

SmartChoice

Choose the best: Revolutionize Online Shopping

Have you ever spent your **hours** shopping online only to be disappointed by clothes that don't fit right or look different in person ?

I'm here to present a revolutionary way to shop online for clothes: personalized **3D avatars** that let you try on anything before you buy!

The pictures on the marketplaces do not correspond to real life.

**You would think this outfit would suit me,
but when you try it on, you would be **wrong**.**

At marketplace



Real life



At marketplace



Real life



At marketplace



Real life



**If you order clothes online and it doesn't fit you,
you can return it. All marketplaces work like this.**

**For example, Amazon(worldwide) Ozon, LaModa(in Russia) and
others...**

Now let's turn to the statistics.

According to dataissacred.com, The value of returned products is around **\$50 billion**, which is **25%-30%** of total e-commerce sales in **2020**.

The one of top 3 categories is **clothes**.

The basic reasons are:

✓ Looks different (22%)

✓ Received Wrong Product
(23%)

✓ Received Damaged goods (23%)

Disadvantages of returns:

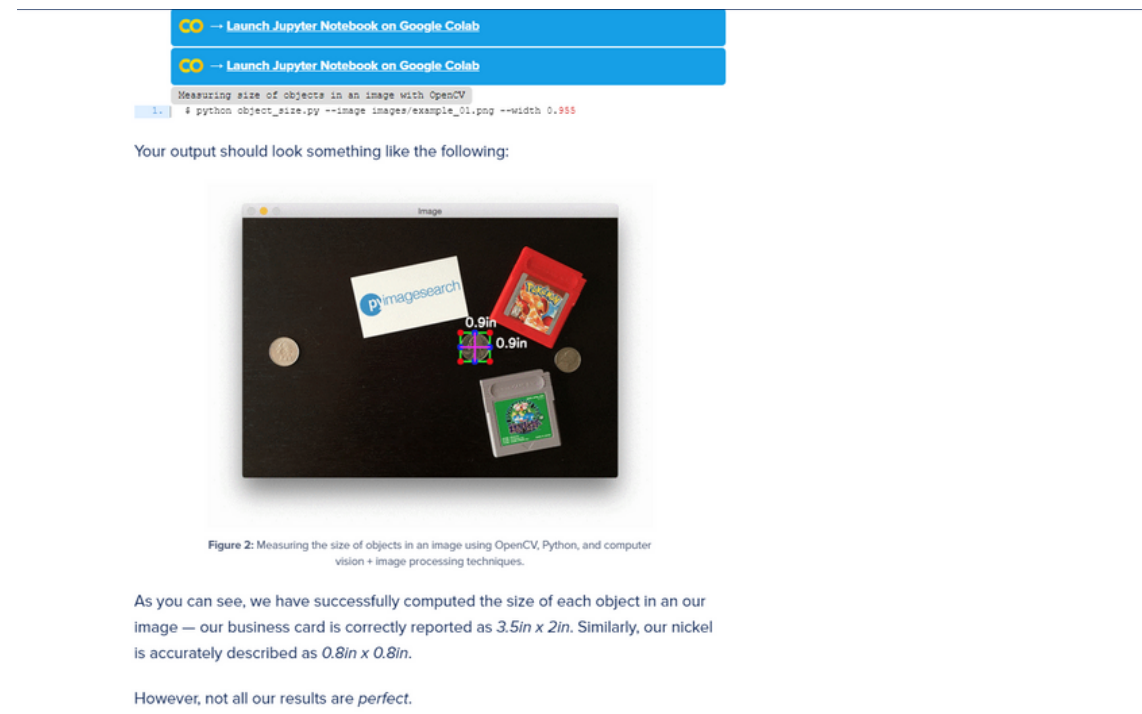
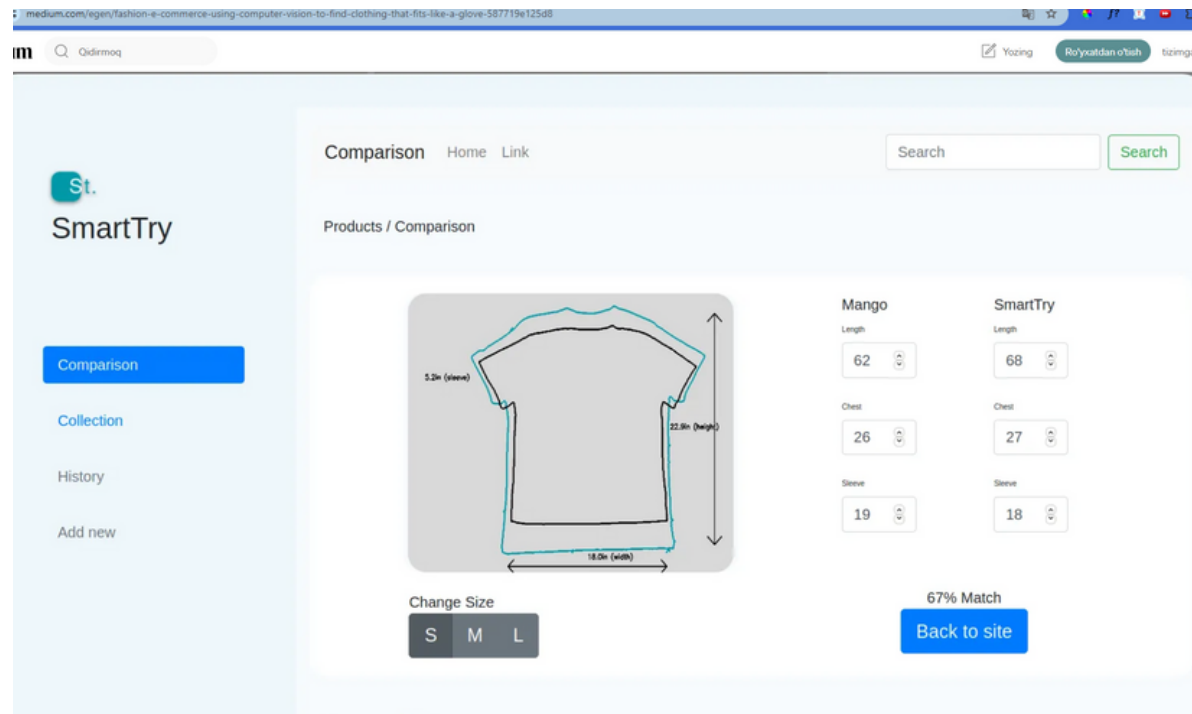
✗ Amazon sellers lose \$2 to \$75(in Ozon \$1 to \$20) for every returned goods.

