

# ThreadWise

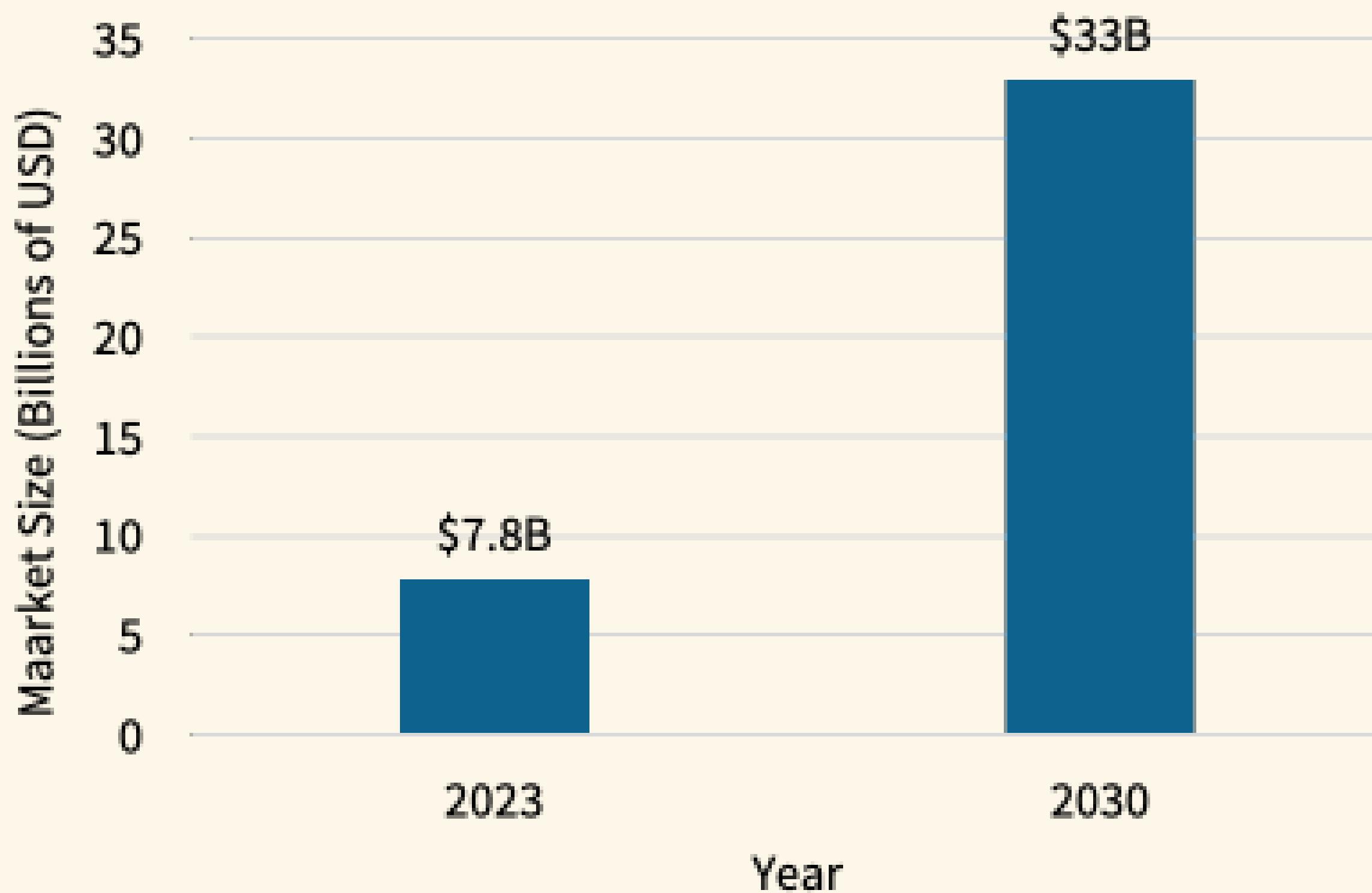
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Discover clothes that *lift* you.

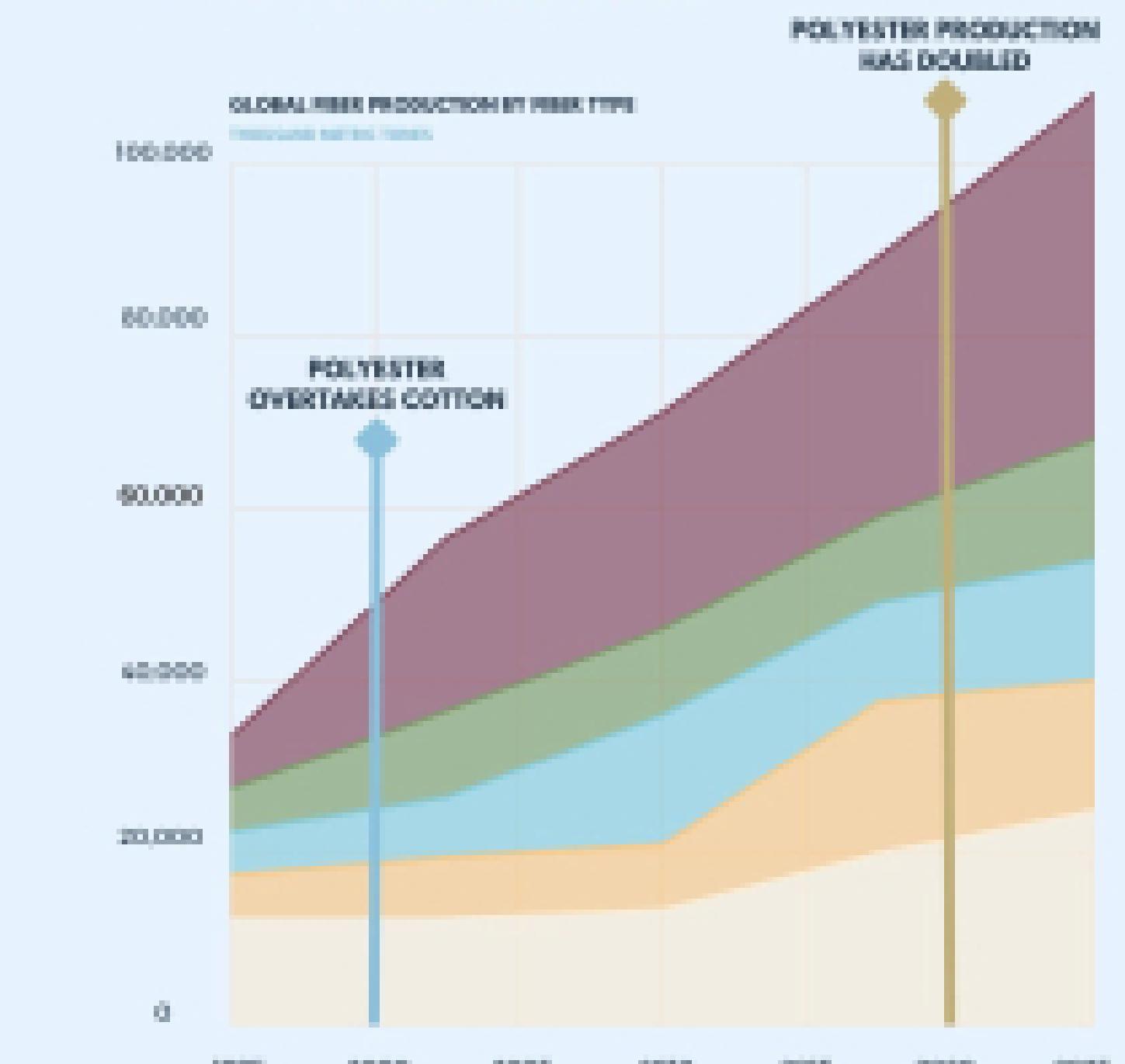
Julia Synn, Co-Founder and CEO  
[julia.synn@threadwise.com](mailto:julia.synn@threadwise.com)

# The sustainable fashion movement is here and *now*.

Global Sustainable Fashion Market Size (+22.9% CAGR)

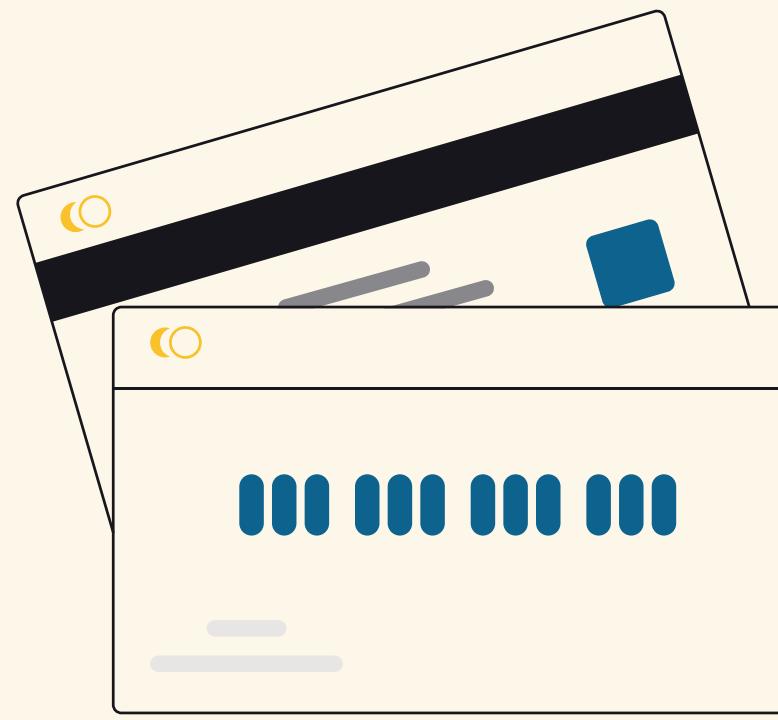
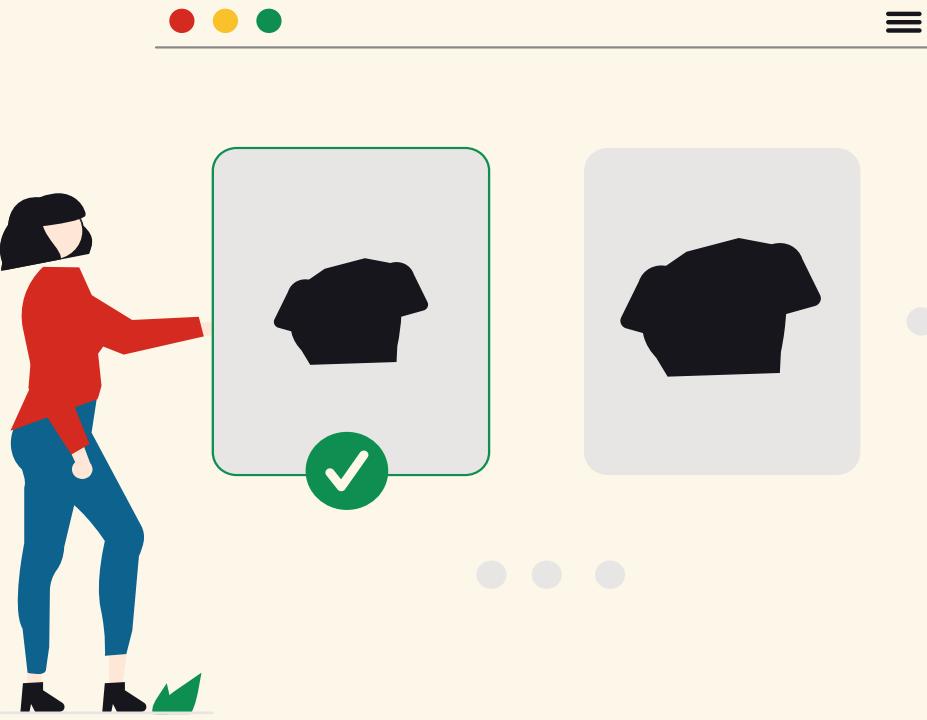


## FAST FASHION AND THE RISE OF POLYESTER



Sources: Tecnon OrbiChem, Coherent Market Insights

# The search for the right piece is challenging.



## *Fit*

Sizing standards are inconsistent across brands

## *Material*

60% of material made into clothing is plastic, and brands use deceptive tactics to conceal synthetic fiber contents

## *Price*

Sustainable clothing tends to be more expensive than fast fashion

# *ThreadWise*: The platform for sustainable consumers to find well-fitting, high-quality, and affordable clothes.

ThreadWise aggregates listings from a *wide range of brands*.

