



SHATTERED GLASS

**FIT3D
TRY BEFORE YOU BUY**

EXE101 – Checkpoint 1



www.SHATTERED GLASS.com



tiendang16102002@gmail.com



SDT: 0978429091

MEET THE TEAM



**TRẦN ĐOÀN GIA
BẢO**

Chief Commercial Officer



**NGUYỄN PHÚC
QUÝ HIỂN**

Technology Worker



**TRẦN DUY
NHÂN**

Chief Operations Officer



**ĐẶNG QUANG
TIẾN**

Chief Executive Officer



**ĐÀO VŨ
PHƯƠNG THÙY**

Chief Marketing Officer



**NGUYỄN HOÀNG
GIA LUÂN**

Chief Technology Manager



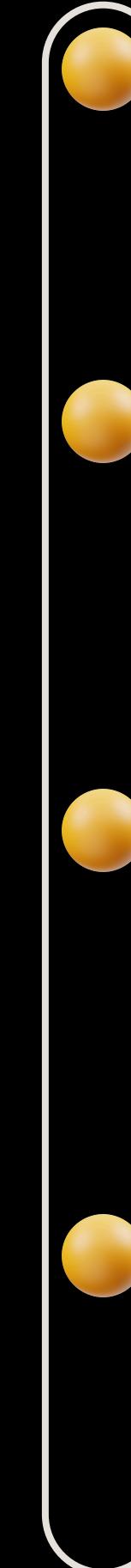
LOGO



SHATTERED
GLASS



PROBLEM STATEMENT



Shopper Hesitation:

Inability to Visualize Fit/Look

Consequence:

Abandoned Carts and High Return Rates

Global Statistic:

30% Apparel Returns due to Fit/Look Issues

Vietnamese online shoppers

Complaints about "Product-Image Mismatch"

OUR INNOVATIVE SOLUTIONS

CREATE 3D AVATAR

Customers create a simple 3D avatar
(pick body type / height / skin tone)

