

The logo features the text 'AR|A' in a white, sans-serif font, centered within a large red circle. The circle has a vertical gradient, transitioning from a lighter pink at the top to a deeper red at the bottom. Surrounding the circle are wisps of colorful smoke or liquid in shades of red, orange, yellow, and green, creating a dynamic, flowing effect.

AR|A

Final Business Presentation
Anshul Gupte, Brian He, Alex Veith,
Benjamin Wong, Yaying Zheng

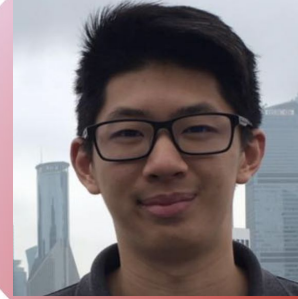
Our Team



CFO-Anshul Gupte



CEO-Yaying Zheng



CTO-Benjamin Wong



Head of R&D-Brian He



COO- Alexander Veith

Who We Are

- An augmented reality tech start-up creating Augmented Reality “Dressing Rooms” for online shopping



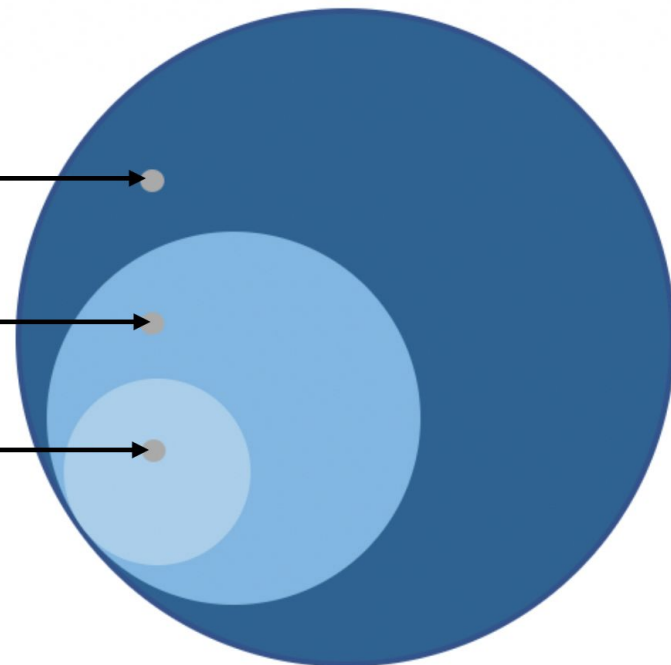
Market Opportunity



Total Market Size:
\$46B

Amount of Returns:
\$13.8B

Loss Due to Returns:
\$4.14B



Solution

- An Augmented Reality Technology allowing customers to view clothing items and sizes on their own body
 - Allows for customers to more accurately determine size
- Decreases the number of size-related returns
 - Saves the company money and the consumer time



Business Model

Our software will be given to online retailers at a **fixed cost**. In turn, we will charge a **1% commission** on any items sold on their website where our technology was utilized. For an **additional fee**, we will offer professional assistance to help retailers implement our product.



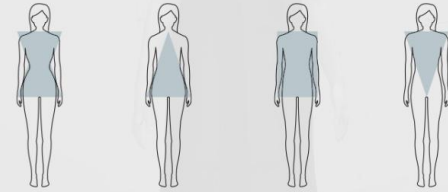
Competition

AVAMETRIC

GAP



What shape is closest to you?



Shoulders are narrower than the widest part of the hips

What's your typical size for tops?

XS S M L XL 2XL

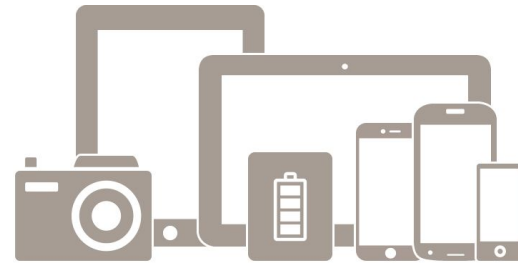


T O P S H O P

AR|RA

Why We're Different

- User friendly, accurate, and fully integrated
- Offer whole package
- Universal compatibility
- Implements a personalized fit prediction algorithm



Sales and Marketing

- Build a presence on the web through advertisements
- Attending conventions and sponsoring events to expose our software to the public
- Target online retail stores such as Nordstrom and Macy's to integrate our software



