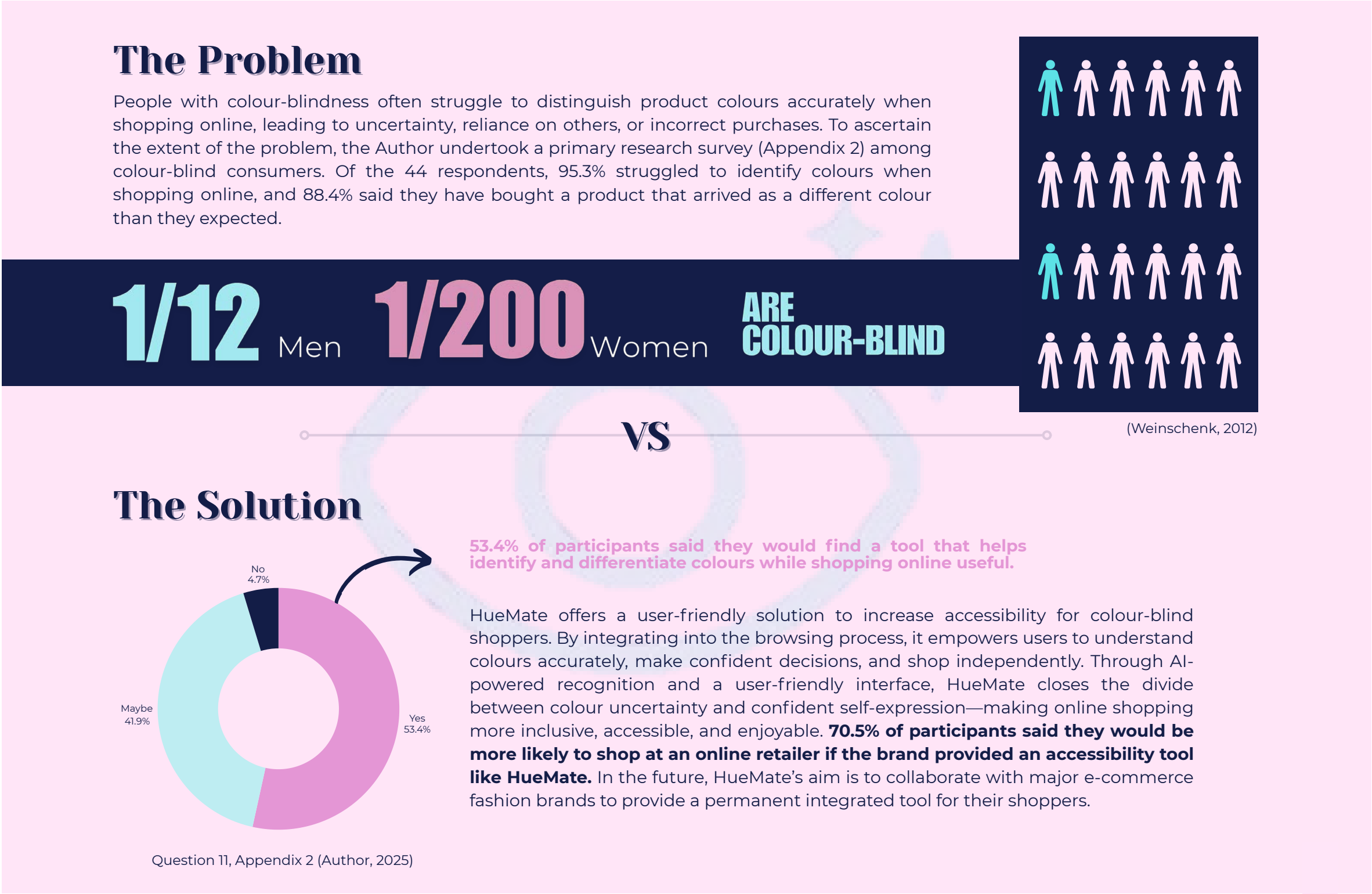
OUTLINE OF PRODUCT/SERVICE



HueMate is the tool that will bridge the accessibility gap between consumers. By integrating into the browsing process, it empowers users to understand colours accurately, make confident decisions, and shop independently. Through AI-powered recognition and a user-friendly interface, HueMate closes the divide between colour uncertainty and confident self-expression—making online shopping more inclusive, accessible, and enjoyable. **70.5% of participants said they would be more likely to shop at an online retailer if the brand provided an accessibility tool like HueMate.** In the future, HueMate's aim is to collaborate with major e-commerce fashion brands to provide a permanent integrated tool for their shoppers.