3D CLOTHING

Clothes from partner shops are available
as 3D garments

VIRTUAL TRY-ON

User can try them on the avatar:
rotate, zoom, mix & match outfits

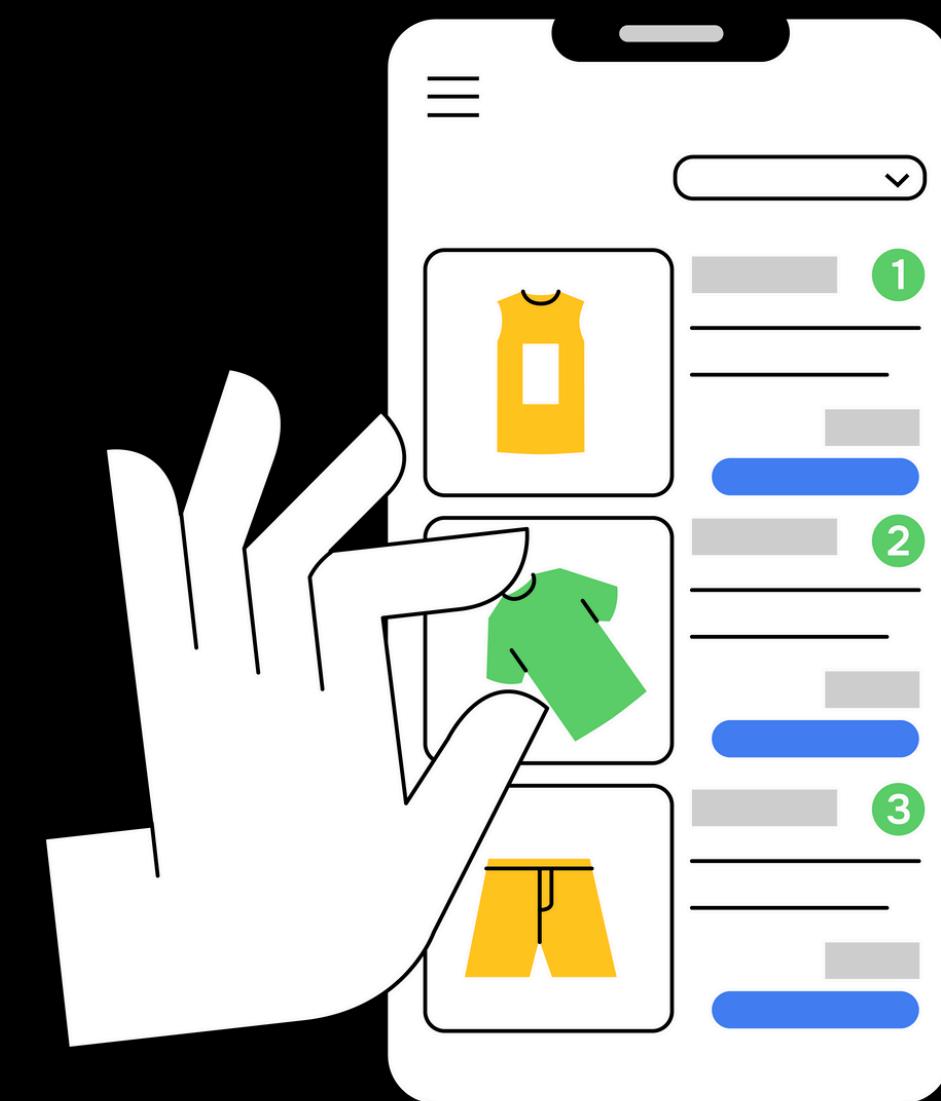
BETTER VISUALIZATION

Helps customers visualize before buying

TARGET USERS



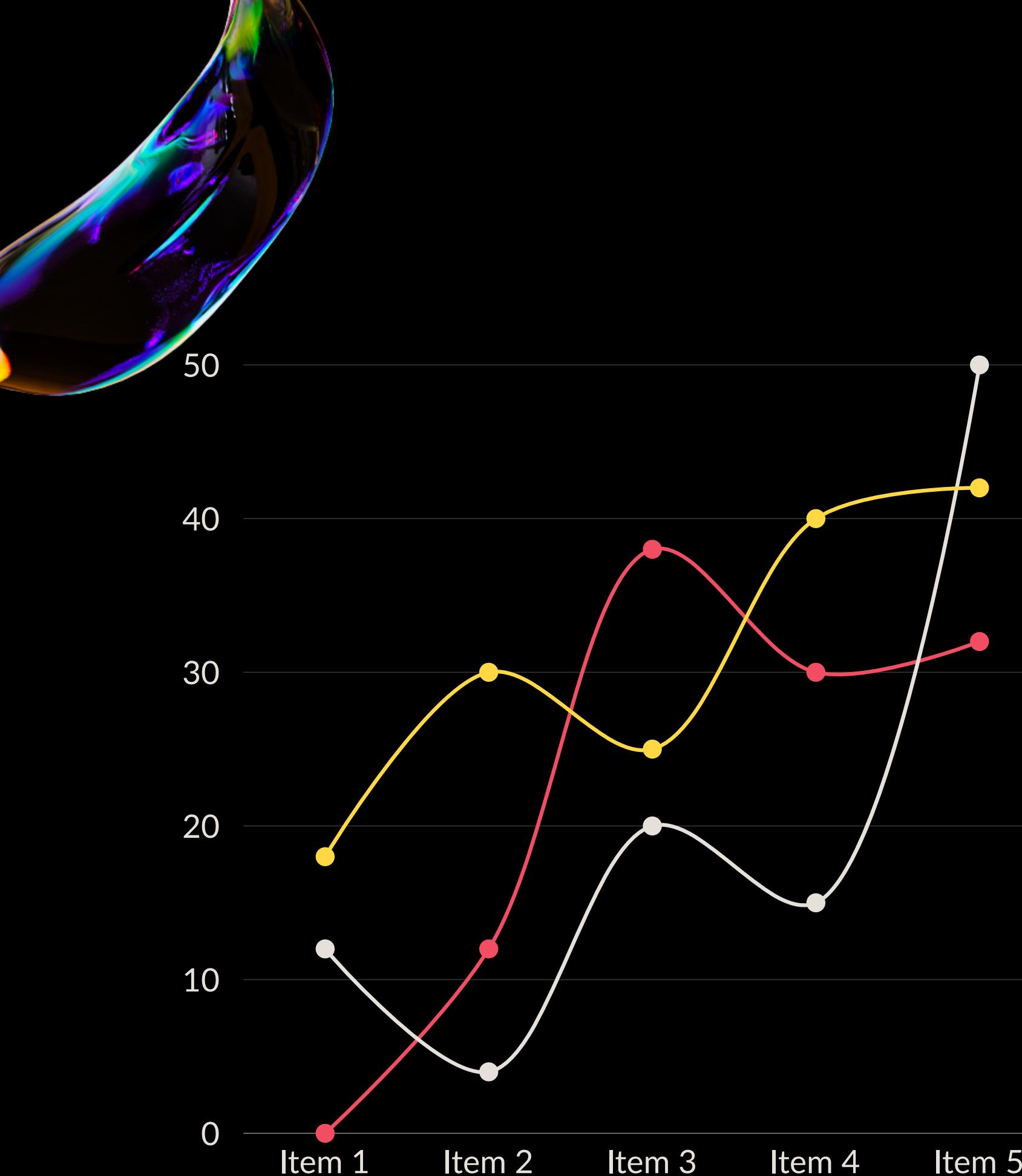
Brands in VN



Online shoppers (especially those
struggling with size/fit, young
adults)

VALUE PROPOSITION

- For Shoppers: Confidence in purchases
→ fewer returns.
- For Shops: Higher conversion rates,
reduced returns, modern branding.
- For Market: First localized 3D try-on tech
for Vietnam.



UNIQUENESS & DIFFERENTIATION

- 1 Realistic 3D Simulation: not flat AI overlays (more realistic).
- 2 FLocalized Focus: VN fashion shops, Vietnamese body types & sizes.
- 3 Shop Integration: easy onboarding for small boutiques.

REVENUE MODEL

B2B SaaS:

Shops pay subscription to list
their 3D garments

Freemium for Shoppers:

Free use; premium avatar customization.