*Well-Fitting*

Enter your body dimensions to find the **perfect fit**.

*High-Quality*

Filter by material composition to find comfortable clothes that **last**.

*Affordable*

Browse items sorted from **lowest to highest price**.

The screenshot shows a web browser window titled "ThreadWise MVP". The page contains several input fields and sections:

- Email:** A field with the placeholder "abc123@gmail.com" and a note "Send abc123@gmail.com an email to be included with my response".
- Gender Category:** Radio buttons for "Male" (unselected) and "Female" (selected).
- Item Category:** Radio buttons for "Top" (unselected), "Bottom" (selected), "Outerwear" (unselected), and "Dresses & Jumpers" (unselected).
- Describe the clothing item you are looking for in 5 key words:** A text input field containing "straight jeans".

# We've delivered our *first* MVP.

FEBRUARY 17, 2025

Designed MVP

Delivered MVP to 3 users

Collected feedback from 3 users

Defined MVP 2.0 requirements

“

With my waist-to-hip ratio, it's hard to find jeans that fit and are within my price range, so this made the experience much easier and saved me a lot of time.

— Amal, 23

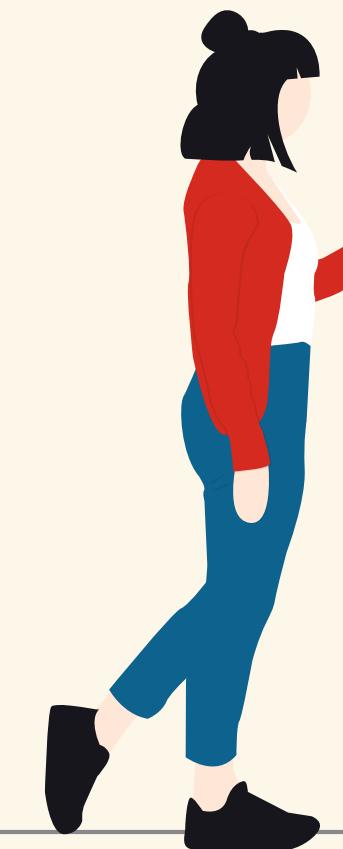
## MVP 2.0 Requirements

- Confirmation email and estimated wait time
- Expanded item categories
- Item-specific body dimension requirements
- Enhanced filtering options and capabilities
- Images and more detailed information for recommended products

# Our Business Model: Affiliate Marketing

**Primary Customer:**

American Woman



**Channel:** Social media marketing

Customer discovers items on  
**ThreadWise**



Affiliate links

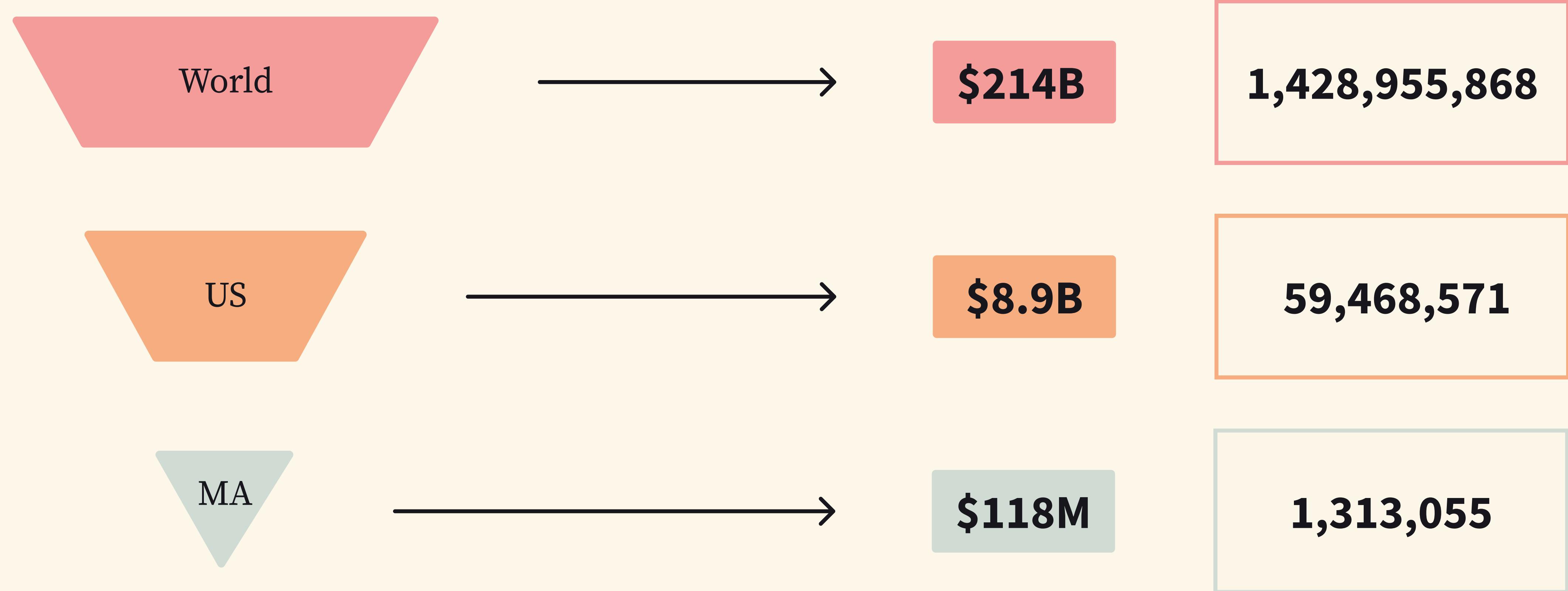
Customer purchases items for  
~\$100 from **brand website**



**15-20% commission (~\$15-20)**

**Profile:** Gen Z/millennial, MA local,  
environmentally conscious, fashion  
enthusiast

# Market Size



**# of target customers**

# Competitive Market

		Google Shopping	SHOPSTYLE	THREDUP	LYST
<b>Material Percentage Filtering</b>	✓	✗	✗	✗	✗
<b>Body Dimension Filtering</b>	✓	✗	✗	✗	✗
<b>Wide Price Range</b>	✓	✓	✗	✓	✗
<b>Wide &amp; High-Quality Product Range</b>	✓	✗	✗	✗	✓
<b>Sustainability Focus</b>	✓	✗	✓	✓	✗

# Financial Projections

	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
<i>Number of Customers*</i>	878	7K	13K	270K	614K
<i>Total Revenue</i>	\$79K	\$199K	\$536K	\$22M	\$98M
<i>Operating Expenses</i>	\$131K	\$187K	\$264K	\$343K	\$451K
<i>Customer Acquisition</i>	\$9K	\$22K	\$59K	\$2M	\$11M
<i>Net Income</i>	-\$60K	-\$10K	\$212K	\$19M	\$87M

\*Targeting Boston in 2025 and Massachusetts after 2025

# Our team has the vision to *succeed*.



**Julia Synn**

*Chief Executive Officer*

User Research/Discovery  
Cost Structure Development  
Competitor Research  
MVP Delivery



**Angeli Lu**

*Chief Technology Officer*

User Research/Discovery  
Customer Segment Research  
Financial Projections  
MVP Development & Delivery



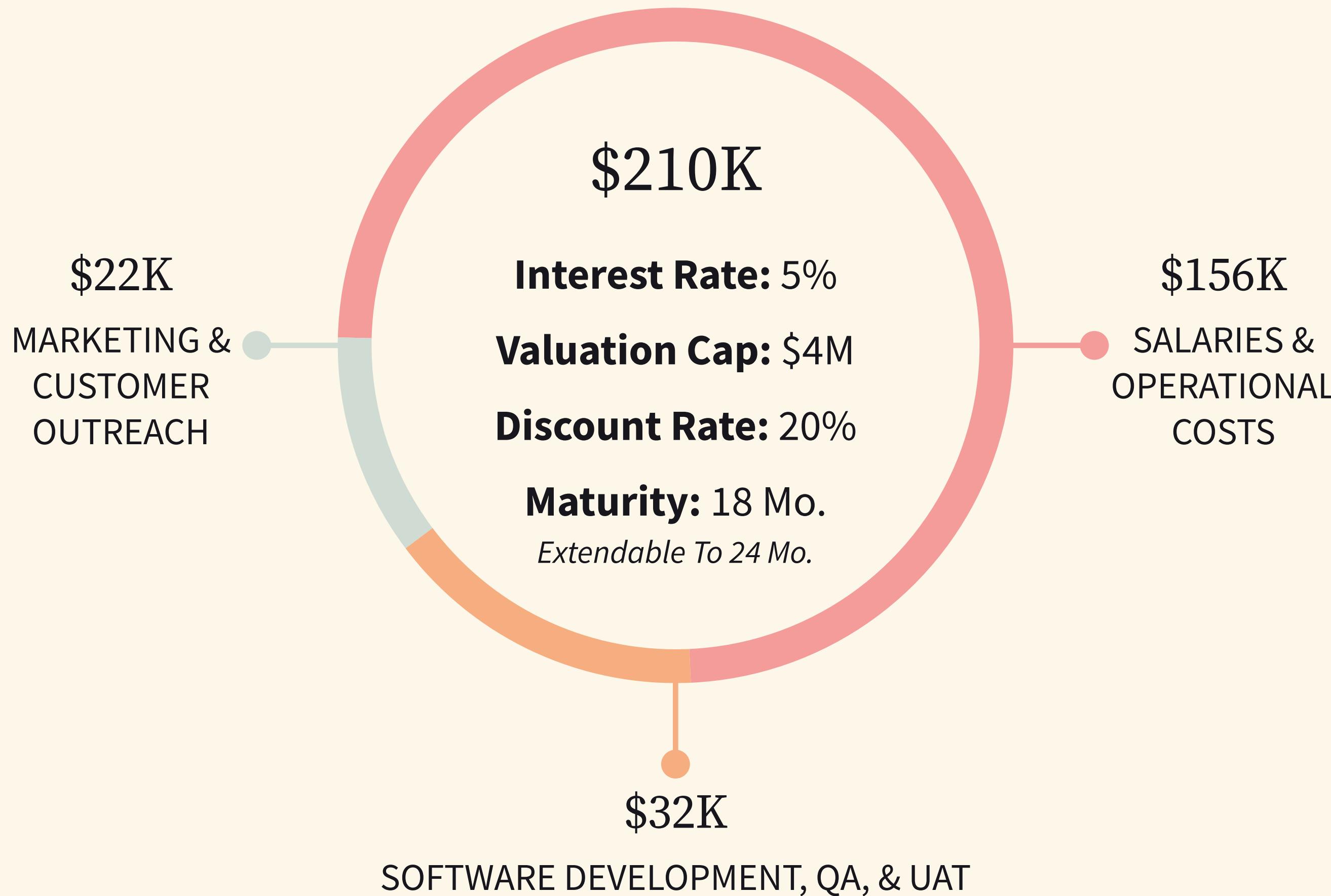
**Bharath Vittal**

*Chief Operating Officer*

User Research/Discovery  
Business Model Development  
Market Size Projections  
MVP Delivery

# Join us in creating a more **sustainable** future for fashion.

We are seeking a pre-seed investment of **\$210K** in the form of a **convertible note**



## Milestones for 2026

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- Expand customer acquisition efforts to MA, acquiring **6.6K** customers
- Fulfill **13.3K** orders, at an average order value of \$15
- Generate **\$198.9K** in revenue

A row of shirts hanging on a clothes rack. The shirts are of various colors and patterns, including solid colors like white, grey, and blue, as well as patterned ones like checkered and striped. They are all hanging on wooden hangers. The background is plain white.

