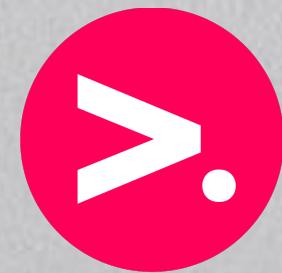


F A S H U P

P R O J E C T      P R E S E N T A T I O N



# MEET OUR TEAM

## UX/UI



**SIRAPRAPA CHALERMPHAO**

User Research |  
Design | Test



## WD



**ROMAN WIEGEL**

Web Development |  
Frontend



## AI

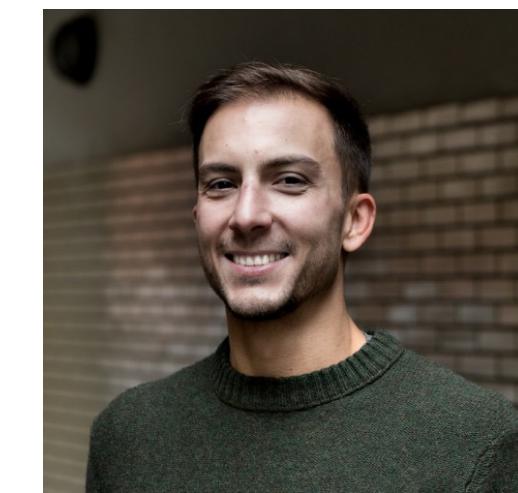


**LUKAS BAUERSCHMIDT**

AI Model | Backend



## Mentor



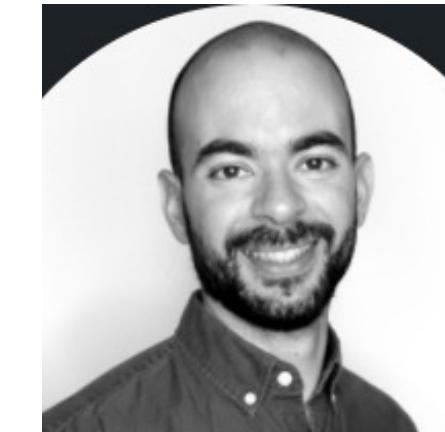
**BOGDAN CIOBOTARU**

Project Mentor



**CEM AKBULUT**

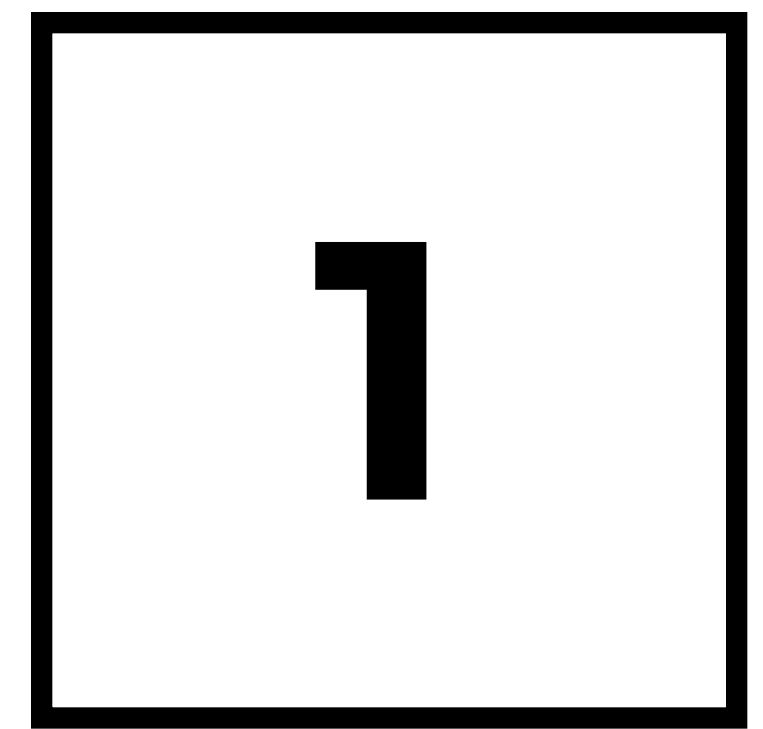
Project Management |  
Frontend



**FABIAN BARULLI**

AI Model | Scraping





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# **Business Problem & Research**



# PROBLEMS

FASHUP'S ANALYSIS FOUND OUT THAT CUSTOMERS INCREASINGLY FACE PROBLEMS LIKE ...



