

*Original Article*

# Business Feasibility Analysis of the Auréa Platform: Integration of AR, AI, and BMC in Digital Beauty Technopreneurship

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**Abstract:** The Business Model Canvas study of "Auréa" finds market categories and a clear value proposition. If user acquisition continues, early financial modeling suggests that the break-even point could be reached in the third year. The study also says that you shouldn't rely too much on technology and brand partnerships. The BMC framework can help you plan and determine whether a project is feasible before you spend a lot of money on it, according to this study. This tutorial helps you build a platform effectively.

**Keywords:** Business Model Canvas, Feasibility Study, Digital Beauty Platform, Augmented Reality, Artificial Intelligence, Technopreneurship.

## I. INTRODUCTION

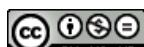
Every woman wants to be beautiful. Muth et al. (2020) say that beauty is often judged by how someone looks, even though beauty is subjective, personal, and hard to measure. While both physical attractiveness and a congenial disposition are essential, the former is more significant to an individual's self-esteem, social standing, and economic opportunities (Wolf, 1991). Taking care of your skin and wearing makeup are personal choices because everyone's face is different. When you don't have enough information or don't know what you need, it's hard to choose the right product. Goh et al. (2020) say this could cause skin problems, financial problems, and other issues. Business data indicates the cosmetics industry is poised to grow. According to Grand View Research (2024), the market will be worth about USD 571.1 billion in 2023 and will grow by 7.2% annually until 2030. Statista says the skincare market accounts for more than 42% of the overall market, while the cosmetics market accounts for about 28%. The digital revolution has had a significant impact on the beauty industry by enabling the integration of customer feedback into product improvement processes. Smith et al. (2022) found that Auréa has significant potential to make technopreneurship financially viable. According to Grand View Research (2024) and Statista (2024), the skincare category will remain the largest segment of the beauty industry, growing at 7.2% per year through 2030. Euromonitor (2023) says that only 34% of customers are happy because the advice they received didn't meet their needs. This is a chance to get to know each other better. Smith et al. (2022) and Kim and Lee (2021) found that using AI and AR to analyze skin was helpful.

Working together with experts lowers the cost of distribution, which makes it work better. Forrester (2023) says the subscription model might break even in 2 to 3 years and deliver returns of 30% to 50% for investors. When you follow GDPR and cut waste by 20%, the social-legal side improves (Gartner, 2023). Auréa was created because modern dynamics are complex, technology is changing rapidly, and there is a gap between what consumers want and the information available. The BMC (business model canvas) framework helped the feasibility study systematically and thoroughly examine the answers to these questions. We will first examine Auréa's business model from a commercial, financial, and operational perspective to determine its viability. Then we will make strategic suggestions to improve it. The goal of this article is to provide a framework for using digital technology to address the problems the beauty business is facing right now.

## II. LITERATURE REVIEW

### A) Technology in the Beauty Industry

Digital technologies are what drove the beauty industry toward online marketplaces. Before AI and AR, technology didn't do much. Things are not the same anymore. Augmented reality lets customers "try on" items and matches colours with 90% accuracy, helping reduce product mismatches (Schumtt, 2020). Customers could be 35% happier with AI-driven, tailored advice for their skin condition than with general advice (Chen and Wang, 2021). Priporas et al. (2020) argue that Gen Z is loyal to brands because they can make them their own and interact with them online. Sixty percent of respondents said they would visit beauty salons more often and spend more money there if the services were interactive, tech-enabled, and customizable to their needs. Cosmetics companies are going digital by using big data and analytics to see what people do on community



platforms. Compared to regular advertising, this strategy could boost ad engagement by 50% (Choi & Lee, 2022). These opportunities arise because people are worried about the security of their personal information. According to 60% of respondents who answered, managing information requires an equal number of human and automated processes. According to Grand View Research (2024), the beauty industry will place greater emphasis on offering beauty experiences that are highly customizable and environmentally friendly in the coming years. The industry is expected to grow by 15% every year until 2027.

**B) Business Model Canvas as a Tool for Initial Feasibility Analysis**

When starting a digital business, it's important to test out important ideas with tools like the open-source BMC. Ghezzi and Cavallo (2020) propose BMC as a method for unifying nine essential business components into a single framework. It has been shown that value propositions and customer segments work well together. Examining the income and cost structures is another way to assess whether a business is financially stable. Significant risks and deficiencies are illuminated. Taking all of this into account, this study examines the feasibility of Auréa working with BMC. You can use BMC to do descriptive mapping and critical analysis.

