



CLOTH-E
E-FASHION MADE EASY

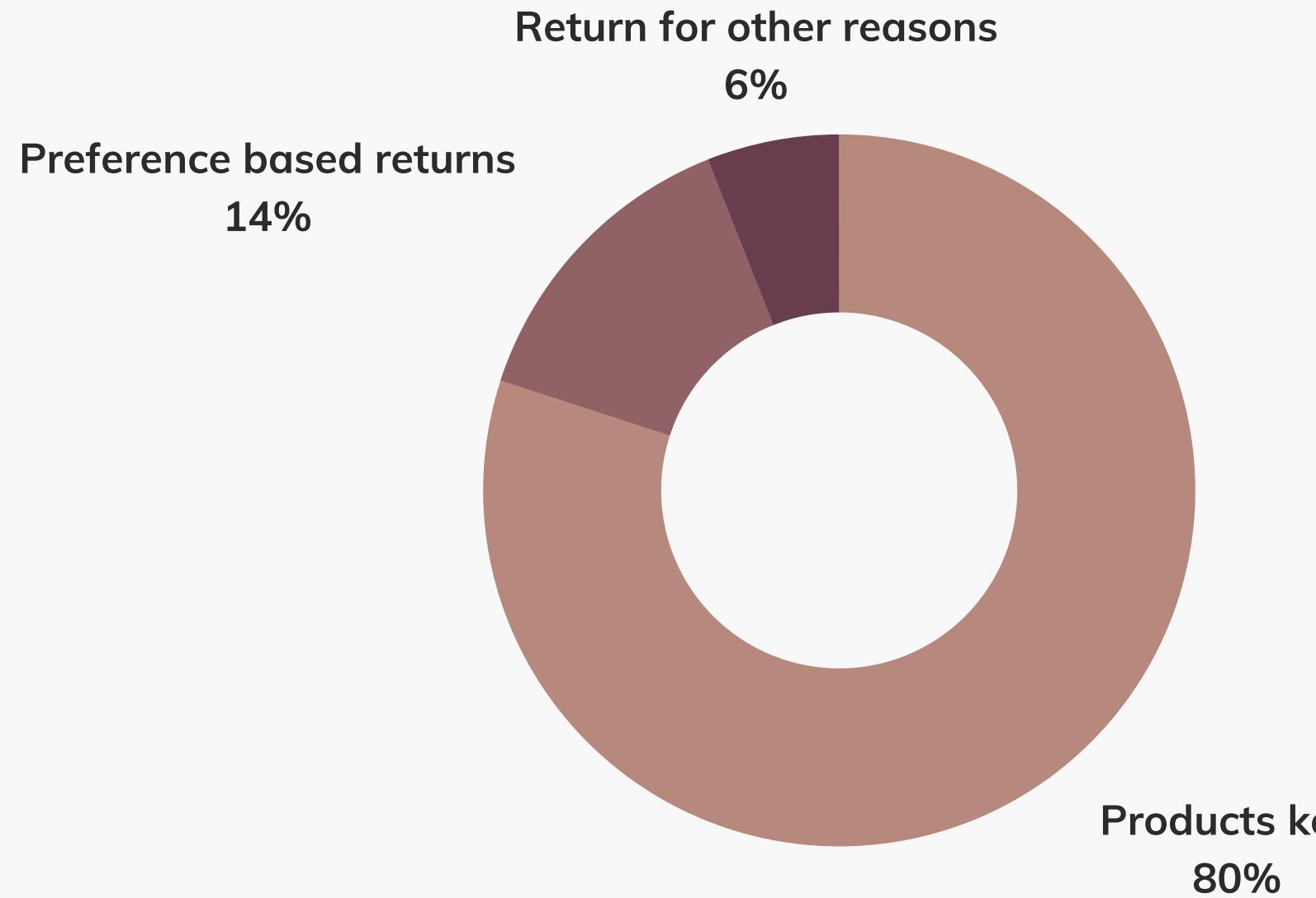
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The Problem: Rate of Return on the Purchases

