

Elevator Pitch

About the Solution

In today's world, hair care is **reactive**; we only treat damage after it happens. One of the biggest culprits of hair loss, especially for men, is hard water, which weakens hair follicles and causes scalp buildup. Our **Smart Shower Head** with **Hair & Scalp Analysis** innovation transforms hair care into a proactive, real-time solution. We are focusing on one axis - **haircare**.

Powered by **IoT**, **AI**, and **water quality sensors**, this smart device detects **water hardness**, **mineral content**, and **chlorine levels**, all of which directly impact **hair health**. It then dispenses customized shampoo from built-in pods. AI-driven hair care recommendations provide personalized insights, while **integrated temperature control** prevents scalp dryness. This **first-of-its-kind technology** integrates into everyday showers, ensuring **healthier** hair. By bridging technology with personal care, we offer a highly sustainable and effortless solution.

1



- Aryan, 32, Finance Professional & Grooming Enthusiast
- Hard water is causing hair thinning and scalp buildup, making him anxious about hair loss and dandruff

2



- Michael, 45, Director of Hospitality, Marriott
- Manages hotel operations, guest experience & brand partnerships
- Needs unique, high-end amenities to differentiate the experience

Product Features



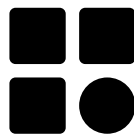
Real-Time Water
Quality Analysis



AI-Powered
Hair & Scalp
Analysis



Integrated
Temperature
Control



Smart App
Integrated with
Shower Head



Automated
Shampoo
Dispensing

Find out more about Smart Shower Head

How is it scalable at a worldwide level?

🔍 Search

Our solution is **highly scalable** due to the global concern over **water quality**, particularly hard water, which affects hair in regions like **India**, **the US**, **Europe**, and **the Middle East**. Our custom **AI models** continuously improve by leveraging data from **millions of users**, creating a network effect that enhances hair care recommendations over time. Additionally, our AI will be trained using insights from **L'Oréal** brands such as **Garnier**, **L'Oréal Paris**, **Kérastase**, and **Redken**, ensuring formulations are tailored to diverse hair types and **regional conditions**. The modular design of our **showerhead**, equipped with **universal adapters**, allows easy installation in homes worldwide, while smart integrations with **Alexa**, **Google Home**, and mobile apps make it an attractive addition to connected homes. As demand for personalized beauty and smart home solutions continues to grow, our **innovation** has the potential to rapidly scale across **global markets**, reinforcing its position as the future of **hair care**.



Discover

Our beautiful innovation

How does it align with sustainability and inclusivity?

- **L'Oréal's** commitment to achieving **100% sustainability** aligns perfectly with our innovation, which focuses on **reducing waste**, **conserving resources**, and using **eco-friendly** materials. Our **smart dispenser** minimizes shampoo waste by dispensing only the necessary amount, leading to lower plastic consumption. The **advanced filtration system** enhances water quality, decreasing the need for excessive rinsing, while AI-powered recommendations prevent users from overusing products that require additional washing cycles. **Sustainability** is reinforced through the use of recycled plastics and **biodegradable** components in the showerhead, along with refillable, compostable shampoo cartridges that eliminate **single-use plastics**.
- **Inclusivity** is at the core of our design, ensuring that hair care is accessible to all. Our **AI-powered system** provides customized treatments for every hair type - whether it's curly, straight, dry, or oily - and caters to various scalp conditions, including **sensitivity** and **dandruff**. It is designed for all ages and ethnicities. Additionally, the **voice-enabled smart assistant** enhances accessibility, allowing visually impaired users to receive AI recommendations effortlessly.



Research with hair specialists: 80% men had hair fall & thinning, 50% men use anti-hair fall shampoos, 7/10 men had dryness issues

Key Performance Indicators to assess the success

Market Adoption – Gauging Consumer Demand and Retention: Tracking the number of devices sold in the initial phase will help assess demand and refine marketing strategies. Also, the retention rate will indicate customer loyalty and product stickiness.

Impact on Hair Health – Validating Product Efficacy: Customer Satisfaction through user ratings before and after using the product. Metrics such as decreased dryness & dandruff, collected through feedback will validate the product's benefits.

Sustainability Metrics – Measuring Environmental Impact: Liters of Water Saved Per Household by analyzing water flow data after installing our product. Monitoring the usage of our refillable shampoo pods will indicate how much plastic waste is prevented.

Competitors

dyson

MOEN

PHILIPS

Culligan

REVAIR

ghd
good hair day



Cost & Profitability

In **Year 1**, we **target men with 10% market penetration** in hard water regions. Shampoo cartridge adoption starts at 30%, growing 500 bps yearly. CM1 rises from 48% to 54% by Year 3, driven by cost efficiencies. From **Year 2**, **B2B partnerships with top hotels** contribute ~19% of revenue. Fixed costs are eliminated post-launch, with **operating profit increasing from 5% to 14% by Year 3**.

