



**klurdy**  
STUDIOS

3D shopping experiences for physical and  
digital fashion

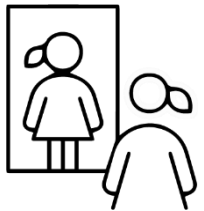
# Executive summary

- Targeting fashion brands in Bespoke, Sustainable, Ready-to-wear and Boutiques categories selling majorly women's clothing
- Strong and diverse team, bringing wealth of experience
- \$15K+ revenue, 12 merchants, 360+ products
- Immersive experience is our competitive edge
- Our Hail Mary was the pandemic



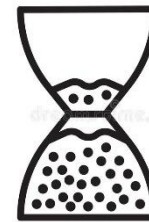
# The problem

It is hard and frustrating shopping for apparels online, the experience is not the same as shopping at a physical store. Here are some of the challenges both buyers and sellers in this space face



## No fitting options

Customers have to imagine how they look before purchase.



## Limited revenue streams

Fashion creators make money from selling their talents/products



## High customer returns

Delivery of apparels that don't fit leads to customer dissatisfaction



## Counterfeits

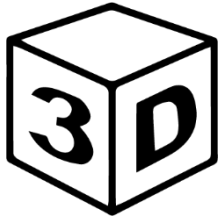
Customers often buy products that are not authentic



## 3D content is hard

Most fashion brands use pics to showcase products and lack resources or expertise to curate and use 3D formats

# Our solution



## Content creation

Use product images to automatically create 3D content for AR/VR apps



## Virtual Shopping with VR/AR

Allow customers to try apparel from the comfort of their own home



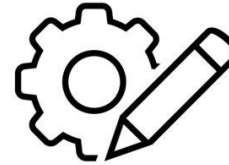
## Digital Measurements Tool

Capture body measurements of consumers using a phone's camera



## NFT and Crypto Integration

Customers can purchase digital clothes, try them on via our XR apps. Blockchain also verifies ownership and authenticity.



## Personalization

3D allows customers to customize bespoke products to their liking



## Interoperable

Can be integrated with existing e-commerce platforms



# Target Customer

We are looking for fashion brands that fall under the following categories:

- **Bespoke fashion**
- **Sustainable fashion**
- **Ready-to-wear fashion**
- **Boutiques**

Apparels sold on our platform will mainly target women in the youth age bracket, earning a salary of \$40K+ per year and has a closet worth \$4K+. These women like to share their daily outfits on social media, especially Instagram

The type of apparels offered to these women are official clothing + accessories, workout clothes, street wear and evening wear.



# Target Markets – UK + US



Fashion market size in 2020

**\$82.52B**

Women's fashion market size in 2020

**\$36.9B**

Women's avg spend per month on clothing in 2017

**\$95 - 250**

Population of women in youth age bracket in 2019

**9.03M**

Average salary of youths per year

**\$34.3K**



**\$369B**

**\$165.8B**

**\$150-400**

**22.63M**

**\$47.7K**





# Business model – B2B

Freemium	Basic	Pro	Enterprise
Anyone	Great for small teams	Small & Mid businesses	Large enterprises
Free	\$39/mo	\$109/mo	\$249/mo
Unlimited products + sales	Unlimited products + sales	Unlimited products + sales	Unlimited products + sales
20% commission	15% commission	10% commission	6% commission
\$80 / week or \$250/ month for featured products			