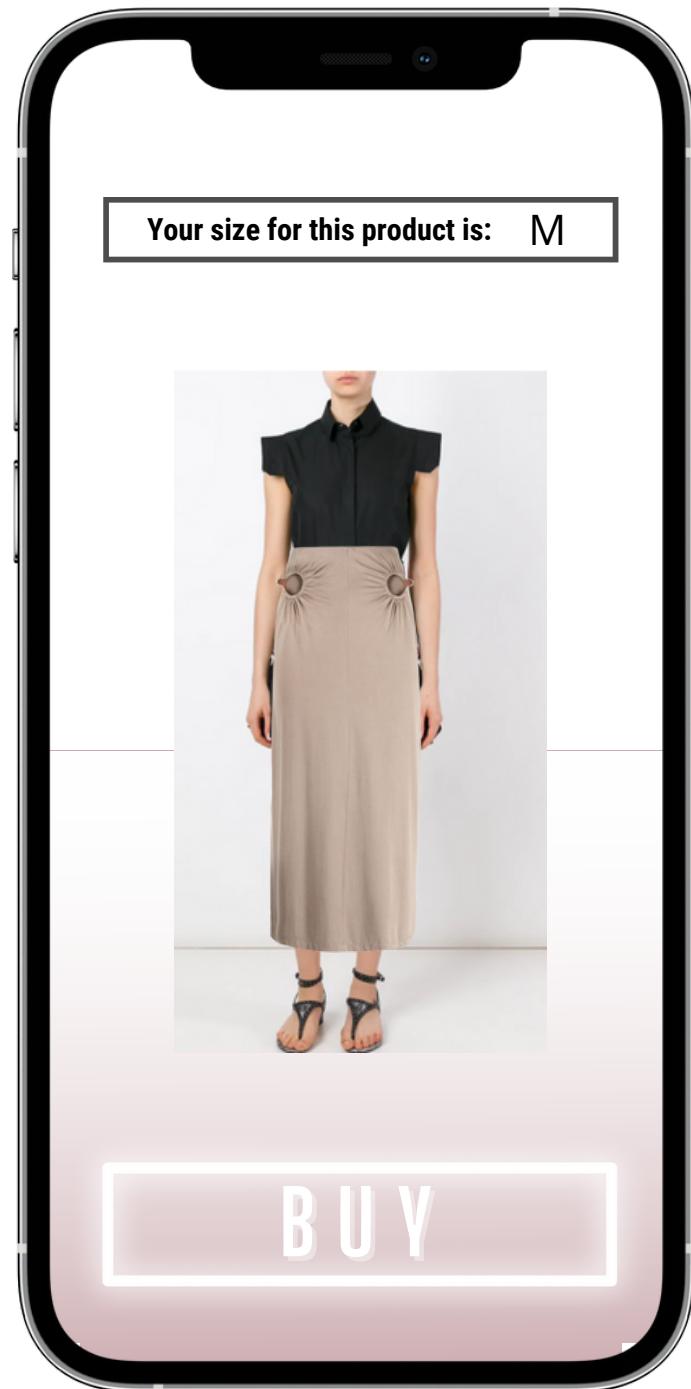


- Size too small: 30%
- Size too large: 22%
- Changed my mind: 12%
- Style: 8%
- Not as described: 5%
- Defective: 5%
- Other or not specified: 18%

