



A Revolutionary Network Solution for Style Entrepreneurs

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Executive Summary

Stylist Piazza is an innovative platform that seamlessly connects professional beauty service providers and customers. Every day, independent beauty and style entrepreneurs are challenged in a myriad of ways; from organizing their business operations, to acquiring and retaining clientele, marketing and promoting their businesses, managing their reputation, meeting regulatory and compliance standards, staying abreast of current trends, maximizing technology and other weighty business matters which tend to drain their enterprise. We propose a solution to these challenges using a “*beauty-hailing*” application. Like the traditional beauty parlour, the application hosts an assortment of top-notch and seasoned hairstylists, barbers, nail technicians and makeup artists showcasing their work and declaring their availability on a user-friendly interface. This improves their visibility and generally helps grow their business. On the flip side, customers can find new service providers, make online bookings at their convenience and get style inspiration.

Contemporary Beauty Struggles

Beauty service customers have relied almost exclusively on walk-in beauty centres hoping that their favourite stylist would be available to cater to their grooming needs, or a skilled friend or an independent stylist who is just a phone call away. While this process works well for many individuals, it is still inherently flawed and diminishing by the day. The local beauty shops are becoming increasingly congested with customers. Finding dependable and competent beauty professionals, inconsistent pricing, last minute cancellations, and in recent times, the ‘*what I ordered versus what I got*’ phenomenon have characterized this model. Also, there are thousands of skilled stylists seeking new customers; few work with established salon managers for inadequate charges and they remain in such systems while seeking better

opportunities. The cost and intricacies of business operations in the country prevents others from setting up and maintaining their own beauty shops, yet there is a large pool of upwardly mobile and independent service providers whose talent and training are seeking new expressions beyond their immediate workspace. It is a case of potential customers seeking potential professionals and vice versa. What is required is a network platform that enables these two parties transact directly with each other on their own convenient terms; a technology that allows beauty service providers to connect with customers and entirely automates their business services. In this paper, we propose a novel solution – *the Stylist Piazza application*. The system is absolutely secure and easy to utilize as long as both users and stylists agree to the terms of service.

Igniting a Style Revolution

Stylist Piazza provides a new way for style and beauty service providers to manage their businesses and for customers to access new stylists. Combining data-rich, real-time messaging with multidimensional settlements in all financial institutions in Nigeria, Stylist Piazza is poised to take beauty technology to a whole new level. The application is easy to set up and flexible; it provides an amazing user experience. It is able to:

- ✚ Profile customers and stylists with ratings, review and portfolios;
- ✚ Enable easy service bookings and manage appointments;
- ✚ Set up stylists’ businesses (including marketing services)
- ✚ Fund wallets
- ✚ Provide GPS tracking of stylist’s location
- ✚ Push notification; confirm appointment reminders and updates
- ✚ Process transactions across all Nigerian financial institutions (secured by Paystack).

Users require only one account to connect and transact with many stylists and vice versa.