LTV: \$3240, CAC: \$90



# Competition





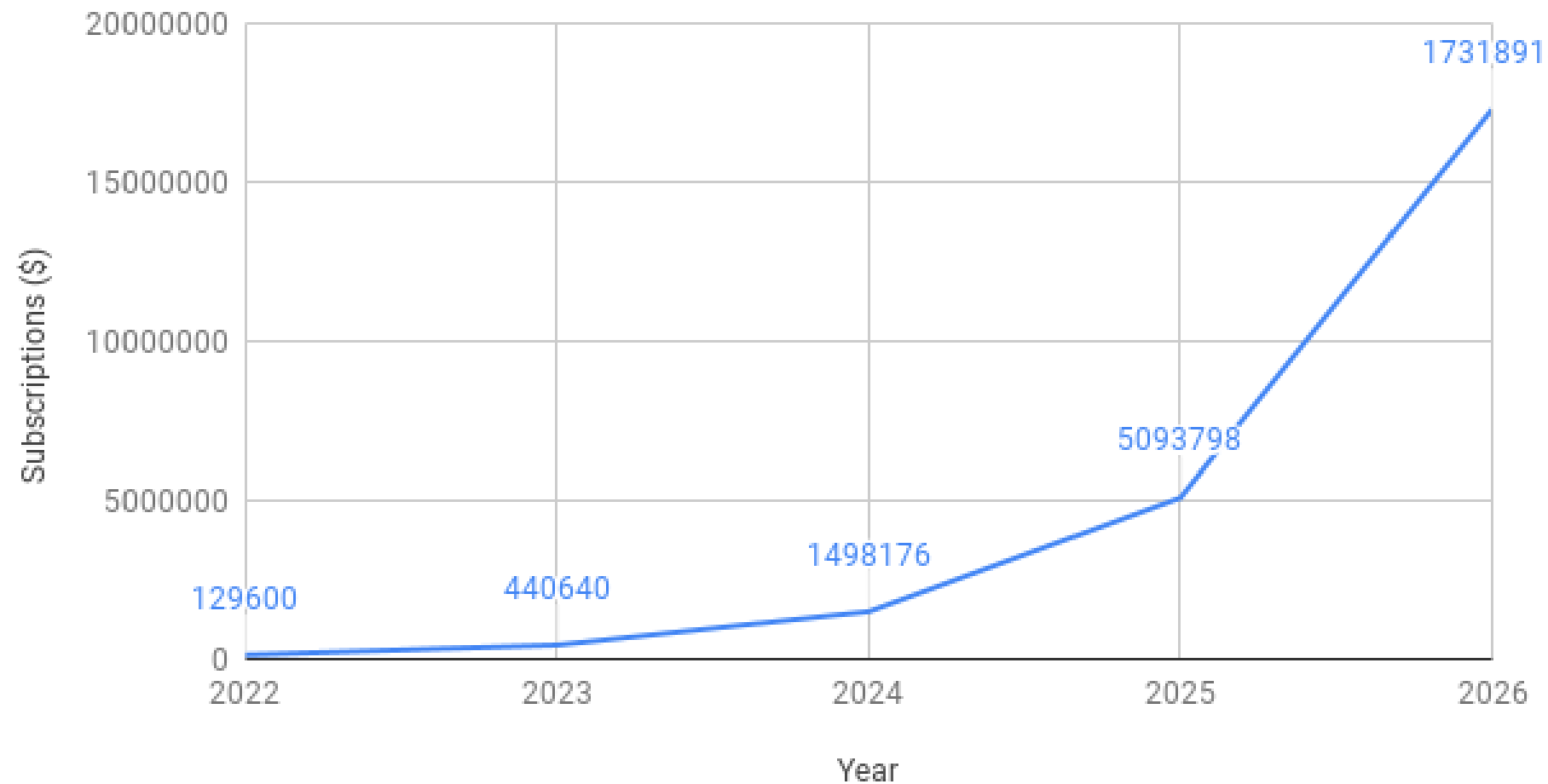
# Traction

- Merchants onboarded - **12**
- Revenue – **\$15K+**
- Products uploaded – **360+**
- Partnerships – **NVIDIA, Facebook Reality Labs and Intel**
- Awards – **IBM, Angel Hack and Redis Labs**
- Legal registrations – **UK & KE Entities. US in 2022**



