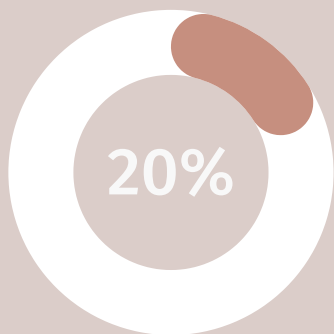




The app that helps **e-shoppers** find the clothes they love,
and helps **clothing brands** save on their return shipping costs.



Data suggests that 20% of online-bought products are returned, compared to just 9% of items bought in a brick-and-mortar store.

THE PROBLEM

After Covid-19 the e-commerce is booming, but the high rate of return is still the biggest issue for clothing companies.

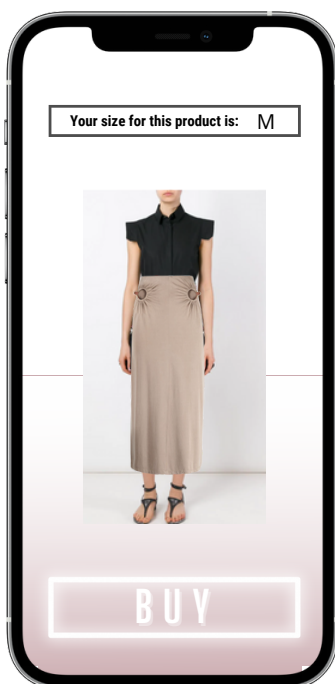




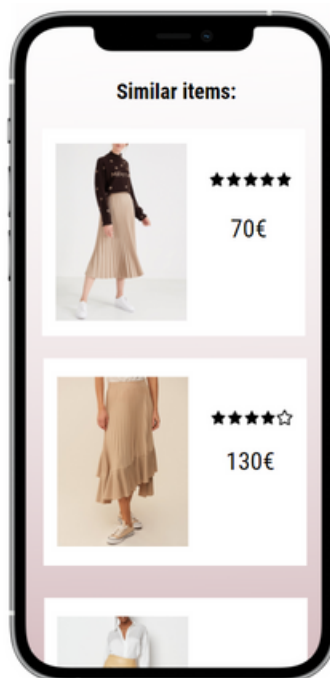
THE SOLUTION:

Cloth-e is a mobile app that helps the users in their decision during e-shopping.

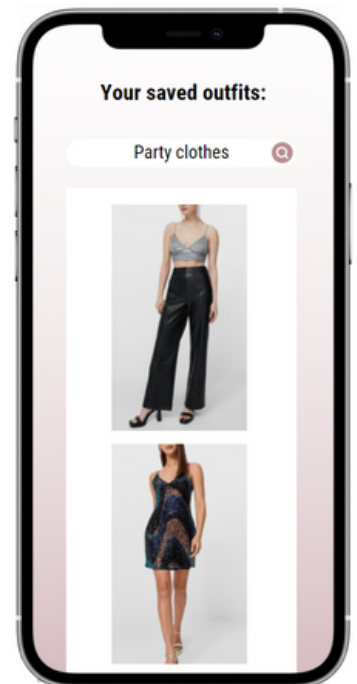
This app makes use of different features to accompany the users during their buying procedure and the management of their own wardrobe.



You can create a 2D avatar with your own accurate measures. On this avatar you can try the models of real clothes from the partner brands in order to understand which is your correct size and how you would look overall.



If you like the idea of a piece of clothing, but you are not 100% sure, you can compare it with similar items from the same or different brands to choose the one you like most.

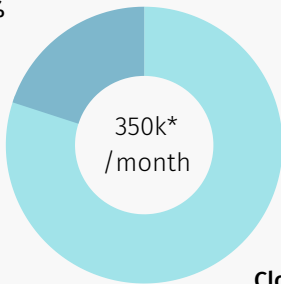


Finally, you can save your themed outfits with your own clothes and a team of fashion experts from the brands can give you advice on what you could add to complete the outfit.



Revenue

End users
20%

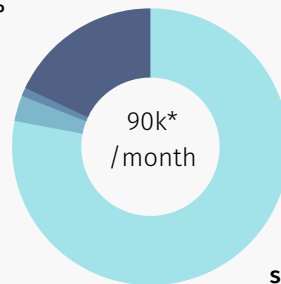


Clothing brands
80%

Costs

organization
18%

other
3%



development period

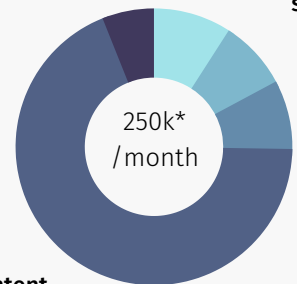
software
78%

service & content
68.7%

marketing
9.1%

software
8.1%

other
8.1%



post-launch period

Cloth-E has two main sources of revenue: transaction fees paid by clothing brands that sell clothes on our service and users paying for premium features.

The cost structure can be divided in two periods, development and post-launch. Development costs are dominated by software engineering costs, post-launch costs are dominated by costs associated to updating the catalogue of products.

*numbers are based on rough estimates

Market Size

70%

70% of the European population is considered Middle-class

We believe that our product is suitable for women of the middle class, who are usually more concerned about clothes, and they do not buy, mainly, luxury brands.

18%

Women between 25 and 40 years old are the 18% of the European population

Our solution is a tech product. For this reason, we want to target primarily young women who are also economically independent.

According to the above data, the total amount of potential costumers is 56 million



Go to Market Strategy

We provide

- A trial period without any fees
- A small marketing campaign targeted at their customer base.

Brand provides

- Detailed product information.

If they stay with us

- We negotiate a fair transaction fee.
- We launch a larger, collaborative marketing campaign.

Break
even
point

3rd year
1st quarter

Investment
pyback

2nd year
3rd quarter

Investment
needed

1,1M€

		1ST YEAR	2ND YEAR	3RD YEAR
Input	Brands	0	1,22M	5,22M
	Premium users	0,7k	7,7k	24,4k
Output	Marketing	136k	302k	432k
	Technology	525k	202k	197k
	Intellectual property	21k	5k	5k
	Service	38k	243k	651k
	Organization	193k	193k	193k