



**Dress Globally, Travel Lightly**

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## Introduction

1. Product & Service Specification

2. Market Research

3. Target Customer

4. Promotional Strategy

5. Startup Foundation

6. Competition

7. Financing

8. Future projects

## Conclusion



# **Startup Key Points**



1. Connection to our Website and/or Application
2. Destination Selection:
  - Continental Europe
3. Garments Retrieval:  
Airbnb/Hotel/Hostel/Airport
4. Product Selection
  - Items
  - Period
5. Payment: Rental costs/Period
6. Garments Devolution: Airport

# **Products**

- **Seasonal Categories**

Summer / Spring / Winter

- **Dress-Code Categories**

Casual / Adventurous / Formal

- **Variety of Clothing**

- Underwear
- Trousers
- Shirts / T-Shirts / Dresses
- Shoes
- Backpacks

- **Sizes and Inclusivity**

- **Second-Hand Use**



# **Service Specification**

- Storage: Distributed Inventory
- Customer Service: Quality Control
- Ecological Impact: Packaging Solutions
- Relations: Supply Chain Partners & Shipping Partners
- Legal: Customs and Import Regulations



**Distribution**

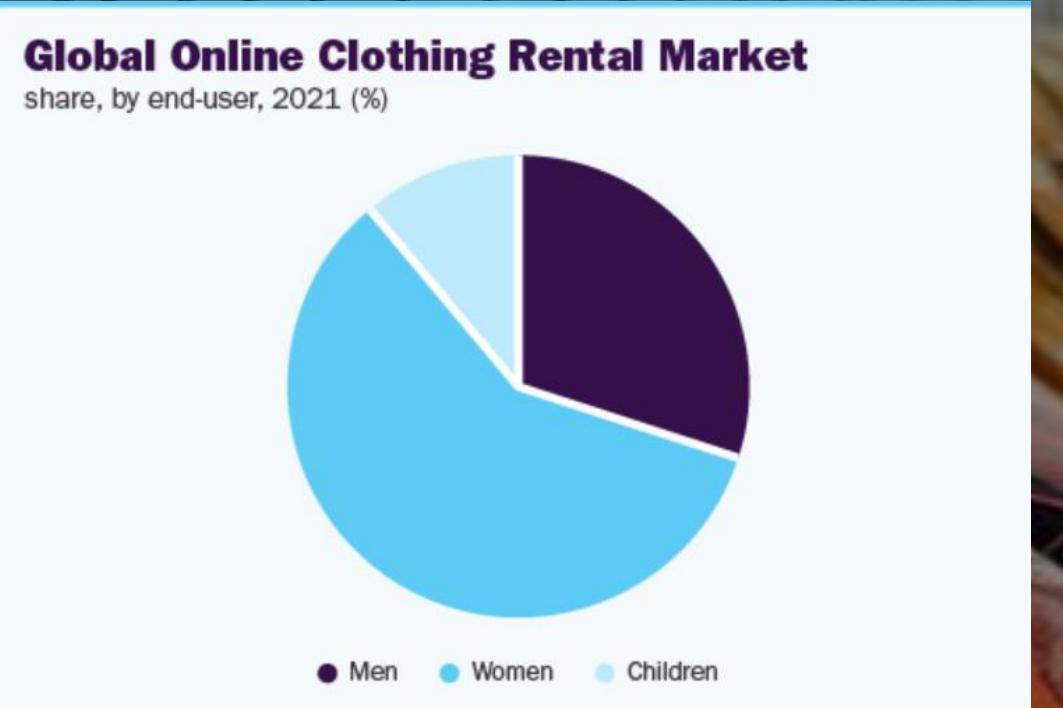
**of Inventories**



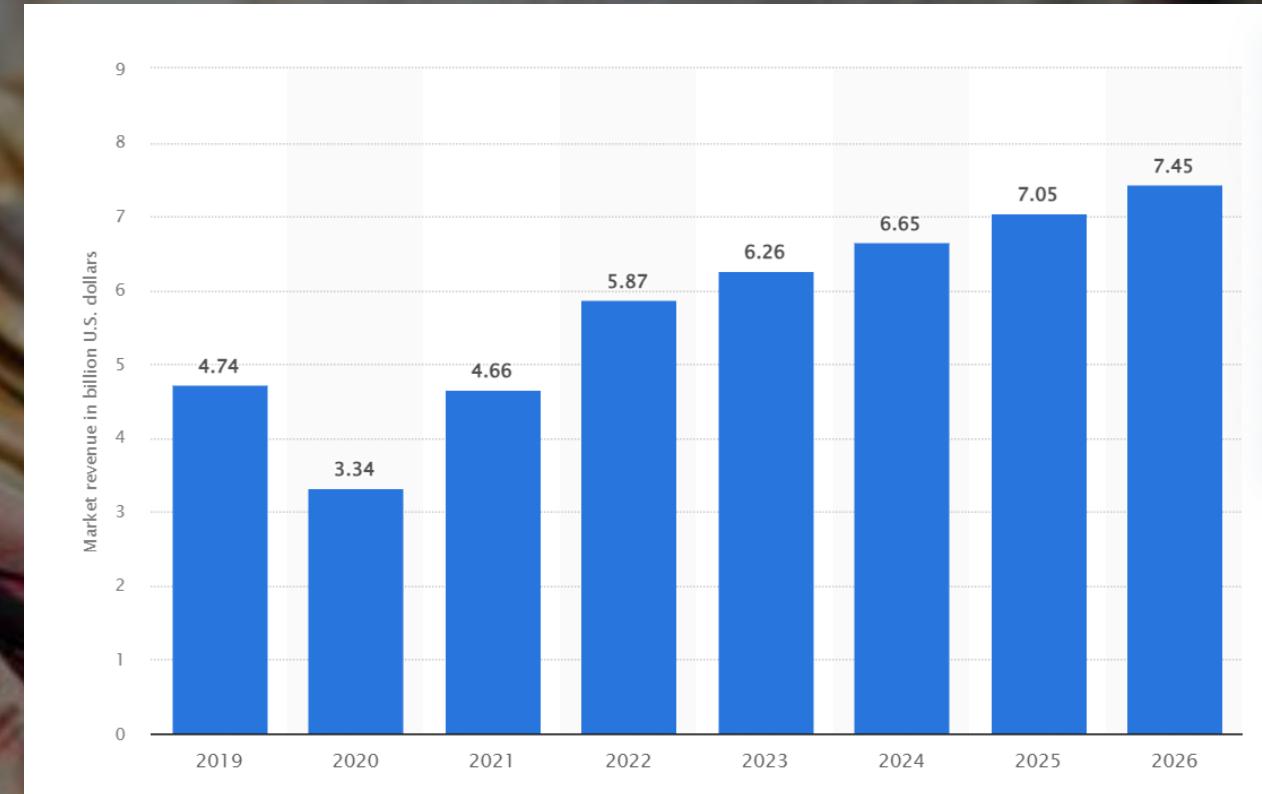
# MARKET RESEARCH



# Rental apparel market



Rental Clothing market  
users overview



Rental Clothing market  
revenue

# Rental apparel market

## Online Clothing Rental Market

Report Segmentation



### Regional Outlook

- North America
- Europe
- Asia Pacific
- Central & South America
- Middle East & Africa