**C) Case Study**

It has been shown that value propositions and customer segments work well together. Examining the income and cost structures is another way to assess whether a business is financially stable. Significant risks and deficiencies are illuminated. Taking all of this into account, this study examines the feasibility of Auréa working with BMC. You can use BMC for both descriptive mapping and critical analysis. Sephora, Glossier, and Fenty Beauty are all digital beauty platforms that use technology (AR/AI), personalised data, and community to grow, according to several case studies. Recent studies (Han & Lee, 2023; McKinsey, 2023) showed that 58.7% of customers used YouCam Makeup, ThinkDirty, and TikTok Shop to learn about products.

In contrast, 55% of Gen Z found products through short videos. The study's findings demonstrate that no business models have incorporated subscription, affiliate, and consulting revenue streams. The dermatologists and MUAs that use AR and AI are not the same. The majority of research has focused on AR and SM (Euaggelion & Somya, 2022). There has been limited research on Auréa's sustainable solution within the realm of digital beauty entrepreneurship. It uses AR and AI to connect dermatologists, MUAs, and the community to create a Business Model Canvas.

**D) Methodology**

An analytical case study examined the Auréa platform's business plan and conceptual model to determine whether they were feasible. Osterwalder and Pigneur (2010) suggested that the Business Model Canvas (BMC) should serve as the primary framework. Gassmann et al. (2014) say that the BMC makes it easier to see all the parts of a business in one picture, which in turn makes it easier to map, evaluate, and verify that they all fit together logically.

**a. Data Sources and Collection Techniques**

- Source material: in-depth, semi-structured interviews with the architects and co-founders of the Auréa platform. The interviews included ideas about dividing clients into groups, making money through technology, predicting costs and revenues, and the nine BMC block justifications.
- Business model mapping made Auréa's business model easy to see on a single canvas by organizing her data into 9 BMC blocks.

**b. Data Analysis Procedure**

- An inspection checks whether the blocks are suitable for the method.
- Different interactions, such as how value propositions align with customer groups and how revenue streams align with cost structures, need to be examined.
- Looking into the possibility of integration: Three common parts are used to look at the results of BMC:
- Commercial viability: Who to market to, what to offer, how to get it to them, and who to connect with as clients.
- We were able to determine whether the project was feasible and technically sound by reviewing its main tasks, resources, and team members.
- We used the Revenue Streams and Cost Structure blocks, along with simple financial calculations across different scenarios, to determine the break-even point.
- A Risk Assessment and Suggestions: After the investigation, we pick out the most important parts and figure out which assumptions were probably wrong. Next, we give you some ways to improve the model before you use it.

### III. RESULTS AND DISCUSSION

#### A) Analysis of Auréa's Business Model Canvas Components

To determine whether the Auréa platform's integration of AR/AI technology with dermatologist/MUA knowledge and community dynamics in digital beauty entrepreneurship is feasible and sustainable, the Business Model Canvas (BMC) methodically examines nine essential components.

<b>Key partners:</b> <ul style="list-style-type: none"> <li>Brand kosmetik</li> <li>Beauty influencer</li> <li>Dermatologist &amp; MUA</li> <li>Cloud Service Provider</li> <li><b>Pavement Gateway</b></li> </ul>	<b>Key activities:</b> <ul style="list-style-type: none"> <li>Development of AR &amp; AI technology</li> <li>Content and product updates</li> <li>Digital marketing &amp; influencer collaboration</li> </ul>	<b>Value Proposition:</b> <ul style="list-style-type: none"> <li>Try virtual makeup with AR (Augmented Reality)</li> <li>Analysis of various skin types and face shapes with the help of AI and experts</li> <li>Beauty product recommendations</li> <li>Color analysis with experts</li> <li>Personalized products &amp; makeup styles</li> <li>Access to affiliated MUAs and dermatologists</li> <li>Access to a community of beauty enthusiasts</li> <li>Step-by-step education for makeup beginners</li> </ul>	<b>Customer relationships:</b> <ul style="list-style-type: none"> <li>Membership &amp; Loyalty Program</li> <li>Community Engagement</li> <li>Personalized Service</li> <li>Omnichannel Support</li> <li>Consultative Relationship</li> <li>User Feedback &amp; Continuous Improvement</li> </ul>	<b>Customer segments:</b> <ul style="list-style-type: none"> <li>Women aged 18-35 years old</li> <li>Active social media users</li> <li>Makeup &amp; skincare enthusiasts</li> <li>Makeup learners &amp; beginners</li> </ul>
	<b>Key resources:</b> <ul style="list-style-type: none"> <li>Digital Technology &amp; Infrastructure</li> <li>Team of Experts &amp; Human Resources, Beauty Team, Marketing &amp; Customer Support Team.</li> <li>Product database &amp; algorithms</li> </ul>		<b>Channels:</b> <ul style="list-style-type: none"> <li>Mobile App</li> <li>Social Media (Instagram, TikTok)</li> <li>Beauty marketplace</li> </ul>	
<b>Cost structure:</b> <ul style="list-style-type: none"> <li>Technology R&amp;D (maintenance, data hosting, API calls)</li> <li>Marketing and advertising costs</li> <li>Content management and customer service</li> <li>Legal and administrative</li> </ul>		<b>Revenue streams:</b> <ul style="list-style-type: none"> <li>Membership features</li> <li>Affiliate commission from product sales</li> <li>Beauty brand advertising</li> </ul>		

