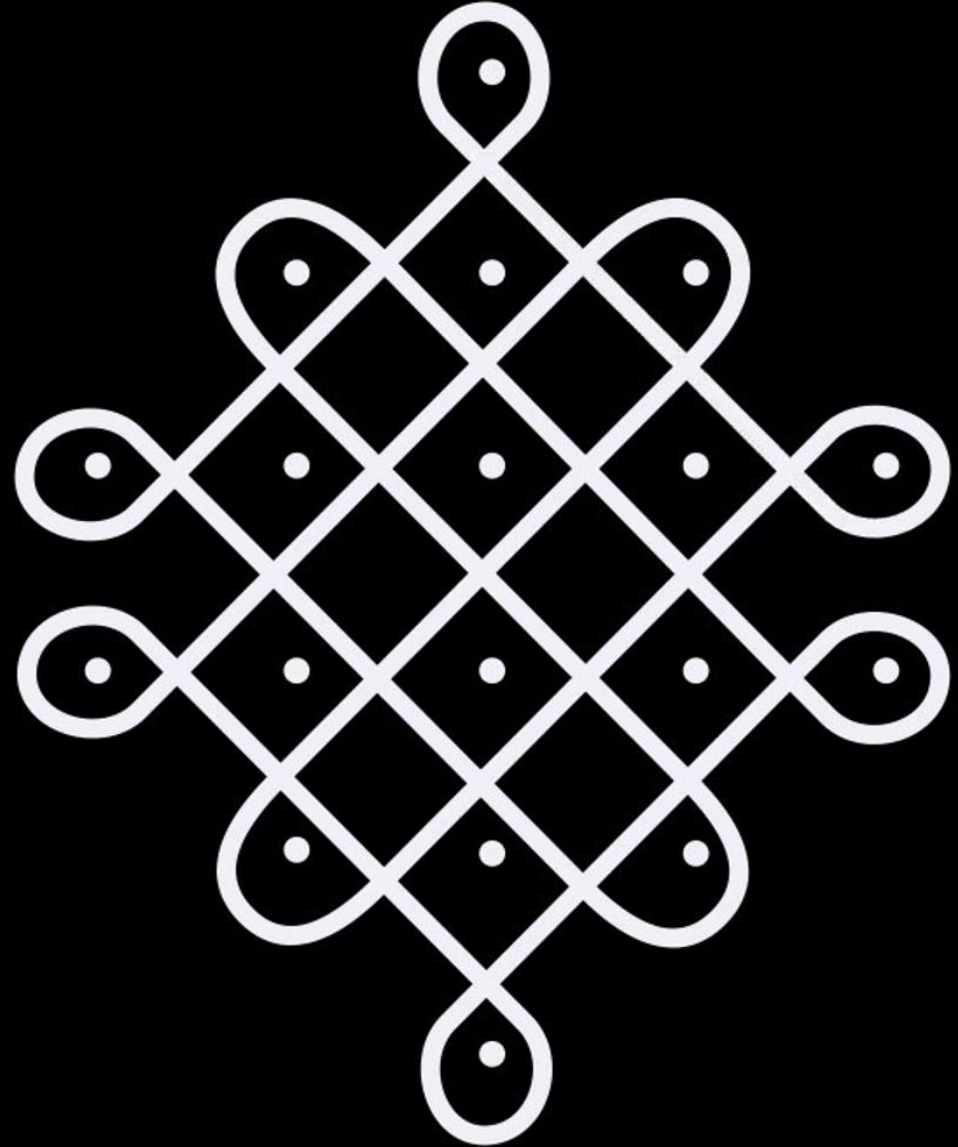


SABA

Digital Platform for
Sustainable Fashion

Shatad Purohit | Shubham Patil

saba.pitchpages.io





People seeing luxury goods as

- Wasteful self-indulgence
- Damaging to nature (leather & poly fiber)
- Based on unfair labor practices



Problem

- Luxury brands are losing customers over trust issues
- Opaque supply chain
- Difficult to cater changing habits of consumers towards sustainability

