yoona.ai

The global leader for design digitization

SaaS / B2B Software Solution
made by designers for designers

VAUDE · Engelys family · VOGUE · OFFICIAL MEMBER OF FASHION COUNCIL GERMANY · Microsoft · SiBB Startup Stipendium · PORSCHE · mth MEDIATECH HUB POTSDAM · W LOUNGE · D BRAND · LIEBESKIND Berlin · PUMA · techstars_ · Bundesamt für Wirtschaft und Ausfuhrkontrolle

Try to find the artificial designs from the real ones!

At yoona.ai, we use the most disruptive and modern algorithms to develop **new artificial designs** that you can't differentiate from real ones, except for one difference, they are **customer-centric.**

Changing the industry by knowing what to built and how to built

OUR TEAM

Anna Franziska Michel
CEO & Co-Founder
- Business Strategy & Business Development Digital Female Leader '19
- 20 years of experience in business development & the fashion industry

Liza Semenova
Operations & Customer Success
- 14 years of experience in Journalism, Marketing and Economics
- 3 years of project mgmt in the governmental digital agency

Joudy Bozan
Content Manager
- 3 years experience in Social Media Management

Mandy Klaas
Buchhaltung / Office Management
- PA & Project Management
- 5 years experience

Germaine DeNigris
Product Designer
- 3 years experience in digital design
- Experience in Fashion Industry
- Ex-Fashion Designer

Daniel Manzke
CTO & Co-Founder
- Finleap // VP Product / Tech
- Delivery Hero // CTO
- 17 years Tech leading experience

Julia Zöbisch
Product Manager
- 4 years experience in digital design
- 10 years experience in the fashion industry

Ammar Khan
Fullstack Developer
- 8 years experience in Programming and Data Science

Basem Dabbour
Sr. Machine Learning Engineer
- IT Management & Data Science
- 10 years experience

OUR ADVISORS

Alexander Gedat
CEO
Marc O'Polo, Gerry Weber

Benjamien Gebien
Managing Director
Saatchi & Saatchi

Katia Yakovleva
Head of DE Strategic Accounts
Spotify

Frederik Leuschner
Serial Entrepreneur/ Head ofProduct Commercialization
Google

Cihan Duezguen
Strategic Sales Director
FIS / Paydirekt / Mavi

Mary Sidiropoulou
VP / Global Head of Assortment & Digital Product Development Engineering/Technology
H&M Group