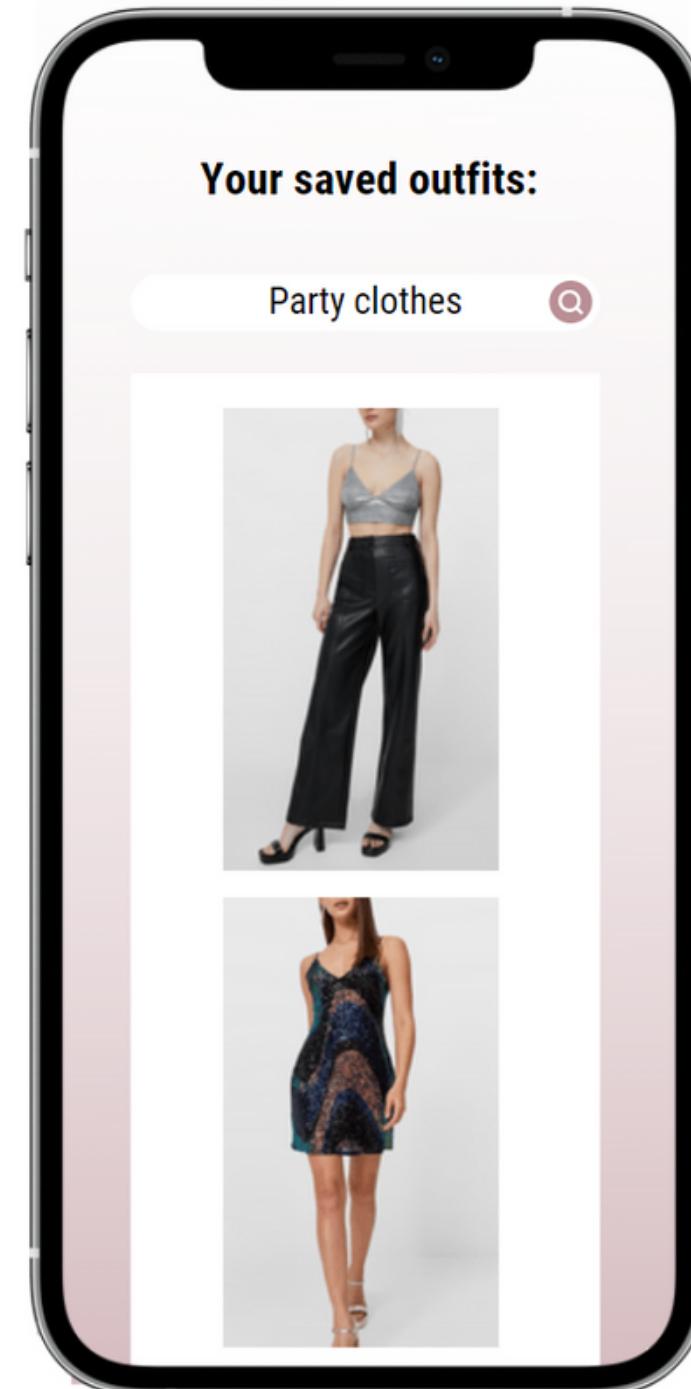
Total addressable market

25 – 40 yo middle class females and males from Europe
56 million potential customers