Selling Price

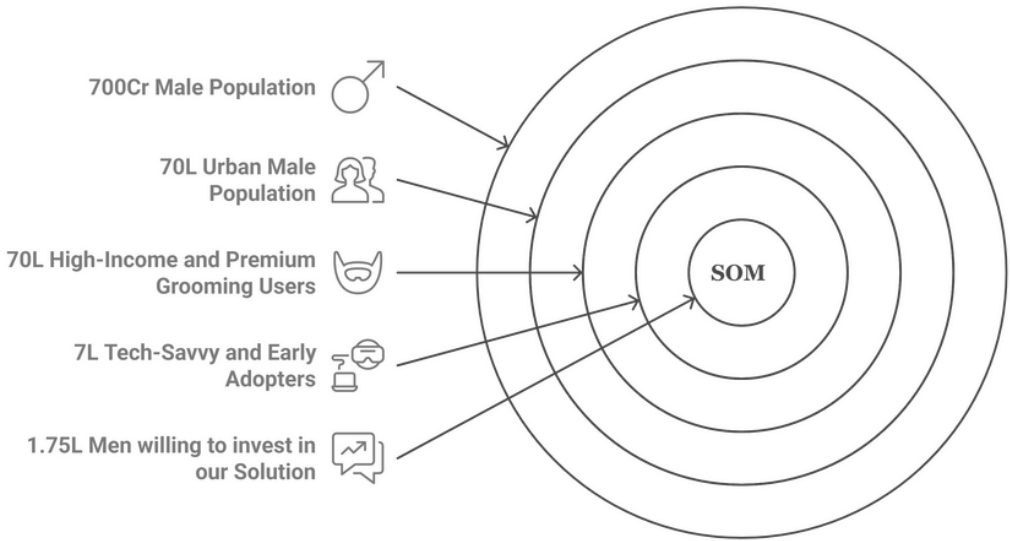
- 1. **Business to Consumer:** INR 14,500 - Premium pricing strategy reflecting advanced technology, superior quality and luxurious experience
- 2. **Business to Business:** INR 12,000 - Bulk pricing for tier-1 hotels
- 3. **Shampoo cartridge:** INR 1,200 per unit (lasts for 3 months, bought 4 times a year) for recurring revenue and customer convenience

- Diverse growth in B2C, cartridges, and B2B ensures sustainability
- Rising margins reflect better resource utilization
- Lower fixed costs and steady SG&A showcase strong cost control

(INR Crore)			
Operating Model	Y1	Y2	Y3
B2C	254	279	307
Shampoo Catridge	25	32	41
B2B		24	35
Total Revenue	279	335	383
Variable Cost	144	159	175
Contribution Margin 1	135	176	208
Contribution Margin 1 (%)	48%	53%	54%
SG&A	113	135	154
% of sales	40%		
Contribution Margin 2	22	41	54
Contribution Margin 2 (%)	8%	12%	14%
Fixed Cost	8	-	-
Operating Profit	14	41	54
Operating Profit Margin (%)	5%	12%	14%

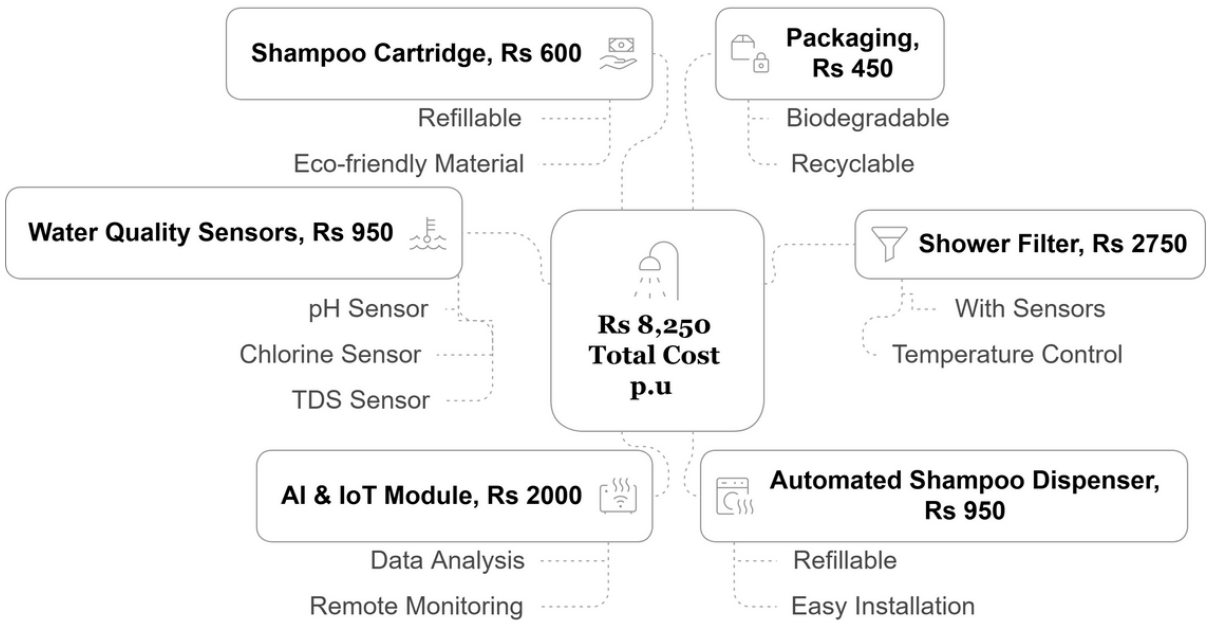
- One-time R&D spend to understand men's perception on preventive haircare: 3% of revenue, as per industry standards.
- SG&A (marketing, distribtuion, salaries and maintenance costs): 40% of revenue, as per industry standards

Indian Male Population Segmentation for SMART SHOWER HEAD



Focus on male population in metro cities with high disposable income

Cost Structure Per Unit



Market Growth



2021

3.3%

2030



The **men's hair care and styling products** market was valued at **\$40,430.0 million in 2020**, and is projected to reach **\$54,755.1 million by 2030**, registering a CAGR of 3.3% from 2021 to 2030.