## *Appendix.*

# Financial Projections: Revenue

	2025	2026	2027	2028	2029
<b>Women Ages 18-44*</b>	175,627	1,325,923	1,338,917	1,352,039	1,365,289
<b>% Captured</b>	0.5%	0.5%	1%	20%	45%
<b>Number of Customers</b>	<b>878</b>	<b>6630</b>	<b>13,389</b>	<b>270,408</b>	<b>614,380</b>

\*Targeting Boston in Year 1 and Massachusetts after Year 1; projecting 2024 MA population growth rate

<b>Average Order Value</b>	\$100	\$100	\$100	\$100	\$100
<b>Commission Rate</b>	15%	15%	20%	20%	20%
<b>Sale Profit</b>	\$15	\$15	\$20	\$20	\$20
<b>Order/Customer/Year</b>	6	2	2	4	8

# Financial Projections: Software & Operational Costs

	2025	2026	2027	2028	2029
<b>Salaries</b>	\$108,000	\$150,000	\$210,000	\$270,000	\$360,000
<b>Software Development</b>	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
<b>Quality Assurance</b>	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
<b>User Acceptance Testing</b>	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000
<b>Hosting</b>	\$240	\$1,200	\$4,800	\$9,600	\$14,400
<b>Domain Registration</b>	\$10	\$10	\$10	\$10	\$10
<b>Operational Costs (Legal Fees and Software Subscriptions)</b>	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500

# Financial Projections: Customer Acquisition Breakdown

	2025	2026	2027	2028	2029
<b>Web &amp; Content</b>	\$3,825	\$4,600	\$8,850	\$300,000	\$1,650,000
<b>In-House Social Media</b>	\$0	\$0	\$0	\$0	\$0
<b>Social Media &amp; Agency Contract</b>	-	-	\$14,750	\$500,000	\$2,750,000
<b>Influencer Collaborations</b>	-	\$8,800	\$17,700	\$600,000	\$3,300,000
<b>Google &amp; Meta Ads</b>	\$5,175	\$8,800	\$17,700	\$600,000	\$3,300,000

# Market Size Calculations

## BOTTOM UP APPROACH

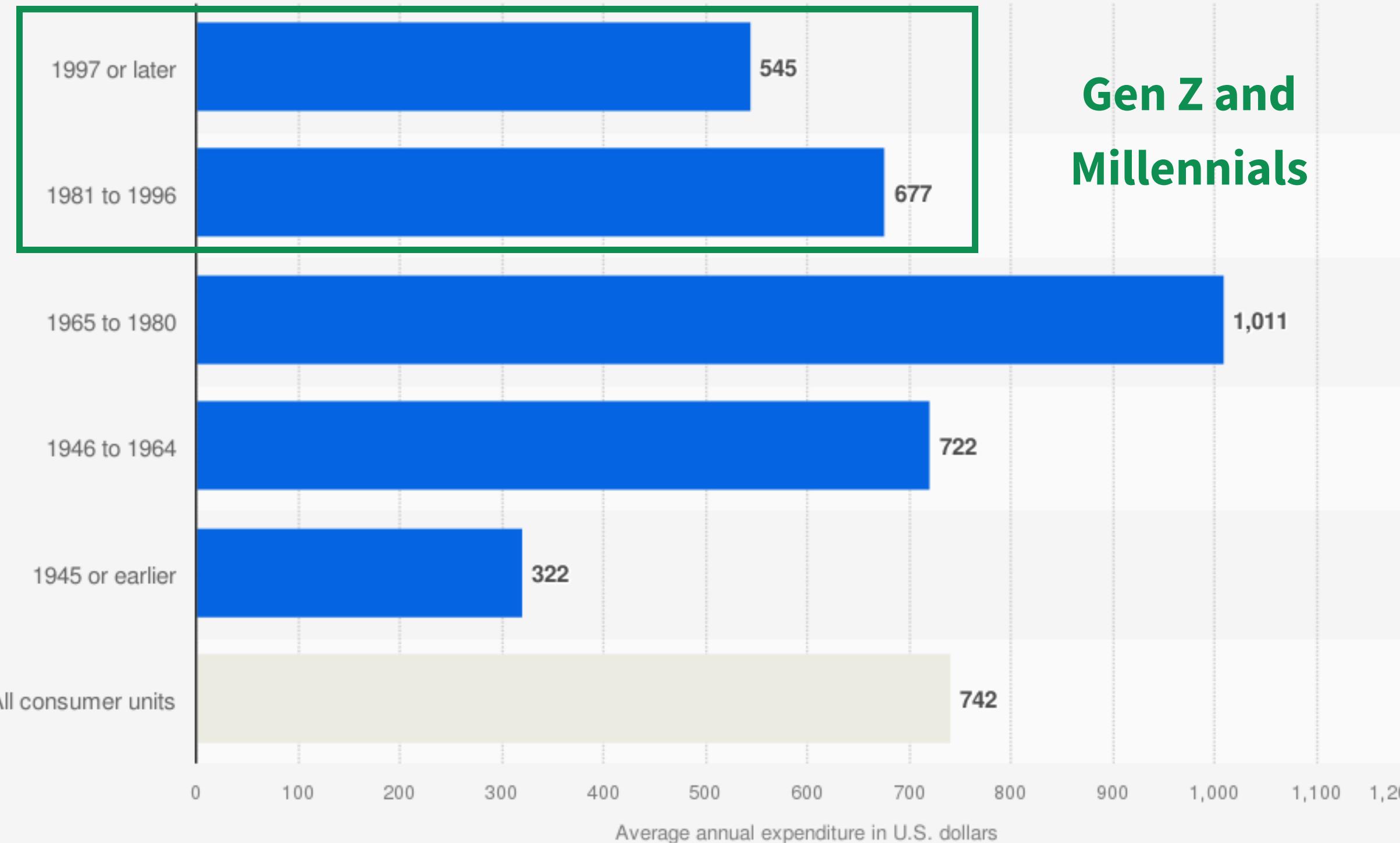
*Market size = price \* # of potential customers*

$$\begin{aligned}\textbf{Price} &= \text{AOV} * \text{commission rate} * \# \text{ of orders per customer per year} \\ &= \$100 * 15\% * 6 = \$90.00\end{aligned}$$

Market	Price	# of customers	Market Size
Massachusetts	\$90	1,313,055	\$118,174,950 ( <b>\$118.2M</b> )
United States	\$90	59,468,571	\$8,920,285,650 ( <b>\$8.9B</b> )
World	\$90	1,428,955,868	\$214,343,380,200 ( <b>\$214B</b> )

# Order Value and Frequency Determination

Average annual consumer expenditure on women's and girls' apparel in the United States in 2023, by generation (in U.S. dollars)



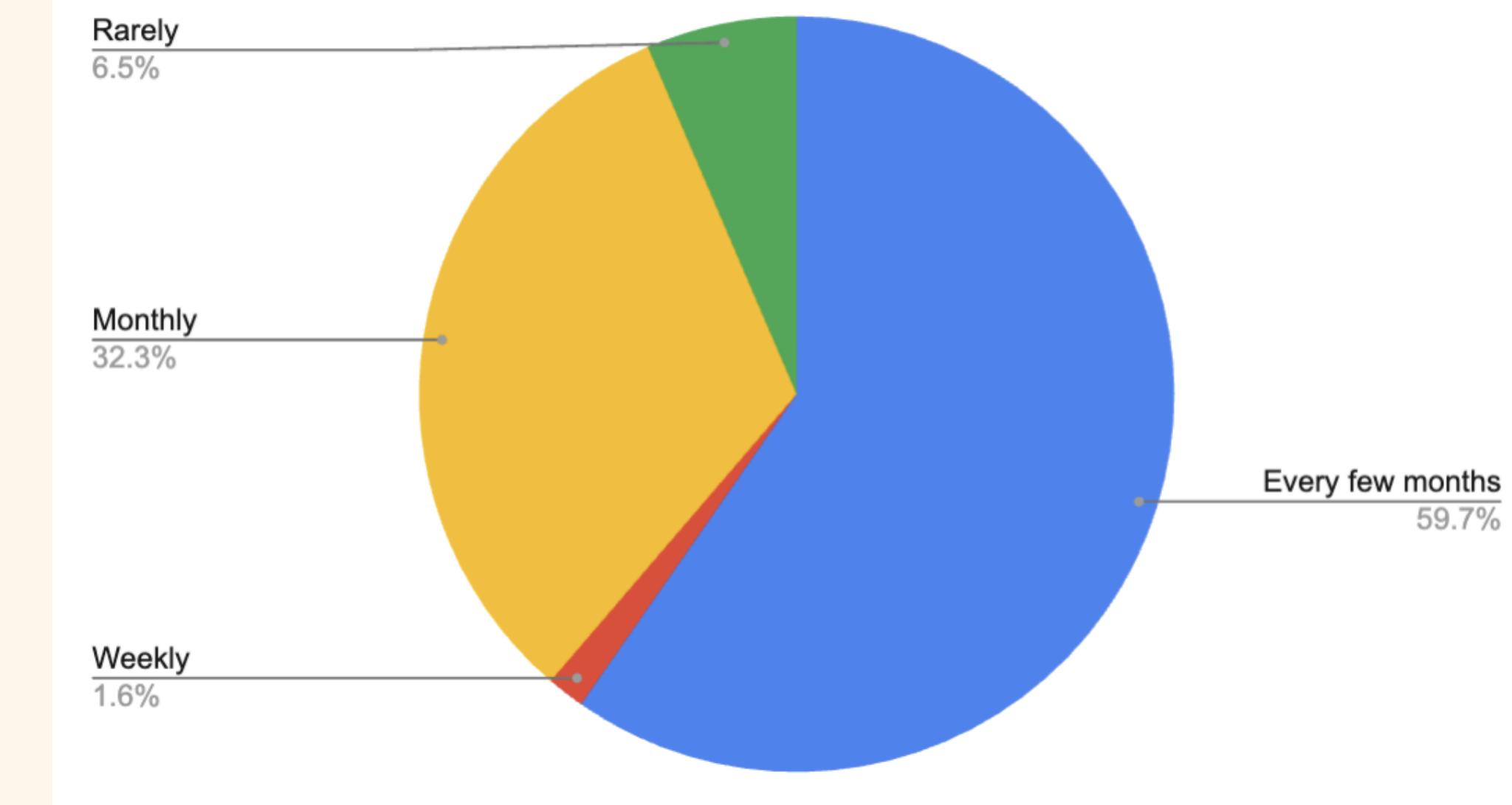
Source  
Bureau of Labor Statistics  
© Statista 2025

Additional Information:  
United States; Bureau of Labor Statistics; 2023

statista

Average annual expenditure for Gen Z and millennial women = **\$611**

How often do you buy items of clothing?