### Dress Code Outlook

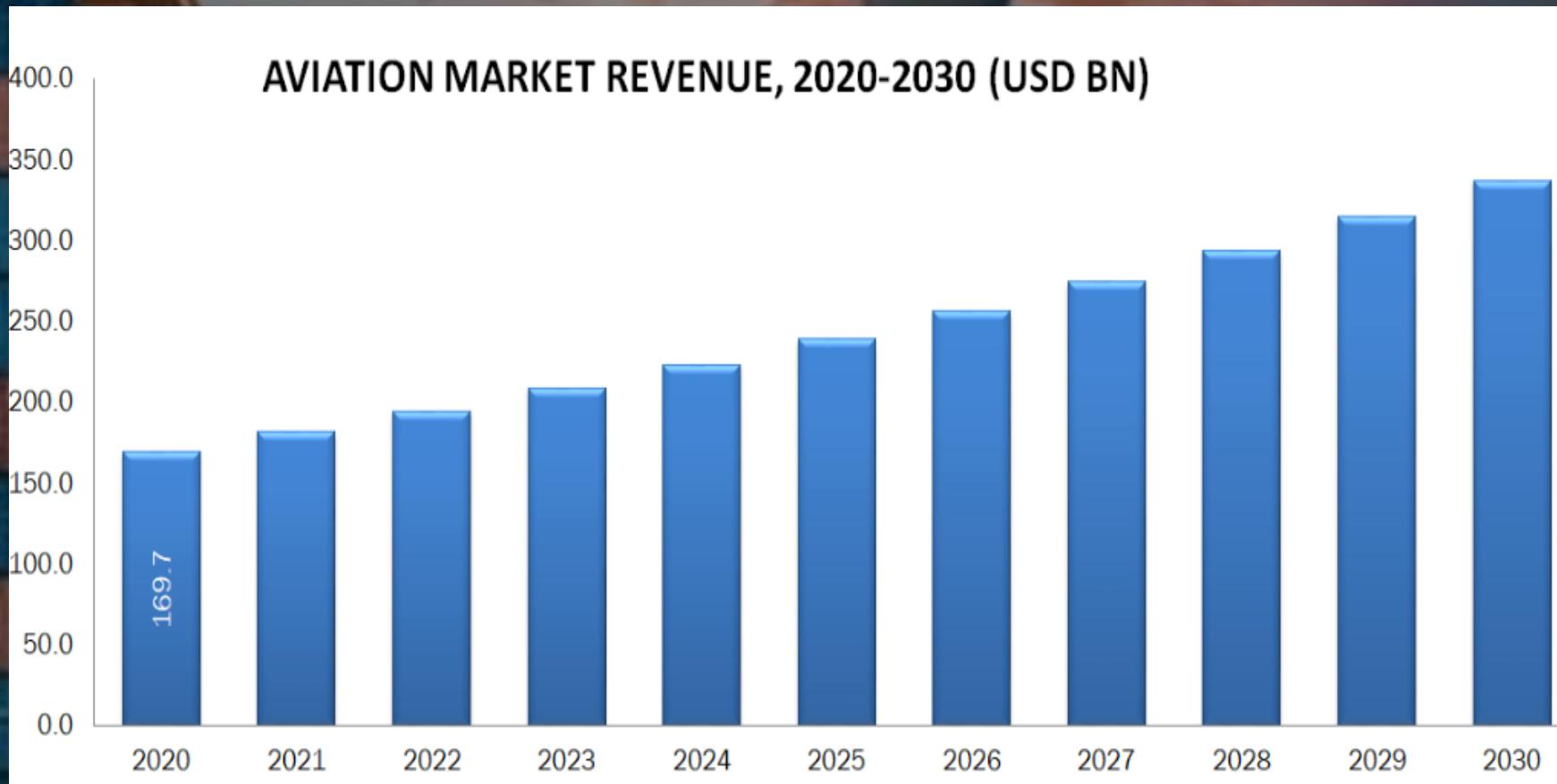
- Formal
- Casual
- Traditional

### End-User Outlook

- Men
- Women
- Children

Rental Clothing market  
Segmentation overview

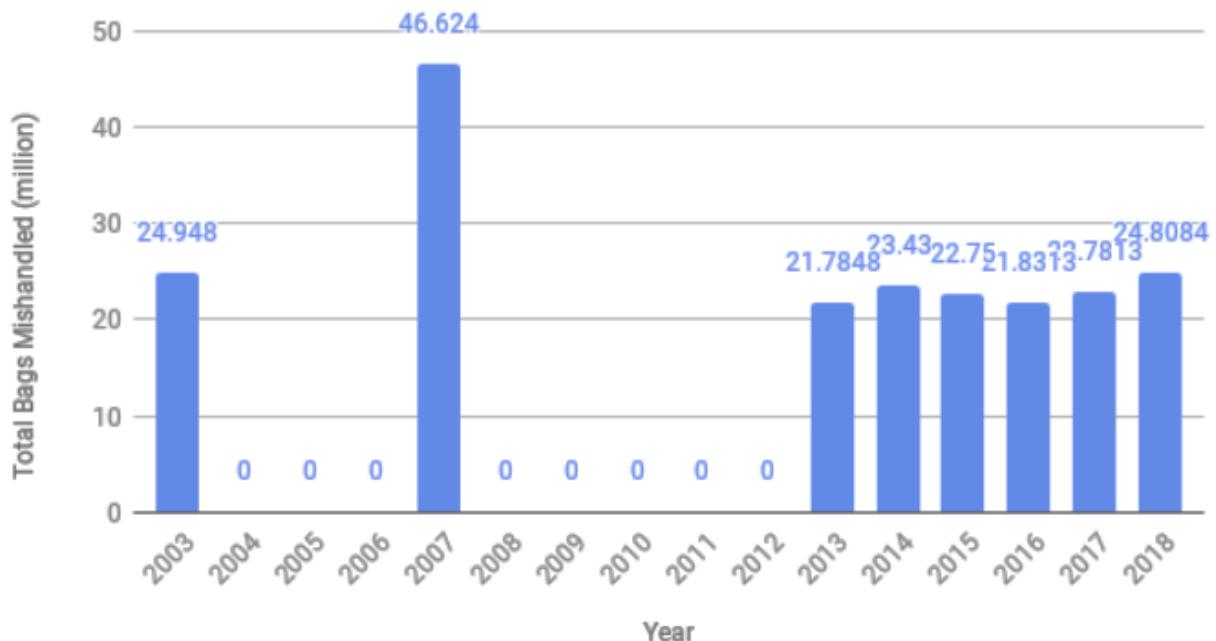
# **Aviation Market**



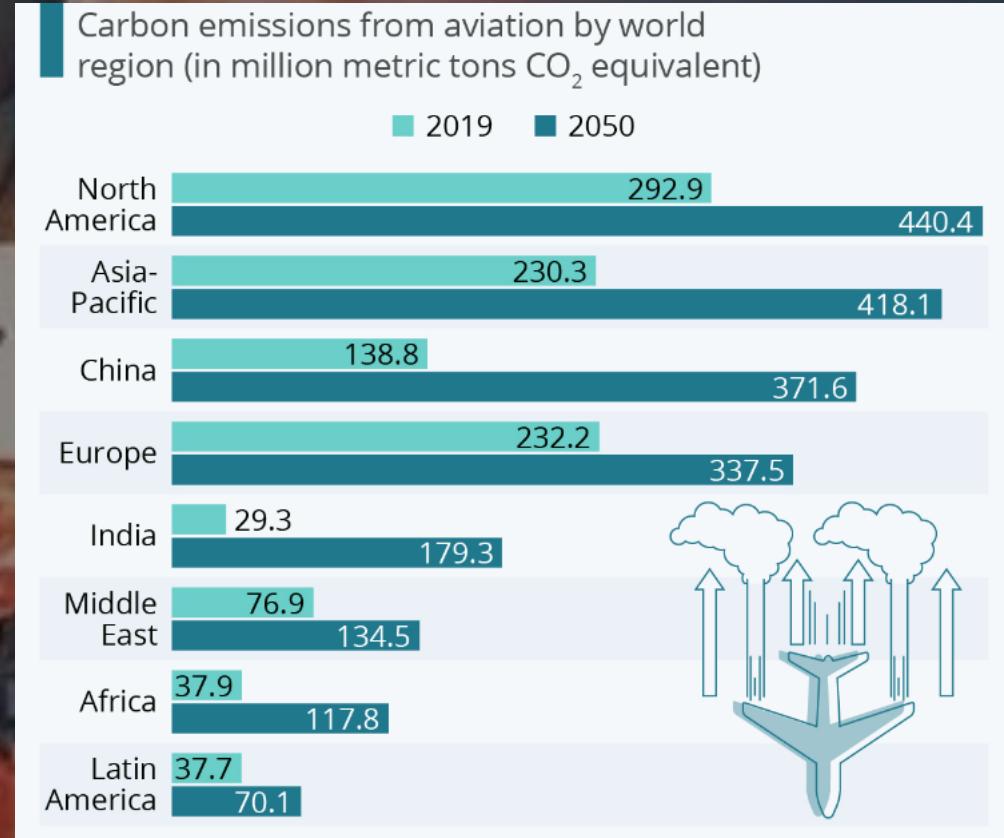
Aviation market revenue

# Aviation Market

Total Bags Mishandled each year



Mishandled luggage over the years



Carbon emission from Aviation

# **Customer Target**

Budget-savvy  
Tourists



Eco-Conscious  
Travelers



Minimalist  
Backpackers  
& Digital  
Nomads



Adventure Seekers



Event Attendees

# **Promotional Strategy**

# **Product :**



An online service providing a complete wardrobe for your travels, eliminating the hassle of packing and the burden of heavy luggage.

# **Product :**



The products provided are a very varied clothing range, and with our local inventory system, your order is quickly packed and dispatched from the nearest center for fast delivery to your destination.



