This is ReWearAI!

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RW

Meet Renee Gonzales!

28/Marketing Manager/Berlin

Motivations

Efficiency	*****
Accuracy	*****
Convenience	****

Habits

- Updates wardrobe frequently
- Sells clothes online regularly
- Shops at thrift stores and vintage shops

Frustrations

- Lack of Time
- Faded Labels
- Inaccurate Listings

Selling and Buying Points

zalando   TEXAID

bergzeit   PICK & WEIGHT
KILO STORE
Vintage Clothing • Quality Garments
EST. 1989

Customers

"I need a quick, reliable way to sell my clothes online without wasting time."

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Problems

**Sorting facilities
& Inventory managers**

**Individual sellers
& Small businesses**

**Sellers looking for
quick transactions**

Inaccurate labelling of
clothing items

Lengthy process of listing
multiple items

Uncertainty about how
quickly an item will sell

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Solution

Advanced Labels Extraction

Multi-Source Integration

High Accuracy

Efficient Management

AI-Powered Listing Assistant

Voice Input

AI-Driven Text Generation

Efficiency in Bulk listing
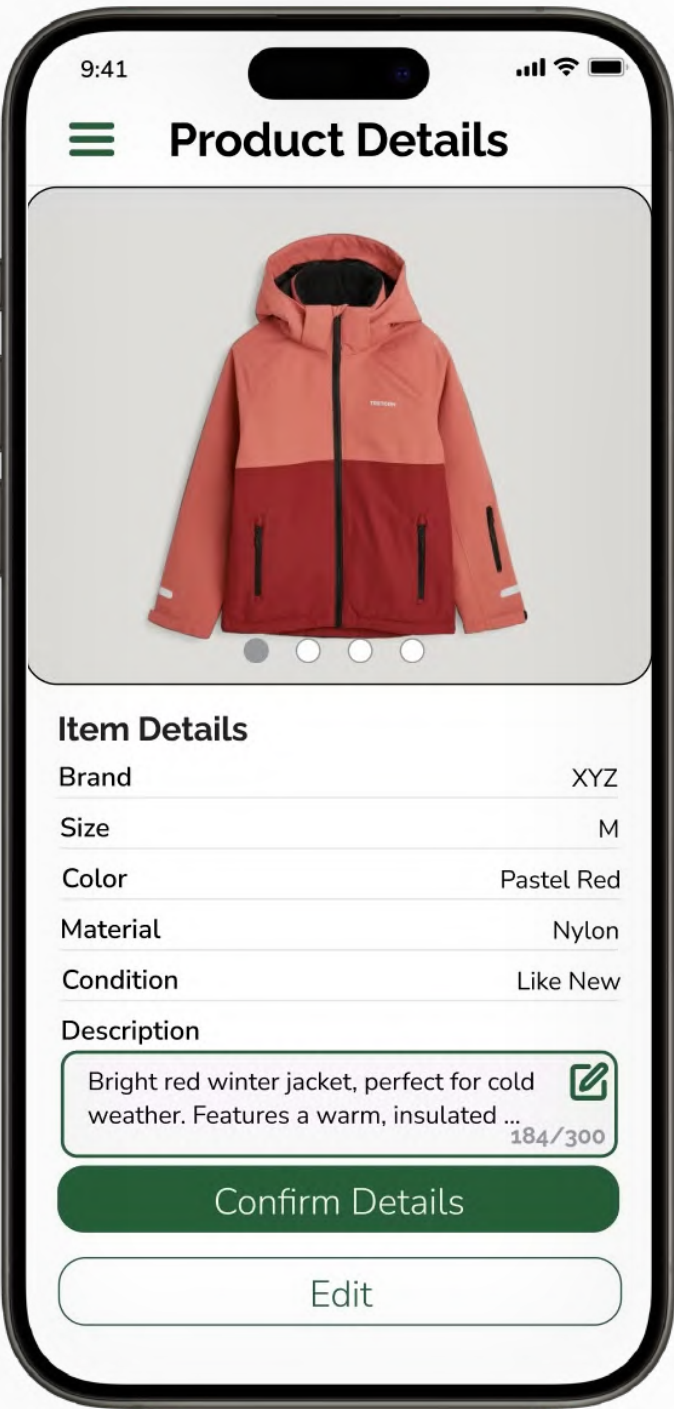
Predective Anaytics