Fig 1: Customer Account Login

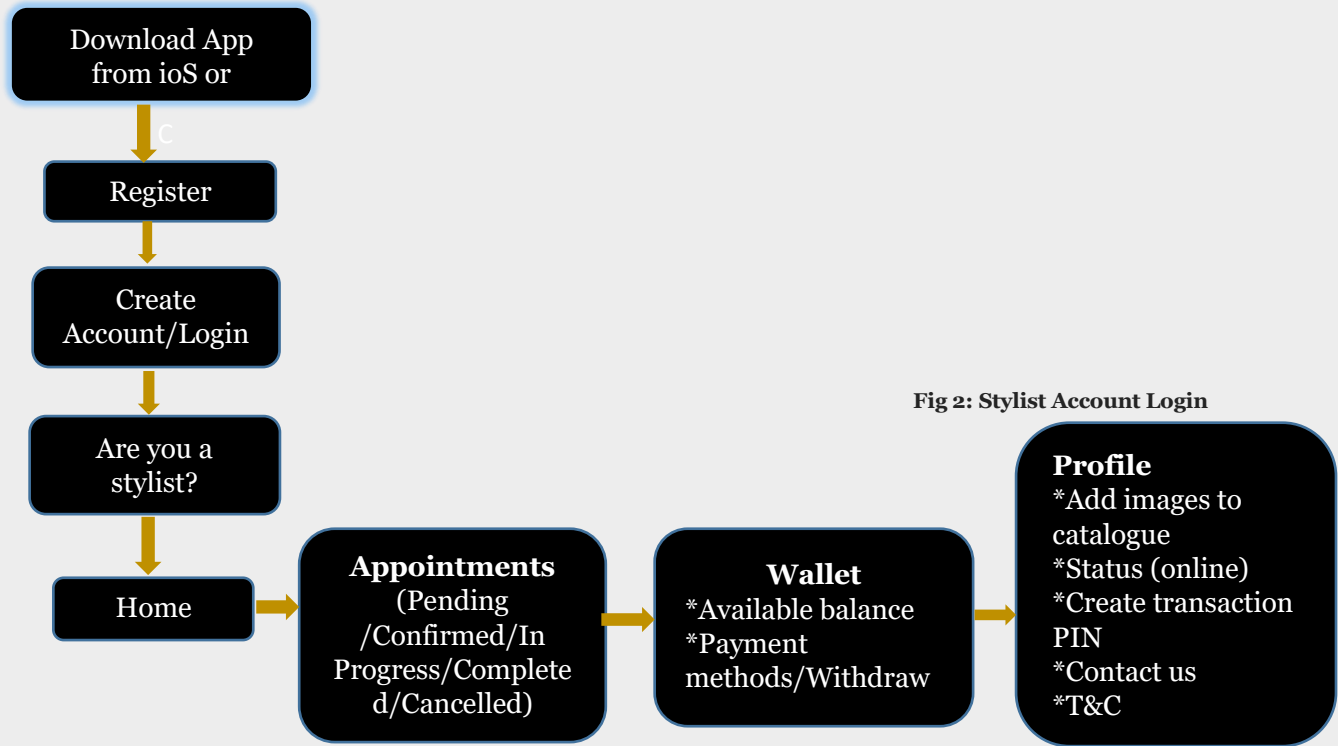


Fig 2: Stylist Account Login

Embracing e-hailing as the new trend in beauty technology: Stories that inspire.

BOOKSY



Consider Booksy, a global leader and influencer in the beauty tech industry. Founded in 2014 by two Polish entrepreneurs, it is the largest and fastest growing booking platform for beauty services in the USA today with a client base in five other countries. They provide beauty and wellness professionals with a mobile-first all-in-one software solution that combines all the tools providers need to get booked, get paid and build a loyal client-base. As at 2024 Booksy boasts of 380,000 beauty professionals registered, 38+ million customers, 750+ workers, 20% more bookings per customer, 25% drop in cancellations and no-shows. It has been awarded as one of the top 25 companies for women and top 50 companies for diversity. Beauty professionals testify that their lives have been changed by the app. Many of them started living up to their true potentials, bookings tripled, and clients that didn't respect timing were eliminated. They now had more personal and family time.

Booksy Timeline

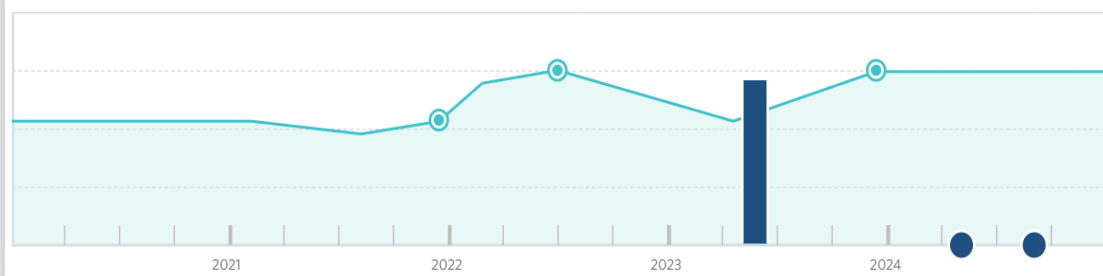


Figure 4: Booksy's growth graph 2021 – 2024 (Source: PitchBook)