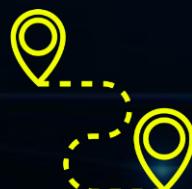
# **Place :**



Europe



Across Europe, global access through a website or a mobile app, tailored to the convenience of the customer.



# **PRICE :**

<b>Set's Name</b>	<b>Products</b>	<b>Price</b>
The Weekend City Break	Pair of jeans + pair of casual t-shirts + one dress shirt + lightweight jacket + pair of sneakers	30€ for the weekend
The Business Trip	Formal suit / Business Dress + Pair of formal shirts / blouses + pair of formal shoes + light coat	40€ for up to 3 days
The Adventure Explorer	Waterproof Jacket + Hiking pants + moisture-wicking t-shirts + fleece pullover + hiking boots	35€ for up to 4 days
The Weeklong Vacation	3 pairs of shorts + 4 casual t-shirts + two evening wear outfits (like a summer dress or khaki pants with a polo shirt) + a swimsuit + pair of sandals + pair of dress shoes	50€ for a week

# Promotion :

## Tiktok Ads

Capitalize on TikTok's younger demographic with engaging short videos that highlight the ease and benefits of FlyFit's service.

## Facebook Ads

Use Facebook to reach a broader audience, focusing on interest-based segments like travel enthusiasts and sustainable lifestyle groups.

- Average cost of Ads -> 0.26-0.30\$ (per click)
  - CPM -> 1.01-3\$
  - CPC -> 0.25\$

## Social Media Advertising



- CPM -> 10\$ per 1000 view
  - Minimum Spend 500\$
  - Variable costs (ad performance and targeted audience)

## Instagram Ads

Use of visually appealing content and Instagram stories to showcase the variety of clothing options and the concept of traveling luggage-free.

- CPC -> 0.40-0.70\$
- CPC + URL -> 0.50-0.95\$
- CPM -> 2.50-3.50\$

# **Promotion :**

## Other Advertising Methods

### Search Engine Optimization

Develop a comprehensive SEO strategy for FlyFit's website to increase organic reach.