Sales prediction

Market Analysis

Guidance for sellers

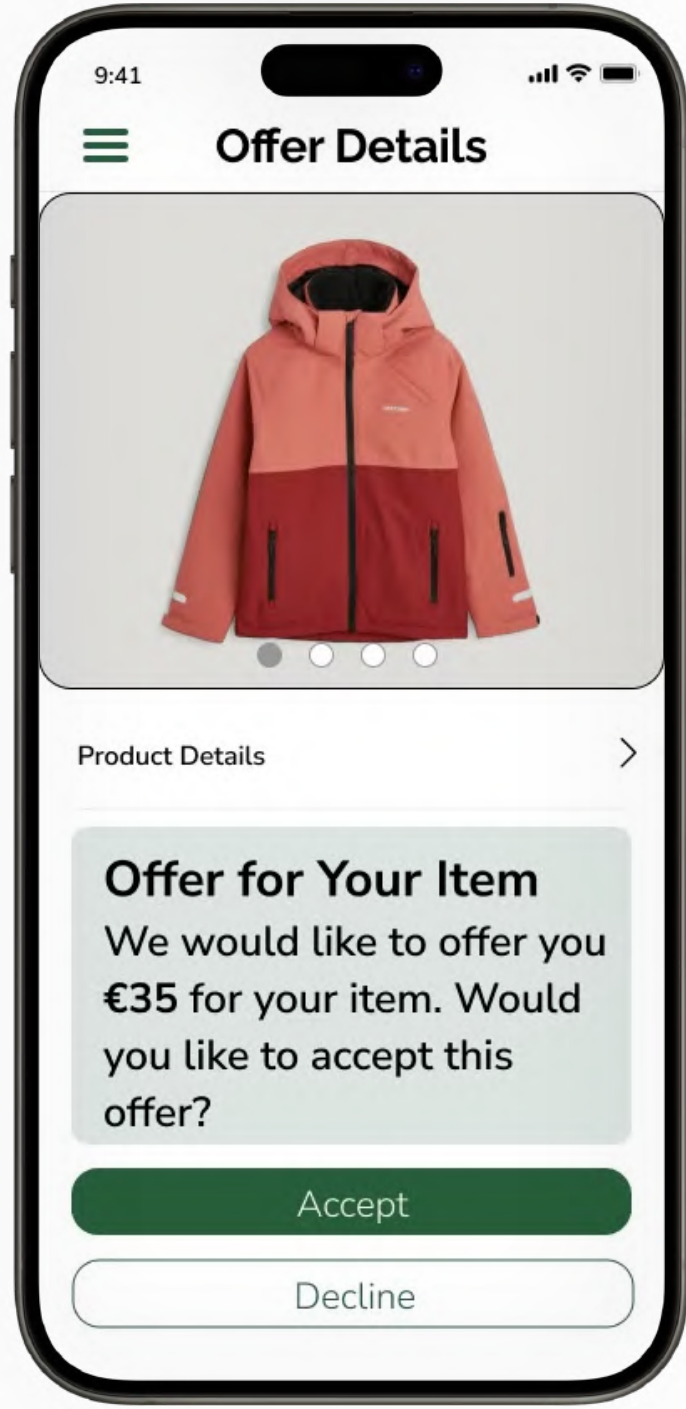# ReWearAI enhances the experience of selling second hand clothing

