



BEAUTECHFUL

Personalized make-up production technologies

The Start-up Journey: Ideation, Challenges, Milestones

HOW EVERYTHING STARTED....



THINK. MAKE. START.

September 2023



2 WEEKS INTERDISCIPLINARY HACKATHON



THINK. MAKE. START.

Team

Find a Problem

Solve the Issue

Business Plan

Pitch

Validation
Market & Problem
deep dive

Build a Prototype

ICP
Business Modell



TEAM: BACKGROUND DIVERSITY CREATES SYNERGY



Aliaksei
Ashkinadze

M.Sc. Management
& Technology (TUM)

Business Development
& Finance



Csilla
Spiller

B.Sc. Food
Chemistry (TUM)

Communications
& Sales



Jeremy
Mrzyglocki

B.Sc. Electrical
Engineering (TUM)

Electrical & Software
Development



Danylo
Semerak

M.Sc. Informatics
(TUM)

AI Expert & Software
Development



PROBLEM: FROM IDEA TO VALIDATION

Ideation



Cannot find a
Matching
Foundation



Validation



Customer Interviews
@ Kaufingerstraße

Market & Industry Deep Dive

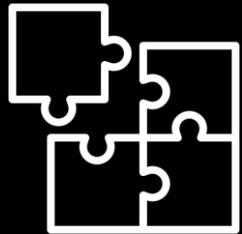


Using our network +
Market research



SOLUTION: BUILD A PROTOTYPE

Resources

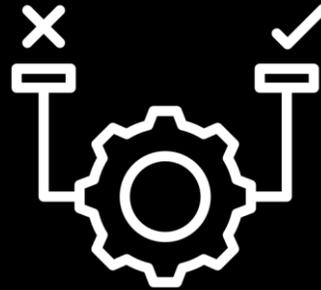


**Team Skillset:
Interdisciplinary Engineers**



MAKERSPACE

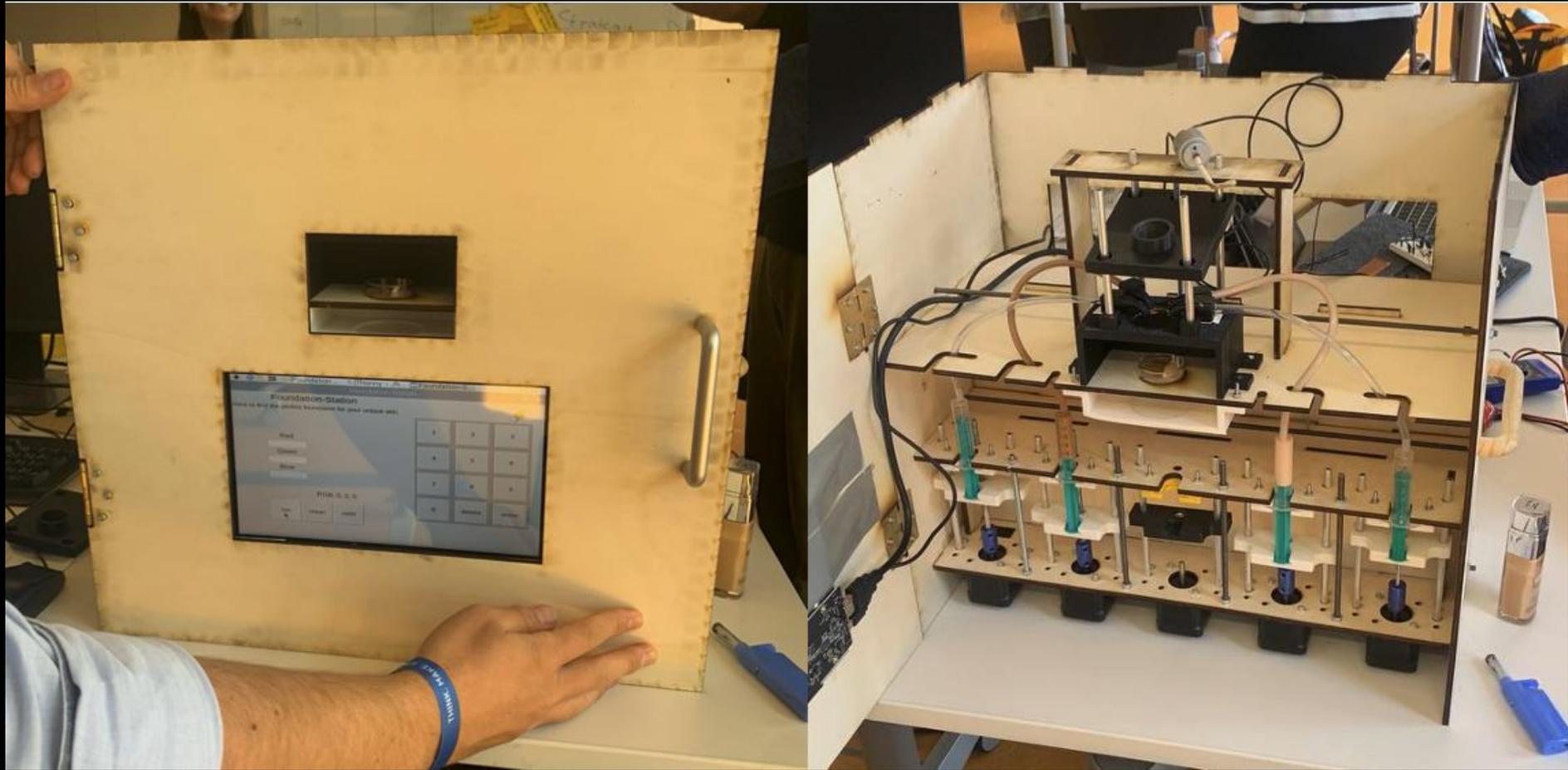
Feasibility



Limitations



SOLUTION: BUILD A PROTOTYPE



BUSINESS PLAN



PITCH & WIN



AFTER



THINK. MAKE. START.

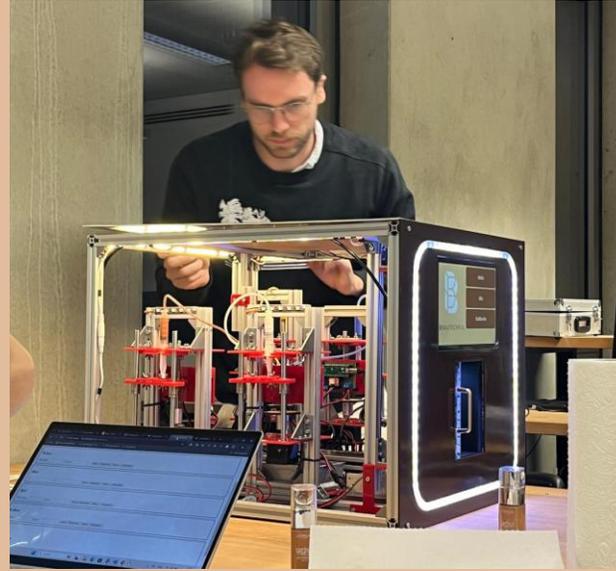
We decided to continue...



