

# SalonSlot

*Pre-paid package + loyalty management for hair salons + beauty parlours. Most run on paper. Vast underdigitised segment with high LTV per salon. ■999/mo per salon.*

<b>Category</b>	Set 7 · Verticals & Creator
<b>Customer</b>	Indian neighbourhood hair salons + beauty parlours + spas (40-300 customers/month, 1-6 staff)
<b>Monetisation</b>	■999/mo Solo · ■2,499/mo Pro (multi-staff + advanced) · ■4,999/mo Chain (multi-location up to 5)
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

SalonSlot is vertical SaaS for India's ~600,000 hair salons + beauty parlours + spas. Most still run on paper-register + memory + WhatsApp + cash-box. The structural opportunity: pre-paid package + loyalty management is the highest-value operational lever (typical customer who buys 10-service package becomes 3-5x LTV customer vs. ad-hoc visitor); most salons don't operationalise this well + lose substantial revenue.

Product: appointment booking + customer profile + service-history + pre-paid package management + loyalty programme + WhatsApp campaigns + staff commission tracking + financial dashboard.

Year-1 target: 2,800 paying salons generating ■3.6 crore annual revenue against ■62 lakh costs. Cash-positive month 3-4.

## The Problem

Indian neighbourhood salon + beauty parlour (40-300 customers/month + 1-6 staff + ₹2-15 lakh/mo revenue) operates on paper-register + memory + WhatsApp + cash-box. Key operational failures: customer history poorly tracked (returning customer asks for previous service; staff doesn't remember); pre-paid packages mis-tracked (customer claims they have remaining services; salon disputes); loyalty programme inconsistent (verbal 'come 5 times get 6th free' that nobody tracks); staff commission disputes (which staff did which service paid commission rates).

Existing options. Practo Plus + Fresha + similar: enterprise/mid-priced + designed for larger salons + complex onboarding. Generic appointment apps: don't fit salon-specific workflow. Most salons accept the operational chaos.

Market gap: focused salon-vertical SaaS at accessible monthly pricing.

## The Solution

SalonSlot structured around salon-vertical workflow. Customer database: per-customer profile + service history + preferences + photos (before/after where appropriate) + payment history.

Pre-paid package management: structured per-package tracking (Customer X has 4 of 10 hair-spa sessions remaining); automatic deduction per service; redemption confirmation to customer via WhatsApp.

Loyalty programme: configurable points + milestone rewards + birthday offers + automated WhatsApp campaigns.

Appointment booking: structured calendar with per-staff scheduling + customer self-booking option via WhatsApp.

Staff commission tracking: per-staff sales attribution + commission rate calculations + transparent commission reporting.

WhatsApp campaigns: birthday + festival + offer + re-engagement campaigns with template library.

Financial dashboard: daily revenue + per-service margin + per-staff sales + package liability + cash position.

Pro tier (₹2,499/mo): multi-staff with role permissions + advanced analytics + customer-photo-portfolio.

Chain tier (₹4,999/mo): multi-location consolidated dashboard.

## Market Opportunity

Indian salon + beauty + spa market: ~600,000 establishments. Subset in addressable size: ~350,000. Software penetration <8%.

At ₹14,000/yr blended ARPU, SAM is ₹4,900 crore. Realistic 3-year capture: 0.3-1% = ₹15-50 crore ARR.

Adjacent expansion. Year 2: medical-aesthetic clinics + dermatology-aesthetic clinics (premium tier). Spa + wellness centre adjacency. Year 3: stand-alone makeup-artists + freelance beauty professionals.

## Target Customer

Primary persona: a 38-year-old owner of 4-chair hair salon in Indore, ₹4.5 lakh/mo revenue. Will pay ₹999/mo Solo after seeing package-tracking demo.

Secondary persona: a 42-year-old owner of 8-staff beauty parlour + spa in Pune, ₹14 lakh/mo revenue + complex pre-paid packages. Will pay ₹2,499/mo Pro tier.

Tertiary persona: a 46-year-old founder of 3-location salon chain in Bengaluru. Will pay ₹4,999/mo Chain tier.

## Product

Customer database with profile + history + preferences.

Pre-paid package management with structured tracking + automatic deduction.

Loyalty programme: configurable points + milestone rewards.

Appointment booking with per-staff scheduling.

Staff commission tracking + transparent reporting.

WhatsApp campaigns: birthday + festival + offers + re-engagement.

Financial dashboard: revenue + margin + commission + package-liability.

Pro tier additions: multi-staff role permissions + advanced analytics + customer-photo-portfolio.

Chain tier additions: multi-location consolidated dashboard.

## Technical Architecture

Frontend: React Native mobile (salon-tablet primary) + Next.js owner-dashboard.

Backend: Python on Hetzner cloud, Postgres.

WhatsApp: Meta Business Cloud API.

Payments: Razorpay.

Customer support: WhatsApp-first.

## Business Model & Unit Economics

Three tiers. Solo ₹999/mo. Pro ₹2,499/mo. Chain ₹4,999/mo.

Conversion: 14-day trial converts at 28%. Distribution: 60% Solo, 32% Pro, 8% Chain. Monthly churn under 3%.

Gross margin: 78%. Costs: WhatsApp + infrastructure + customer support.

LTV: ₹11,988 × 32 mo = ₹38,360 (Solo); ₹29,988 × 40 mo = ₹1.2L (Pro); ₹59,988 × 48 mo = ₹2.9L (Chain).

### Unit Economics (Year-1 base case)

Year-1 paying salons	2,800
Blended ARPU	₹14,500/yr
Year-1 revenue	₹3.6 crore
Gross margin	78%
CAC	₹1,800
Year-1 all-in costs	~₹62 lakh
Year-1 net contribution	~₹2.2 crore

## Go-to-Market

Channel 1 — Field sales in 10 cities (45%): hire 6 field reps targeting salon-dense districts.

Channel 2 — Beauty-supplier partnerships (25%): hair-product + beauty-product distributors who reach salons.

Channel 3 — Beauty-industry-association partnerships (15%).

Channel 4 — Content + SEO (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with customer + appointment + package + Solo tier. 200 salons.
- Month 4-5: Loyalty + WhatsApp campaigns + commission tracking, 700 salons.
- Month 6-8: Pro tier + Chain tier + advanced analytics, 1,600 salons, ₹18 lakh MRR.
- Month 9-10: Photo portfolio + multi-location dashboard, 2,200 salons.
- Month 11-12: 2,800 salons, ₹3.6 crore annualised.

### Key Risks

- Slow adoption: salon owners often non-technical + skeptical. Mitigated by field-sales demo + simple UX.
- Practo Plus + Fresha SMB tier — possible competitive response. Mitigated by India-pricing + simpler-product + WhatsApp-native.
- Customer data sensitivity: beauty customer data + photos sensitive. Mitigated by encryption + DPDP compliance.
- WhatsApp messaging cost changes. Mitigated by SMS fallback + careful template-message management.

- Seasonality: salons have wedding-season + festival peaks. Mitigated by annual-contract incentive smoothing.