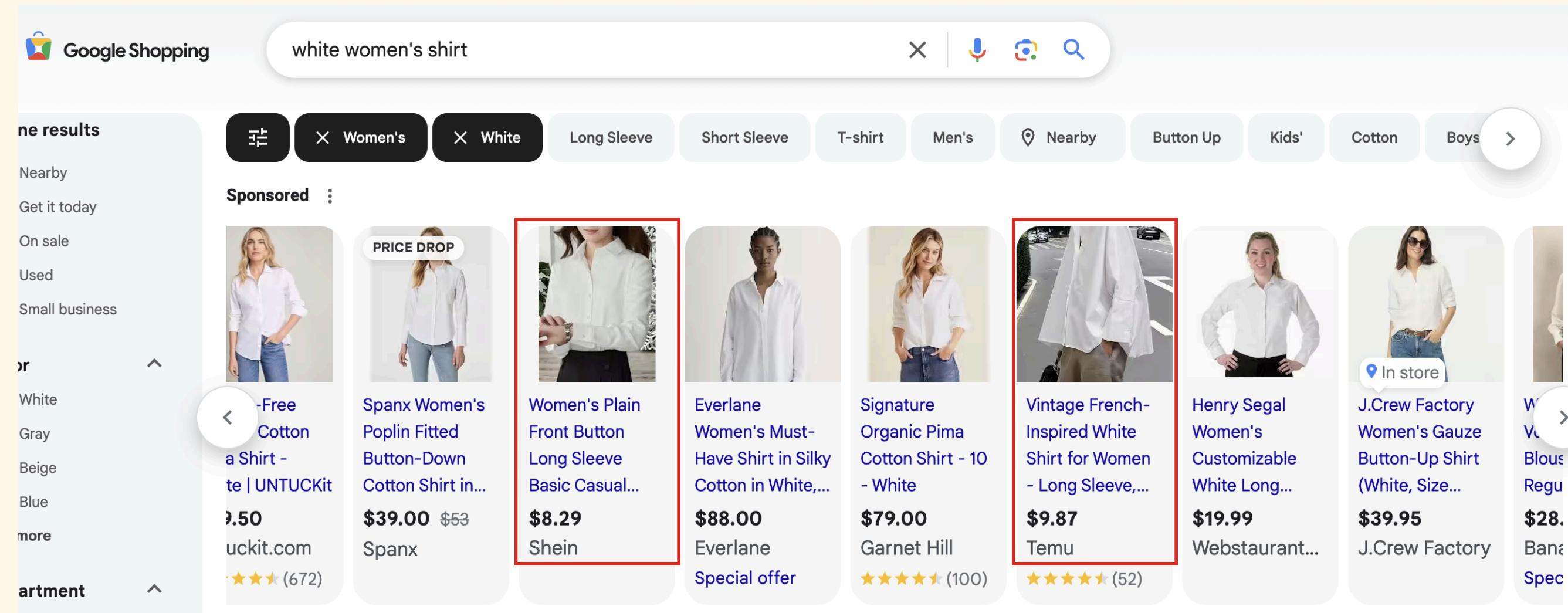


Average orders per year =  $(59.7\% * 3) + (32.3\% * 12) + (6.5\% * 0.5) + (1.6\% * 52) = 6.53 \rightarrow 6^*$

Average order value =  $\$611/6 = \$101.83 \rightarrow \$100^*$

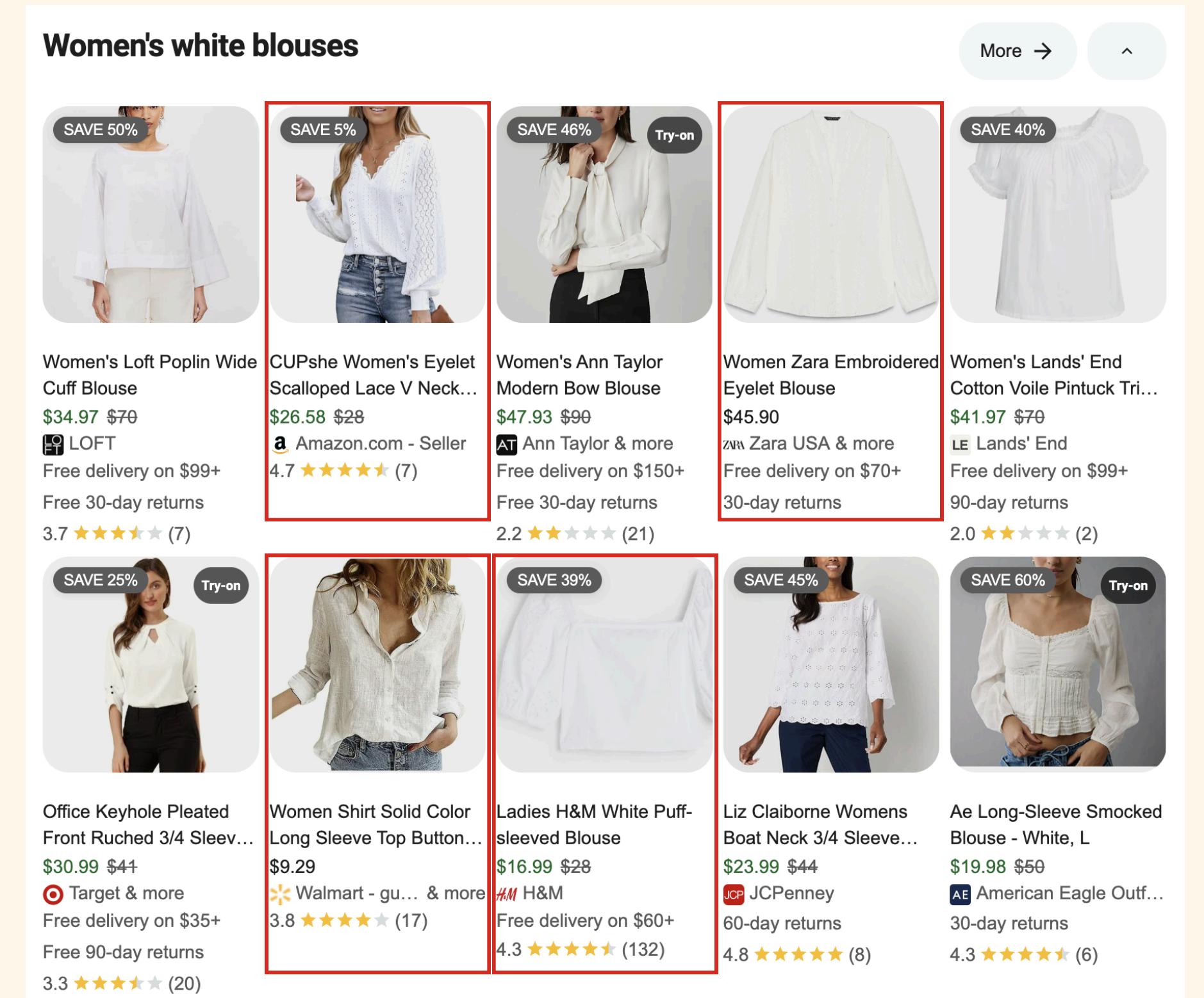
\*Conservative estimates for current projections

# Google Shopping cannot remove *unethical* and *unsustainable* brands from its platform.



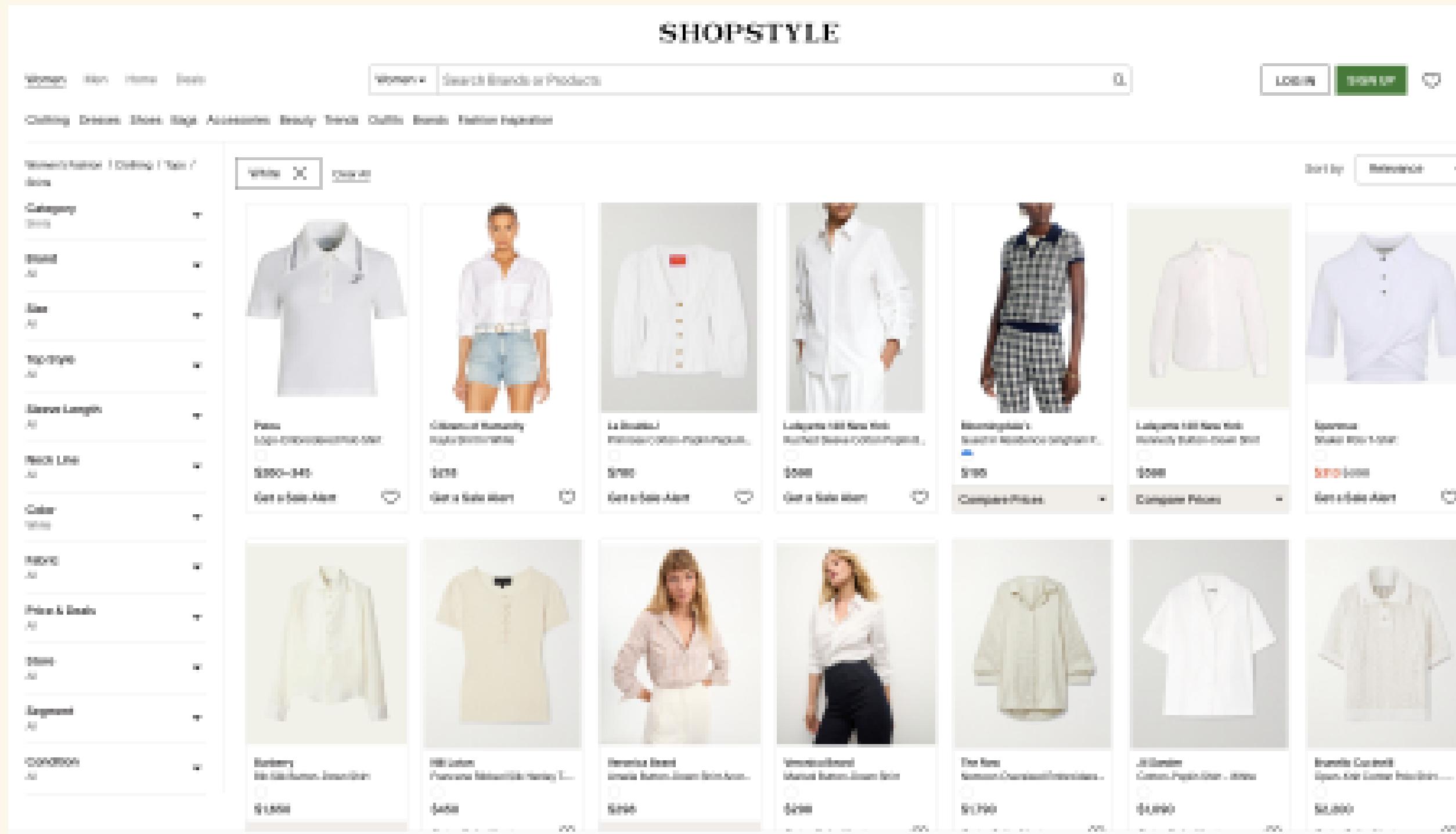
## Sponsored Listings from Shein and Temu

- Google Shopping relies on promoting sponsored listings as its primary revenue stream - these brands paying for ads cannot be removed
- Even for its unsponsored section, Google Shopping's product is designed to display listings from across the internet, so it frequently promotes unethical wholesalers (Amazon) or fast fashion brands with primarily synthetic clothing (Zara, H&M)