STYLESEAT



When Styleseat CEO, Meolody McCloskey first tried to pitch her 'OpenTable for Beauty' business in Silicon Valley in 2011, it wasn't well received but she didn't give up. Today, Styleseat has powered over 155 million beauty appointments across the US, generating over 10.6b in revenue for small businesses. Styleseat is an online destination for beauty and wellness professionals and clients. Professionals showcase their work, connect with new and existing clients, and build their business. Clients can discover new services and providers, schedule bookings online and get inspired. With development, the Styleseat platform is now able to analyse how a professional's business operates and deliver solutions that maximize their revenue, including price adjusting to maximize earnings. Generally, professionals who run on styleseat double their revenue in one year on the platform. Commendably, during the Covid year, StyleSeat put \$15million of

revenue into the pockets of its business owners in 2020 alone, during what was – for many of them – the hardest year of their lives.

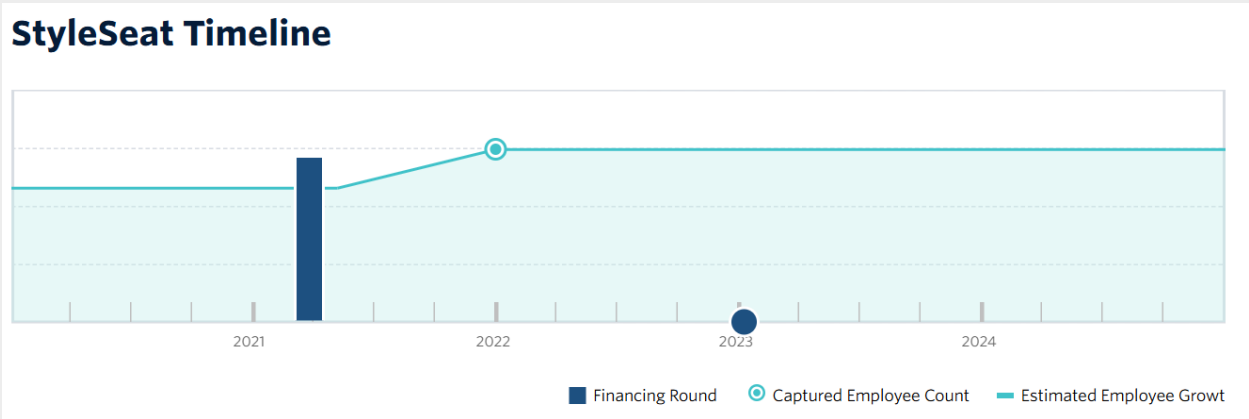
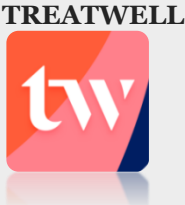


Figure 5: Styleseat’s growth graph 2021 – 2024 (Source: PitchBook)



In 2009, Lopo Champalumaud was disappointed because he could not find a beauty spa for a last minute sports massage. He couldn’t believe how difficult it was to find such service, this birthed the idea for Treatwell, a salon booking company in the UK. Treatwell is an example of an online marketplace solving a traditional retail problem. 15 years later, Treatwell is still on a mission to digitally revolutionise the hair and beauty community in Europe. They work with over 40,000 salons partners across 13 countries, processing over 5 million booking every month.

Operating Metrics

Metrics	May, 2022	Feb, 2024
Trademarks (US)	3	
Monthly Bookings, units	5M	8M
Countries	13	13
Partners	40K	50K
Trademark Applications		1
Trademarks		15

Figure 6: Treatwell’s Operating metrics (Source:Craft.co)

These stories encourage us to embrace the future of beauty technology and Stylist Piazza is poised to become the beauty technology leader in Nigeria and Africa.

