



The Anatomy of a 13-Hour AI Spinoff

Deconstructing the pivot from a C2C selfie app
to a B2B jewelry content engine.

```
{  
  "item": "bracelet",  
  "material": "925_silver",  
  "gemstone": "akoya_pearl",  
  "size": "7-7.5mm",  
  "lustre": "excellent",  
  "target_aesthetic": "editorial"  
}
```



The Pitch: Cloud Try-On for Jewelry

- 7-day implementation plan
- 1,980 CNY/month subscription
- AR + AI integration

**A comprehensive
7-day implementation plan
destroyed by
20 minutes of
Claude-powered
deep research.**

The Kill Sheet

✗	Competition	Platforms like Taobao and JD.com already offer AR try-on natively. Small merchants cannot compete with free.
✗	Unit Economics	The proposed 1,980 CNY/month subscription equals 6.6% of gross revenue for a typical merchant making 30K CNY annually. Mathematically unviable.
✗	Compliance Reality	China's 2025 Facial Recognition Management rules strictly mandate device-side storage, distinct consent forms, and privacy impact assessments. The assumption of 'zero compliance difficulty' was entirely false.

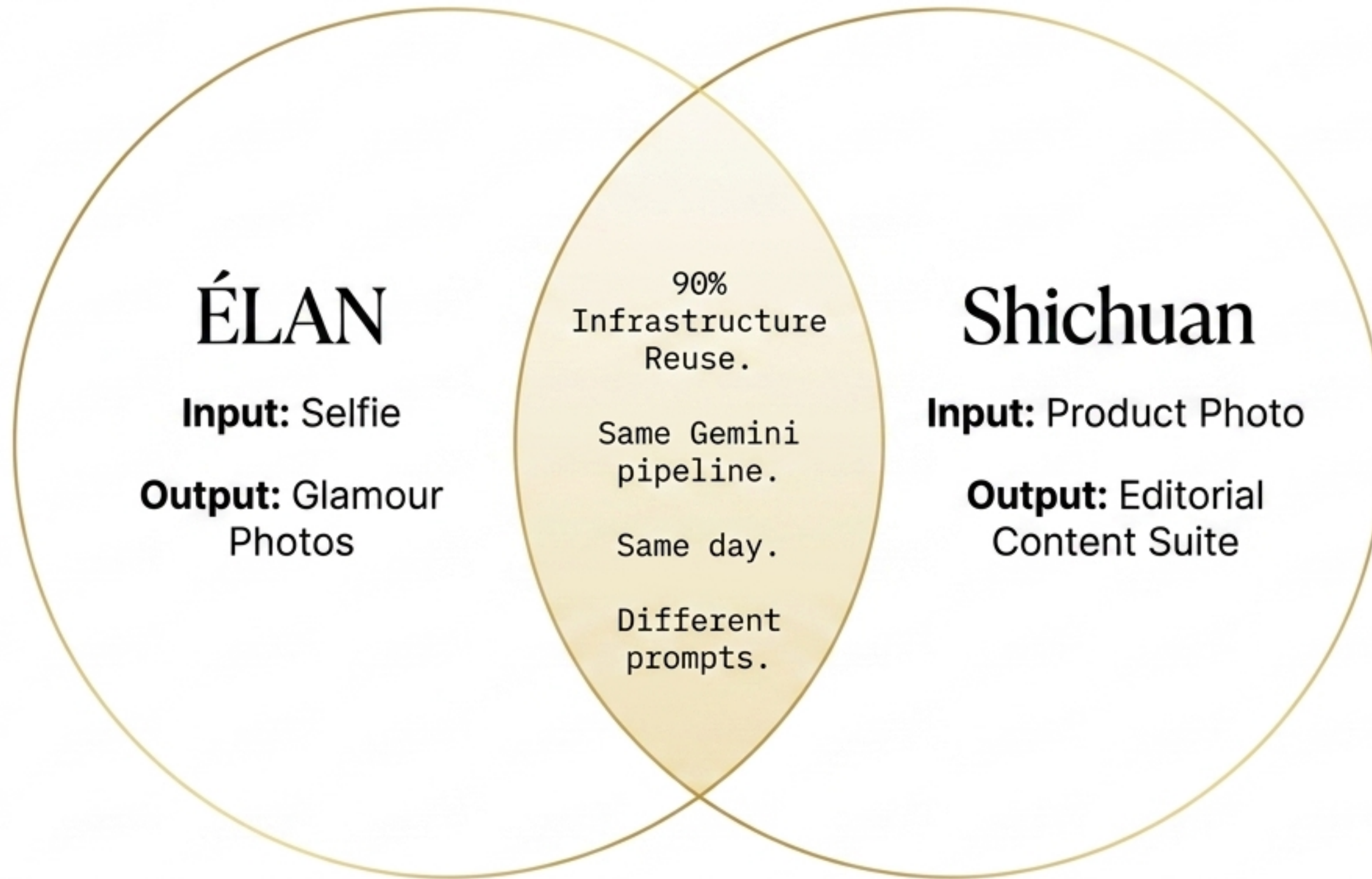
The Ruinous Supply Chain

Photographer:	800-2,000 CNY
Graphic Designer:	200-800 CNY
Copywriter:	100-300 CNY
Total:	1,100-3,100 CNY per set



Small merchants don't need virtual try-on.

They need professional product photos for Xiaohongshu without absorbing a 3,100 CNY supply chain cost to sell a \$50 bracelet.



The underlying technology to solve the merchant's 3,100 CNY problem already existed in a consumer selfie app.

Node 1



Input:
Merchant Photo
+ Optional Text Snippet
(e.g., 'akoya 7-7.5mm, 925
silver clasp')