Optional Future:

Affiliate revenue share from purchases

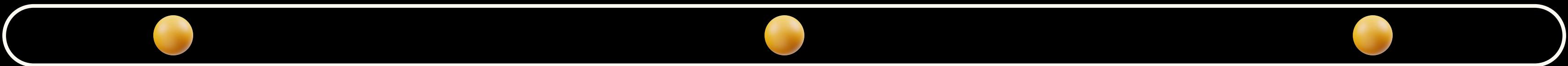
MARKET POTENTIAL

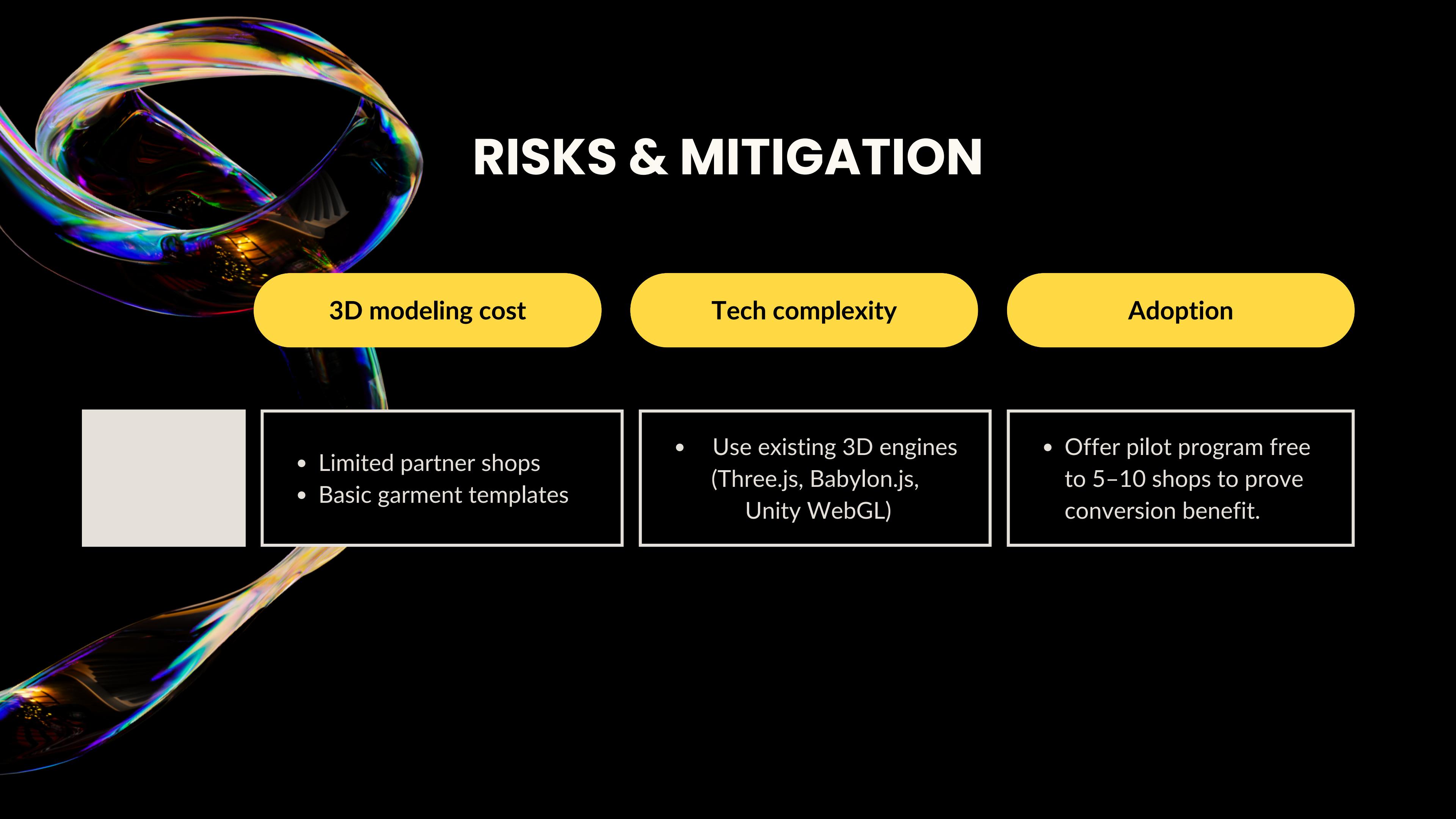


Vietnam fashion e-commerce market growing double digits yearly.

Online apparel is one of the largest categories.

Expansion: SEA fashion markets (Indonesia, Thailand).





RISKS & MITIGATION

3D modeling cost

- Limited partner shops
- Basic garment templates

Tech complexity

- Use existing 3D engines
(Three.js, Babylon.js,
Unity WebGL)

Adoption

- Offer pilot program free
to 5-10 shops to prove
conversion benefit.

VISION STATEMENT

“We make online
shopping as reliable as
trying clothes in the store
– through 3D.”





SHATTERED GLASS

THANK YOU



www.SHATTERED GLASS.com



tiendang16102002@gmail.com



SDT: 0978429091