- Service Offering**
- AI Real-Time colour analysis
 - Live colour descriptions
 - Seamless browser integration
 - Personalised user dashboard
 - Suggestions offered based on past purchases saved in the app
 - Audio button - offers a spoken description

INDUSTRY PROBLEM/ SOLUTION



BUSINESS OBJECTIVES

Drive Software Downloads
Short-Term: Generate 250 downloads of the HueMate software by Q1 2025, the first-year post-launch, through initial marketing campaigns and targeted Google ads.
Mid-Term: Generate 1,000 downloads of the HueMate Software by Q3 2026, the first year post-launch, through email marketing and 3 smaller retailer collaborations.
Long Term: Generate 2,000 downloads of the HueMate software by Q4 2026, the first year post-launch, through targeted marketing campaigns, referral offers and a key partnership with one major retailer.

Why is this important? The number of downloads is a direct indicator of customer interest and market demand.

Achieve Revenue Milestones
Short-Term: Generate £1000 in revenue by Q1 of 2025 through early retail adopters and all initial sales.
Mid-Term: Hit £5000 in total revenue by Q2 of 25/26, by obtaining loyal customers and introducing a licensing deal with one key e-commerce retailer.
Long Term: Achieve £10,000 in revenue by the end of Q4 2026 to prove financial sustainability and allow for scaling opportunities such as integration with more e-commerce platforms.

Why is this important? This will prove that the product has a viable market and allows for reinvestment into further product development and marketing.