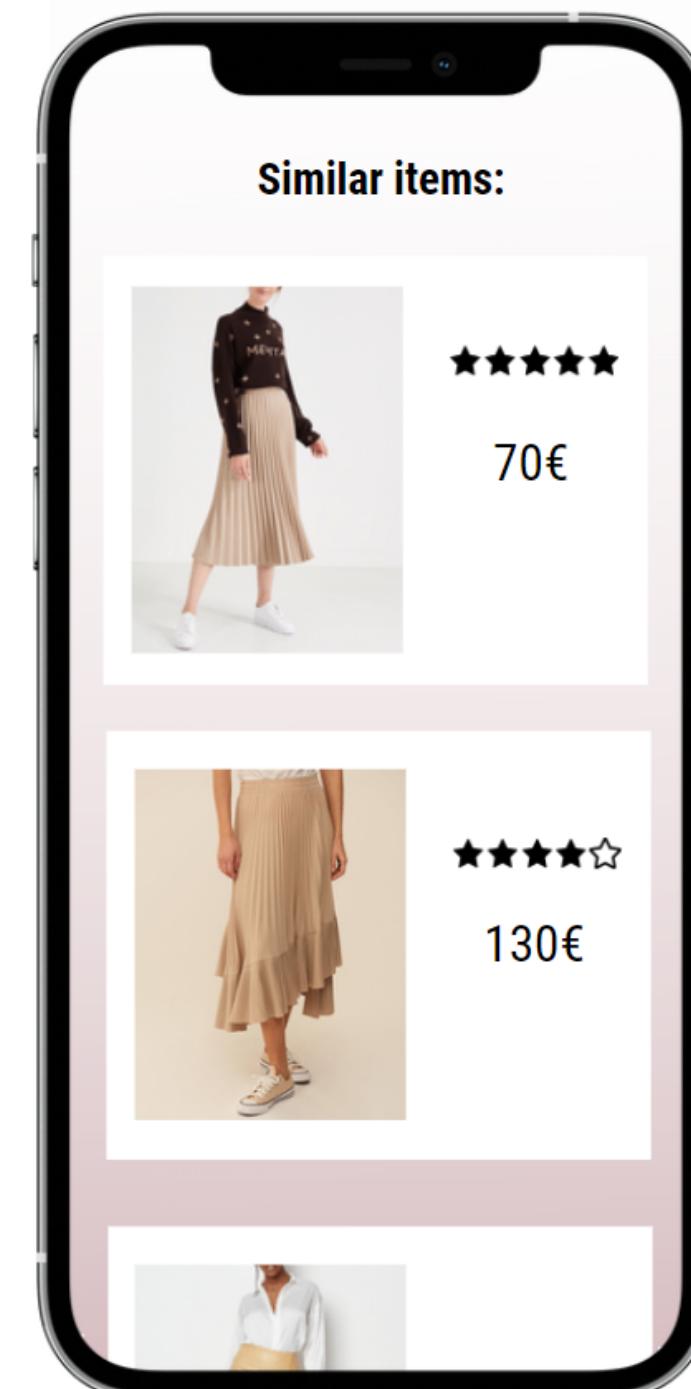
Solution: mobile app that helps the users in their decision