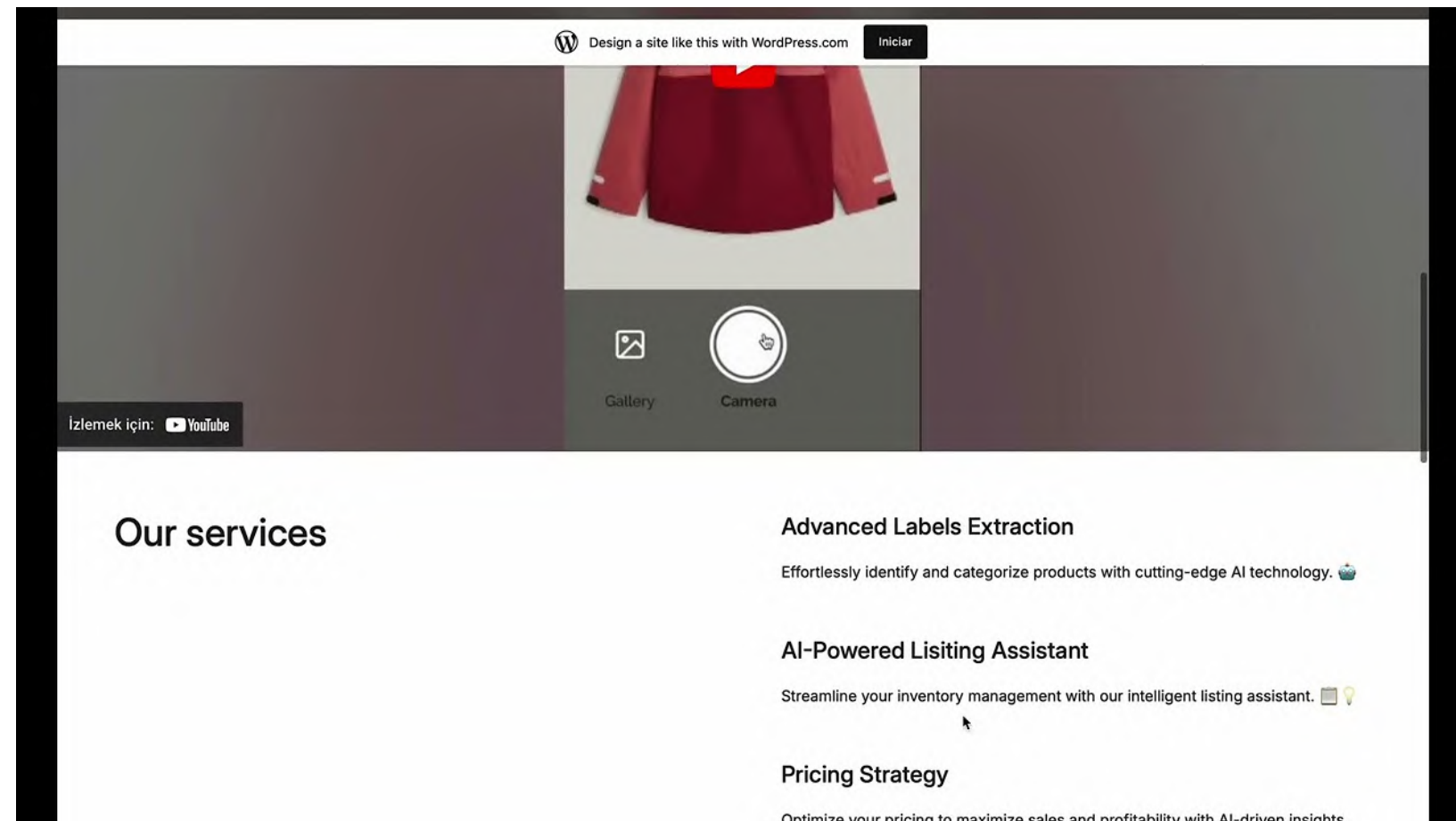

Advanced Label Extraction

Accurate Size Detection

Condition Assessment

Price Range Suggestion

Landing Page

Prototype