What is happening and why is the market ready

6k–250k designs monthly and 4–6 prototypes per 1 design

55k design hours in 1 year/company

30% of the goods are not sold

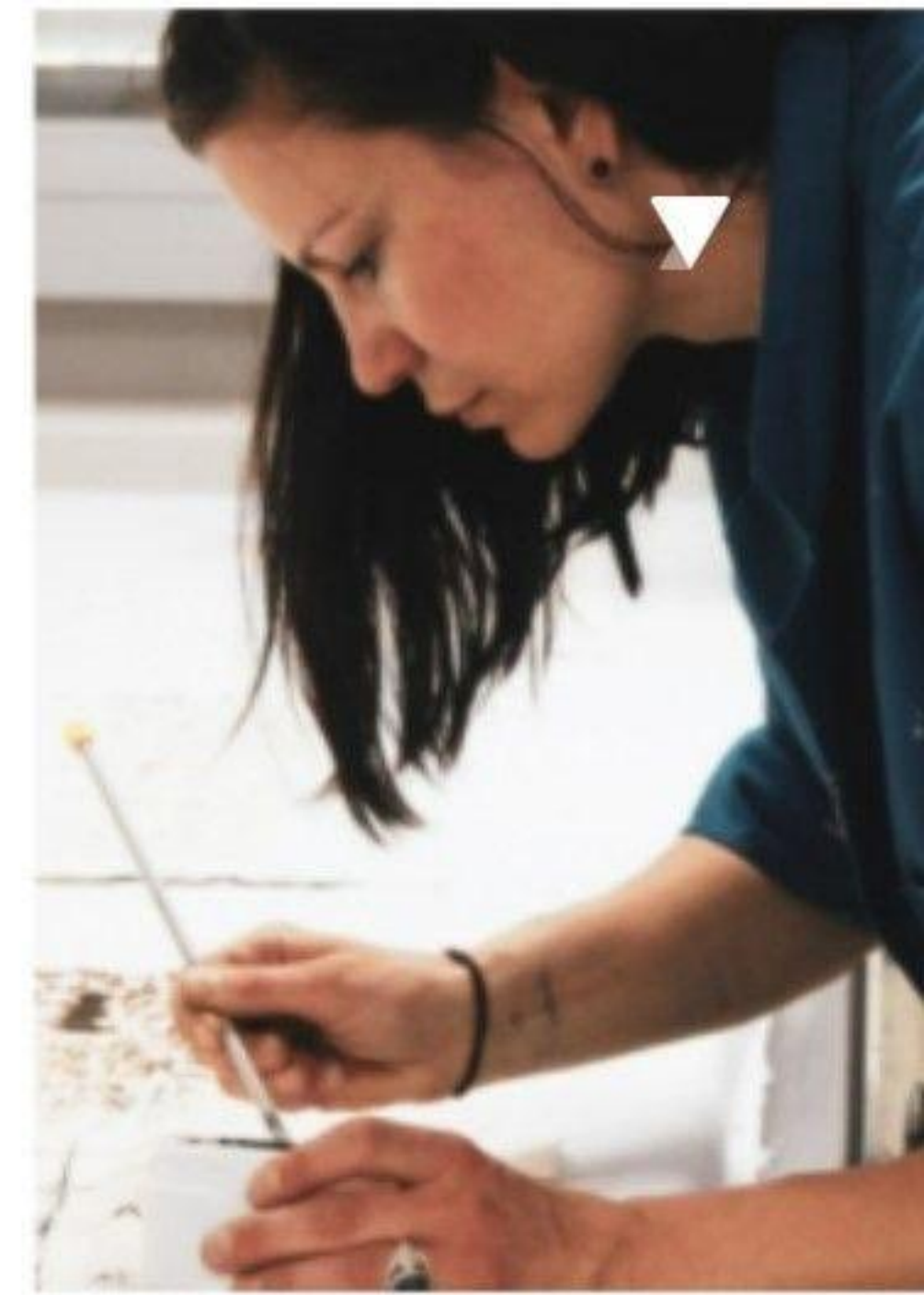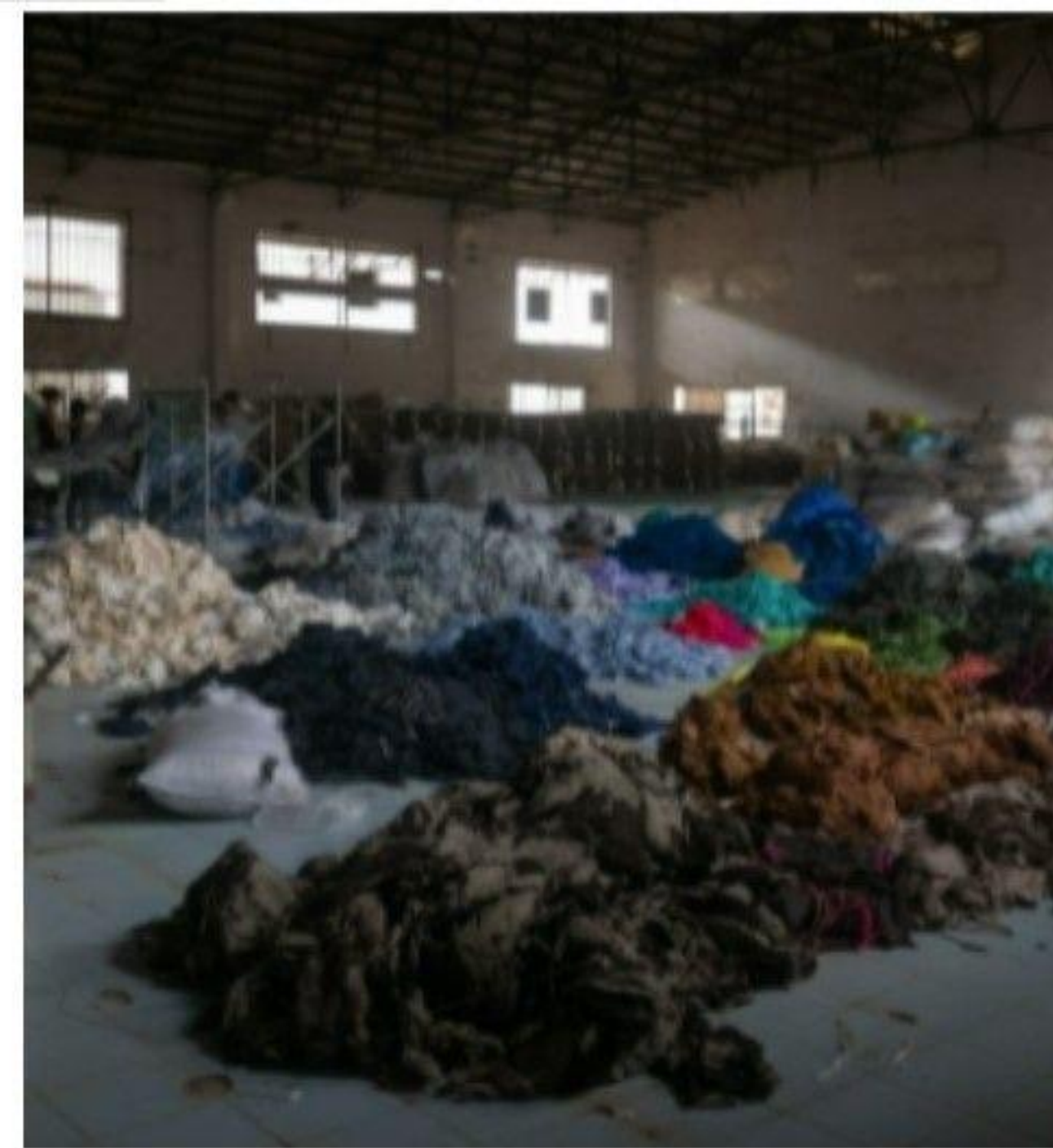**11 Million Euros** in 1 year/company