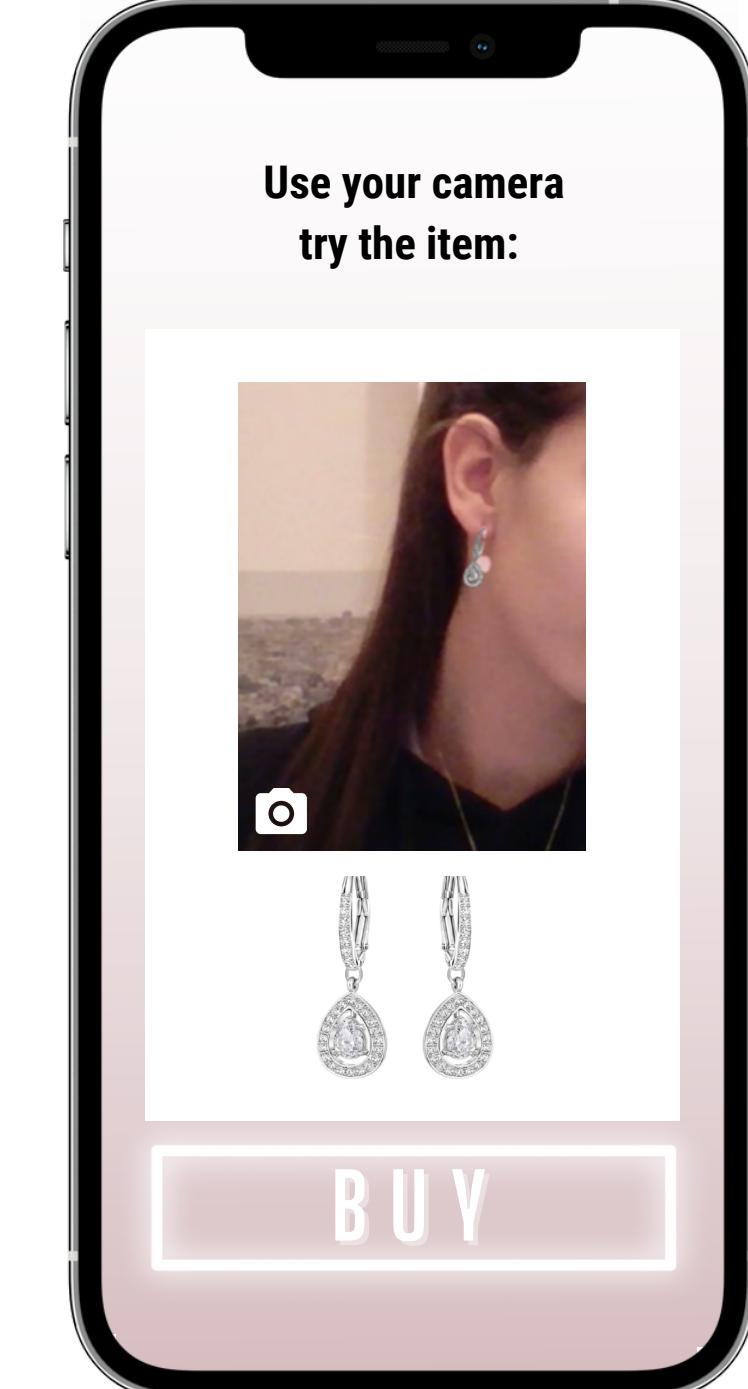
Try clothes on
your own avatar



Save outfits with
your own