## FRAGMENTED SUPPLY

Vinted, Depop, Vestiaire Collective, ThreadUp, Stationary Retail



## TIME CONSUMING 2<sup>nd</sup> HAND SHOPPING

Browsing multiple platforms to find matching outfit



## NO PERSONALIZED SUGGESTIONS

Not addressing customer need of matching customer outfits



## INFLATED PRICES

Rising inflation drives consumer prices:  
2021: 3.1%

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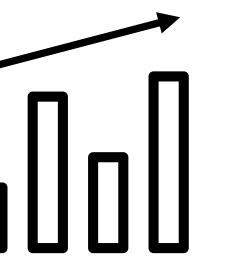
# RESEARCH

FASHUP'S USER RESEARCH YIELDS SAME RESULTS AS  
MARKET RESEARCH, WHICH INCLUDES ...



## 2<sup>ND</sup> HAND MARKET TREND

Increasing 2<sup>nd</sup> hand fashion supply  
and demand since it is greener  
and cheaper



## 2<sup>ND</sup> HAND MARKET GROWTH

Market Growth 15%-20%  
From 30 Billion to 80 Billion  
in the next 5 years



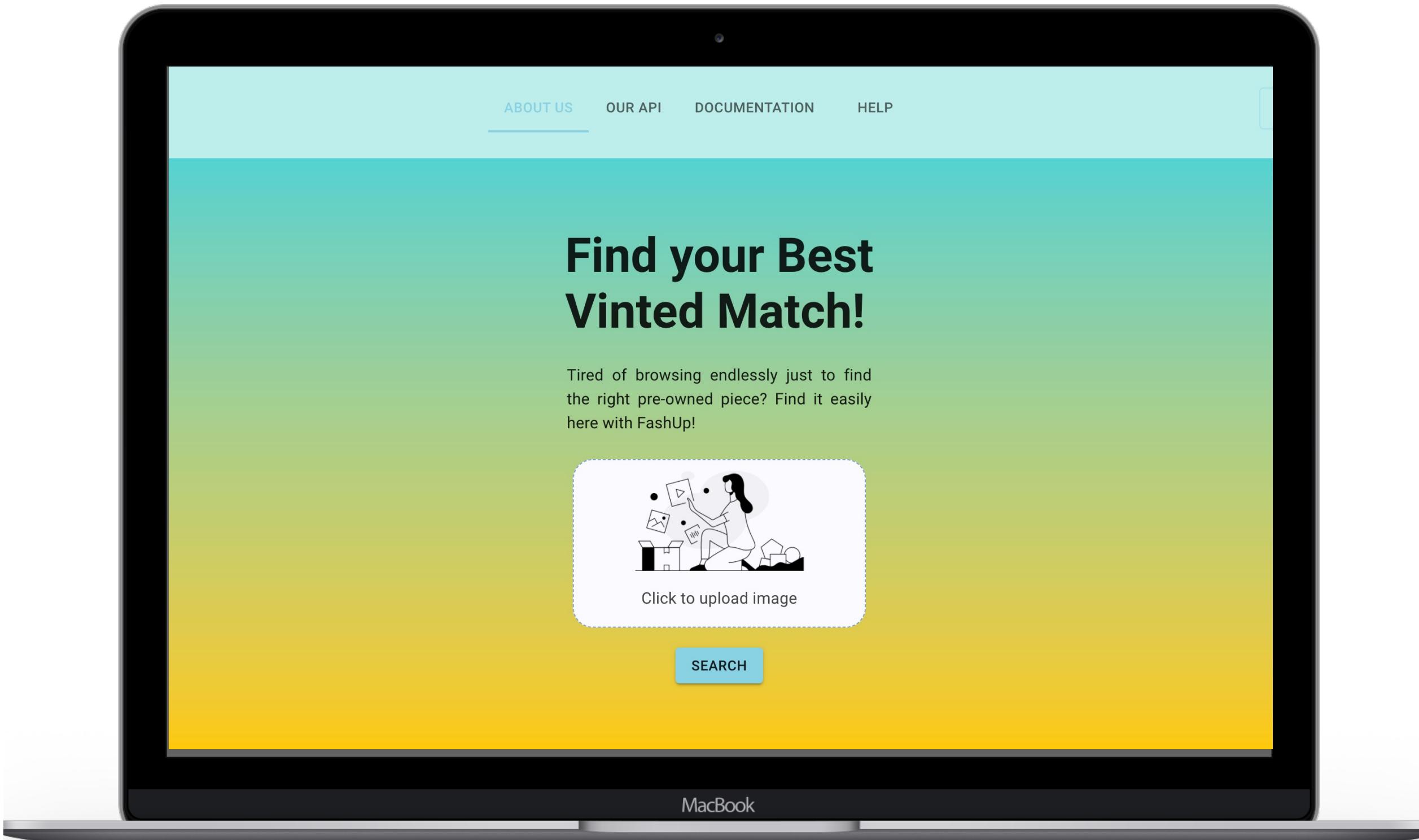
2

F A S H U P