3000 kg of unsold clothes burned

Waste of 4 million km of fabric in 1 year/company

Designers worked into burnouts

No time for creativity

Source: soilassociation.org

Process is currently manual

Driven by Hope.

- Experience
- Order
- Supply Chain
- Production
- Products in the shop
- Sale
- Customers
- Performance measurement

Traditional process

- Manual changing existing designs
- Manual inspiration & trend research
- Manual changing existing pattern
- Manual 3D-Design creation
- Manual changing, building artworks, motive prints
- Manual colour concept
- Manual performance analyses

Driven by Data.

- Product Showcase
- Digital Shop/App
- Customers
- Feedback/Analysis
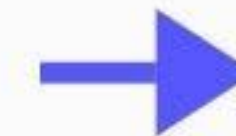- Data
- Product Order
- Supply Chain
- Availability

Shorten to **only a few clicks**
by yoona.ai to "cash cow designs"

yoona.ai

60% bestseller anniversary business in every design category

COS

The fashion industry is responsible for **8–10%** of the world's CO2 emissions

Unsold Good which are destroyed/year
- € 630 million France
- € 7 Mrd. billion Germany

CO-2 Taxes
- come into effect January 2021
- 25 Euro per ton
- 55 Euro per ton
- **1,15 Trillion Euro Taxes for FI**

Circular Economy Act
October 2020, the throwing away of unsold products prohibited