clothes



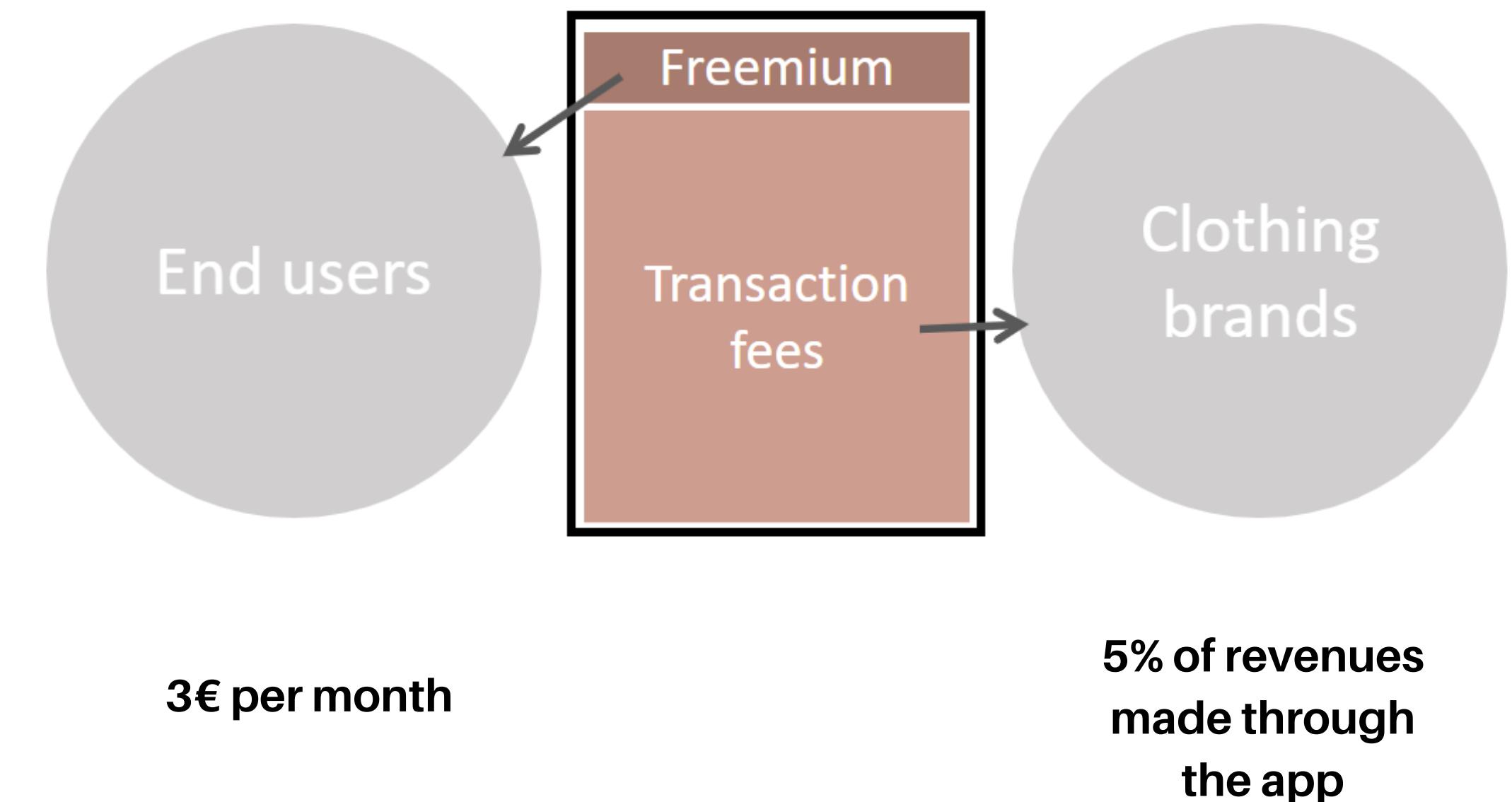
Compare similar
clothes and choose
the best one