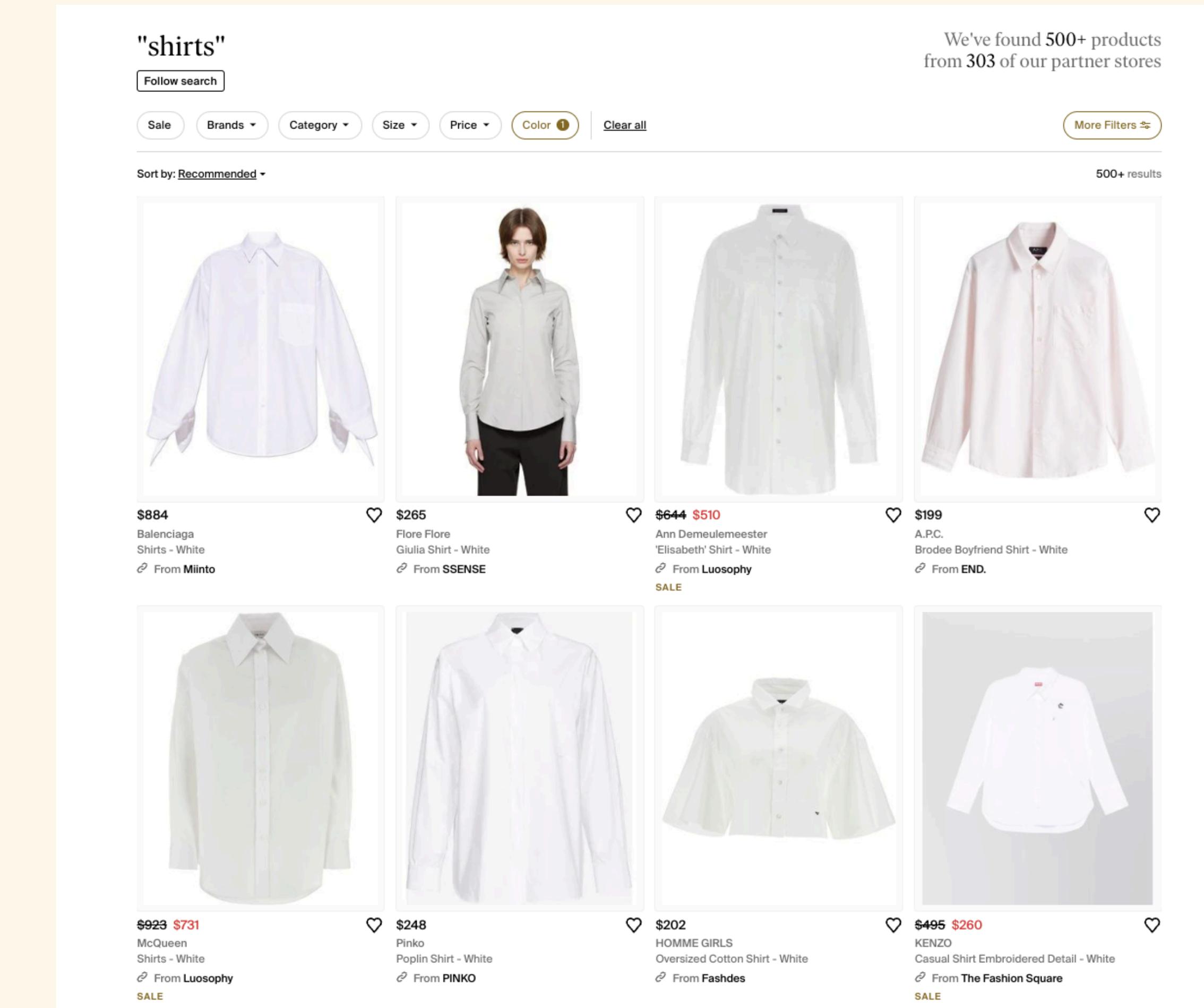
## Unsponsored Listings from Amazon, Walmart, Zara, and H&M

# ShopStyle and Lyst rely on partnerships with *high-end brands*.



The screenshot shows the ShopStyle website interface. At the top, there is a navigation bar with links for 'Log In', 'Sign Up', and a search bar labeled 'Search Brands or Products'. Below the navigation is a secondary menu with categories like Clothing, Dresses, Shoes, Bags, Accessories, Beauty, Trends, Culture, Books, and Fashion Reportage. A sidebar on the left contains filters for 'Category', 'Brand', 'Size', 'Type', 'Sleeve Length', 'Price', 'Color', 'Material', 'Print & Details', 'Style', 'Length', 'Condition', and 'Footwear'. The main content area displays a grid of women's white shirts from various brands, including Balenciaga, Ann Demeulemeester, Flore Flore, A.P.C., and others. Each item has a price tag, a 'Get a Sale Alert' button, and a small image.

ShopStyle search results for women's white shirt: almost all items on the first page are over \$150

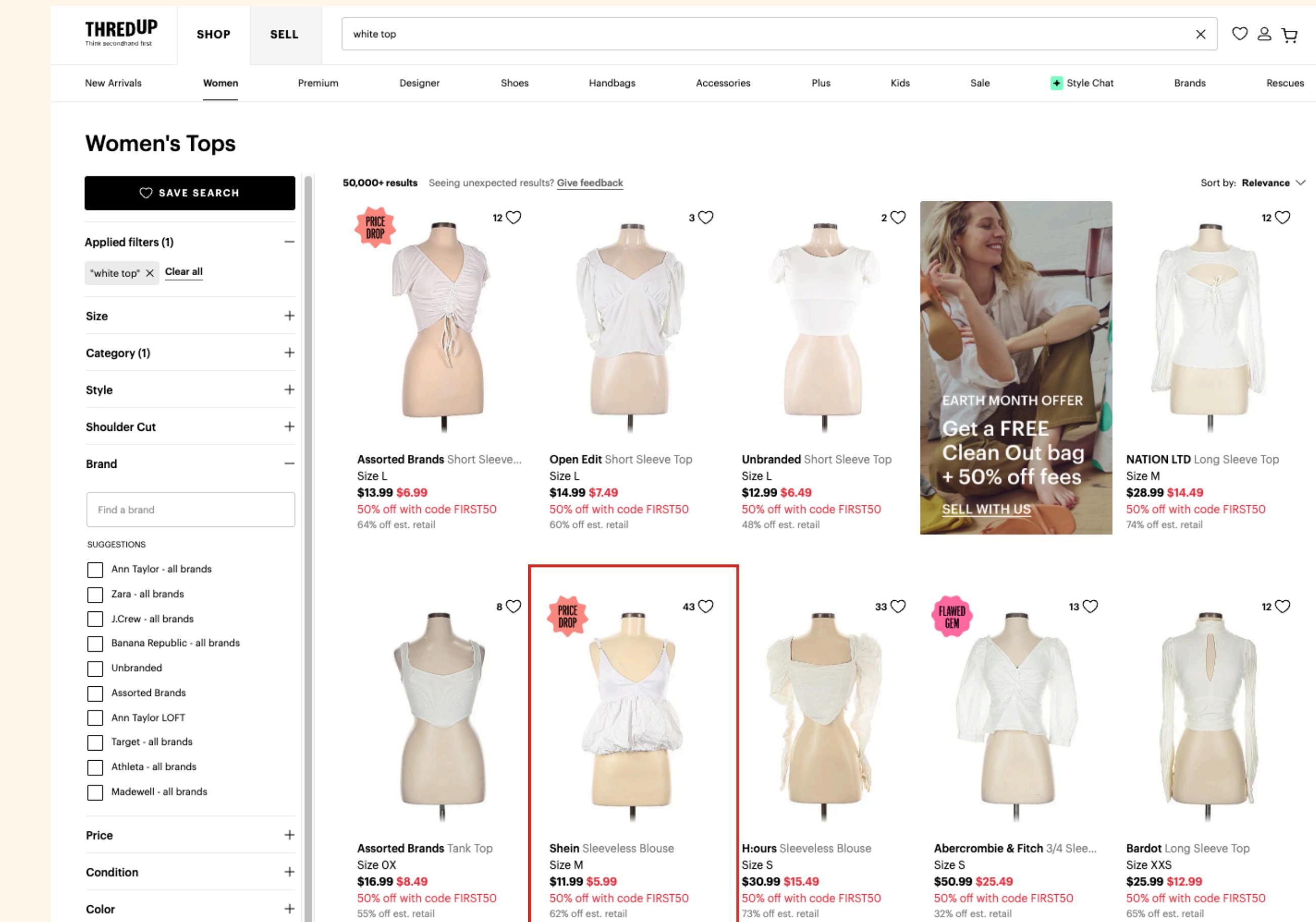


The screenshot shows the Lyst website interface. At the top, there is a search bar with the query '"shirts"'. Below the search bar are several filter options: Sale, Brands, Category, Size, Price, Color, and Clear all. A note on the right says 'We've found 500+ products from 303 of our partner stores'. The main content area displays a grid of women's white shirts from various brands, including Balenciaga, Flore Flore, Ann Demeulemeester, A.P.C., McQueen, Pinko, HOMME GIRLS, and KENZO. Each item has a price tag, a 'From' link, and a small image.

Lyst search results for women's white shirt: almost all items on the first page are over \$150

# ThredUP's product range is limited by its *reliance on secondhand donations*.

- ThredUP does not reject donations on the basis of item quality - only item condition
  - Prominent brands include Shein and Forever 21, which are generally **lower quality**
- ThredUP's secondhand inventory is **primarily vintage or from the 2010's**
  - Product range is less likely to reflect current consumer trends



# Competitors: Material Filters

Fabric options available when searching for a women's white shirt

## Google Shopping

Material

- Cotton
- Linen
- Denim
- Silk
- Spandex
- Cotton Blend
- Jersey

[See less](#)

## ShopStyle

Fabric

- All
- Cashmere
- Cotton
- Denim
- Leather
- Satin
- Sequin
- Silk
- Tweed
- Velvet
- Wool

- Limited options
- Inaccurately conflates weave type with material

## ThredUP

Material	Count
Natural Materials	23,696
100% Cashmere	290
100% Cotton	18,300
100% Linen	1,427
100% Silk	2,069
100% Wool	369
Leather (Genuine)	12
Blends	50,000+
Cashmere Blend	64
Cotton Blend	24,576
Linen Blend	3,212
Silk Blend	828
Wool Blend	616
Synthetic	50,000+
Acrylic	779
Nylon	646
Polyester	22,167
Rayon	9,876
Spandex	121
Vegan Leather	48
Suede (Genuine)	0
Faux Fur	0

**Limitation of “blend” label:** A cotton blend could be 50% cotton and 50% polyester, which is a stark difference in quality from a 95% cotton and 5% polyester blend

## Lyst

Material (0) [Clear](#)

- C
  - Canvas
  - Cashmere
  - Chiffon
  - Corduroy
  - Cotton
- D

- Limited options
- No blends
- Inaccurately conflates weave type with material

# Competitors: Size Filters

Size options available when searching for a women's white shirt: *all based on the size label determined by each brand*

## Google Shopping

Size

Alpha Size

- XXS
- XS
- S
- M
- L
- XL
- XXL

Size Type

- Petite
- Plus
- Regular

## ShopStyle

Size

All

Regular

- XXS (00)
- XS (0-2)
- S (4-6)
- M (8-10)
- L (12-14)
- XL (16-18)
- XXL (20-22)

Petite

- Petite XS (0-2)

Plus

- Plus 1X (14-16)
- Plus 2X (18-20)
- Plus 3X (22-24)
- Plus 4X (26-28)
- Plus 5X (30-32)

Tall

- Tall L (12-14)
- Tall XL (16-18)