Why You Should Choose Stylist Piazza



(Figure 7: From Style Piazza website)

As society continually advances and urban populations rocketing, beauty is no longer business as usual, there is so much more to explore and tap into. Except your desire is to stay obscure, the best move a beauty and style entrepreneur must make is to embrace an e-hailing beauty technology like Stylist Piazza for these important reasons:

Booking Convenience: clients can book the exact services they want when they are ready by a few easy clicks. By having a booking system accessible in real-time and at all times, appointments are made easier and time properly managed. A user creates a profile by providing basic information such as name, email and phone number and gets onboarded in seconds. Through the app's menu, he has access to a wide range of stylists and services to choose from. The user can make choices based on stylist's profiles, ratings, pricing and availability. The real-time calendar enables date and time selection. Users receive reminders and notifications about the confirmation and summary of bookings made on the calendar via email and push notifications. Clients will feel confident using an app that meets their beauty service needs easily and conveniently.

Stylists on the other hand can create similar profiles and upload information about their skills, experience and services including their prices, description, location and availability. They can

easily receive booking requests from clients complete with service details, time and location. Like the client, the stylist also receives notifications and reminders about upcoming appointments. They can accept and confirm or decline bookings as per availability or unavailability and recommend alternative dates. This process makes stylists' feel assured that their business is running smoothly and that there will always be a steady supply of clients. They can proudly say goodbye to manual booking appointments and focus on making more profit.

In all these, the Stylist Piazza technical support team is on hand round the clock to assist clients and stylists in case of any booking challenges.

Increased Visibility: being an amazing beautypreneur in this century without visibility is like winking in the dark, you know what you are doing but no one else does. A beauty hailing application like Stylist Piazza increases your visibility because potential clients can easily discover your services while surfing the application. The built-in marketing tools further enable you to promote your business effectively.

Beginning with a unique profile, you can showcase your expertise, experience and services. Pictures of previous works can be uploaded in a gallery to enable clients' view your past works. Using your location, clients can easily check if you are in their neighbourhood and schedule appointments. The app can also suggest stylists based on booking frequency, availability, ratings and pricing. Users can write reviews and provide ratings about your services, this can significantly boost not just your visibility but also enhance your credibility. The algorithm logic of the app automatically promotes top performing stylists and clients can quickly make styling decisions thereby increasing bookings and earnings. Stylists with more reviews and ratings will usually get more recommendations. Additionally, as Stylist Piazza increases in popularity and collaborates with social media influencers to promote the app, the stylists are also promoted. The positive reviews and ratings make stylists feel confident in their skills and appreciated for their work.

Visibility creates a sense of value that you are being seen and heard and that your skills are in demand. You feel motivated to continually provide excellent services to maintain your good reputation.

Improved Business Organisation: time is money and these days, too much money is left on the table because most small businesses lack organization. A platform for beauty service helps you stay organized by keeping track of all your appointments, and client information in one centralized platform. A real-time, centralized calendar for scheduling and automated reminders ensures that no appointments are overlooked and resources are effectively managed. If there are any cancellations, the app will also notify the stylist. Stylists know how to get to the client's location using the navigation tool, and can calculate the amount of time they require to get there so that they can be punctual to every appointment. The app enables client servicing by ethically keeping data of customer profiles and preferences; secure in-app communication fosters better interactions between clients and stylists and reviews and ratings help stylists identify areas of improvement. Stylists can manage their finances because the app provides a secure payment platform where they can generate invoices and receipts, track their revenues and withdraw funds without breaking a limb.

Stylists do not have to worry about marketing and promotions because the app takes care of such details by providing visibility. The referral system and glow points' model helps to attract and reward clients and stylists. By taking care of bookings, finances, client management, marketing and other operational intricacies, stylists can stay more organized. You can go to bed with your eyes closed knowing that your business is properly managed. You feel more empowered knowing that you are supported by a technology that truly cares.

Referral Incentive System

Stylist Piazza offers a chain of referral and reward among service providers. Every registered stylist receives a unique referral link to share with their network. Stylist A refers a new stylist B with his/her referral link. Stylist A earns 2% of the transactional services of Stylist B. The maximum cap of all earnings is ₦1,000 naira. Only the first five completed transactions of the new stylist qualifies for the referral incentive for Stylist A. Stylist B must complete five transactions to fulfill the referral incentive requirements.