Use augmented
reality to try new
items



Revenue model



CLOTH-E is differentiated from the competition

Performance	0,20
Design	0,10
Pricing	0,15
Customer service	0,05
Features	0,30
User friendly	0,20



MYSIZE

Only measurement feature

6,45

8,25

6,45

LYST

Only comparison

6,55

?
SIZER

Unstable



Our offer to brand X

What we provide: RISK

- A trial period with no fees
 - Reduced return costs
- A small marketing campaign

What brands provide:

- Detailed product information

If they say yes:

- Increase product range
- Negotiate transaction fee
- Launch a larger campaign



Siert Sebus

+31 6 13998209

CTO

Meet our Data Science expert, he will take the idea and build the reality



Gioele Buriani

+39 331 117 1075

COO

Taking care of the operational functions will be managed by the dynamic one



Edoardo Panichi

+39 331 398 0442

CEO

As the most responsible one, his transformational leadership will guide the start-up



Isabel Gouveia

+351 932 905 779

CMO

With background in management, there is no one that can sell better than her

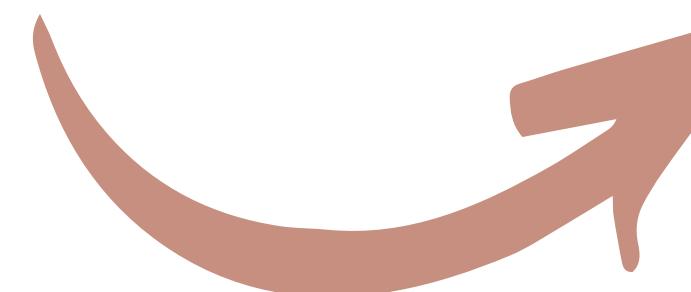
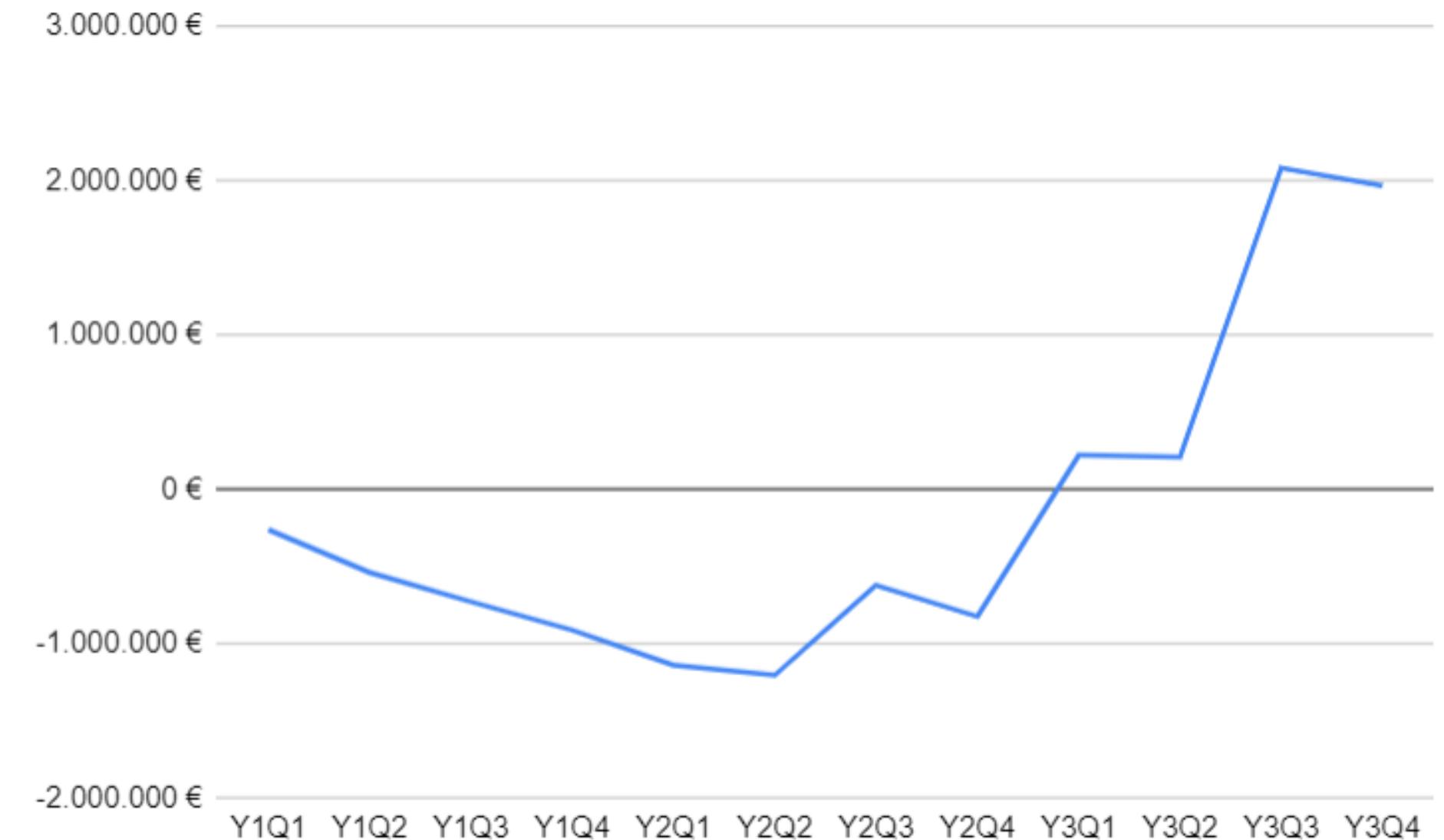
— P A S S I O N —

The start-up has a promising financial future

		1st year	2nd year	3rd year
Revenue streams	Fashion brands	0 €	1 220 000 €	5 220 000 €
	Premium users	702 €	7 758 €	24 390 €

Costs	Marketing	136 100 €	302 400 €	432 400 €
	Technology	525 029 €	202 323 €	197 016 €
	IP	21 475 €	5 070 €	5 070 €
	Service	38 620 €	243 091 €	651 091 €
	Organization	192 978 €	192 636 €	192 579 €

Break Even Point	3rd year, 1st quarter
Investment Payback Period	2nd year, 3rd quarter
Investment Needed	1 133 500 €





Why now?

Many people realised the advantages of e-shopping.
But it carries some problems

We want to be the first with a solution!

We need to start (up) now!