Second Hand Clothing Industry Size

TAM
€ 105.23 Billion

Second Hand
Clothing Market
Worldwide

SAM
€ 23.4+ Billion

Second Hand Clothing
Industry in EU

SOM
€ 2.3+ Billion

Second Hand Clothing
Industry in Germany

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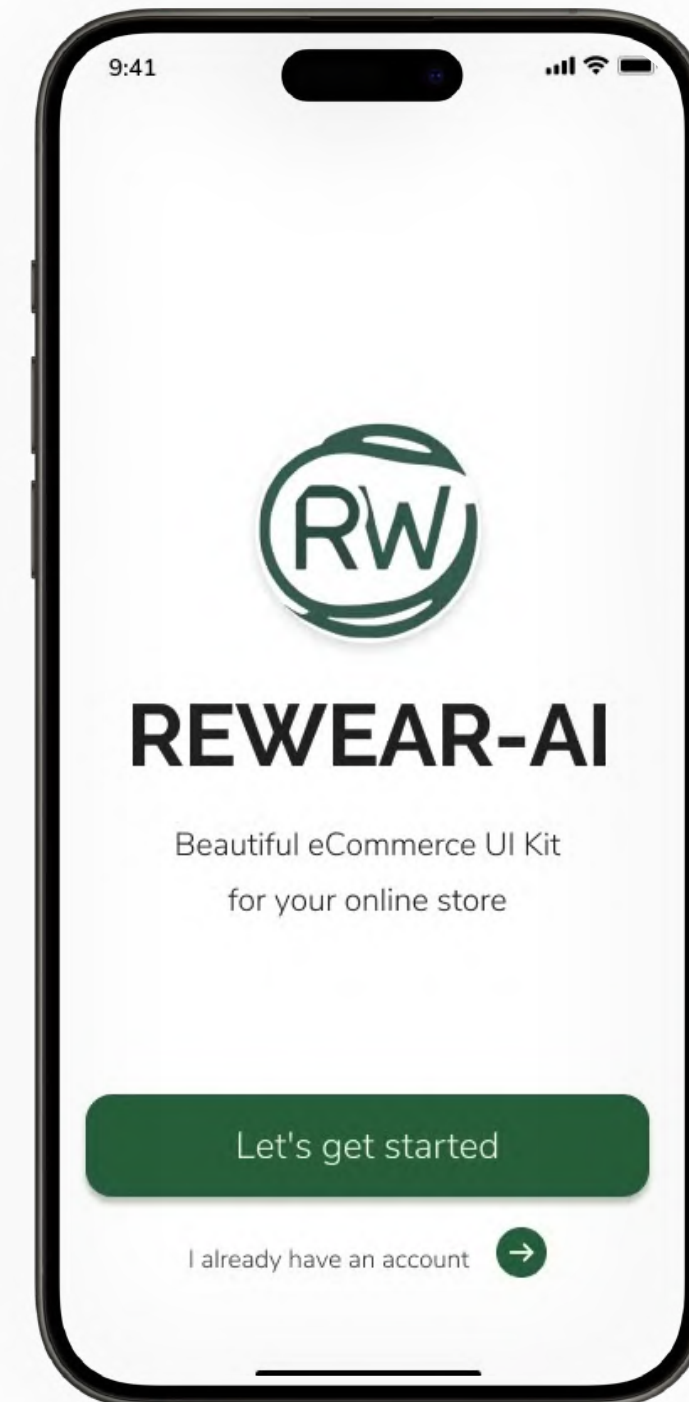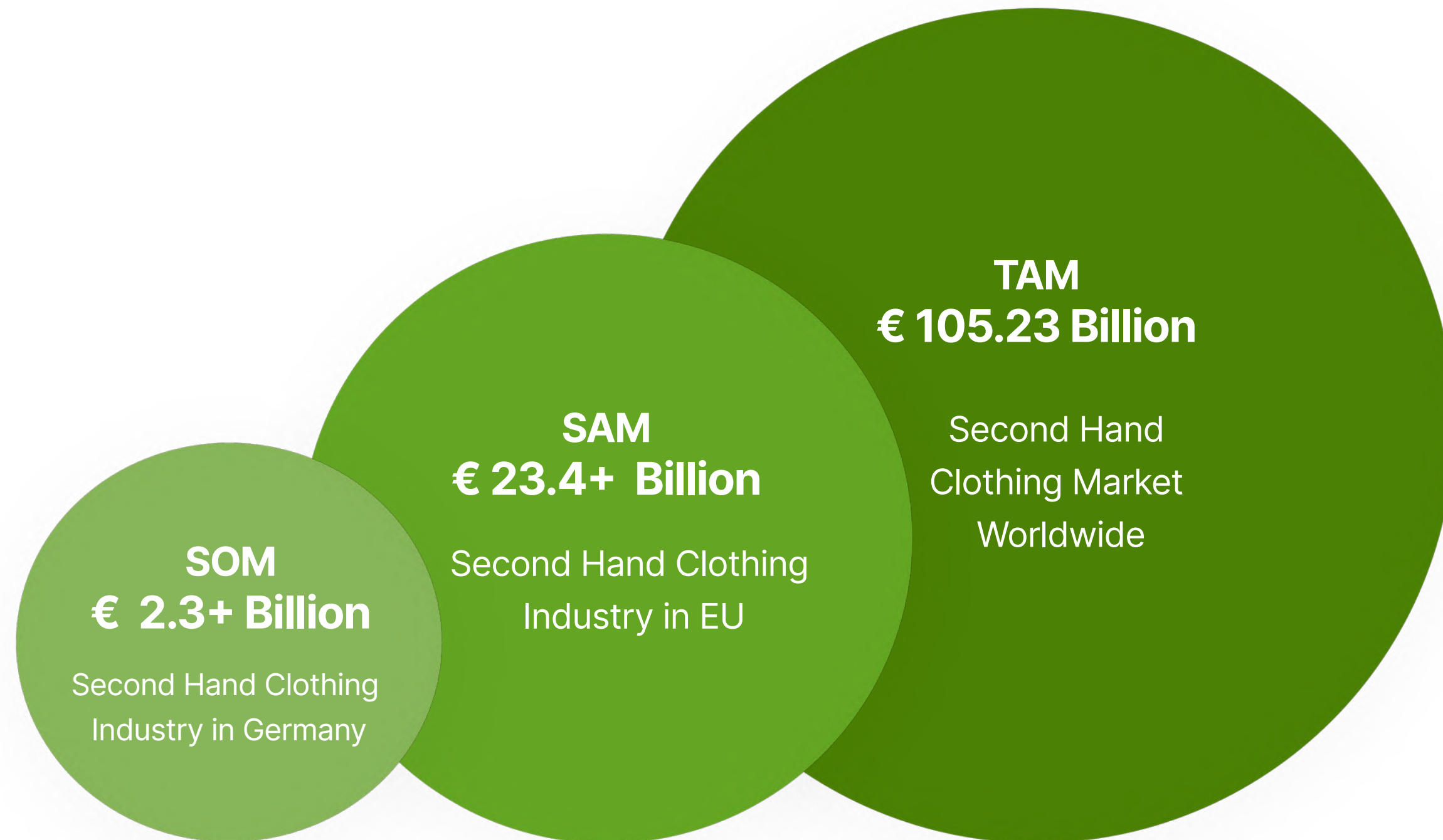
Competitor Analysis