ACHIEVED MILESTONES SINCE TMS



**Member of
TUM Incubator**



Developing an MVP



**Deep Dive into Industry
Building Partnerships**



RECEIVE FEEDBACK & GET EARLY TRACTION



Superbloom Festival



 HQ Journey



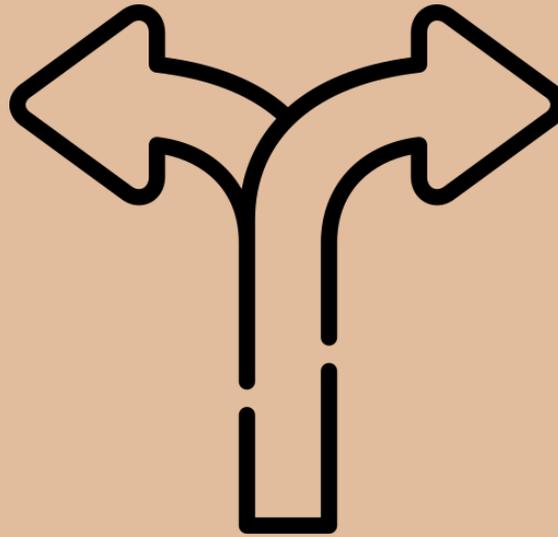
Receiving LOIs



CONCERNS VS NEW OPPORTUNITIES

Foundation Station

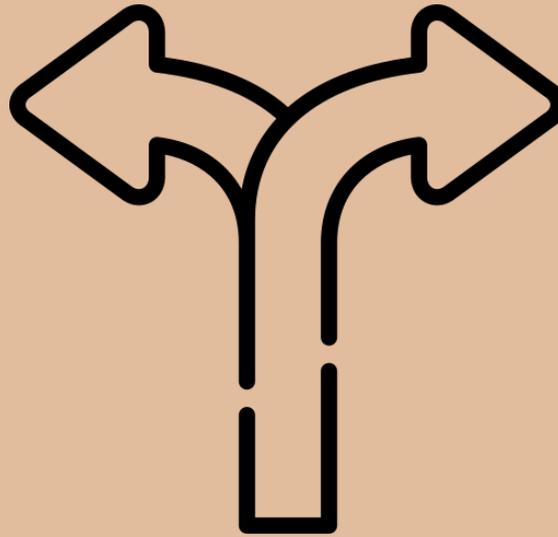
Certifications
Lack of knowledge
High investment needed
Long GTM



CONCERNS VS NEW OPPORTUNITIES

Foundation Station

Certifications
Lack of knowledge
High investment needed
Slow GTM

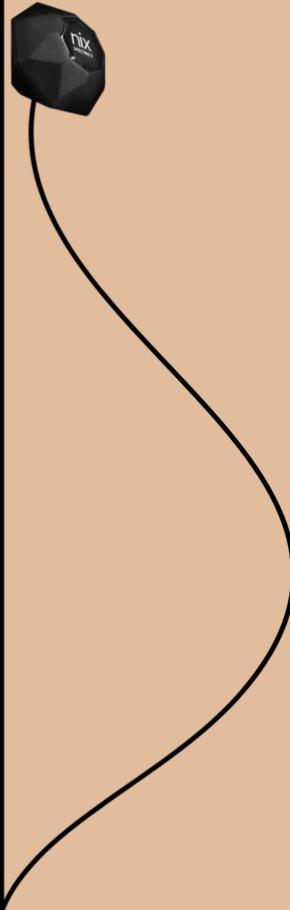
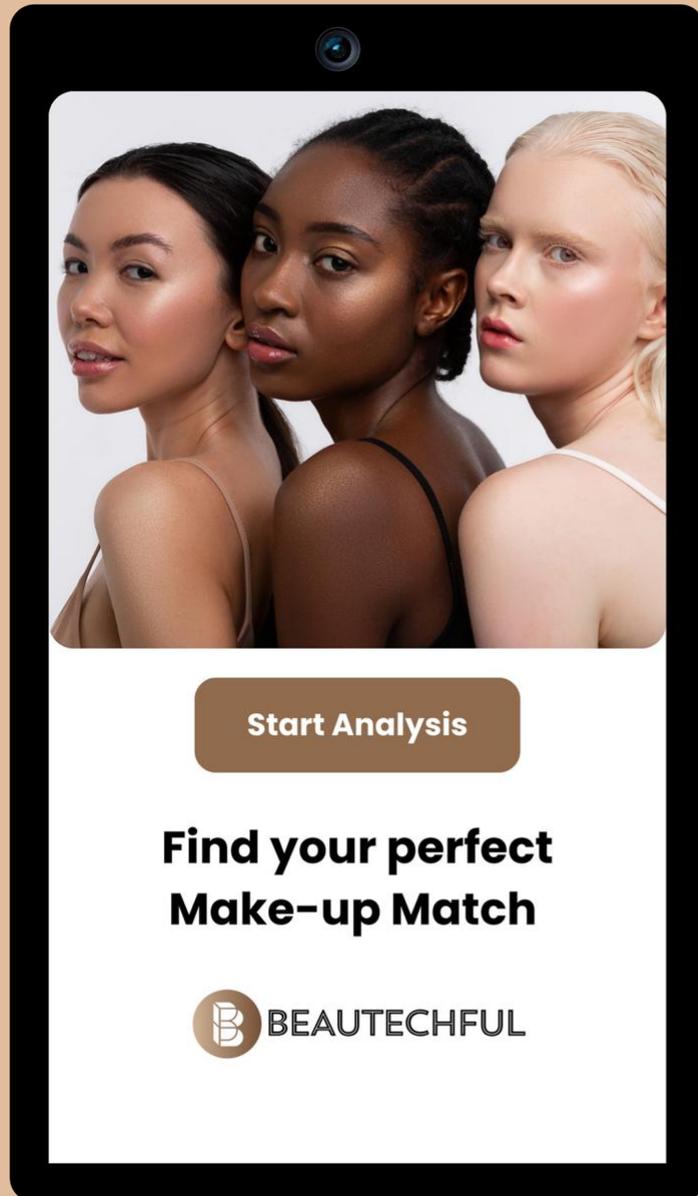