Figure 1. Auréa Business Model Canvas

#### a. Customer Segment

Auréa's target audience is women aged 18 to 35 who are proficient with social media. The women selected for this study are receptive to novel concepts, have robust online communities, and are keen to experiment with cosmetics and skincare products. This group of people is getting richer, and they will pay 25-30% more for AI and big data solutions (Priporas et al., 2020). Patients desire personalized skincare routines, comprehensive assessments, and dermatological consultations (Bickers et al., 2020). Newcomers want instructional materials, easy-to-use products, and virtual fitting rooms to help them feel more at ease (Moon & Yoon, 2022; Hilken et al., 2018).

#### b. Value Propositions

Hilken et al. (2018) and Beck and Crie (2018) say that the augmented reality cosmetics app Auréa makes people more interested in things and makes them come back less often, using AI skin data to suggest products (Tschandl et al., 2020; Smith & Johnson, 2021), looking at makeup artists' color palettes (Javornik, 2022), and creating unique cosmetic looks through video courses (Moon & Yoon, 2022; Venkatesh).

#### c. Channels

Auréa mostly sells its products through mobile apps. It's easy to use, so AI can look at your skin, you can try out augmented reality, and you can get professional advice. According to Kim & Park (2020) and Statista (2023), it is 78% user-friendly and can be updated in real time, which makes people 40% more likely to use it. A lot of people have noticed some businesses because they post funny and interesting viral videos on Instagram and TikTok. If people follow these rules, it may be easier for them to work together and save money (Chen et al., 2021; McKinsey, 2022). Gartner (2023) says that cross-promotion, data transfer, shared SSO profiles, and smooth transitions could keep customers with a company 40% longer and retain 60% of them.

#### **d. Customer Relationships**

Auréa builds customer relationships through a tiered membership program that offers product discounts, priority access to expert consultations, and AI/AR-integrated premium educational content for skin and color analysis, creating a loyalty loop that increases interaction and purchase frequency (Venkatesh et al., 2012). A digital community that spans multiple channels, such as discussion forums, social media groups, chat apps, and email, makes it easier for people to learn from each other, share their experiences with facial analysis, and get help from customer service in real time, which increases engagement (Wang & Zhang, 2022). Scheduled virtual sessions, live Q&As, and direct booking of procedures with dermatologists and certified MUAs help build trust in expertise, which sets the platform apart from competitors (Bickers et al., 2020).

#### **e. Revenue Streams**

According to Osterwalder and Pigneur (2010), the company makes money from Glow Starter, Dewy Diva, and Lumina Luxe. You can get a skin analysis, make appointments, have unlimited expert consultations, and access special content on levels two and three. Set up expert advice through linked commerce (Choi & Lee, 2022; Kim & Park, 2020).

#### **f. Key Activities**

You can always use Auréa's online skin test and study service. Making algorithms, keeping databases up to date, and improving security and server APIs. Businesses might need them to keep books, movies, and classes up to date (Moon & Yoon, 2022). Kim and Park (2023) say that doctors, makeup artists, and influencers help the company look better by creating realistic content for movies, live events, and ads on Instagram, TikTok, and YouTube.