Problem	Key Features	RW	Amazon Recognition	Google Cloud Vision	Fashwell (aquired by Apple)
Inaccurate **labelling** of clothing items	Advanced Label Extraction (Brand, Pattern, Size etc.)	✔	✔	(no)	(no)
Lengthy process of listing multiple items	Voice Recognition	✔	(no)	—	(no)
Uncertainty in **price prediction**	Predictive Price Analytics	✔	—	—	✔

🟢 yes   🔴 no   🟡 not precise

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Future Roadmap

Product Development

- MVP Development
- Beta Testing
- Official Launch

- Enhanced AI algorithm
- Price suggestions

- AI Clothing Authentication
- Explore new technologies

Development & Initial Launch

Feature Enhancements

More Features

Year 1

Year 2

Year 3

Initial Customer Acquisition

Expansion within Germany

EU Market Expansion

Market Strategy (G2M)

- Second-Hand Market Players in Munich Region
- Direct Sales Strategies

- Customer acquisition in other major German cities
- Increase transaction volume
- Establish a strong brand presence

- Multiple EU Market entry preparation and launch

- Partnerships with large sorting facilities

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Our Team

Anand Erdenebat
Business
Development

Nader Bennour
Data Analytics &
Backend

Ayşenur Özbek
Product Design &
Development

Afonso Araújo
Finance &
Accounting

Mohamed Ali Bouafif
Operations
Management

THANK YOU

ReWearAI

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Appendix

I. ReWearAI will begin generating positive revenue from year 3

Break Even Point by year 3 with 15% of German market

Revenue Growth via **Market Expansion**

Scalable IT infrastructure due to **Cloud Computing**

● Revenue ● Cost

€ 1,200,000

€ 800,000

€ 400,000

1,199,961

781,058

360,815

382,600   352,200   353,751   429,394   504,797

131,243

26,748

Y1   Y2   Y3   Y4   Y5

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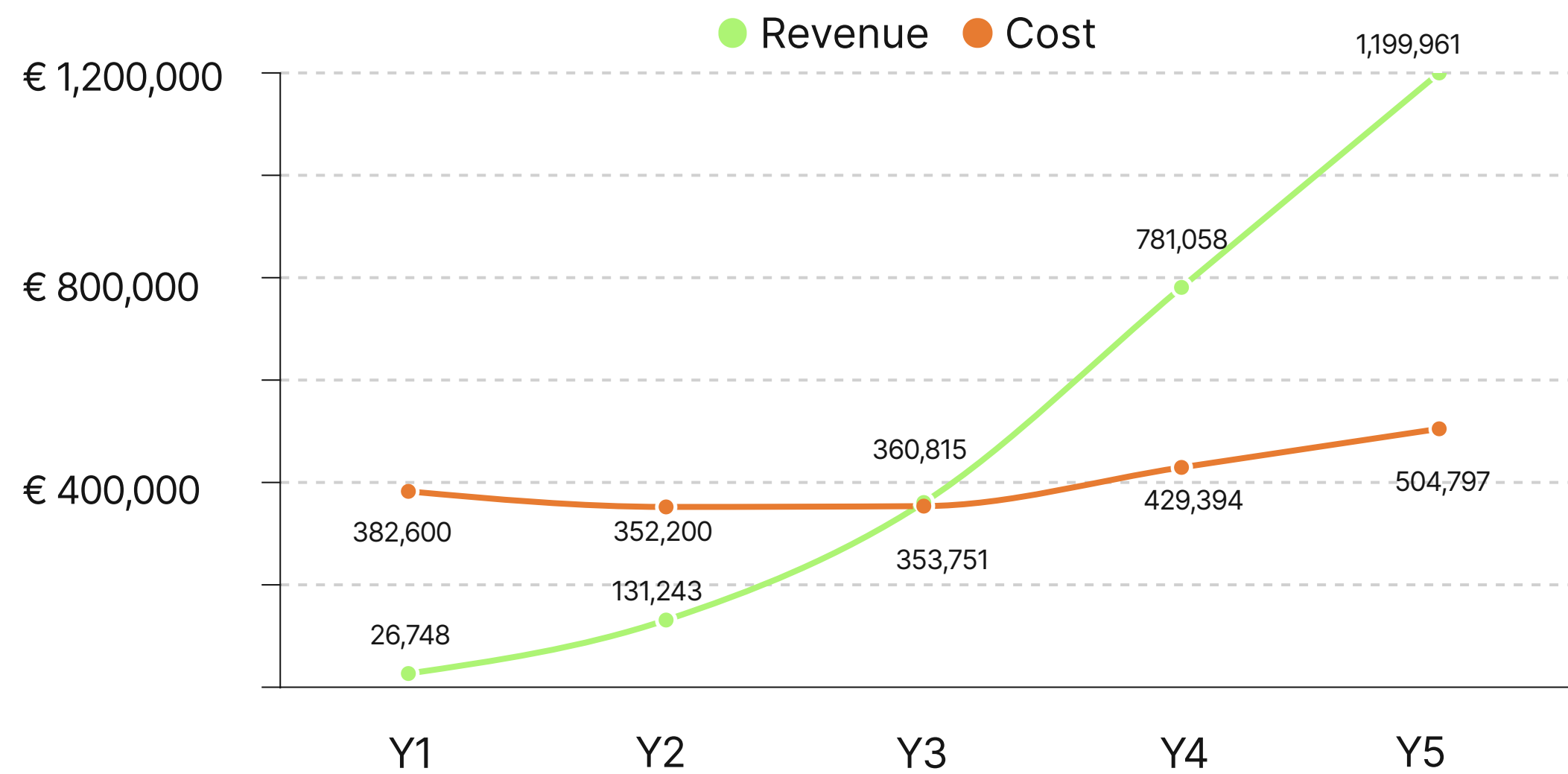
II. Financials