PRADA



GUCCI

Dior

STELLA McCARTNEY



62%

**Consumers find brands
with high ethical
values attractive**



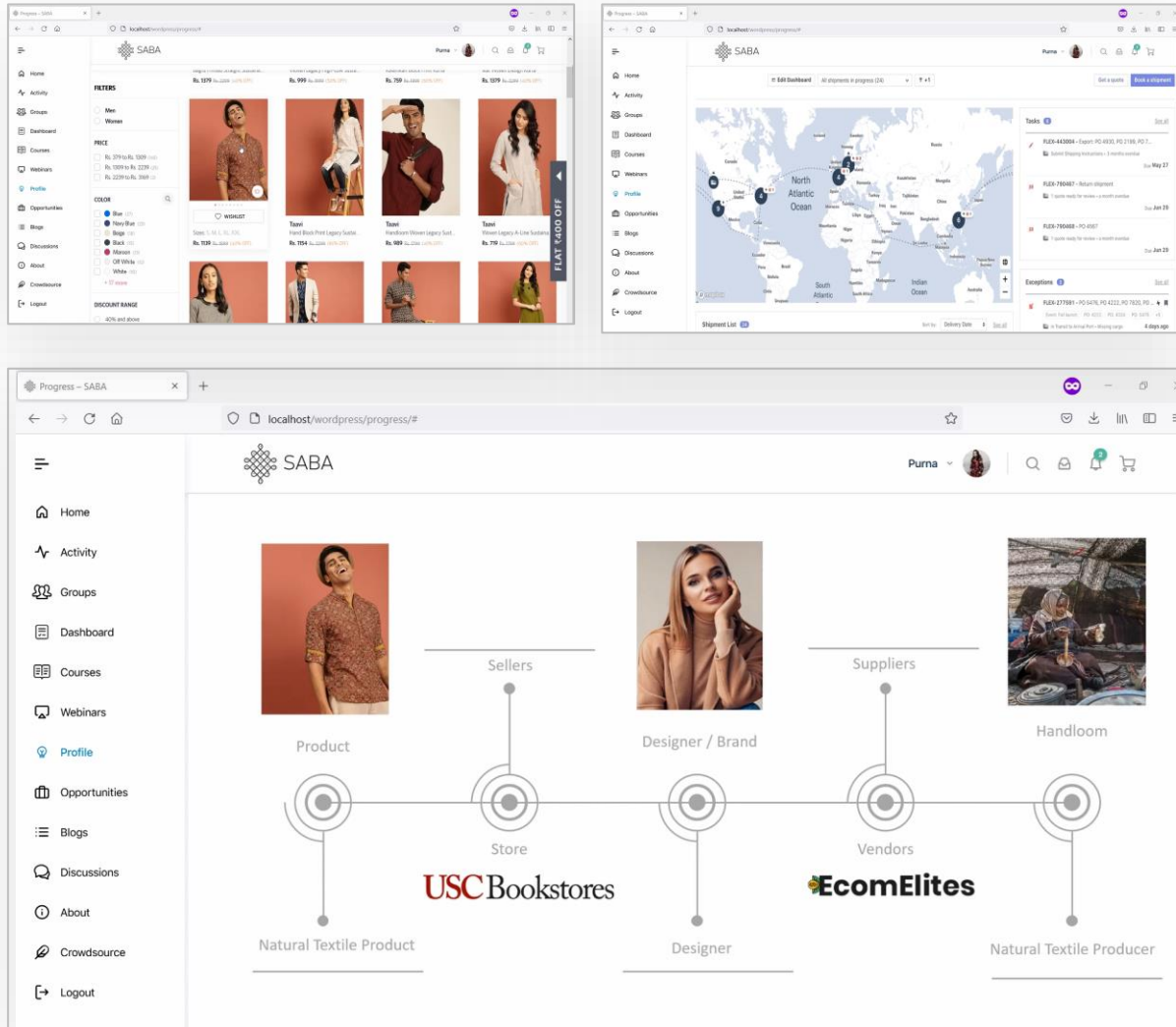
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**just one in five
consumers trust
brands' sustainability
claims**