✗ Worldwide 13% of sellers will be bankrupt every year.

✗ Customers are forced to reorder and wait.

I am not first person think about. I researched at Internet and find same projects.

The one of such projects is SmartTry:



But they approached the project in the **wrong way.**

Because of they wanted to make 3D form from size of picture and created a program. But it is not worked exactly and this program is using for other purpose.

I worked at storehouses of marketplaces in Russia and I have experience. I know system how works and what kind of requirements it must execute.

First of all, this service integrated to marketplaces and it adds a feature to customer account and customer can create himself avatar. He should enter some information about his body. For example:

✓ Color of skin and hair

✓ Plump or thin body

✓ Height

✓ Shoulder width

✓ Weight

✓ Your picture

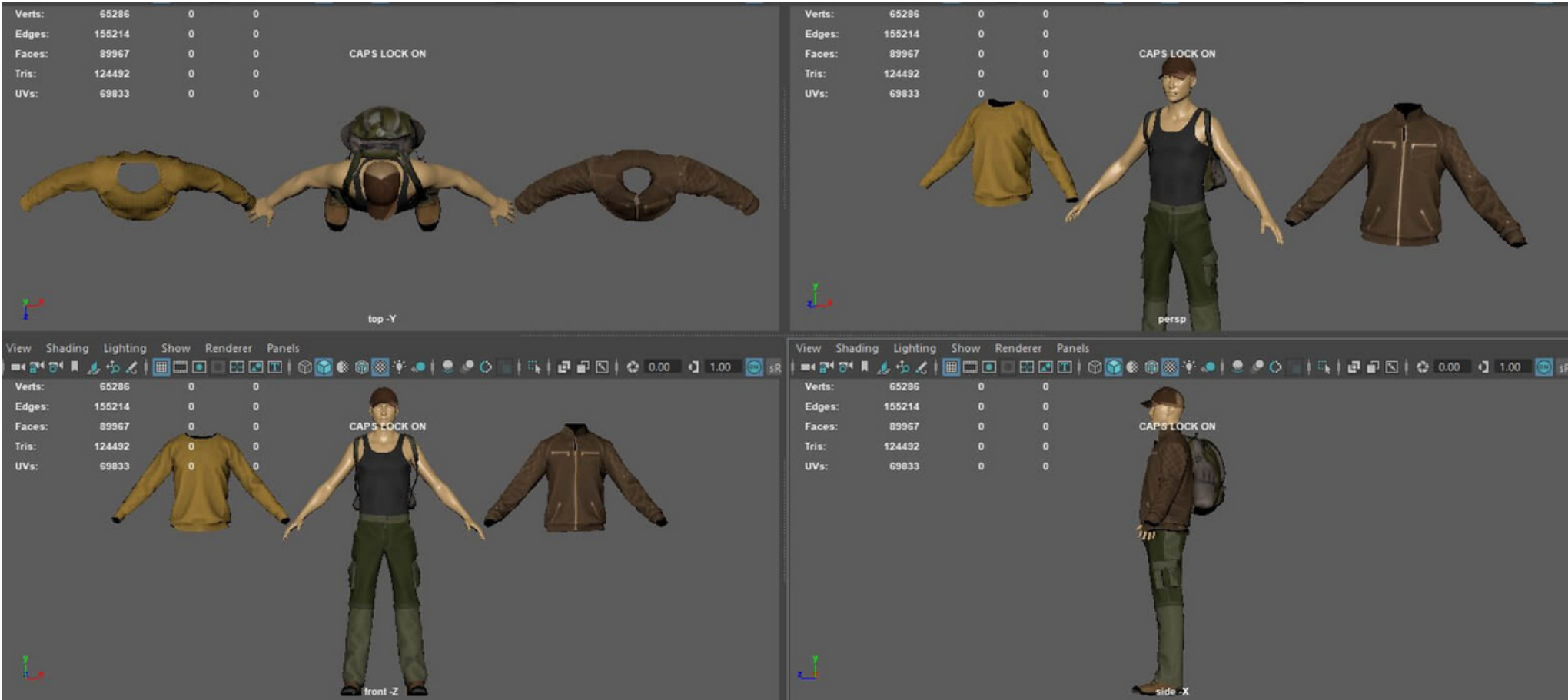
and others...

Then it **create avatar from **dates****

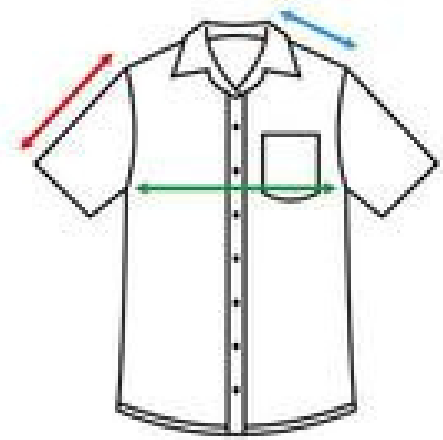




SmartChoice can create more clearly



Every seller can use from it for a subscription.
It receive some inputs about apparel. For example:
type, color, height, width, also size like X, 2X, XL.

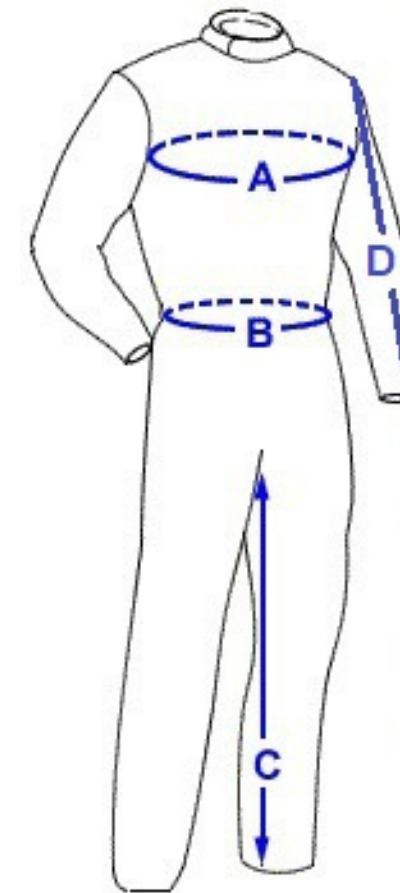
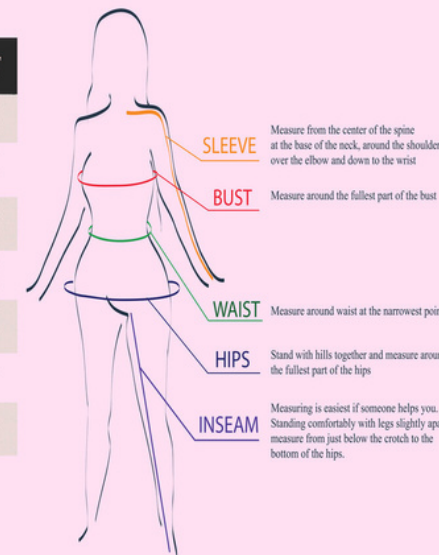