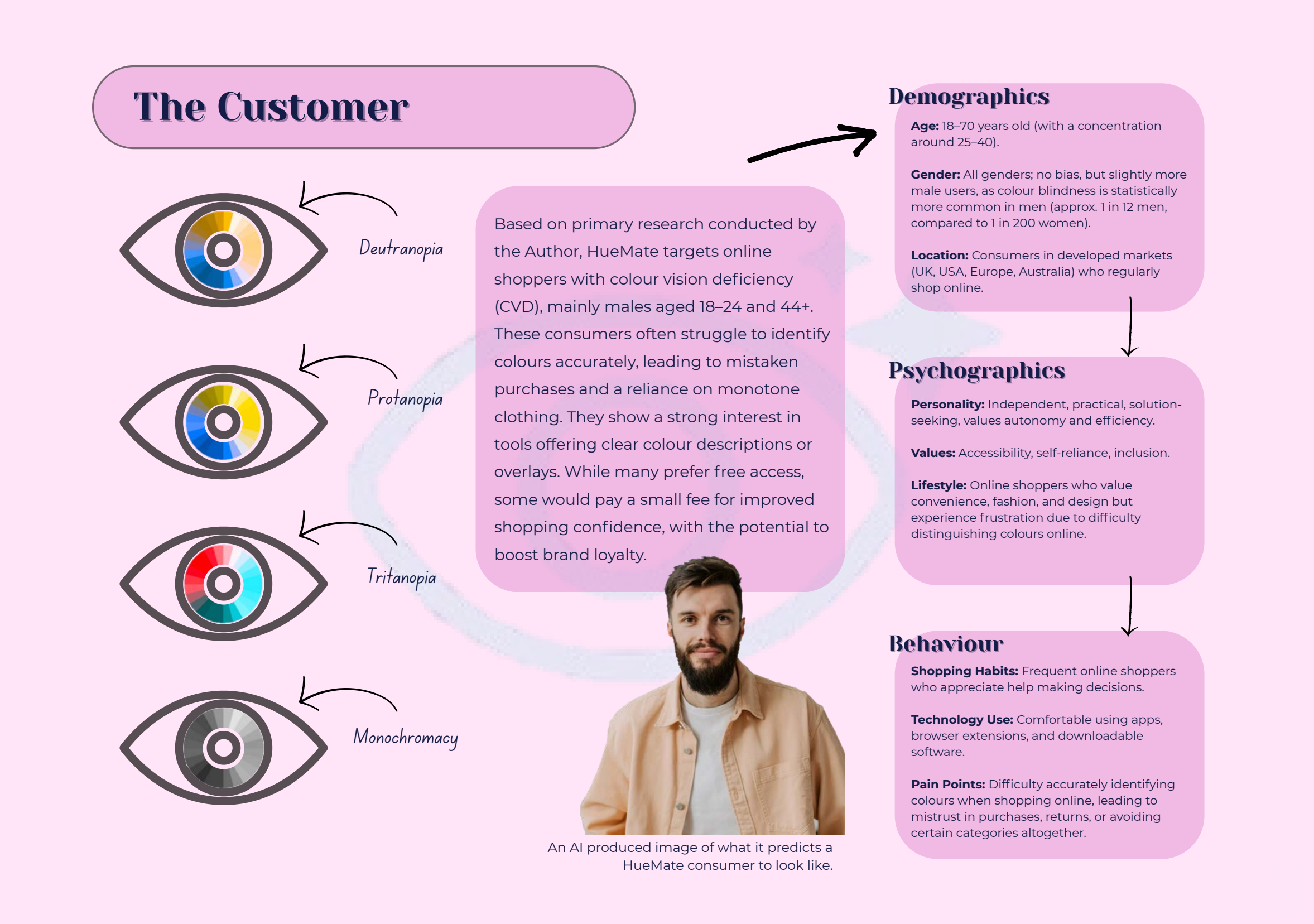
Customer Satisfaction and Retention
Short-Term: Implement a user feedback system to track satisfaction and gather any feature requests, aiming for at least 80% of testers to report a positive HueMate experience within the first 3 months post-launch.
Mid-Term: Establish a fully independent customer support system run by a live AI chatbot, as well as a physical backup email line run by customer support. All to maintain a 90%+ customer satisfaction rating on dedicated HueMate feedback platforms within the first 6 months.
Long Term: Achieve a user retention rate of 70%+, ensuring customers continue using HueMate after their initial interaction by the first 12 months.

Why is this important? Happy customers lead to word-of-mouth referrals and organic growth. High retention rates mean users find value in the software, leading to long-term revenue. Strong customer service builds brand trust and loyalty.