Sales and Marketing

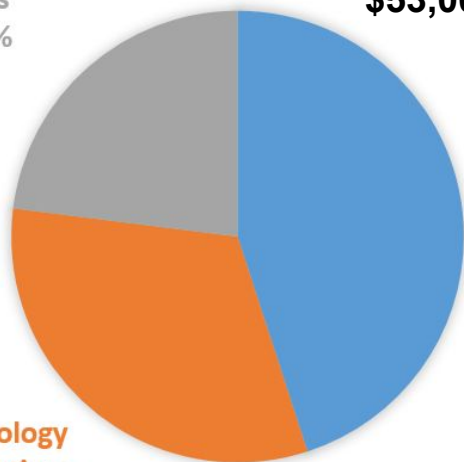
YEAR 1

Social Media
Ads
23%

TOTAL:
\$53,000

Promotions
45%

Technology
Conventions
32%



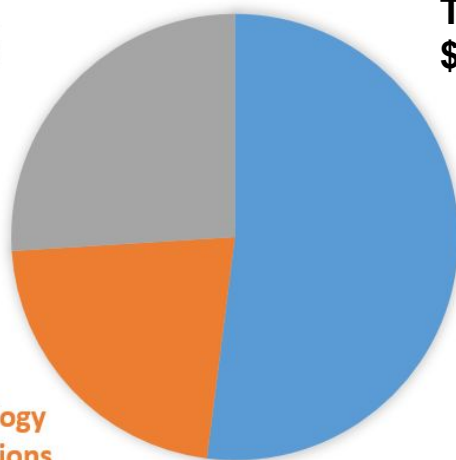
YEAR 2

Social Media
Ads
26%

TOTAL:
\$46,000

Promotions
52%

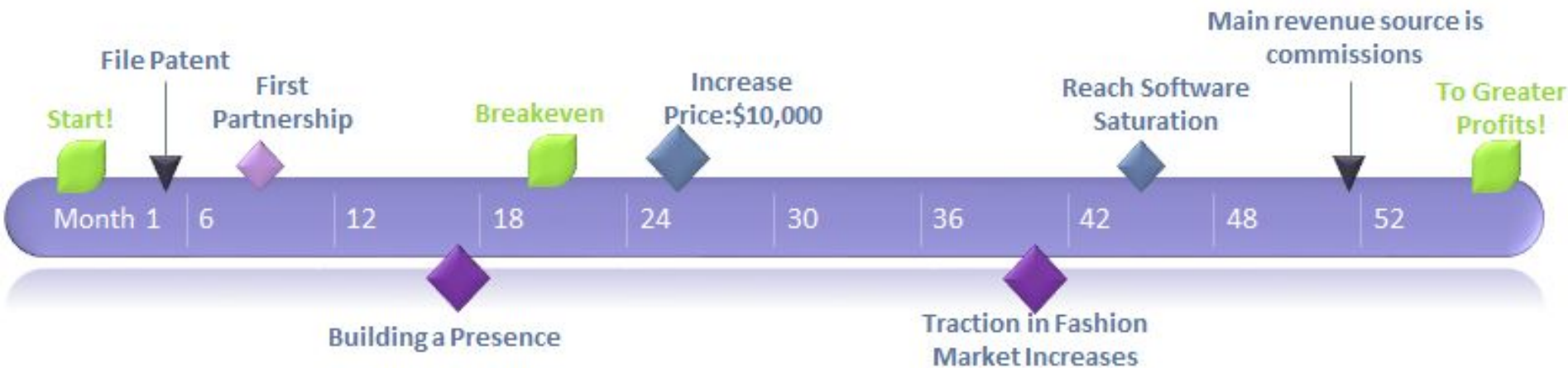
Technology