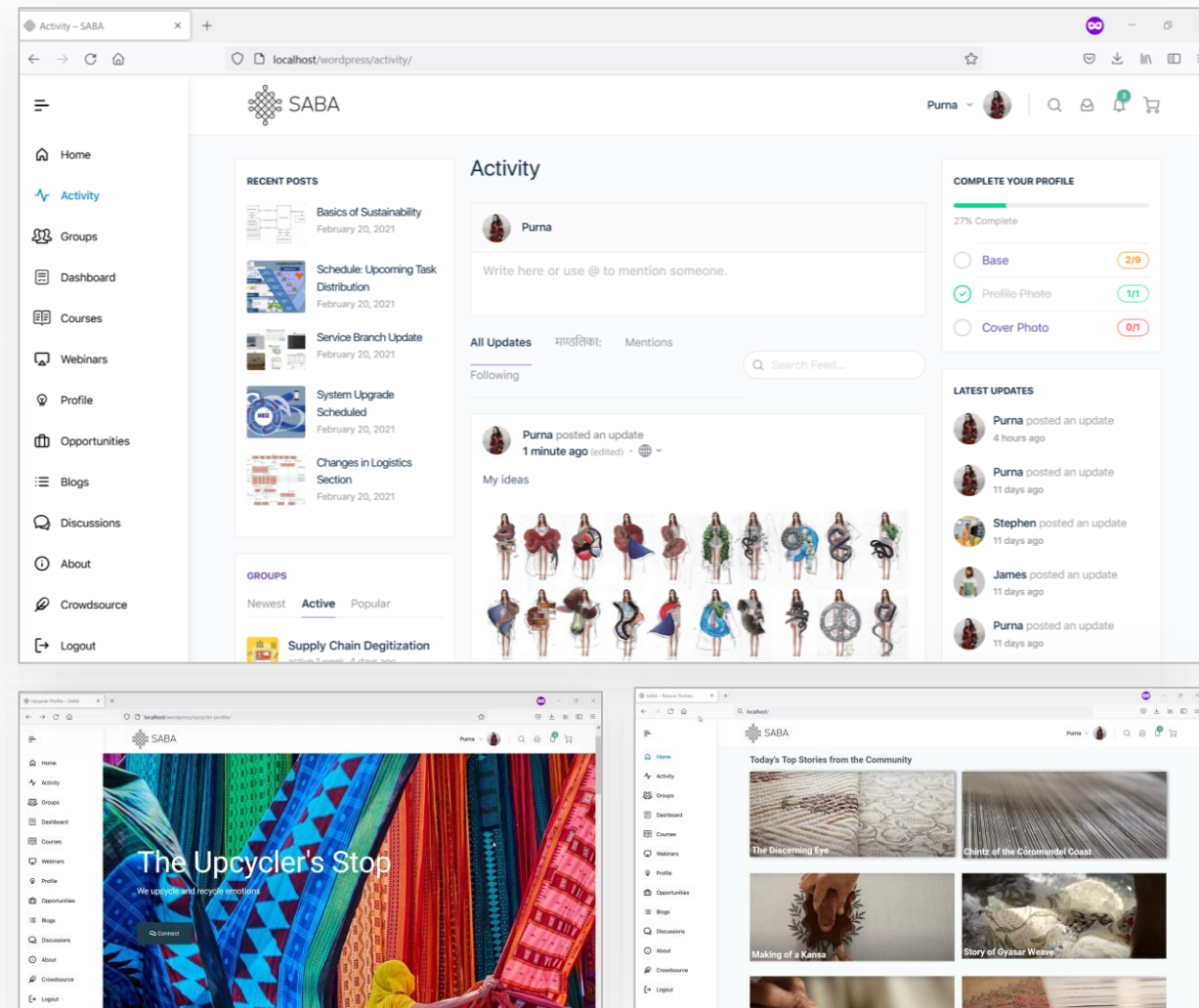
Forbes

Solution

Tracing Origins of products



Networking and Profile Showcase



Customer



Darshil Jain
Building a Luxury Fashion Brand with
Hemp fabric
Running 120-year-old textile family
business

“We need to share with our customers how the product came into being.”