For instance Stylist A refers stylist B to the Stylist Piazza app. When stylist B completes 5 transactions with a total transaction value of

₦50,000 for instance, Stylist A will earn 2% of ₦50,000 (which is ₦1,000; it will be paid in full). The referral incentive is a one-time payment capped at ₦1,000 and stylist B must complete 5 transactions for Stylist A to benefit from the system. When Stylist B refers Stylist C, he/she will earn 2% from five completed transactions by stylist C and the chain continues. In the context of the referral incentive structure, the ₦1,000 maximum cap means that regardless of how many transactions Stylist B completes or how much the transaction value of their services may be, Stylist A will not earn more than ₦1,000. E.g. if Stylist B completes tasks to the tune of ₦80,000 for instance, due to the maximum cap of ₦1,000, Stylist A will only earn ₦1,000 instead of 2% of ₦80,000 (which is ₦1,600). This helps to control cost and ensure that the referral initiative is financially sustainable. The more stylists you invite to the platform, and the more deals they seal, the more incentives return to your wallet. In a sense, stylists feel that they are bringing value by introducing the platform to their colleagues. Their efforts are rewarded and one person's success will eventually be everybody's success too.

Reduced No-shows and Cancellations:

Repeated automated reminders sent via email or SMS through the online booking system reduces no-shows and cancellations to the barest, leading to increased revenue. From the onset, Stylist Piazza clearly states the cancellation policy in the terms and conditions for users and stylists and ensures that clients understand and agree to the terms. Clients are charged a 10% fee of the service amount for late cancellations (later than one day notice) to make up for inconveniences experienced by the stylist. As a stylist, you can feel a sense of worth and value knowing that your time and expertise are respected. This also enhances professionalism as clients will understand that the stylists' time matters, they cannot be taken for granted and that every failed appointment will cost them something.

Enriched customer experience:

Customers who use the Stylist Piazza app to make bookings are upwardly mobile people, usually between 18 and 55 years (especially young professionals and busy individuals) with disposable income. They are independent yet open-minded to try new services and technologies. They are usually entrepreneurs, high flying professionals, stay at home parents or regular individuals seeking premium convenience. They are also tech savvy and style conscious; they want to look their best to events,

slay to parties and appear 10/10 to job interviews and they are interested in health and wellness, prioritizing good grooming and 'soft life'. You sure want these kinds of customers coming repeatedly so it is wise to partner with a company that provides a user-friendly interface that improves the overall customer experience. The Stylist Piazza app has an algorithm infrastructure that enables easy bookings, customized stylists' recommendations, structured communication, detailed payment processing, amazing feedback mechanism and reliable administrative analytics. With this infrastructure properly maintained by the Stylist Piazza technical support team, there will be improved client-stylist relationship, less complaints and a sense of autonomy. You will feel more motivated about your work and because you can make sense of the needs of your clientele, you can strive for excellence in service delivery.

Structured Payment Process: with multiple payment options (all Nigerian financial institutions using debit and credit cards) and a secured payment gateway like paystack, Stylist Piazza make it absolutely easy for clients to pay for their appointments. The app automates payment processes and eliminates errors. You can generate invoices and receipts so that payments can be tracked by both stylists and clients. It helps to keep track of revenues and transactions while offering a convenient way to pay for services rendered. Clients feel secure that their cards are not being manipulated for future harm and stylists can rest assured knowing that integrity and transparency has been ingrained into the heart and soul of their business so there will never be disputes about payments and money and there will be less financial stress and anxiety.

AI Powered Data Collection and Insights: in the grand scheme of modern commerce, data is king and Artificial Intelligence is indispensable. Using AI algorithms, data is generated from users profile (including names, email, and phone numbers), booking history and patterns, location, preferred service type, payment information, trends in demand for specific services (for instance if clients frequently book for braiding services), reviews and ratings and client's preferences. AI powered matching algorithms connect clients with suitable stylists based on their profiles, preferences and availability. AI powered recommendation suggests personalized services to customers based on their profiles. AI

analytics tools identify trends in booking patterns, service preference and client behaviour providing valuable insights for the stylists. Because the app analytics can analyse these data and predict user behaviour, stylists can make informed decisions on how to optimize their services and skills, and improve marketing strategies. AI monitoring tools also tracks stylists' performance, frequency of bookings and appointments, ratings and reviews. These analytics can assist stylists to understand factors that aid customer retention. It makes you feel empowered and in control because you have access to the mind of your clients and you can provide tailor made solutions for each one. or no-show, enabling stylists and salon owners to take proactive measures.

