VDR Project Financial Breakdown

This document outlines the estimated financial requirements for the development, launch, prototyping, intellectual property protection, and investor preparation for the VDR Virtual Dressing Room project.

Initial Startup Budget (Lean Investor Version)

Category	Estimated Cost
Domain Name	$15–$30/year
Netlify Hosting	Free–$25/month
Business Email (Google Workspace)	$7–$14/month
Premium Website Design Assets	$100–$500
UI/UX Prototype Development	$1,500–$8,000
3D Clothing Visualization Demo	$5,000–$25,000
AI Body Scanning Prototype	$10,000–$50,000
Mobile App Prototype	$5,000–$20,000
Provisional Patent Filing	$75–$300 filing fee
Patent Attorney (optional but recommended)	$3,000–$12,000
Branding & Logo Package	$300–$2,500
Investor Pitch Deck Design	$500–$3,000
Demo Video Production	$1,000–$10,000
Legal Formation (LLC + agreements)	$300–$2,000
Cloud Infrastructure/API Testing	$100–$1,000/month
Marketing & PR Launch	$2,000–$15,000

Total Estimated Investment Ranges

Category	Estimated Cost
Lean Startup Build	$10,000–$35,000
Strong Professional Build	$50,000–$100,000
MVP Retail Pilot	$100,000–$350,000
Enterprise-Level Platform	$500,000–$2M+

Hardware Prototype Costs

Category	Estimated Cost
27-inch commercial touchscreen	$300–$900
Depth camera/LiDAR scanner	$250–$2,000
GPU mini-PC	$700–$3,000
Custom enclosure fabrication	$2,000–$10,000
Lighting system	$200–$800
Clothing scanning module	$1,000–$5,000
Internal sensors/electronics	$500–$3,000
Industrial design/prototyping	$5,000–$25,000

Suggested Investor Ask

Category	Estimated Cost

Friends/Family/Angel	$25,000–$75,000
Seed Round	$150,000–$500,000
Retail Pilot Expansion	$1M+

Monthly Operating Costs After Launch

Category	Estimated Cost
Hosting/Servers	$100–$2,000
AI Processing	$500–$10,000
Development Team	$8,000–$50,000
Marketing	$2,000–$25,000
Customer Support	$1,000–$5,000
Legal/IP Maintenance	$500–$3,000

Recommended Lean Strategy

Stage 1: Patent pending, investor website, visual prototype, demo animation, pitch deck, retail concept showcase. Estimated Budget: ~$15K–$30K

Stage 2: Working software demo, retailer plug-in, AI fitting simulation, retail meetings. Estimated Budget: ~$75K–$150K

Stage 3: Physical kiosk prototype, retail pilot stores, manufacturing strategy, mobile app ecosystem. Estimated Budget: $250K+