New Idea: Makeup Match

No certification needed
Easy development
Cheap
Quick GTM



MAKE-UP MATCH: YOUR PERFECT PRODUCT LIST UNDER 2 MINUTES



How it functions:



Face features analysis



Color sensor skin analysis



Product bundle suggestion



Beta test at Kaufingerstraße



BETA TEST IN REAL ENVIRONMENT

Real Time Feedback

Sensor Analysis
Grab the sensor and place it in three different spots of your face

Scan cheek
Scan neck

Next

57 (1.7%)

powered by
BEAUTECHFUL

Quick Iterations

Sensor Analysis

1 Forehead 2 Cheek 3 Neck

Press the sensor to your skin
While holding the sensor to your skin, click "Scan"
Hold it there until you see the checkmark

powered by
BEAUTECHFUL

Direct Contact to User

Recommendation	Final Recommendations	Feedback Time	Rating	Improvements	Opinions	Actions
Focus Final Recommendations 3 Name						
01 Light, 0.8 ml						
NYX PROFESSIONAL MAKEUP Foundation Bare With Me Blur Tint 05 Vanilla, 30 ml	MAYBELLINE NEW YORK Cotrice NYX PROFESSIONAL MAKEUP	14.10.2025 16:57:05	★★★★★ (5/5)	-	-	View
MAYBELLINE NEW YORK Foundation Instant Perfector Glow 4in1, 00 Fair-Light, 20 ml	MAYBELLINE NEW YORK Cotrice MAYBELLINE NEW YORK	14.10.2025 16:54:04	★★★★☆ (3/5)	-	1	View
MAYBELLINE NEW YORK Foundation Super Stay 24h Skin Tint 40, 30 ml	MAYBELLINE NEW YORK MAX FACTOR MAYBELLINE NEW YORK	-	-	-	-	View
MANHATTAN Cosmetics Concealer Clean & Free, Medium 30, 7 ml	L'ORÉAL PARIS NYX PROFESSIONAL MAKEUP MANHATTAN Cosmetics	14.10.2025 16:43:29	★★★★☆ (4/5)	-	Mac factor was the best match (foundation)	View
L'ORÉAL PARIS Foundation True Match 2N, 30 ml	L'ORÉAL PARIS MAYBELLINE NEW YORK L'ORÉAL PARIS	14.10.2025 16:38:16	★★★★☆ (3/5)	colorMatch suggestions	1	View
Cotrice Concealer Liquid High Coverage Waterproof 007 Natural Rose, 5 ml	MAX FACTOR MANHATTAN Cosmetics Cotrice	14.10.2025 16:18:48	★★★★★ (5/5)	colorMatch	1	View
MAX FACTOR Concealer Miracle Pure Eye Enhancer 03 Peach, 10 ml	L'ORÉAL PARIS MAYBELLINE NEW YORK MAX FACTOR	14.10.2025 16:19:20	★★★★★ (5/5)	colorMatch	1	View
L'ORÉAL PARIS Concealer Infallible 24h More Than 330 Pecan, 11 ml	MAYBELLINE NEW YORK Cotrice L'ORÉAL PARIS	14.10.2025 16:07:42	★★★★★ (5/5)	colorMatch scanning hygienic	1	View
MAYBELLINE NEW YORK Foundation Fit Me	lavera MAX FACTOR	14.10.2025				View

JOIN BEAUTECHFUL & SHAPE THE FUTURE TOGETHER



Project Study & IDP



LinkedIn Csilla