D FR GB
2,1 billion (Mrd.) tons of CO2 annually

FASHION
2,1 billion (Mrd.) tons of CO2 annually

AIRPLANES
650 million tons of CO2 annually

Fashion Companies spend 2–3% of their retail volume in design processes

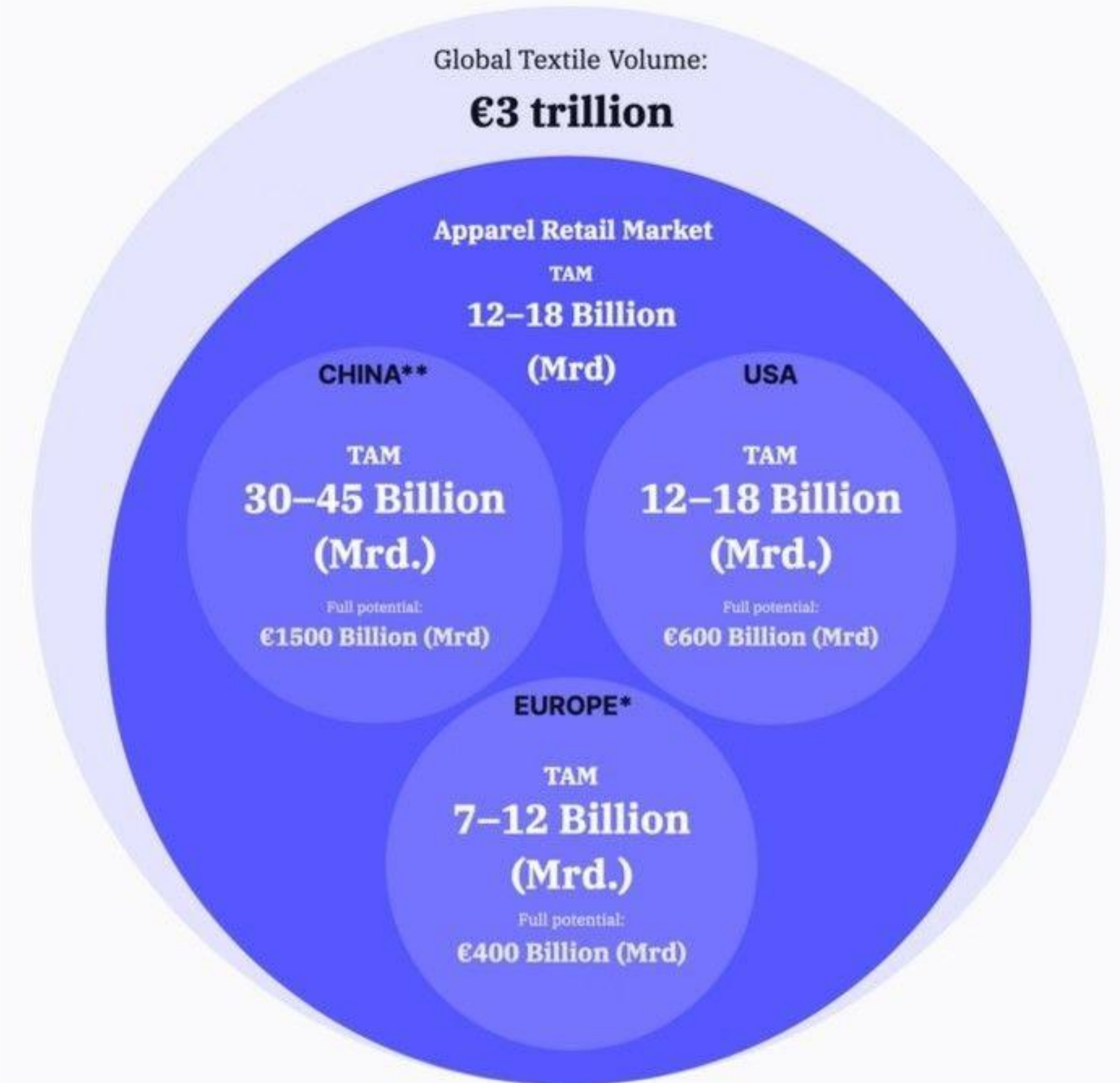Subscription of 3500€ per month (average designer salary)

→ **Europe = TAM of €6.7 bn (Mrd.)**
   2022 with limited features

→ **Europe = TAM of 115 bn (Mrd.)**
   2024 with advanced offer of features

*160.000 fashion and production companies in Europe

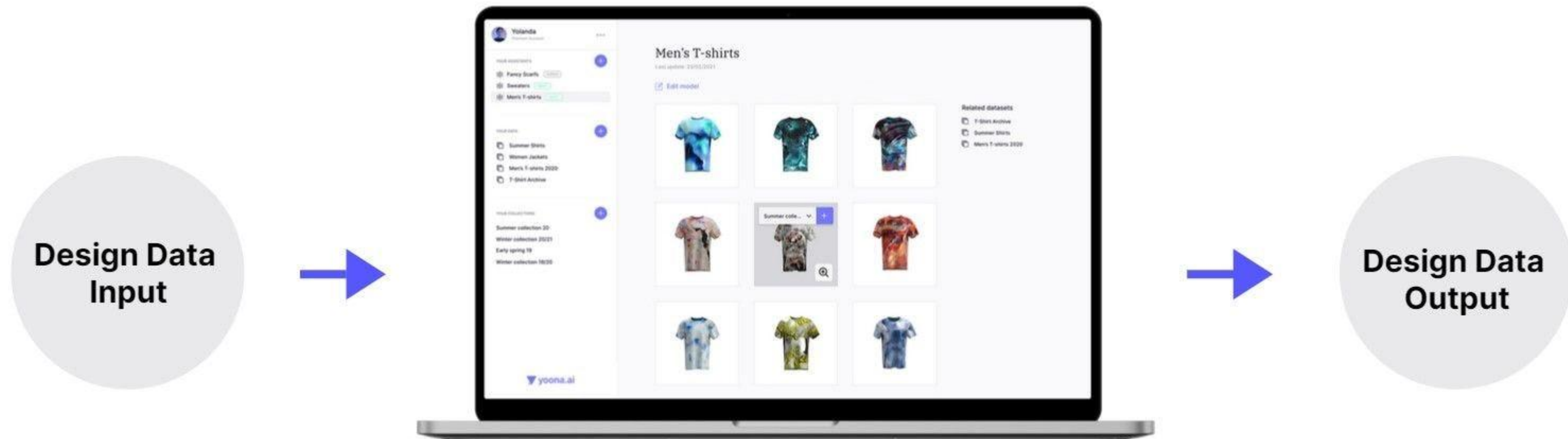**China's online retail market is believed to be 10 times larger than the rest of the market