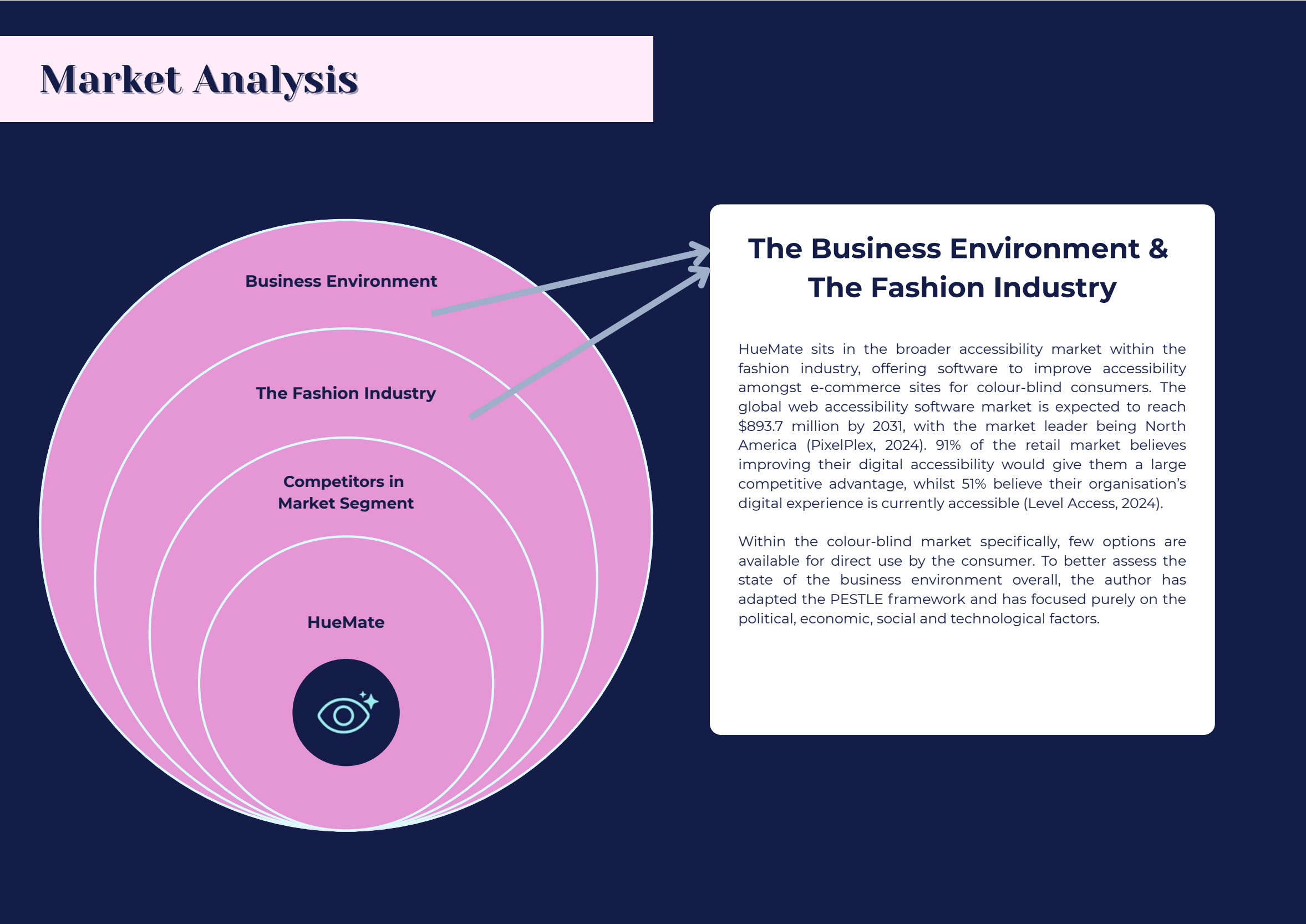
Drive Innovation and Scalable Growth
Short-Term: Develop a product roadmap outlining future HueMate software features and potential integrations between months 3 and 6, whilst constantly conducting market research to identify emerging trends in colour accessibility and AI-driven technology.
Mid-Term: Expand into international markets, tailoring the HueMate software to different languages and regional accessibility needs by the end of Q4 2026.
Long Term: Develop an enterprise version of HueMate for integration with e-commerce platforms, transforming it from a B2C to a joint B2B and B2C model by 2027.

Why is this important? Innovation keeps HueMate competitive and relevant in the accessibility and e-commerce industry. Scalable growth ensures that the business can expand beyond its initial market and reach a wider audience.