“We wish to use it to create brand value and for marketing.”

Pains

“Building trust among customers”

Our Needs

“Traceability of different players in supply chain”

“Guilt-free satisfied customers”



Target Customers

60%



Designer

68%



Merchandizers

88%



Textile R&D
Managers

74%



Fashion
Entrepreneurs

*70% of our customers are looking
for our solution*

70%



- Textile Brands use digital platforms internally to predict trends, gather market data, evaluate products, etc.
- SABA is a platform for luxury brands that allows their customers to see the origins of their products, building trust during purchase.

Market Size

The market is expected to grow to **\$9.81 billion** in 2025 and **\$15.17 billion** in 2030 at a CAGR of **9.1%**.

\$67.85bn

Global luxury apparel market size

\$5.85bn

Ethical luxury fashion market size

\$1bn

Serviceable Obtainable Market

Rocket Scientists of SABA

Unique expertise in product development & technical business management |
researcher in systems thinking & complex systems engineering | designer from textile industry



Shatad Purohit
Chief Systems Architect

Research Assistant & Ph.D. Student in Department of Astronautical Engineering, USC | Specialization in Systems Architecting & Engineering






Shubham Patil
Head of Marketing and Operations

MSc Student for Luxury and Fashion Management, SKEMA Business School, Paris, France | Specialization in Textile Design and Merchandizing



Passionate about solving climate change-related situations | born and lived in drought-prone area of India called Latur |
Know each other for 20+ years

October 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 	4	5	6	7	8	9
10	11	12	13 	14	15	16
17	18	19	20	21	22	23
24 	25	26	27	28	29	30
31						

- In our hometown a household gets water for 1.5hour every 10 days.
- Farming community averaging 28 suicides a day.
- land is undergoing degradation or desertification. Currently at 29.3 % of the total land.

Our story

- Creating a thriving market for natural textiles and handwoven crafts can have 4 major impacts.



- Farmers across tropical part of the world are cultivating perishable products heavily dependent on climate conditions and need specific storage capabilities. This will encourage farmers to cultivate fiber-pants, **increasing farmers' income.**



- Avoid degradation of natural ecosystem due to polyfibers and putting **large-scale lands under greencover** as fibers are produced from plants such as abaca, coir, flax, hemp, jute, bamboo, nettle, and linen.



- **Save cultures** as weaving skills developed over millennia.



- Handwoven textiles can **provide large-scale employment** (to mostly women).

MILESTONES

Connect the dots

By fall 2021, evaluate natural fibers supply chain for digitalization and identify gaps. Use market intelligence, to help natural textiles producers in developing countries to enter the clothing industry to make natural textiles more affordable



Customer Discovery

Q1, 2022

Connect with 500+ stakeholders through direct interviews.



Increase the natural textiles' clothing in the local market using pilot

Q2, 2022

Transform the USC bookstore clothing section into 30% of the clothing in natural textiles



Market Validation

Q3, 2022

We plan to validate the market across the Americas, Europe, and Asia.



Live

Q1, 2023

Launch the platform with the first version.

Subscription Model

We have various subscriptions for different stakeholders. We propose a subscription model for our digital platform where four types of subscribers exist. We have a revenue threshold after crossing which users have to pay 5% of the monthly income



Basic Subscription

Consumers such as youngsters who want to buy natural organic fabric clothing will get access to the vast variety of fibers, and vegetable dye-based products. They will get the capability to trace the origins of the product.



Standard Subscription

User of this subscription includes handloom owners, and craftsmen who can showcase their products, take orders, and sell their products. Natural fiber producers (farmers) can take orders from handlooms and sell raw materials through this platform.