# Solution & Technology Stack

# FIND YOUR BEST SECONDHAND MATCH

An aggregated solution that allows the end-user (~15-25 years old) to upload his/her favorite clothing item and to quickly find the most personalized second hand item.



⬆️ **Step 1:** Upload a single picture with your favorite clothing item

🔍 **Step 2:** Click on “Search” & FASHUP suggests 4 most similar items

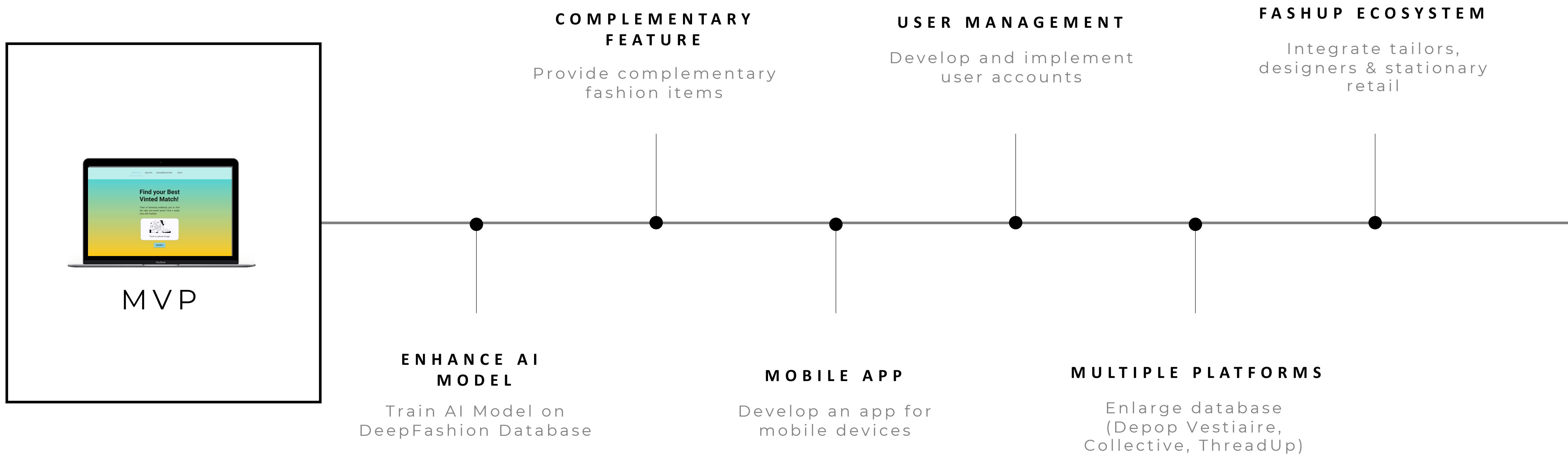
🛍️ **Step 3:** Research your favorized item & navigate to online shop

3

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# Key Learnings & Future Outlook

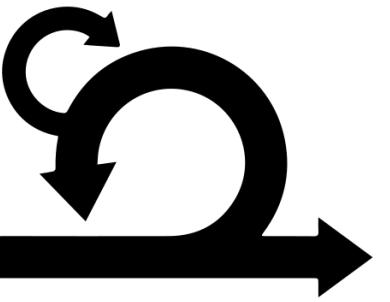
# FASHUP PROMISES FURTHER FUNCTIONALITY IN THE FUTURE





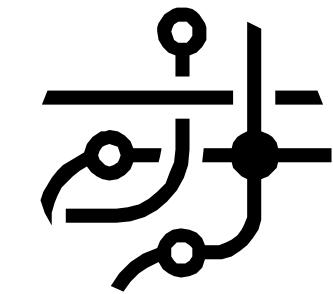
## Project Management

Tools, Communication Channels,  
Organizing Work, Task Clarity, Track  
Transparency, Commitment



## Agile Work Structure

Fast Paced Project Environment, Changed MVP,  
Changed Design & Layout several Times, Adapted  
AI Model