Conventions
22%



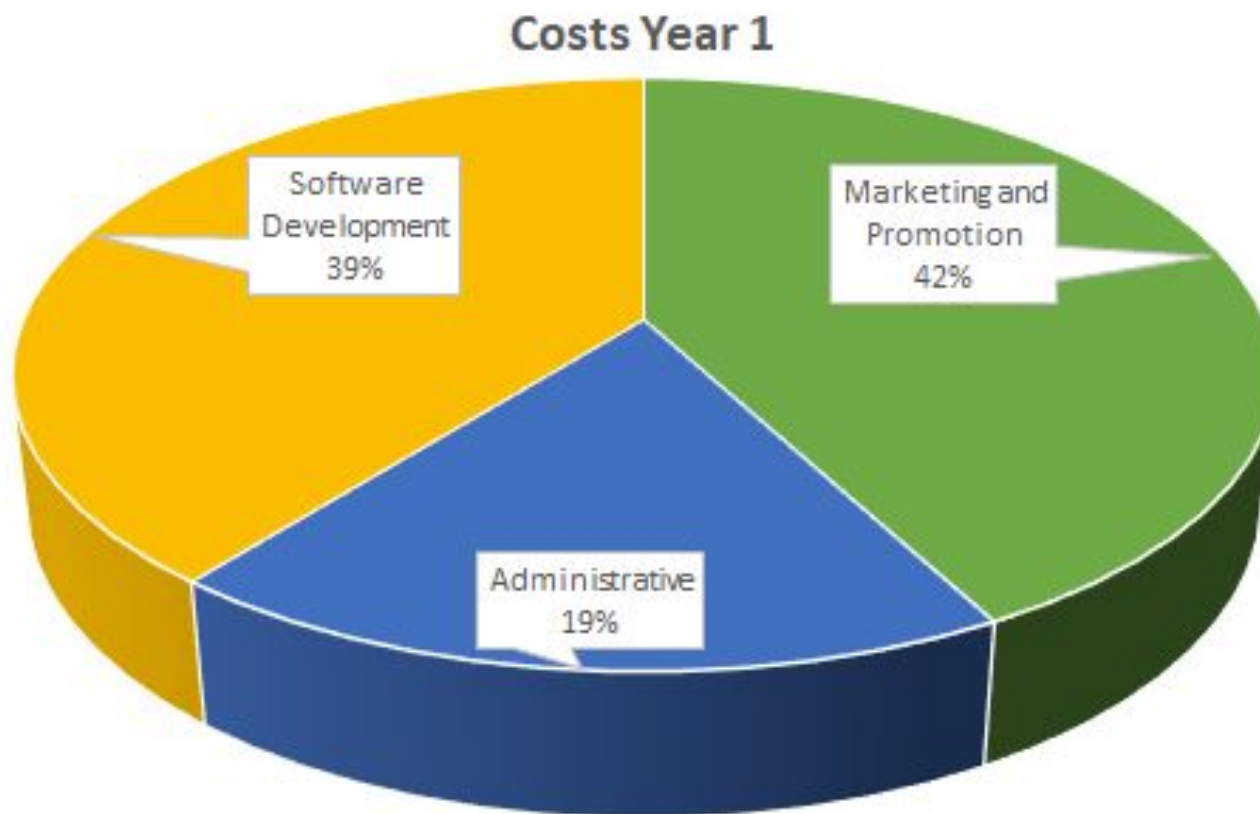
Consumer
Technology
Association™

Key Financial Assumptions

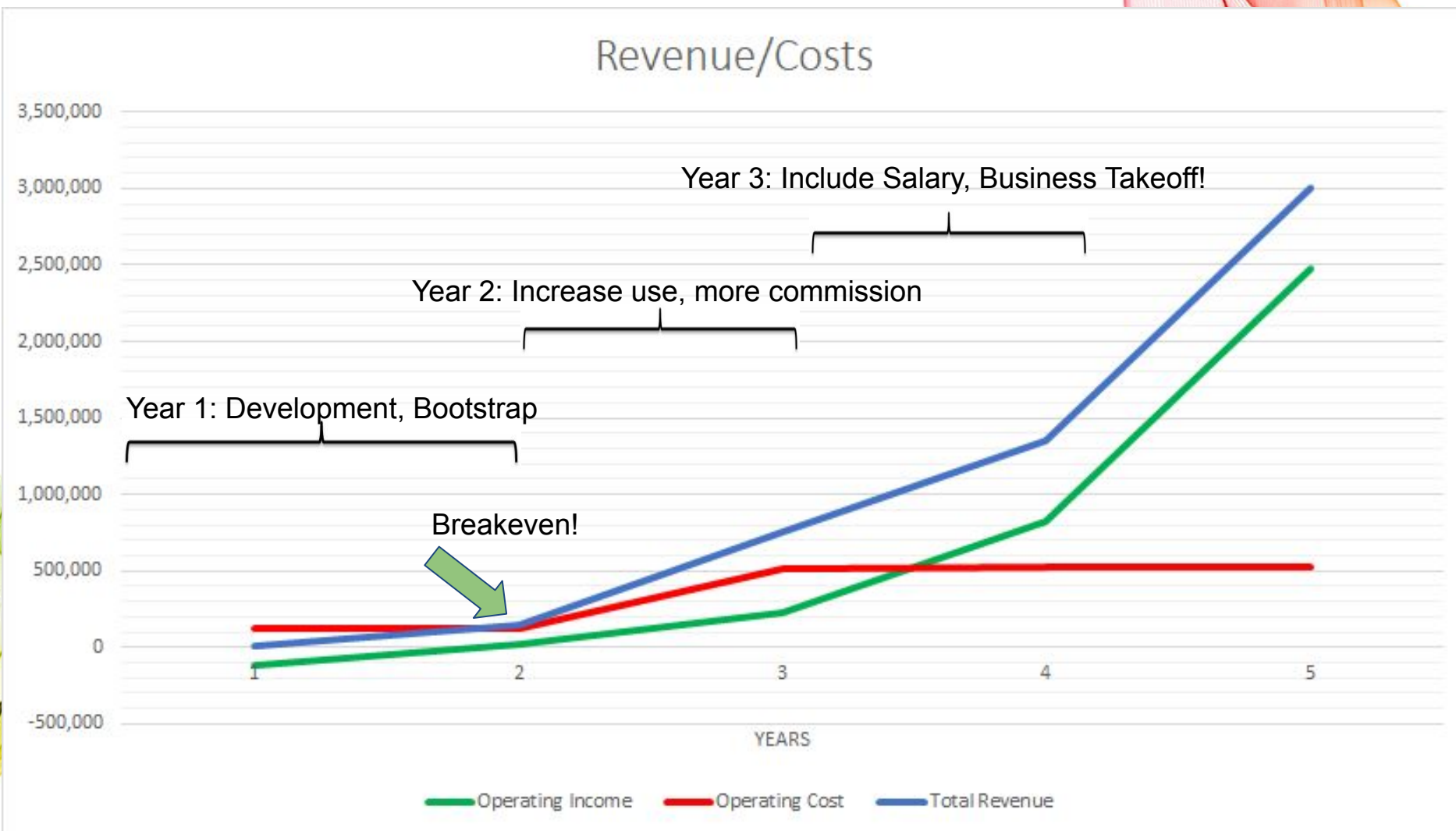
- ➡ **Average cost of software \$10,000**
- ➡ **Commission rate 1% of sale**
- ➡ **First 2 years Bootstrapped**
- ➡ **Employee Headcount: 7**