## ThredUP

Size

TOPS & DRESSES

- XXS
- XS
- Sm
- Med
- Lg
- XL
- XXL
- OX
- 1X
- 2X
- 3X
- 4X
- 5X
- One Size

00	0	2	4	6	8
10	12	14	16	18	20
22	24	26	28	30	32

Include Petite

Include Tall

Include Maternity

## Lyst

Bale

Brands

Category

Size

Price

Color

Clear all

Size (0) | Clear

- 00 US
- 0 US
- 2 US
- 4 US
- 6 US
- 8 US
- 10 US
- 12 US
- 14 US
- 16 US
- 18 US
- 20 US
- 22 US
- 24 US
- 26 US

**Poor user experience:** Requires user to define item category in the filter tab before displaying available sizes

# 2025 Product Roadmap

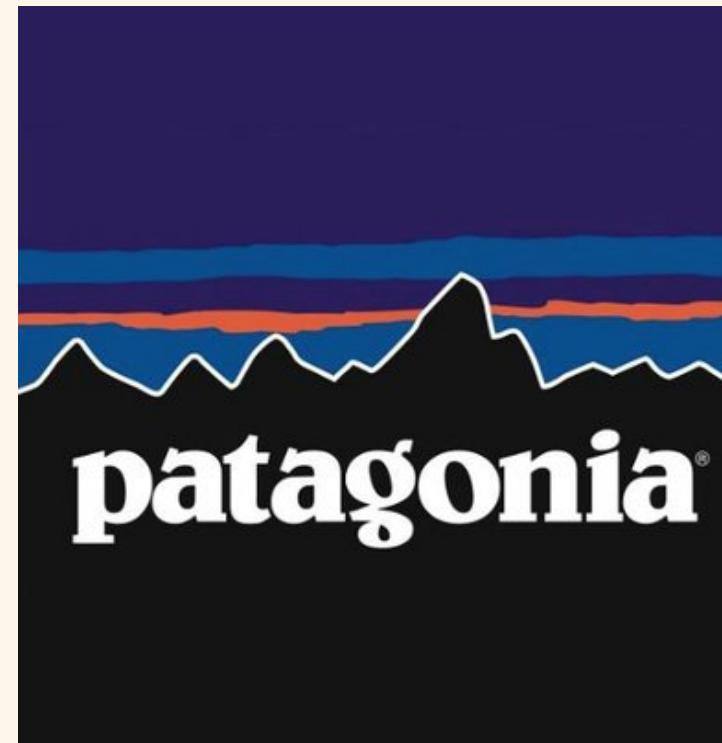
<b>Dates</b>	<b>Key Activities</b>
Jan - Feb	Customer Validation, Business Model Canvas Development
Feb - Mar	MVP 1.0 Development and Delivery to 3 Users
Mar - Apr	MVP 2.0 Development and Delivery to 30 Users
May - Jun	Develop ThreadWise.com (launching end of June), form partnerships with 50 brands
Jul - Dec	Customer Acquisition, Product Iteration, Partnership Expansion

# Planned Partnerships

*Brands aligned with our mission of material transparency, sustainability, and thoughtful fashion*



Wide product range with growing sustainability initiatives; large-scale material data.



Pioneer in sustainable outdoor wear; strong data on material traceability and repairability.

**Reformation**

Leader in transparent sourcing and eco-conscious design; ideal for conscious consumers.



Focus on low-impact fabrics and on-demand production; values align with ThreadWise users.

 **PANGAIA**

Innovation in bio-based materials and science-backed transparency; tech-first mindset.

# MVP 1.0 Overview

## Google Form

**ThreadWise MVP**

Fill out this survey to describe the clothing item you are searching for. We will aggregate listings from multiple brands that meet your search criteria.

**Email \***  
 Record juliasynn@gmail.com as the email to be included

**Gender Category \***  
 Men's  
 Women's

**Item Category \***  
 Tops  
 Bottoms  
 Outerwear  
 Dresses & Jumpsuits

**Body Dimensions: Women**

Provide the following body measurements in **inches**.

**Bust:** Measure around the fullest part of your bust.  
**Waist:** Measure around the narrowest part of your natural waist.  
**Hips:** Measure around the fullest part of your hips.  
**Inseam:** Measure from the top of the inner thigh to 1 inch below the hem.

If you don't have a measuring tape, try these alternatives:

1. Use a piece of **string or ribbon** to wrap around your body at the point, then measure the string with a **ruler**.
2. Reference the **size chart** of a brand you know your size in.

**Bust \***  
Your answer \_\_\_\_\_

**Waist \***  
Your answer \_\_\_\_\_

**Hips \***  
Your answer \_\_\_\_\_

**Filters (Optional)**

Refine your search using the filters below. Listings will be shown in order of most to least affordable unless another sorting method is selected.

**Material**

- Silk
- Cotton
- Ramie
- Wool
- Cashmere
- Mohair
- Hemp
- Linen
- Bamboo
- Lyocell
- Genuine Leather
- Genuine Suede
- Other: \_\_\_\_\_

Indicate the desired percentage range of the material you have selected (e.g., 50% - 100% cotton).

**Brand(s)**

Your answer \_\_\_\_\_

**Fit**

- Fitted
- Loose
- Oversized

**Price Range**

Your answer \_\_\_\_\_

**Preferences**

**How many listings would you like to see? \***  
Your answer \_\_\_\_\_

**How would you like to receive your listings?**

- Document with links
- Spreadsheet with links
- Text me the links directly
- Email me the links directly
- Other: \_\_\_\_\_

If applicable, please provide the phone number. If no phone number is provided, the listings will not be sent to you.

Your answer \_\_\_\_\_

Send me a copy of my responses.

## Spreadsheet With Products

**ThreadWise MVP - Customer 2**

	A	B	C	D	E	F	G
1	<b>Item Name</b>	<b>Brand</b>	<b>Color</b>	<b>Price</b>	<b>Recommended Size</b>	<b>Material Composition</b>	<b>Link</b>
2	Ursula Silk Dress	Reformation	Red	\$248 XS	100% Silk	<a href="#">View Dress</a>	
3	Oren Silk Dress	Reformation	Light Blue	\$328 XS	100% Silk	<a href="#">View Dress</a>	
4	Oren Silk Dress	Reformation	Red	\$328 XS	100% Silk	<a href="#">View Dress</a>	
5	Moon Dance V Maxi Dress	Bec + Bridge	Light Blue	\$280 XS	100% Silk	<a href="#">View Dress</a>	
6	Danni Dress	Revolve	Light Blue	\$262 XS	100% Silk	<a href="#">View Dress</a>	
7	Cacio Silk Dress	Reformation	Light Blue	\$298 XS	100% Silk	<a href="#">View Dress</a>	
8	Shilo Embellished Silk Dress	Retrofete	Light Blue	\$349 XS	95% Silk, 5% Spandex	<a href="#">View Dress</a>	
9	Cowl Neck Silk Dress	Club Monaco	Red	\$239.40 XS	100% Silk	<a href="#">View Dress</a>	
10	Moon Dance V Maxi Dress	Revolve	Red	\$280 XS	100% viscose	<a href="#">View Dress</a>	
11	Stella Dress	Revolve	Red	\$487 XS	100% viscose	<a href="#">View Dress</a>	
12	Rosalia Dress	Revolve	Red	\$598 XS	95% Silk, 5% Spandex	<a href="#">View Dress</a>	
13	Solid Color Silk Satin Long Dress	Daisy Silk	Red	\$169.99 XS	100% Silk	<a href="#">View Dress</a>	
14	Pure Silk Spaghetti Strap Long Dress	SilkSilky	Light Pink	\$98.95 XS	100% Silk	<a href="#">View Dress</a>	
15	Full Length Silk Lacy Nightgown	Lily Silk	Light Pink	\$208 XS	100% Silk	<a href="#">View Dress</a>	
16	La Lune One Shoulder Cowl Back Midi Dress	Revolve	Light Pink	\$301 XS	100% Silk	<a href="#">View Dress</a>	
17	Veraline Pink Satin Maxi Dress	Beginning Boutique	Light Pink	\$69.99 XS	100% Silk	<a href="#">View Dress</a>	
18	Pernille Silk Dress	Reformation	Light Pink	\$398 XS	100% Silk	<a href="#">View Dress</a>	
19	Emery Embellished Silk Dress	Retrofete	Light Pink	\$279 XS	95% Silk, 5% Spandex	<a href="#">View Dress</a>	
20	Ari Gown	Revolve	Light Pink	\$131 XS	100% Silk	<a href="#">View Dress</a>	

**ThreadWise MVP - Customer 1**

	A	B	C	D	E
1	<b>Item Name</b>	<b>Brand</b>	<b>Recommended Size</b>	<b>Color(s)</b>	<b>Link</b>
2	CRVY Wild Honey Denim	Free People	32 Regular	Night Sky (Dark Wash)	<a href="#">https://www.freepeople.com/shop/crvy-wild-honey-denim</a>
3	Mid Rise Pintuck Raw Hem FlexX '70s Flare Jeans	Express	L Regular	Medium Wash 19 (Dark Wash)	<a href="#">https://www.express.com/clothing/women/mid-rise-dark-wash-pintuck-raw-hem-flexx-70s-flare-jeans/pd/07152517/color/Medium%20Wash/e/regular/</a>
4	CRVY Infinite Stretch Pull-On Flare Jeans	Free People	XL Regular	Mid Indigo (Medium Wash)	<a href="#">https://www.freepeople.com/shop/crvy-infinite-stretch-pull-on-flare-jeans</a>
5	CRVY Vintage High-Rise Flare Jeans	Free People	32 Regular	Jive Me (Medium Wash), Inkwell (Dark Wash)	<a href="#">https://www.freepeople.com/shop/crvy-vintage-high-rise-flare-jeans</a>
6	Next Level Curvy Super High-Waisted Flare Jean	American Eagle Outfitters	16 Long	Storm Dark (Dark Wash)	<a href="#">https://www.ae.com/us/en/p/women/curvy-jeans/curvy-flare-bootcut-jeans/ae-next-level-curvy-super-high-waisted-flare-jean</a>
7	Curve Love High Rise Vintage Flare Jean	Abercrombie & Fitch	32 Long	Medium (Medium Wash)	<a href="#">https://www.abercrombie.com/shop/us/p/curve-love-high-rise-vintage-flare-jean-57065836?faceout-model&amp;seq=07</a>

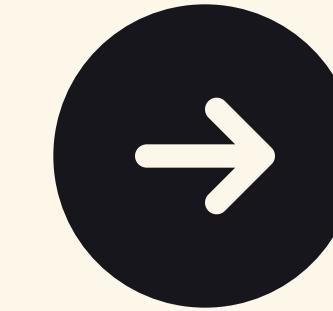
# MVP 1.0: Key User Insights

Pain Point	User Feedback	MVP 2.0 Solution
Process Transparency	Didn't know if their request was being worked on	Confirmation message with estimated wait time
Body Dimension Requirements	Unnecessary to type upper body dimensions for pants	Required dimensions specific to the type of item being searched
Unclear Input Requirements	Unsure how detailed to be	Pre-defined options for category/subcategory, fit, color, material percentage, price range
Limited Filters	Couldn't filter rise/wash/style for jeans, exclude brands, or select multiple materials	Item-specific filters (e.g., jean rise, dress length), brand exclusion filter, multi-select materials
Spreadsheet User Experience	Boring format with no pictures; lacked information regarding filtering/sorting	Visual results (Canva) with images and direct links, include all data related to filters/sorting

# MVP 2.0 Requirements

## MVP 1.0 Overview

- Google Form → Spreadsheet of curated product links
- Filters: Item, Body Dimensions, Material, % Composition, Fit, Price, Color, Sorting Preference
- Delivery via email or text message



## MVP 2.0 Enhancements

- Confirmation message with estimated delivery time
- Item subcategories (Bottoms → Jeans)
- Intuitive body dimension requirements
- Pre-set options for fit, material %, price, and color
- Smart filtering (item-specific: rise, wash, style, rigidity, etc.)
- Multi-material selections
- Brand exclusion filter
- Enhanced UI: visually designed results via Canva, mobile-friendly format

## Positive Feedback

- 2 users made purchases from our recommendations
- Users appreciated material transparency, especially for special events or high-value items

## Clothing Shopping Survey

We're conducting a survey to understand consumer shopping preferences and experiences related to sustainable clothing. Your feedback will help us very much.