Node 2

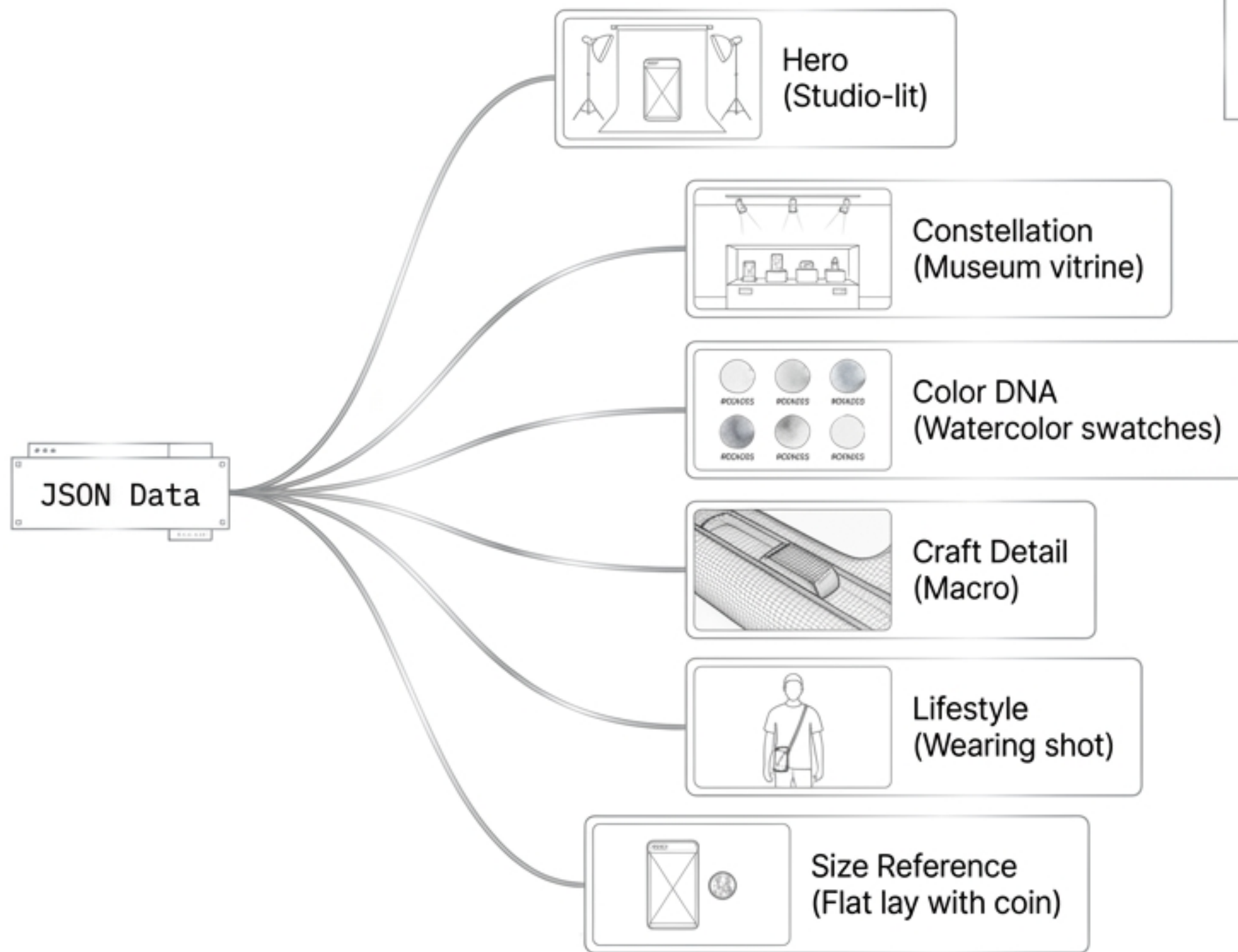
Processing:
Gemini Flash API

Execution: ~7.0s

Node 3

```
[{  
  Output:  
    Materials  
    Gemstone Cut/Color/Count  
    Craftsmanship  
    Palette  
    Selling Points  
    Xiaohongshu Draft  
    ...  
}]
```

Trust Feature: Gemini Flash natively flags contradictions—such as a merchant text claiming 'natural sapphire' when the visual analysis detects synthetic indicators.



Total generation time: ~30 seconds.
Cost: Less than a Mixue drink.