Premium Subscription

Subscribers are creative directors of garment companies, designers, merchandisers, fashion stylists, and tailors. Access to the digital repository of the fabrics, producers, and logistics. Get traceability function for products.



Partners

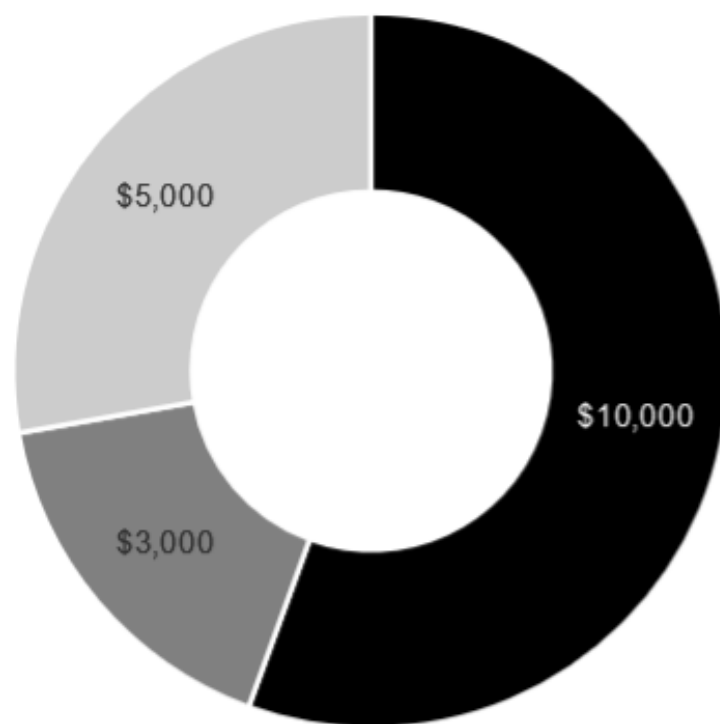
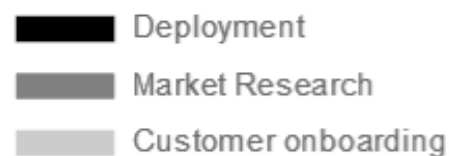
Include government agencies dedicated to- agriculture, small businesses and rural development. These partners will get access to the computation and analytics services of platform enabling monitoring, forecasting, certification, and planning.

USE OF FUNDS

Funds

We plan to raise funds to deploy our first version of the platform. Additionally, we are looking forward to analyzing the market and stakeholder needs further.