### What is your age?

18-24

25-34

35-54

55-75

### What gender do you identify as? \*

Male

Female

Non-binary

Prefer not to say

Other...

### Do you prefer shopping online or in person? \*

Online

In person

# Discovery Phase Survey

## Section 2 of 3

### Online shopper

Description (optional)

### How long do you typically spend browsing items before making a purchase? \*

Less than 30 minutes

30-60 minutes

1-2 hours

More than 2 hours

Other...

### How do you usually sort products when shopping online? \*

Short answer text

## Section 3 of 3

### Any shopper

Description (optional)

### Do you prefer buying clothes new or secondhand? \*

New

Secondhand

Both

### How often do you buy items of clothing? \*

Weekly

Monthly

Every few months

Rarely

### How often do you replace clothes you already own? \*

Weekly

Monthly

Every few months

Rarely

Think of your favorite piece of clothing in your closet. What do you like about it? \*

Short answer text

When purchasing an item of clothing, what aspect of the garment is most important to you? \*

Short answer text

Why is this important to you? \*

Short answer text

How important is the material composition of an item of clothing to you? (1 being least important, 5 being most important)



How much more are you willing to pay for clothes made of natural fibers? \*

0-10% more

10-25% more

25-50% more

Over 50% more

What aspects of the shopping experience are the most frustrating or challenging to you?

Short answer text

Have you ever used any effective tools or platforms to help with your clothing search? If yes, which ones? \*

Short answer text

If you had a magic wand and could reimagine the shopping experience to be as efficient for you as possible, what would that look like? \*

Short answer text

# Survey Results

63 Responses

Characteristic	Analytics
Female Respondents	79%
Aged 18-34	77%
Rated Material Composition as Highly Important (4-5 out of 5 Rating)	89%
Willing to pay 25% more for natural fibre clothing	1 in 3
Willing to pay at least 10% more for sustainable clothing	8 in 10

# Survey Results

# 63 Responses



# *Word Cloud Visualization of Responses to the Magic Wand Question*

# Interview Results

Question Topic	Key Insights from 6 Interviewees
Shopping Preference	Mostly online; overwhelmed by options.
Browsing Duration	15–45 min browsing before purchase.
Sorting Behavior	Price, size, color, material.
New vs. Secondhand	50/50 split — secondhand okay if quality is clear.
Buying Frequency	Monthly to seasonally; driven by need or style refresh.
Fav Garment Traits	Fit, comfort, versatility, emotional value.
Top Purchase Drivers	Fit > Style > Comfort. Material = secondary unless prompted.
Frustrations	Overchoice, sizing issues, unclear fabric info.
Willingness to Pay	+10–30% for natural fibers if quality is evident.
"Magic Wand" Solution	Personalized, efficient platform with material transparency + fit help.

# Business Model Canvas and Strategy for Increased Tariffs

<p><b>Key Partnerships</b></p> <ul style="list-style-type: none"> <li><b>Clothing brands</b> offering high natural fiber options (both mainstream and small businesses)</li> <li><b>Retailers and marketplaces</b> (Etsy, Faire)</li> <li><b>Sustainability organizations</b> (GOTS, Fair Trade) for eco-certifications</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Aggregating and maintaining up-to-date product data from online retailers and brands and implementing advanced filters.</li> <li>Website development and maintenance and ensuring customer support.</li> <li>Building and managing partnerships with brands, marketplaces, and sustainability organizations.</li> <li>Marketing and user acquisition (SEO, social media campaigns).</li> </ul>	<p><b>Value Proposition</b></p> <p>ThreadWise provides a digital clothing shopping platform that enables users to filter search terms by desired material composition and their specific body dimensions, aggregating listings from a variety of online retailers in order of most to least affordable. Our material composition and clothing size filtering features provide a solution for sustainable shoppers, who struggle to find high quality, sustainable, and well-fitting clothes at an affordable price.</p>	<p><b>Customer Relationships</b></p> <p><b>All segments:</b></p> <ul style="list-style-type: none"> <li>Personalized recommendations based on user preferences</li> <li>Community-building through user reviews and social media engagement</li> <li>Responsive customer support for issue resolution</li> </ul> <p><b>Primary segment:</b></p> <ul style="list-style-type: none"> <li>Engaging content on sustainable fashion trends and practices</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li><b>Primary:</b> American Gen Z/millennial women (ages 18-44), approximately 1.3M target customers in Massachusetts (current market) and 59.5M customers across the U.S. (future market).</li> <li><b>Secondary:</b> American Gen X women and men (ages 45-60), approximately 1.4M target customers in Massachusetts (current market) and 66M customers across the U.S. (future market).</li> </ul>
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li><b>Technology:</b> Robust backend systems for data aggregation and filtering.</li> <li><b>Team capital:</b> Expertise in web development, data analytics, and marketing.</li> </ul>			<p><b>Customer Channels</b></p> <ul style="list-style-type: none"> <li><b>All segments:</b> Web application with search feature and community/blog posts regarding sustainable clothing consumption.</li> <li><b>Primary segment:</b> In-house social media marketing, scale to influencer collaborations.</li> <li><b>Secondary segment:</b> Facebook and Google ads.</li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li><b>Primary Annual Costs</b> <ul style="list-style-type: none"> <li><b>Website Hosting &amp; Maintenance:</b> \$17,250 (<i>basic plan with domain, SSL, APIs, and essential features</i>)</li> <li><b>Team Salaries:</b> \$108,000 (CEO: \$36,000, CFO: \$36,000, COO: \$36,000)</li> </ul> </li> <li><b>Secondary Annual Costs</b> <ul style="list-style-type: none"> <li><b>Marketing &amp; Outreach:</b> \$8,694 (<i>social media ads, content creation, partnerships, and PR efforts</i>)</li> <li><b>Miscellaneous Operational Costs:</b> \$5,500 (<i>software subscriptions, legal fees, etc.</i>)</li> </ul> </li> </ul>			<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li><b>Primary Revenue Stream:</b> Affiliate marketing (earning commissions from purchases made via the platform). On average, order values will be \$100, and the commission rate will be 15%, earning the company \$15 per sale. The company will increase the commission rate to 20% as we scale.</li> <li><b>Secondary Revenue Stream:</b> As we scale, our secondary revenue stream will be cost per mille (CPM) earnings from sponsored listings. On average, we will charge \$10 per 1000 views of a sponsored product.</li> </ul>	

\*Commission rate is subject to change in response to fluctuating market demands. If necessary, ThreadWise will **increase its commission rate to 25-30%** (upper range of market standard) in response to decreased customer demand as a result of increased tariffs. The situation is being monitored closely by our team.

