



A Perfect Business Pitch Killed in Twenty Minutes

The AR Try-On Reality Check

- ✗ **Free Competition:** Taobao & JD already offer AR try-on for free.
- ✗ **Pricing Mismatch:** \$280/month (1,980 CNY) equals a massive 6.6% of a small merchant's annual revenue.
- ✗ **Compliance Trap:** China's strict facial recognition laws require complex device-side storage and consent.

The Pivot

Small merchants don't actually need AR. They need **affordable, editorial-quality product photos** for Xiaohongshu and WeChat.



Replacing an Entire Studio Supply Chain in One Day

The Traditional Problem

Photographer + Designer
+ Copywriter =
= 1,100-3,100 CNY per set.
Ruinous for a \$50 item.



RUINOUS



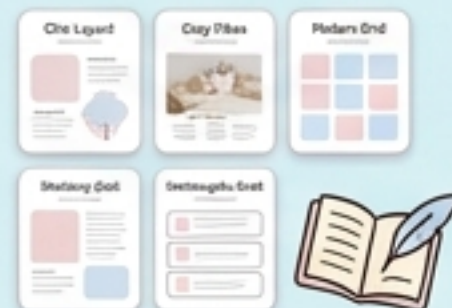
Input:
1 Basic
Phone Photo



Gemini Flash
JSON
Analysis
(7 seconds)



6 Distinct Editorial
Templates +
Xiaohongshu
Copywriting



The Result

A full Vogue-level
editorial suite for less
than the cost of a cup
of milk tea.



VOGUE-LEVEL
SUITE

COST:
< CUP OF
MILK TEA



The Real Differentiator is Accumulated Aesthetic Craft

Every competitor has AI image generation. The true moat is prompt engineering and editorial direction.



Generic AI Tools

- **Output:** Standard model-on-product.
- **Vibe:** E-commerce standard, highly commoditized.
- **Lighting:** Flat, generic, lifeless.

Shichuan Editorial

- **Output:** Museum vitrine layout (The Constellation).
- **Vibe:** High-end jewelry exhibition catalog.
- **Lighting:** Material-specific, dramatic, bringing out gem luster.

Making a \$50 silver bracelet look like it belongs in Vogue Jewelry.

Discovering the Unplanned Raw Stone Proposal Feature

The Discovery: Merchants sit on loose gems (raw sapphires, rough jade) and need design proposals to sell them.

The Traditional Cost

Appraiser + Sketcher + 3D
CAD Designer =
1,500-5,500 CNY.



The Shichuan Solution

Skipped generic, lifeless 3D
CADs entirely. Generated
hand-drawn watercolor
sketches with designer
signatures to maintain an
incredibly human touch.

Value Anchor Pricing: Anchor on replacement value. 299 CNY replaces thousands in design fees, turning a loose stone into a highly sellable concept.

One Platform Architecture, Two Orthogonal Markets



The Trust Feature: Gemini Flash naturally **detects contradictions!** (e.g., Merchant inputs Natural Sapphire + Uploads Synthetic Photo = AI flags the lie).

Speed over Perfection: Gemini Flash chosen for MVP over Pro. 30-second parallel generation is **fast and cheap** enough to **validate immediately**.

The Platform Synthesis

ÉLAN (C2C Spinoff)

Input: Selfie

Core Challenge: Face consistency

Value Anchor: I look amazing

Shichuan (B2B Engine)

Input: Product Photo

Core Challenge: Material fidelity

Value Anchor: My product looks expensive

One person. One day. Same pipeline, orthogonal value.