Year 1 Cost: \$125,650



Yearly Revenue



Use of Funds and Exit Strategy

Estimated need of \$150,000

- We plan not to pursue further funding after initial investment

Exit Strategy

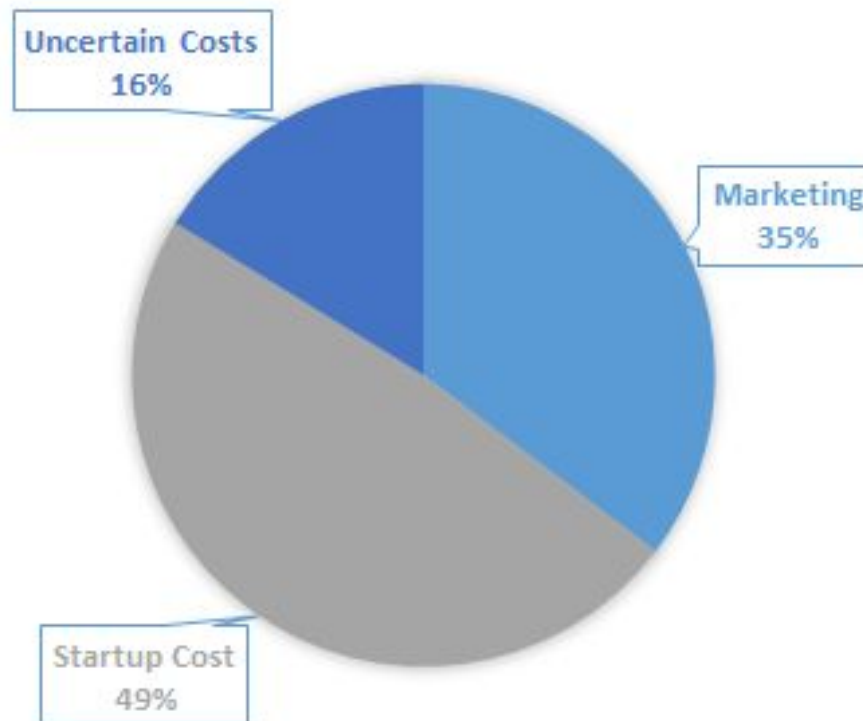
Most likely exit: acquisition

-Amazon

-Intel

-Google

SEED FUNDING BREAKDOWN



AR|ЯA will...

- ✓ Reduce return costs
- ✓ Raise E-commerce profitability
- ✓ Revolutionize online fashion

Questions?