# Affiliate Marketing as a Revenue Stream

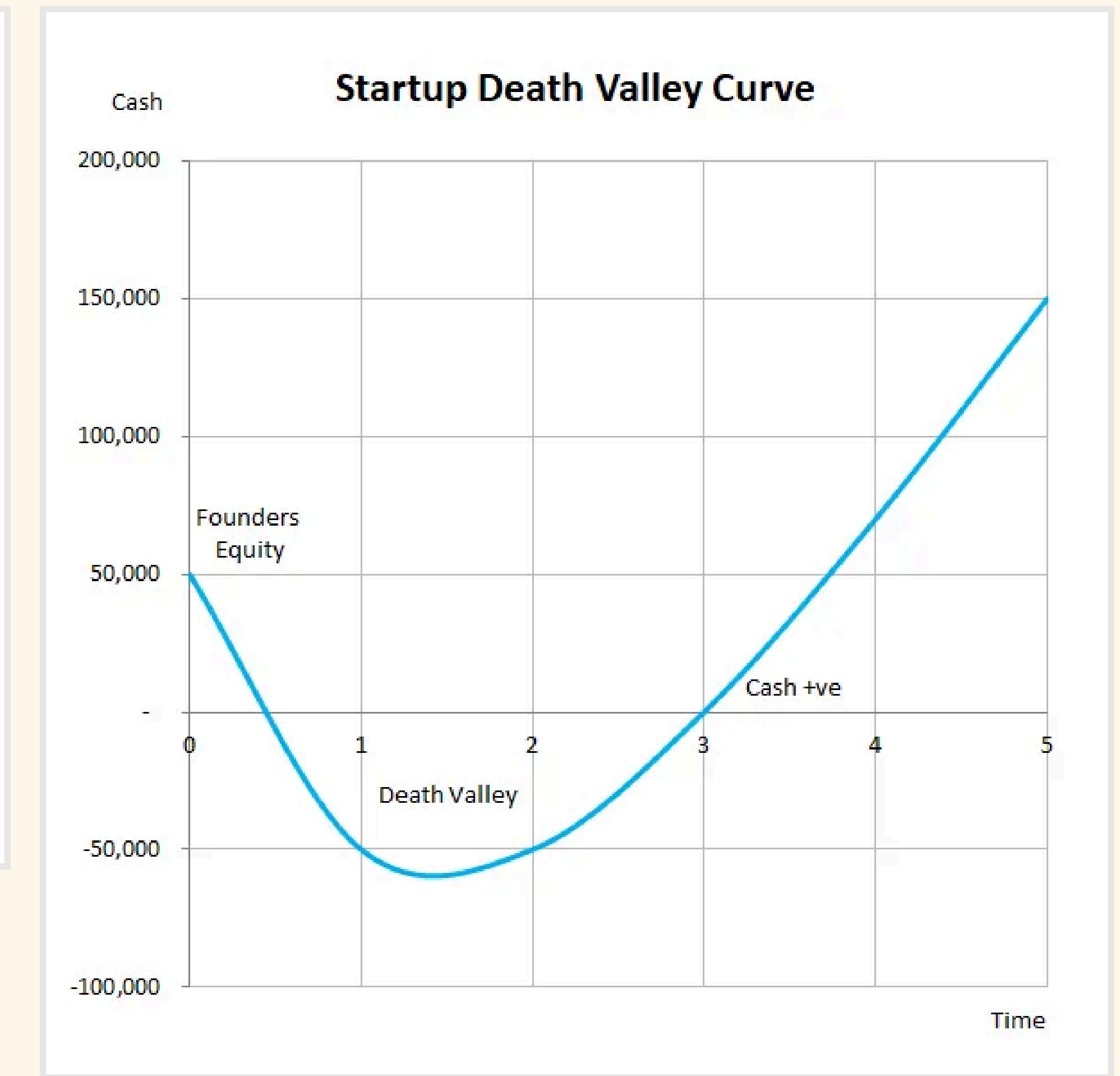
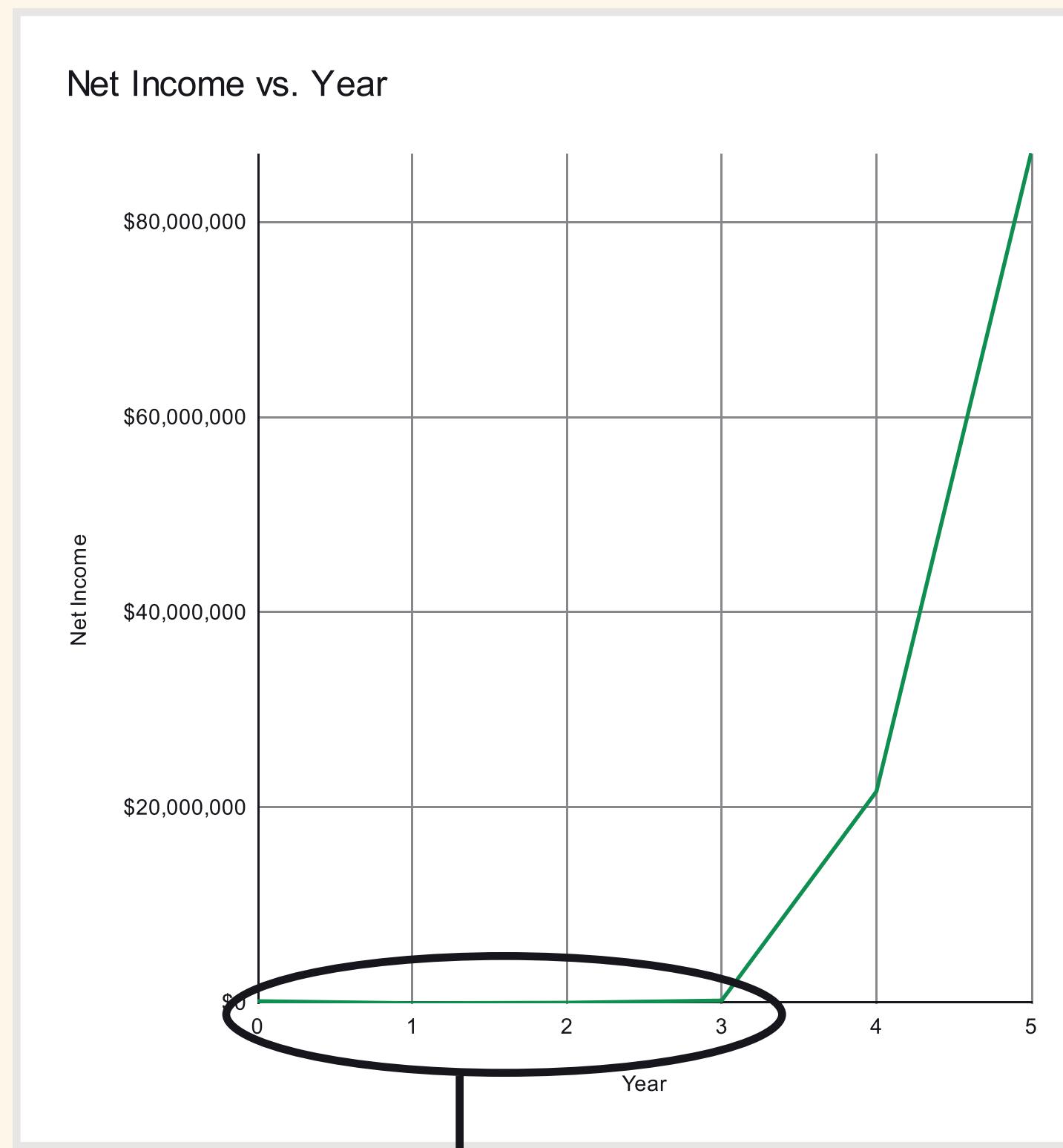
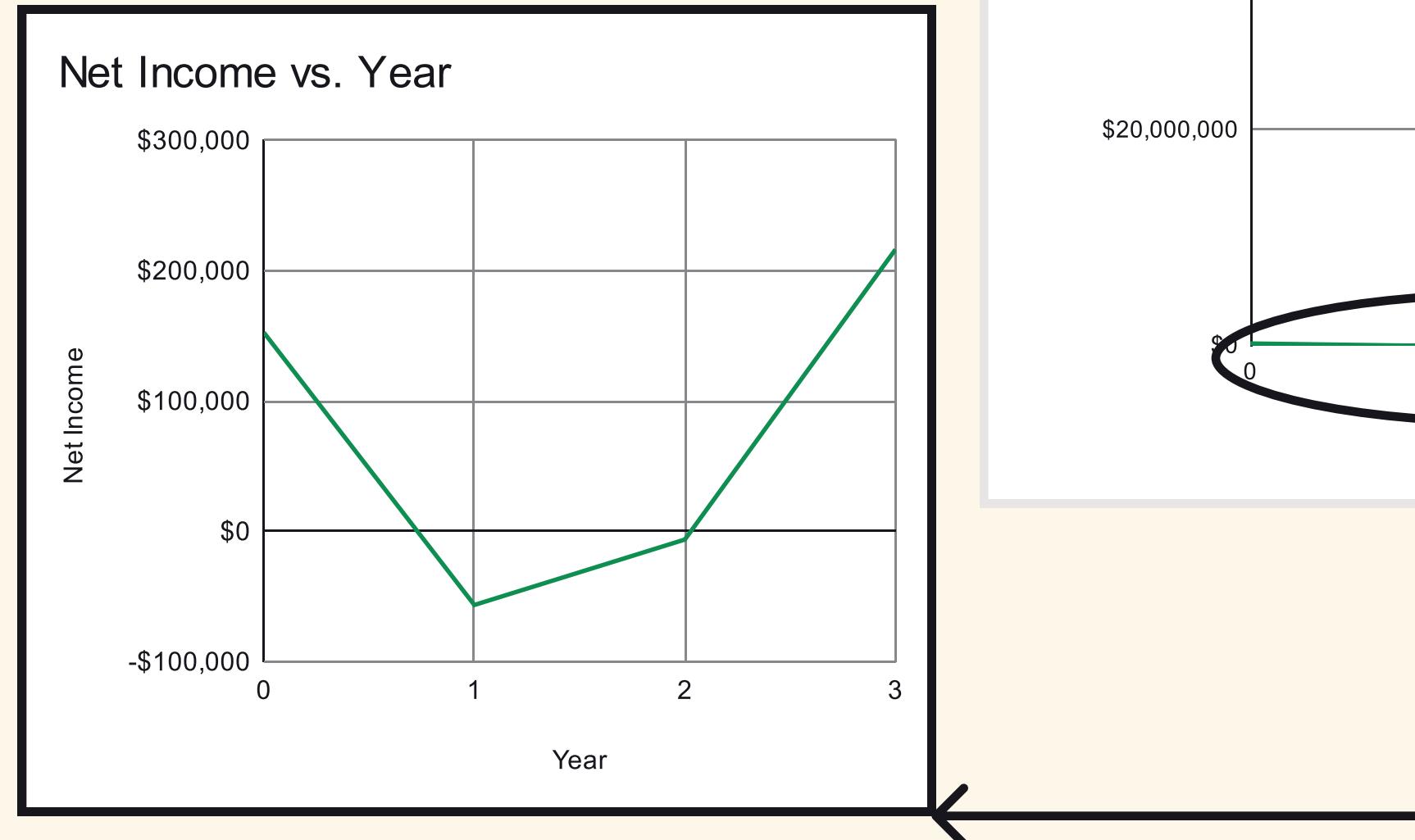
Affiliate Marketing Has a Proven Track Record

*Affiliate Marketing is Lyst and ShopStyle's primary revenue stream*

Company	Founded	Est. Annual Revenue
Lyst	2010	\$86.6M
ShopStyle	2007	\$55.5M

- Our conversion rate for MVP 1.0 was **66.7%**, with 2/3 users purchasing an item from our recommendations
- The industry standard click-to-conversion rate is **1-3%**
- Moving forward, the click-to-conversion rate will be tracked and maintained at **1-3%** by incorporating customer feedback

# Projected vs. Typical 5-Year Growth Rate



# Convertible Note Details

## Scenario 1: Our next round is raised at a \$5M valuation

- Effective share price for investor = \$4M valuation
- Share price for new investors = \$5M valuation

*Investor gets more shares than new investors.*

## Scenario 2: Our next round is raised at a \$3M valuation

20% discount applies

Let's say the new investor share price is \$1.00:

- With a 20% discount, the convertible note investor pays only \$0.80 per share.
- They get 25% more shares than someone investing in that round.

*Investor still wins.*

## What about interest?

At a 5% simple interest for 18 months:

$$\text{Interest} = 210,000 * 0.05 * 1.5 = \$15,750$$

$$\text{Total amount converted to equity} = 210,000 + 15,750 = \$225,750$$

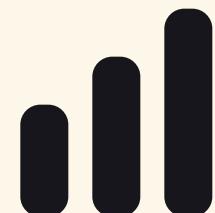
*Investor gets more shares thanks to interest.*

# Why is Polyester Production So High?



## Low Cost & High Profitability

Polyester is significantly cheaper to produce than natural fibers.



## Scalability

It's synthetic, so it's not reliant on farmland, weather, or harvest cycles.



## Global Production

Polyester makes up ~54% of global fiber production as of 2024 (Textile Exchange).

## *Fast Fashion Demand*

Brands like Shein, Zara, and H&M prioritize cost and speed - polyester fits that model perfectly.



## *Cost Comparison: Polyester vs. Cotton*

Polyester (per kg)	Cotton (per kg)
\$0.80 - 1.20 USD	\$1.70 - 2.96 USD
Lower production costs, lower fossil fuel-based	Depends on weather, region, and farming subsidies

*Cotton is ~2x more expensive than polyester on average.*

# Meta Ads: Targeted Ads to Reach ICP

## Demographic Targeting

- Age: 18–30
- Gender: Primarily women
- Location: Start with Boston, then MA
- Education Level: College students and recent grads
- Device: Mobile (especially...)

## Interest-Based Targeting

*Using these categories to target eco-conscious fashion lovers:*

- Sustainable fashion
- Ethical consumerism
- Organic cotton / natural fabrics
- Thrift shopping / secondhand fashion
- Capsule wardrobe
- Minimalist fashion
- Zero waste lifestyle
- Environmental activism
- Slow fashion
- Brands like Reformation, Everlane, ThredUp, Patagonia, Pangaia

## Custom Audience

- Email signups
- Website visitors
- Instagram profile visitors

## Lookalike Audience

Lookalike of MVP users or email list

## Behavioral Layer

- Online shopping behavior
- Engaged shoppers (people who clicked “Shop Now” recently)
- Eco-conscious buyers

# Google Ads: Targeted Ads to Reach ICP

## Demographic Targeting

- Age: 18–30
- Gender: Primarily women
- Location: Start with Boston, then MA
- Education Level: College students and recent graduates
- Device: Mobile (especially Instagram-first shoppers)

## Search Keywords (for Search Ads)

- “Affordable sustainable clothing”
- “Eco-friendly brands for women”
- “Best natural fabric clothes”
- “Comfortable jeans ethical”
- “Where to find ethical fashion”
- “Sustainable outfits under \$50”
- “Alternative to Zara sustainable”

## Topics for Display Ads

- Fashion & style
- Online shopping
- Environmental news
- Lifestyle blogs
- Conscious living
- Minimalism

## Affinity Audiences & In-Market Segments

- “Green Living Enthusiasts”
- “Fashionistas”
- “Shoppers actively searching for clothing & accessories”
- “Sustainable living” segment

# ThreadWise's ESG Score

ThreadWise's ESG score is the weighted average of the ESG scores of its partner brands.

$n$  = total number of brands

$$\sum_{i=1}^n$$

(% of ThreadWise orders that were purchased from  
brand  $i$ ) \* (ESG score of brand  $i$ )

**Minimum Target Score:** 70 (0-100 Scale)

*\*Score will be validated by third-party organizations*