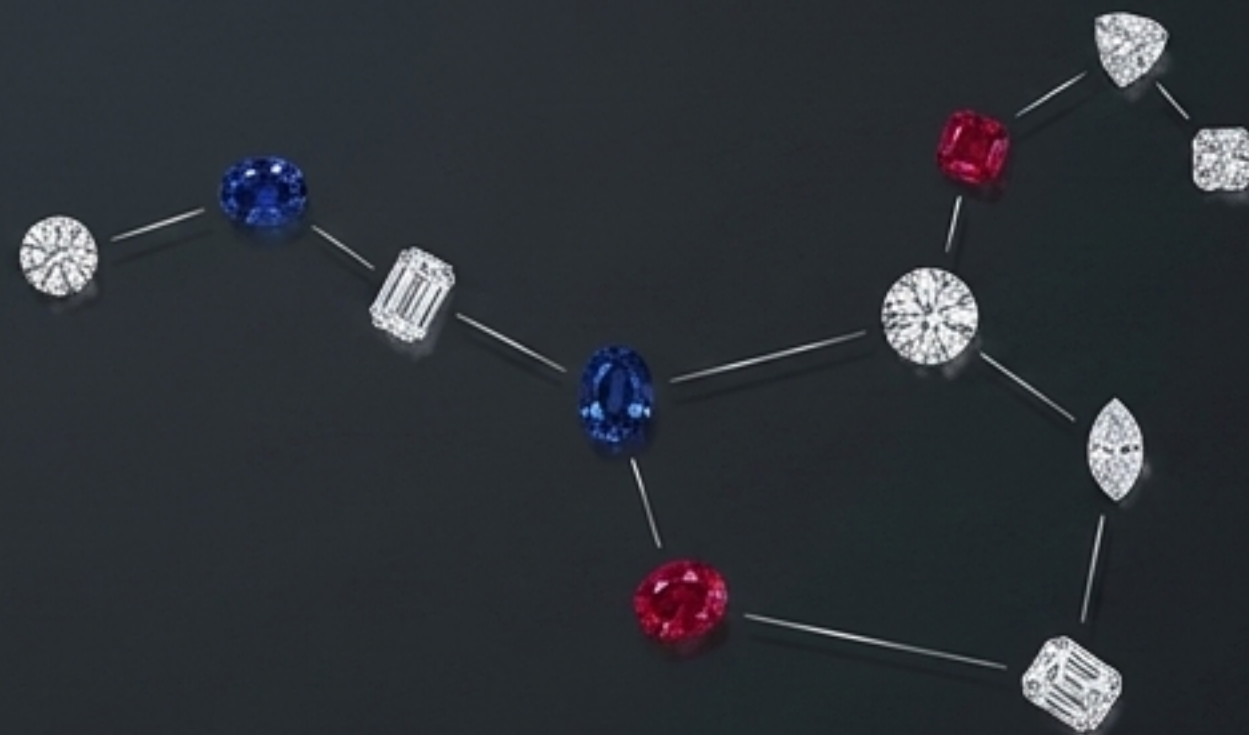
One basic input triggers a parallel generation pipeline, producing a complete, multi-platform editorial suite instantly.

“The product’s real differentiator isn’t AI image generation—every competitor has that. It’s editorial aesthetic.”

Elevating a \$50 piece of silver into Vogue Jewelry.



COMMODITIZED ENGINEERING
Accurate, but lifeless.



The Constellation Template
Exhibition Catalog Aesthetic.

Competitors generate commoditized model-on-product photos. Shichuan applies accumulated craft to mimic high-end editorial curation.

The Color DNA Concept

Replaces technical
spec sheets with a
designer's sketchbook.



Designing natively for visual-first platforms requires understanding that organic textures (watercolor, linen) signal premium value better than sterile digital renders.



Raw Loose Sapphire




AI Watercolor Sketch



3D Concept Render

Solving the 'Generic CAD' Problem.

Shichuan replaces 1,500-5,500 CNY in traditional appraiser, designer, and CAD fees by generating a complete 6-image design story for raw stones that feels distinctively human-crafted.

	Gemini Flash	Gemini Pro
Analysis Speed	6.7s	37.4s
Image Quality	6/10 (struggles with complex tube clasps)	8.4/10 (nails material details)
MVP Decision	 Flash wins.	—

Speed dictates UX. Parallel generation in 30 seconds validates the **product faster than waiting 90 seconds** for perfection. Pro remains available as a premium, post-validation upgrade.

Hours 11-13: Raw Stone feature discovery & Flash/Pro AB Testing.

Hours 1-2: Research & Validation (Killing AR).

Building at the Speed of AI

Hours 7-10: Frontend, Vercel Deploy, Upstash Redis credit system.

Hours 3-6: Pipeline & Aesthetic Templates.