	Year 1	Year 2	Year 3	Year 4	Year 5	Margin Y5 (%)	Grand Total
Number of transactions	140,778	690,751	1,899,025	4,110,830	6,315,584		2,730,554
Paying customers revenue	26,748	131,243	360,815	781,058	1,199,961	100.0%	2,499,825
Total revenue	**26,748**	**131,243**	**360,815**	**781,058**	**1,199,961**	**100.0%**	**2,499,825**
Developers and IT support costs	-171,000	-156,000	-156,000	-156,000	-156,000	92.9%	-794,999
Cloud infrastructure costs	-12,000	-12,000	-12,000	-12,000	-12,000	7.1%	-36,000
COGS	**-183,000**	**-168,000**	**-168,000**	**-168,000**	**-168,000**	**14.0%**	**-519,000**
Gross profit	**-156,252**	**-36,757**	**192,815**	**613,058**	**1,031,961**	**86.0%**	**-195**
Sales and marketing	-68,000	-68,000	-68,000	-68,000	-68,000	36.9%	-204,000
Research and development	-52,200	-52,200	-52,200	-52200	-52200	28.3%	-156,600
Administrative	-79,400	-64,000	-64,000	-64,000	-64,000	34.7%	-207,400
SG&A	**-199,600**	**-184,200**	**-184,200**	**-184,200**	**-184,200**	**17.8%**	**-568,000**
Operating profit	-355,852	-220,957	8,615	428,858	847,761	70.6%	-568,195

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III. Financials (2)

COGS

TOTAL	14,000
Human Capital	**13,000**
Development (2)	10,000
IT support	3,000
Infrastructure	**1,000**
Cloud services per month	1,000
One Time Costs	**15,000**
Laptops	12,000
Headsets	600
Keyboards	300
Monitors	2,100
Total Equipment	15,000

SG&A

TOTAL	187,200
Sales & Marketing	**68,000**
Marketing & Sales Salary (1 person)	48,000
Marketing Campaign	20,000
Research & Development	**52,200**
R&D Salary (1 people)	49,200
Travel Costs (1 people)	3,000
Administrative	**64,000**
Reserving Office in Munich	10,000
Total Office	10,000
Commercial Property Insurance	12,000
Commercial General Liability Insurance	12,000
Cyber Liability Insurance	30,000
Total Insurance	54,000
Other	3,000
Maintnance of IT infrastructure	1,000
One Time Costs	12,400
Laptops	10,000
Headsets	250
Keyboard	250
Monitor	1,750
Equipment	4,000
Total Equipment	**12,250**
Copyright	**150**

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IV. Interview Results

We have divided our interview into two parts. On the one hand, we interviewed our potential users with the help of an online survey, and on the other hand, we interviewed our potential customers in live interviews on site. Five **customers** participated in our survey and a total of 19 **potential users** completed our online survey.

"In the past, we always had to collect and analyse these miserable slips of paper. After switching to the new system, we are very satisfied and have, for example, stored our regular customers and can send them the receipt directly by email."

"We are satisfied with our cash register. We would use digital receipts if they are compatible with our cash register."

"I need receipts because they help me to have a physical overview of my expenses, they help me to see where I spent my money, they help me to manage my money."

"I really hate dealing with a lot of paper so I wish there is a way to get them in electronical way"

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