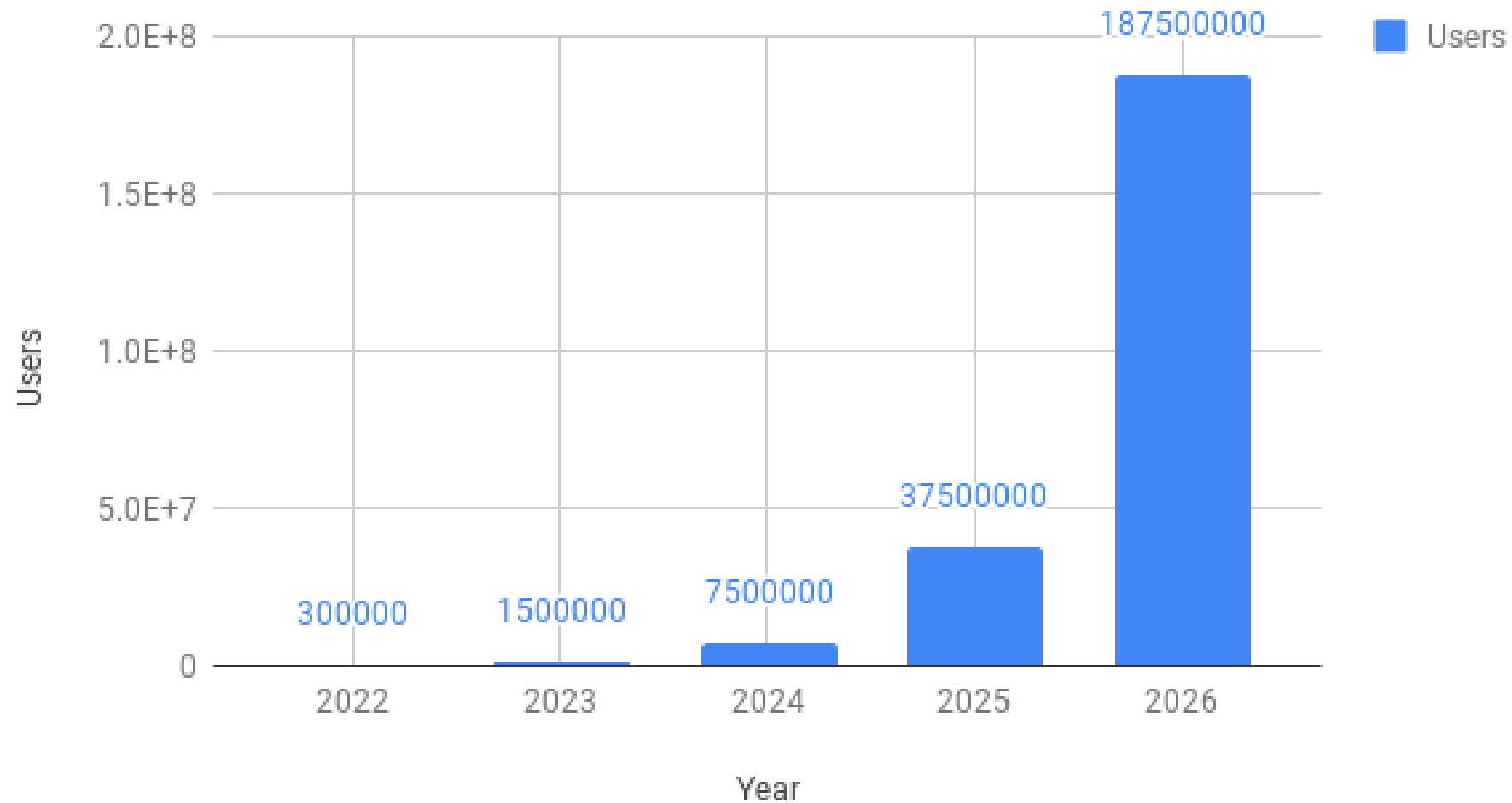
# Revenue projection

YOY subscriptions growth



# User growth projection

Users Growth



# Team



**Brian Wachanga**

CEO. Founder. KE/UK  
Computer scientist  
2.8 years, FTE



**Gerald Mwega**

Head of Operations, KE  
Logistician, Ex DHL  
3 months, PTE



**Dr Alex Mikhalev**

Advisor, ML/AI  
Architecture – UK  
1.4 years



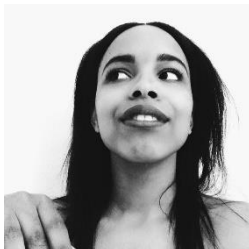
**Manoj Changarampatt**

Advisor, Sales & marketing - KE  
Ex Samsung, Nokia. Author of Sell and be rich  
2 months



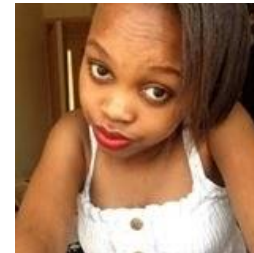
**Zina Kovrova**

3D Artist, Russia  
PTE, 6 months



**Elisa Barbosa**

Fashion Designer, UK  
PTE, 5 months



**Edith Kasembi**

Electrical Engineer, KE  
Kenya, PTE, 1.2 years





# Thank You

FOR READING & SCROLLING

[www.klurdy.com](http://www.klurdy.com) | [info@klurdy.com](mailto:info@klurdy.com) | +254 735 625 300

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