### Influencer Partnerships

Collaborate with travel and fashion influencers who embody the spirit of FlyFit.



### Loyalty Programs

Introduce a rewards program for regular customers, offering discounts and early access to new collections.



# Investments:

## Importing Clothes:

Original Price: 15k € -> Negotiated Price: 10k € -> Renting Price: 2k €. (1/5)

Total Investment: **10k€** -> Break-even with 5 Iterations

## Ads Investment:

To reach 500,000 people on Instagram and TikTok, with an average CPM of 10 € -> 5000€.

To reach 500,000 people on Facebook, with a mid-range CPM of 2.5 € -> \$1,250.

Therefore, the total ad cost for all platforms combined would be **7,250€**.

## Local Partners: Barcelona + Montréal + Hanoi

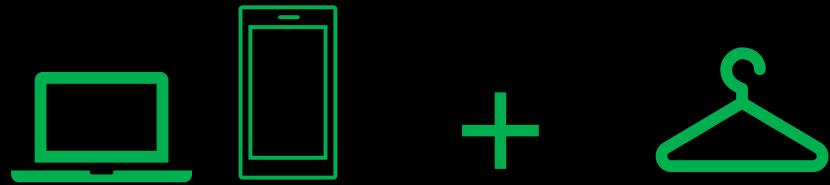
## Delivery: (France)

Average shipping cost from LaPoste for sending packages weighing between 2-5kg around France, and assuming 100 shipments, the total shipping cost would be approximately €1,210.

**TOTAL:  
21,000\$**

# Startup Foundation

## First Prototype



Basic version of the wardrobe rental service

## First MVP



Functional Platform +  
Efficient Logistics +  
Basic Inventory  
Management and  
Processing +  
Feedback Collection

## Company Formation



Business Register + Licenses/Legal +  
Accounting Framework

## First Customers

Barcelona - MWC  
Montréal - Startupfest  
Hanoi – Vietnam Business Summit

## Reaching 1M€

Scale Operations + Enhance  
Inventory + Intensify  
Marketing Efforts

**Competition**



**Any Wear,  
Anywhere**



**V  
S**



# Competitors

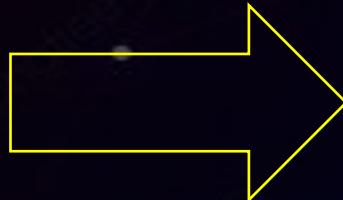


## Any Wear, Anywhere

A program trial offered by Japan  
Airlines JAL.

Exclusively for travelers  
selecting JAL to travel with.

Limited collection of clothing.



Limited reach

Lack of exclusivity

Narrow focus

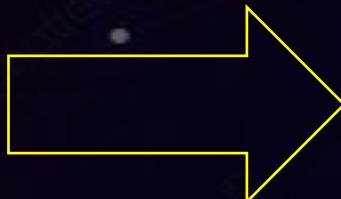
# Competitors



Travel clothing rental service  
based in Japan.

They provide quick shipping  
directly to your travel  
destination.

Offers a limited diversity in  
their clothing selection.



One-Destination Limitation

Limited wardrobe selection

Style Divergence

# Competitors



Travel clothing rental service  
based in the US.