Scalability and professionalism: the app provides a standard template that enables stylists present themselves professionally at all times. Stylists' credentials and licenses are also properly verified; this helps clients feel safe and secure that they are dealing with professionals. The in-app communication tools helps stylists to respond promptly and professionally to customers' needs and enquiries. The app provides a steady influx of new customers, ensuring that stylists keep making money. The business of the app development and updating is safely in the hands of the technical team at stylist piazza leaving stylists with less headache about technicalities so that they can face their business. In this era of partnerships and collaborations, the app is definitely looking to partner with beauty brands and other professionals, this will provide stylists' access to new products, services and income. As you improve as a beauty service provider, the platform accommodates your growth. You will be able to add extra staff, offer more services and create client profile and accounts- allowing you to manage everything in one place. By employing Stylist Piazza, you demonstrate your commitment to ensuring professional and efficient services to your clients. This improves your brand image and increases client's trust and loyalty.

Regardless of where you are on the ladder of your beauty business, it is important to join forces with an online booking platform like Stylist Piazza and watch your business soar to promising heights. Open your arms wide today and embrace a technology that cares for you and your business.

USER JOURNEY MAP: FEATURING ISABELLA AND THE STYLIST PIAZZA APP

USER PROFILE

Age: 27

Nickname: Queen of Steeze

Name: Isabella

Occupation: Social Media Manager/YouTuber

Style Aims:

- Access reliable and convenient beauty services at home
- Discover new beauty services and style professionals
- Hitch-free bookings and payments

Pain points:

- Has a hard time finding reliable and trustworthy beauticians
- Has suffered the *what I ordered versus what I got* trauma many times
- Inconvenient time for local salon visits
- Search time and search cost to find mobile beauty service conveniently or on momentous occasions



(canva.com) Figure 9

Key Metrics

- A. Customer (User) acquisition and retention rates
- B. Bookings and rise in revenue
- C. Feedback on customer satisfaction and ratings

Key Performance Indexes (Projections)

- A. Increased user acquisition by 25% within six months
- B. Achieve customer retention rate of 80% within one year
- C. Booking revenue soars by 35% within one year

STYLIST JOURNEY MAP: FEATURING DANIEL AND THE STYLIST PIAZZA APP**STYLIST PROFILE****Age: 25****Business Name:****Name: Daniel****Occupation: Professional Make-up Artist (MUA)****Danny's Magic Brush****Business Goals:**

- He needs to attract premium customers and increase his client base
- He wants to grow his revenue significantly
- He desires efficiency and productivity
- He wants more visibility

Pain points:

- His present income is unpredictable due to fewer bookings and frequent cancellations
- He spent a fortune on marketing yet hasn't attracted many new clients
- The makeup market in his location is quite congested, it is replete with amateur MUA's who charge less and deliver subpar artistry
- Potential clients in his location can't afford his expertise and the quality of his materials



(canva.com) Figure 10

Key Matrices:

- A. Booking rate**
- B. Conversion rate**
- C. Average service value**
- D. Rating and Review**
- E. Revenue growth**

Key Performance Indicators (Projections)

- A. Increased Booking Rate per week (5 – 7 per week)**
- B. Increased revenues (80% increase from what he was previously making)**
- C. Client retention rate (80%)**
- D. Higher ratings and reviews (4 – 5 star ratings)**
- E. Fewer cancellations (better still, 0%)**

Buy the Future when it is still cheap . . .

As we look into the future, the potential for location-based applications has never been greater. Industries like fitness, delivery services, transportation and logistics are a daily proof of the success of mobile applications. Partnering with this technology means improving your business operations and creating real time experiences that deeply resonate with your customers. Don't wait till tomorrow to harness these potent solutions provided by the Stylist Piazza mobile app and stay ahead in a world that is more connected and location-driven than ever and transition into the future today.

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