SIZE CHART

	S	M	L	XL	XXL
CHEST	0 cm	0 cm	0 cm	0 cm	0 cm
SHOULDER	0 cm	0 cm	0 cm	0 cm	0 cm
ARM	0 cm	0 cm	0 cm	0 cm	0 cm

WOMEN'S SIZE CHART

SIZE	UK	USA	EU	SLEEVE	BUST	WAIST
XS	4	0	32	29.2"	31.5"	23.6"
	6	2	34	29.8"	33.1"	25.2"
S	8	4	36	30.6"	34.6"	26.8"
	10	6	38	31.1"	36.2"	28.3"
M	12	8	40	31.7"	37.8"	29.9"
	14	10	42	32.1"	39.4"	31.5"
L	16	12	44	32.4"	40.9"	33.1"
	18	14	46	32.6"	42.5"	34.6"
XL	20	16	48	33"	44.1"	36.2"
	22	18	50	33.4"	45.5"	37.8"
XXL	24	20	52	33.6"	47"	38.3"
XXXL	26	22	54	34"	48.5"	39.6"



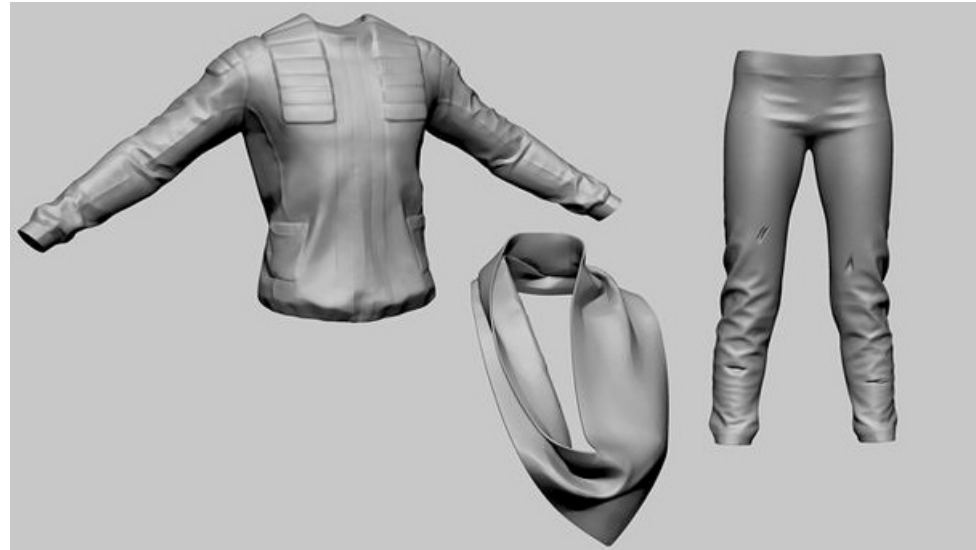
A - Chest measurement.

B - Waist measurement.

C - Inside leg measurement.

D - Sleeve measurement.

After it creates 3D model of dress like games.



When the customer choose any dress, he can try it himself avatar. It helps him to choose the most suitable dress.

This will cause the goods not to be returned and Sellers will avoid a lot of losses.

The use of modeling services is also greatly reduced.

This service may integrated in other object and sections.

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Financial expectations of SmartChoice

Worldwide there are online sellers between **15 to 24 millions** and **25-30%** of those merchandise with clothes. At least 100 thousand sellers pay \$7.99 for month, the project pays off.

After few years it brings **\$50-\$80 million** dollars income per month.

Processing

At the first stage, 500,000 dollars will be needed

Employees:

3D programmers

QA testers

Software engineers

**DevOPS
specialists**

Designers

The project can be completed in 3 months

Today is the time to begin. I believe a service will create and integrate in 5 years. But it is different: who will create firstly? Who will create better, who will proud of with it?

Thanks for your attention!!!

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