## Technology Know How

Steep Learning Curve, Cross Technology  
Know How,  
Adaptive Learning

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# Challenges & Successes

5

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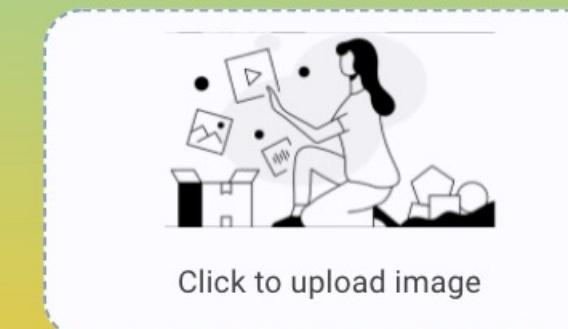
**Demo**





# Find your Best Vinted Match!

Tired of browsing endlessly just to find the right pre-owned piece? Find it easily here with FashUp!



SEARCH

## How the magic works!



### Step 1

Upload a single Picture with your favourite clothing item



### Step 2

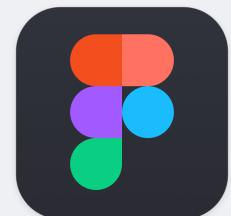
Click on a suggested similar clothing item



### Step 3

Click the photo to navigate to the onlineshop with the selected item





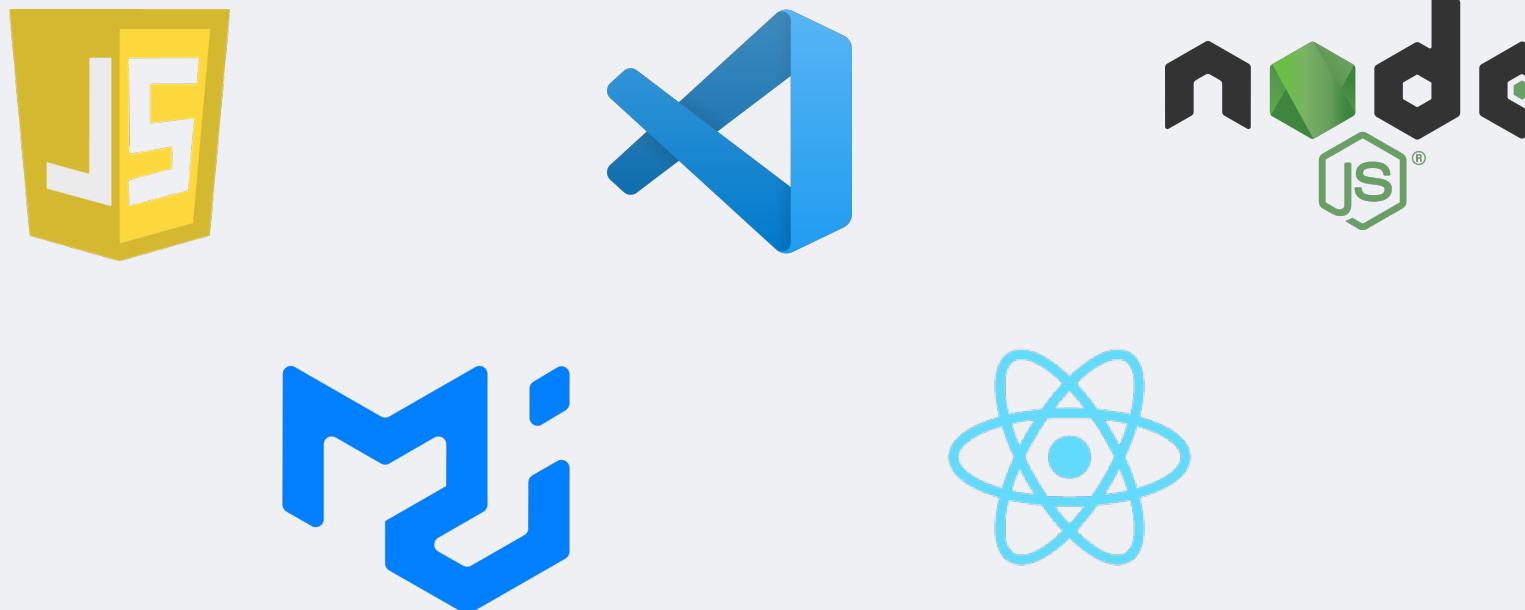
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WD



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UX/UI



F A S H U P

AI

F A S H U P

# Making Second Hand Shopping Quick and Convenient!