#### **g. Key Resources**

Venkatesh et al. (2003) say that Auréa stays ahead because it has cloud servers that can grow, an IP for skin analysis, and cell phone applications that use AI to make things seem more real. They build a database of thousands of skin care and beauty products, along with image analysis algorithms that get better over time, so they can give you good advice and keep you looking great for a long time.

#### **h. Key Partners**

Both sides would benefit from working together to make a library of beauty products and pay affiliates. Choi and Lee (2022) say. Kim and Park (2023) say the platform uses beauty stars and content creators to promote itself, create content, host live events, and engage with users. The site is more trustworthy because it uses algorithms and allows people to book online (Bickers et al., 2020). Auréa has worked with Google Cloud, Gopay, OVO, and QRIS to improve both infrastructure and transfer processes.

#### **i. Cost Structure**

You can develop new ideas for AI or AR by investing in research and development and staying up to date with the latest technology. Companies do this by hiring data scientists and engineers, using cloud computing, obtaining licenses, and ensuring everything is secure (Venkatesh et al., 2003). Kim and Park (2023) say that social media ads can help you reach more people. Make sure training tools are always up to date and that customer service keeps people interested for a long time.

### **B) Integrated Feasibility Analysis and Discussion**

A thorough review of the nine BMC blocks reveals the pros and cons of Auréa's business model. Here's a look at what it could do in three important areas:

#### **a. Market Viability**

Auréa's focus on tech-savvy Gen Z and the growing digital beauty market is a good sign. The hardest thing for customers is deciding what to buy. VR try-ons, AI skin analysis. But the platform's claims about accuracy and customization are very important to its bottom line. Get some early users to use Instagram and TikTok to prove that the idea works.

#### **b. Operational and Technical Feasibility**

There are issues and big differences here. Costs tell us how many Key Resources and Key Activities, such as research and development, we need to ensure AR/AI technology works well. We're still working on partnerships with brands, experts, and cloud providers, but they are very important to our success. This plan might work if the smart partners can split the money. The costs and sources of income show that it needs money to grow. A rough guess based on being careful.

### c. Financial Feasibility and Initial Projections

The idea looks good based on the analysis of revenue streams and the cost structure, but it does need funding to grow. Here is a simple estimate based on a conservative scenario:

- Let's say we get 10,000 users in the second year. Each one will make about \$5 a month from different plans. The orders make about \$600,000 a year.
- R&D, cloud, marketing, and affiliate fees are likely to make up a bigger part of both fixed and variable costs. \*The simulations support
- Forrester's (2023) research on similar platforms suggests that operational break-even could be reached by the end of the third year, provided that customer acquisition costs (CAC) remain low and the user base continues to grow.
- Affiliate marketing has to work well for this goal to be reached. This means that free users have to become paying customers.

### d. Discussion: Bridging the Research Gap and Strategic Implications

These findings address a gap in the literature by demonstrating the application of BMC to develop a cohesive business model that integrates (AR), (AI), professional expertise, and community. The findings indicate that technology serves merely as a conduit to connect consumers with reliable experts and customized value.

The most important long-term considerations for Auréa's creators are:

1. To test the market and find your first expert partners, the validation steps include building a minimum viable product (MVP) that does one thing very well. One way to do this is to look at AI skin.
2. If you want to make money from technology, you need to find seed money or a way to pay for coaching services and cover your own bills.
3. Get important partners and content you can trust right away. Before you start, talk to local doctors, makeup artists, and cosmetic companies to find reliable partners and supplies.

## IV. CONCLUSION

This feasibility study used the BMC method to assess how the Auréa platform could generate revenue. The Auréa idea offers unique value, many ways to make money, and a growing market. The best thing about this system is that it uses interactive technologies (like AR and AI) and human knowledge (like dermatologists and MUAs) in a way that works for everyone. But that doesn't mean it will be helpful. This company is great because it has three main goals: to make technology that works well, to build strong strategic relationships, and to get users to pay quickly. The biggest risk is that there are many other beauty platforms out there, and it costs a lot to create new ones.

### Research Limitations

The study is based on plans and theories, but it would be even more useful if it were based on real user data. They can change a lot if you change your mind about money or the market. This is because they are only rough guesses.

### Recommendations for Future Research

It is strongly advised to undertake additional research to: (1) create prototypes and perform usability testing of AR/AI features, (2) examine the behavior and payment willingness of the target segment within the local context, and (3) execute quantitative comparative analyses of the performance metrics of analogous digital beauty platforms.

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