\$18,000.00

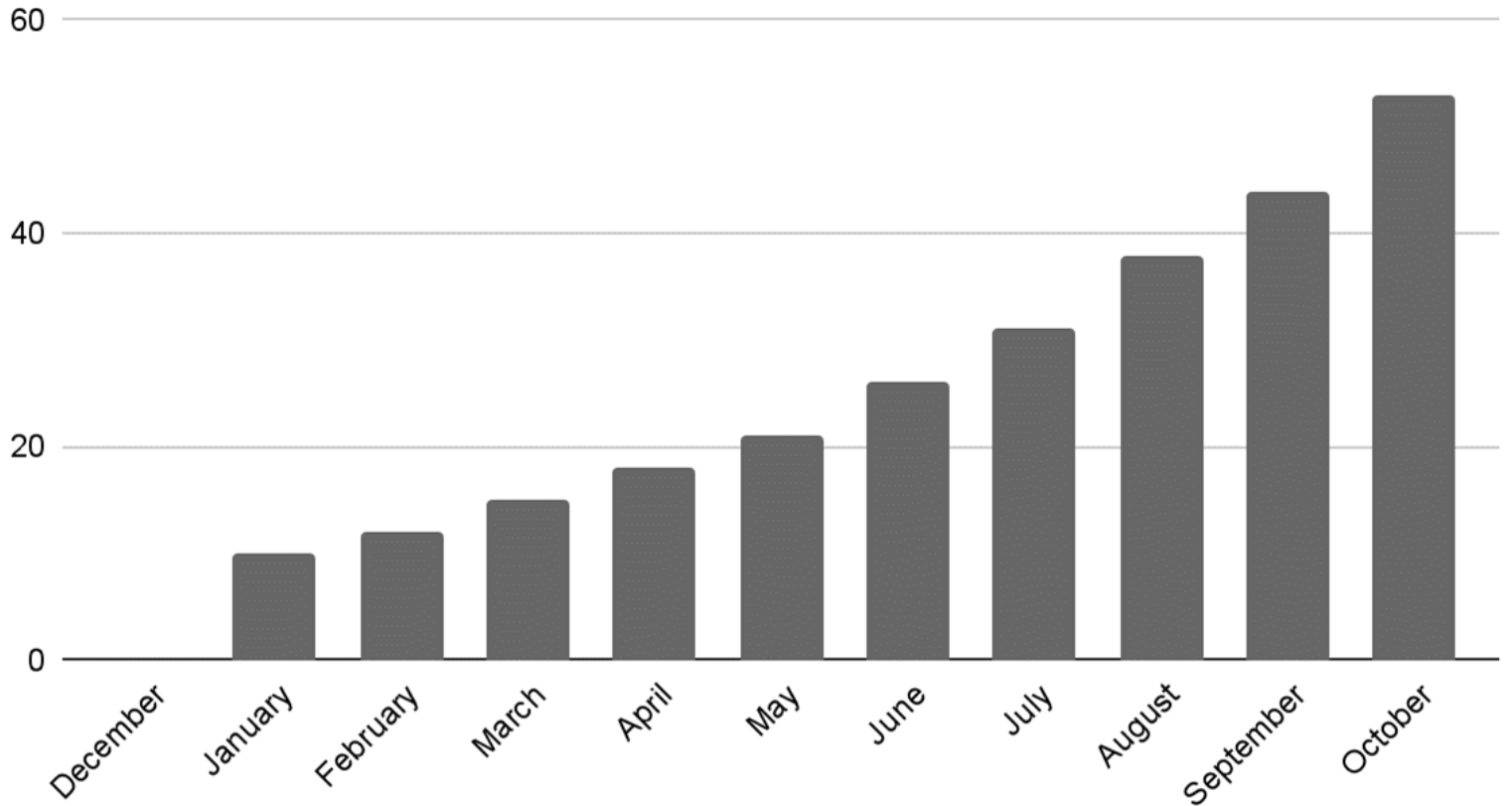


Financial Predictions

Rapid MRR growth, 4x YoY, growing 20% MoM*

- Close 30% of customers after 1st demo & Launch
- Gain 5k customers in the first month
- Top Designer and Brands will be involved throughout the year
- adding companies/users per month

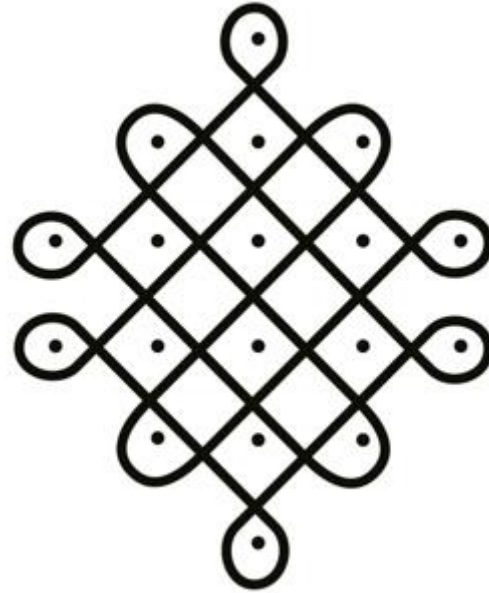
MRR in thousands (k) \$



*Information based on industry median and textile based companies

* Charged annually - the graph shows the monthly growth of users who upgrade to the yearly paid subscription.

Thank You



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