Offers personalized Styling

Luxury Focus

Limited appeal for budget  
travelers

Restricted versatility

Geographic Limitations

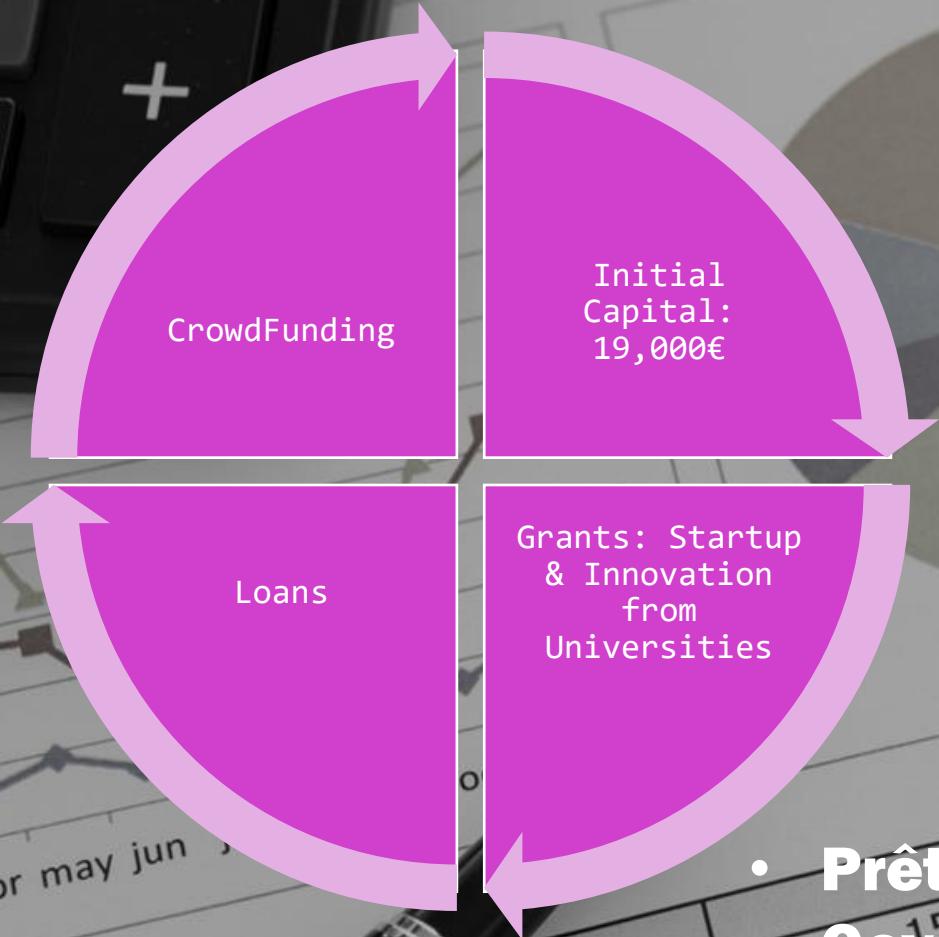
# Competitors



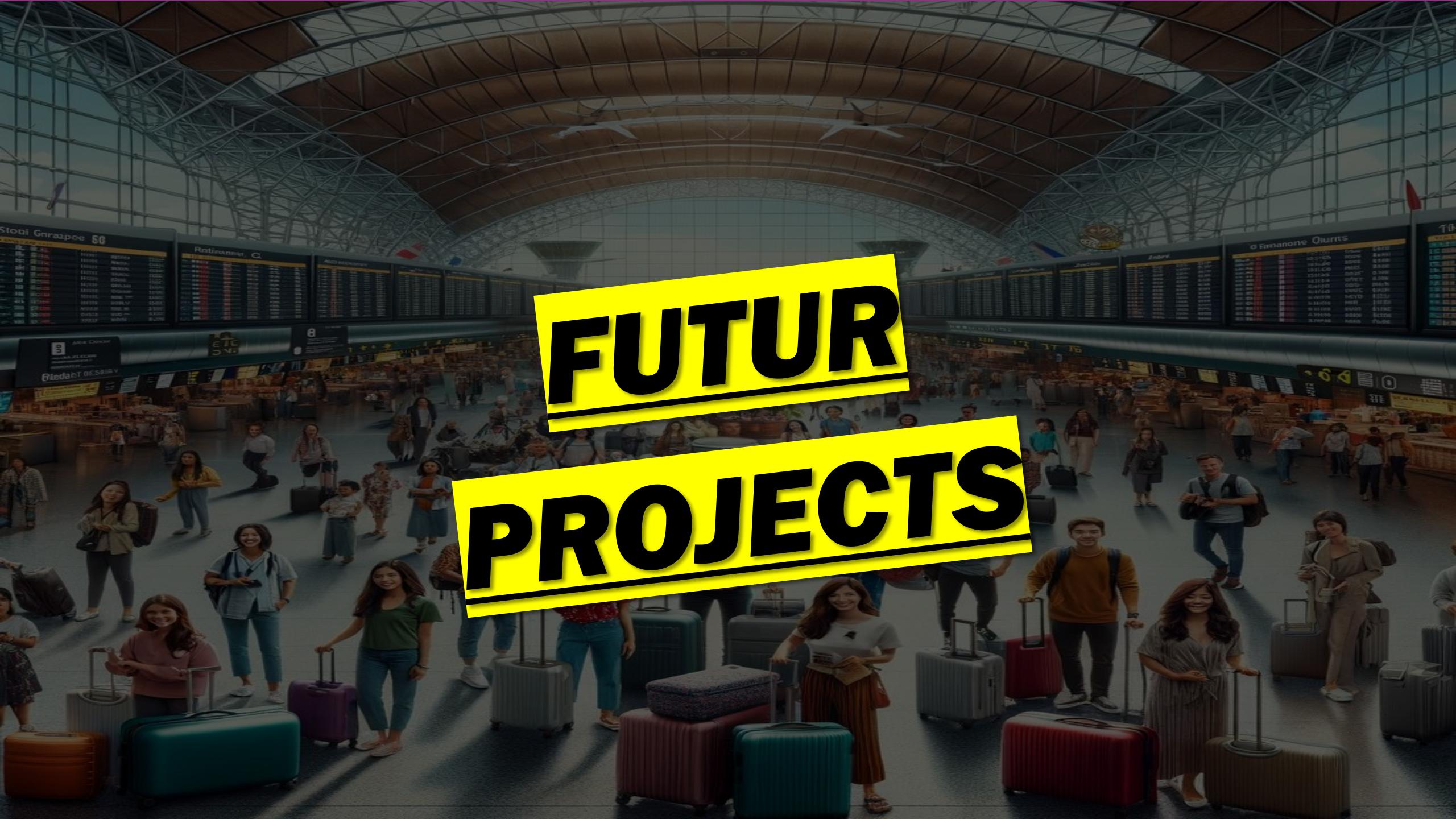
A man with a mustache and glasses, wearing a yellow hazmat suit, stands in a large industrial building. He is holding a metal detector over a pile of scattered US dollar bills on the floor. The room is filled with numerous stacks of cash in green shipping containers. A machine gun is visible in the background. The word "Financing" is overlaid in a large, bold, black font.

**Financing**

# Financing



- **French Tech “Emergence” Grant – up to 90k€**
- **BPI France – Tech Seed Fund between 50-500k€**
- **Aide Au Développement Deeptech (ADD) – up to 2M€**
- **Crédit d’Impôt Recherche (R&D Tax Credit) – up to 30% R&D expenses**
- **Prêt à la creation d’entreprise (PCE) – Government based loan between 2k-7k€**
- **Prêt d’honneur**



# FUTUR PROJECTS

# **FlyFit Fashion Line**



• **Dress Globally, Travel Lightly**

## **Concept:**

Develop a signature line of sustainable travel clothing under the **FlyFit** brand.

## **Goals :**

Strengthen FlyFit's brand identity.

Offer exclusive products that customers can rent or potentially purchase.

Expand the range of environmentally friendly options available to travelers.

# **FlyFit Community Platform**

## **Concept:**

Create an online platform where FlyFit users can share travel tips, experiences, and fashion advice.



## **Goals :**

Foster a sense of community among FlyFit users.

Provide a valuable resource for travel tips and fashion advice.

Increase customer engagement and loyalty to the FlyFit brand.

# CONLUSION