(Björn Ognibeni: China digital consumer trends 2019, McKinsey Digital)

10 %
annual growth

Global Textile Volume:
€3 trillion

Apparel Retail Market
TAM
12–18 Billion
(Mrd)

CHINA**
TAM
30–45 Billion
(Mrd.)
Full potential:
€1500 Billion (Mrd)

USA
TAM
12–18 Billion
(Mrd.)
Full potential:
€600 Billion (Mrd)

EUROPE*
TAM
7–12 Billion
(Mrd.)
Full potential:
€400 Billion (Mrd)

We change that right now!

Design Data Input → → **Design Data Output**

80% faster   **100%** easier

Data Analysis

- Platform from idea to production with CO2 tracker
- Global design database scalable to different industries

90% more efficient   **100%** customer centric

We reduce 4 hours of daily design work !

Traditional Product creation

the whole industry
is working in a manual processes

Manual performance analyses

Manual inspiration & trend research

Manual changing existing designs

Manual changing existing pattern

Manual colour concept

Manual design creation

Manual changing, building artworks, motive prints

Manual 3D-Design creation

55k design hours
11 Mio Euros annually
Subjective & driven by hope
Designers burnout
12.240,00 kWh
132,800, 00kg CO2

▼ yoona.ai Design platform

digital, automated & one click
every product category

1. Bestseller Vaults   2. Bestseller Wettbewerbe   3. Palette Trends

1 design hour whole collection
700k Euros annually
objective, success- & customer orientated driven by data
work life balance & creativity for designers
14.55,00 kWh
8.87 CO2,00 kg CO2

Energy savings

Clothing production power consumption

Amount of clothing prod. Germany	= 12M pieces
Total power consumption	= 22,000TJ
Power consumption per piece	= 0.51kWh
Power consumption 24,000 Shirts	= 12.240kWh

Yoona.ai power consumption

Trainings phase:	300W x 48h	= 14.4kWh
Generation:	300W x 0.5h	= 0.15kWh
		————
		= 14.55kWh

99.8% Energy savings

CO2 savings

Clothing production CO2 emission

Per synthetic shirt	= 5.5kg CO2
Per cotton shirt	= 2.1kg CO2
6000 design/year x 4 prototypes for each	= 24.000
Total emission (cotton prototypes)	= 52,800kg CO2
Total emission (synthetic prototypes)	= 132,800kg CO2

Yoona.ai power consumption

Trainings phase:	300W x 48h	= 8.78kg CO2
Generation:	300W x 0.5h	= 0.09kg CO2
		————
		= 8.87 CO2

99.8% CO2 savings

private & confidential
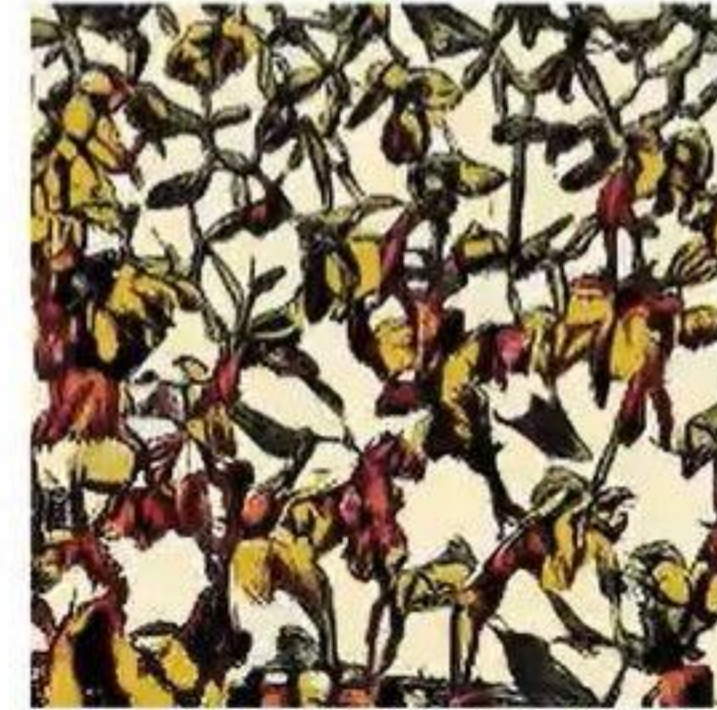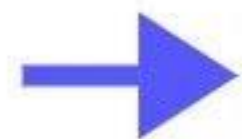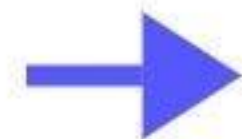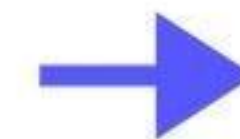
Data of any kind → AI Design → 3D Designs → AR