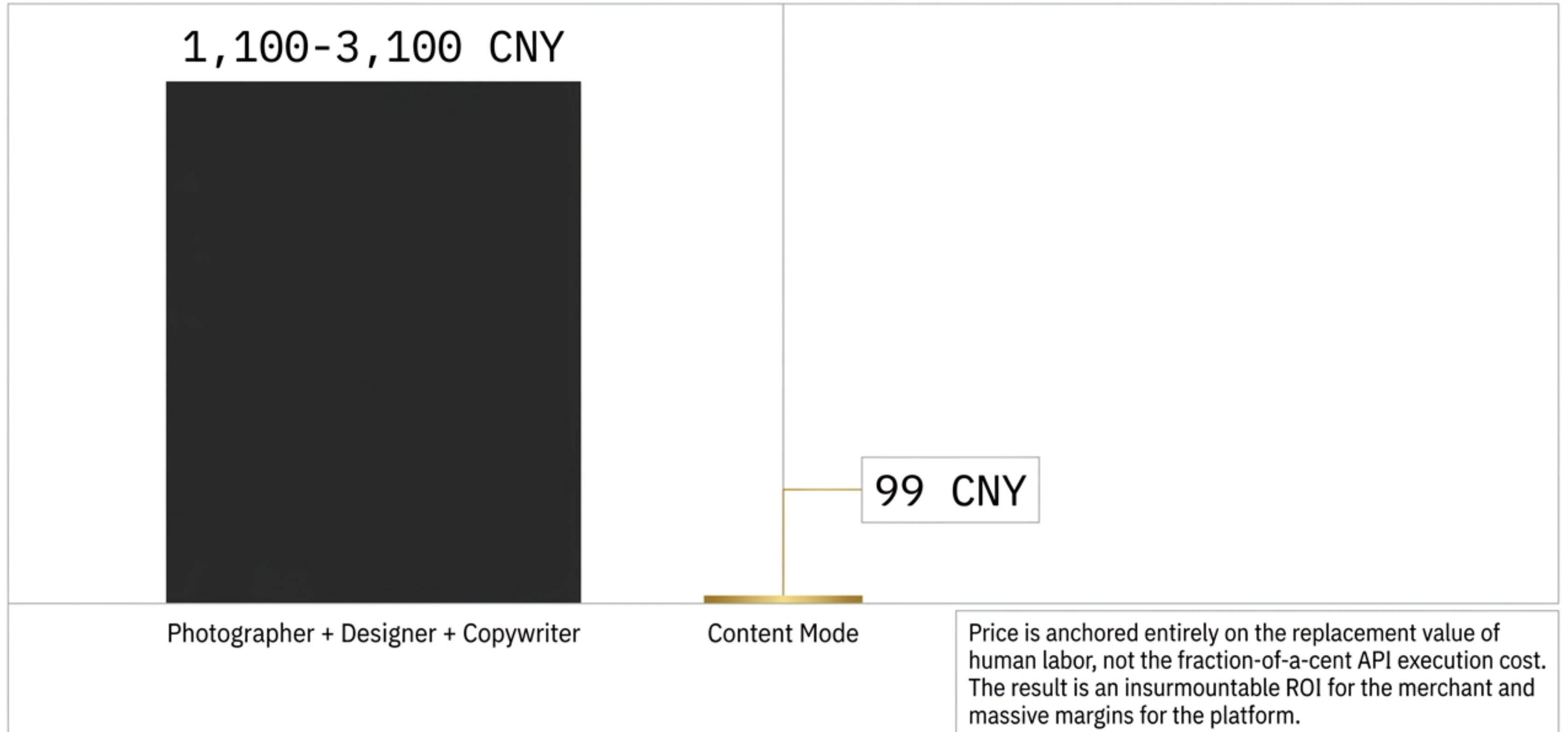
1 Person. 13 Hours.

60% Reused Code (Gemini client, image preprocessing, Vercel Blob, SSE streaming, Zustand).
Near-zero validation cost.

1 Person. 13 Hours.

Near-zero validation cost.

Value Anchoring



	ÉLAN (C2C)	Shichuan (B2B)
Input	Selfie	Product Photo
Core Challenge	Face Consistency	Material Fidelity
Output	Glamour Photos	Editorial Suite
Value Anchor	"I look amazing"	"My product looks expensive"

The moat is not the LLM. The underlying Vercel infrastructure and multimodality are identical. The true moat is prompt engineering, precise aesthetic direction, and accumulated craft applied to highly specialized markets