TARGET MARKET



MARKETING & SALES STRATEGY



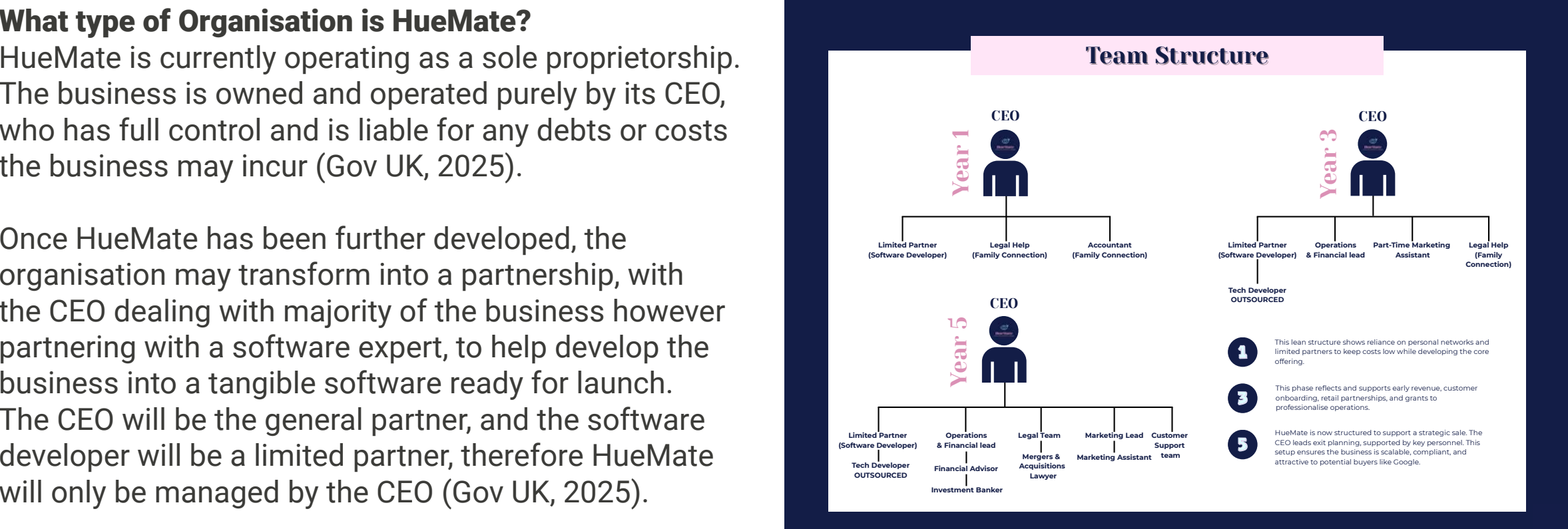
MARKETING & SALES STRATEGY

EnChroma <ul style="list-style-type: none">• Accessible for only red-green colour blindness• Expensive• Un-Fashionable• Accessibility programme• B2C model	Sim Daltonism <ul style="list-style-type: none">• B2B model• Accessible for all colour-blind cases• Free• Only available in English & French
HueMate <ul style="list-style-type: none">• Price TBC• Accessible for all colour-blind cases• Female-Owned• B2C & B2B model• In-depth colour analysis• Accessible in all languages• Fully customizable• Unlimited shade detection	Colorino Talking Colour Identifier <ul style="list-style-type: none">• Expensive• Only available in English• B2C• Requires batteries and earphones• Only works in person• 150 shade detection

A closer comparison to HueMate is Sim Daltonism, a desktop-based simulator that allows companies to visualise how their websites appear to colour-blind users. However, it primarily serves a B2B audience, focusing on accessibility testing rather than directly assisting colour-blind shoppers. Unlike HueMate, which modifies e-commerce sites in real time, Sim Daltonism only provides a static colour simulation, requiring manual adjustments by developers.

Currently, colour-blind consumers must rely on assistance from normal-vision individuals when shopping, compromising their independence and privacy. HueMate directly addresses this gap by empowering users with AI-driven, real-time colour adaptation.

TEAM & MANAGEMENT STRUCTURE



What type of leader will run HueMate?
The founder of HueMate aims to be a transformational and empathetic leader. They believe in leading with purpose, inspiring their team, whoever that may become, through a shared vision of inclusivity and innovation. They'll focus on collaboration, open communication, and adaptability. When developing a business within the accessibility sector, the leader must embody the values they hope to reflect into their business, especially when it's also in an ever-evolving market, technology. These values include reliability and empowerment. Because the business is rooted in lived experience, they will also prioritise listening—to users, teammates, and partners, so that the solutions they create are both impactful and authentic.