B2B SaaS Software Solution

**B2B Enterprise
solution**

Subscription

(scaling by number of designs - Ernstings
Family/ 5000 designs monthly, Adidas 30
000 designs monthly & number of design
assistent- print assistent, silouette assistent,
shirt assistent, 3D assistent, AR assistent)

**Fashion
& Production
Companies**

Clothing of any kind, jewelry,
shoes, accessories

Cloud based

LOI's and pilot clients

Year	2022	2023	2024	2025	2026
Customers	**10**	**50**	**200**	**650**	**1650**
ARR	160k	1,4m	5,2m	27,1m	61m

Customer:
- Gerry Weber
- Apart Fashion
- Vaude
- Mey
- WSD

POC planning
- Desigual
- Ernstings Family
- H&M
- Adidas
- K&T Shoes

First successful call, Follow up scheduled
- Marc Cain
- Cartier
- Bonprix
- Arezzo
- Bugatti
- BRAX
- Falke - Socken
- Mammut
- Schöffel
- Tchibo

Milan Fashion Accelerator
- Astrid Dapra / Prada & Balenciaga
- Gianluca Caputo / Prada & Brionie
- North Sails
- Micam Milano

Sales support
- Daniel Weihrauch
- Cihan Duezguen
- Mareike Popp (Atlas)

Fashion Events 2022
- Fashion WeekBerlin
- Metaverse Fashion Week
- Texworld Paris
- ...

Yoona.ai offers a solution that conceptually connects well into our rapid creation strategy. With the technology we aim to become faster in the design process as we attempt to work on close-to-market calendars, closely informed by our customer's needs. Utilizing AI to automate the design process is an innovative way to assist our designers to speed up their process, make better decisions, and to create new consumer-relevant products faster. Anna Franziska Michel clearly understood the needs of our brand and we are excited about the idea and product as it reflects our enablers of rapid creation. (Sky Asay, Director Design Operations, adidas)

RECOGNITIONS, AWARDS & PROGRAMS ————
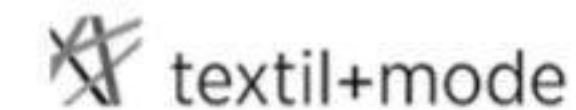
Scalable to global leader for design digitization

01 — Fashion Industry
& Production Industry
Market Turnover
USD 1.5 Trillion

04 — Automotive Industry
Market Turnover
USD 4 trillion

02 — Advertising Industry
Market Turnover
USD 560 billion

05 — FMCG Industry
Market Turnover
USD 12,4 trillion

03 — Furniture Industry
Market Turnover
USD 531 billion

2–2.5 min total

3 potential cases

Case 1:
Most Likely (Favorite)

extend the (tech) team to a full blown team to be able to release 3D support 2022

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Backend)
- Machine Learning Engineer

Case 2:
Minimum

existing team minimal extended to lower risk

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Software Engineer (Frontend)

Case 3:
Hyper Growth Case

extend the (tech) team to a full blown team to be able to release 3D support 2022

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Product Manager
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Backend)
- Sr. Software Engineer (Backend)
- Machine Learning Engineer

Marketing

Sales

Product

Already committed: **1.3 m**

- The **fashion** design **process** is **manual, time-consuming, cost-intensive + wasteful**

- **yoona.ai revolutionizes** the **entire workflow** of the design process **by merging AI technology and fashion** resulting in **efficiency gains like significant time & cost-saving** and **less waste**

- Market opportunity **$ 3 Trillion**

- Our **AI platform** will become **the global leader** to enable **every company worldwide** to **design fully digitally**

- **Cutting edge team** of experts from **fashion** to **technology** supported by **the industry**