* The Start-Up Pitch Deck must not exceed 15 pages. (excluding appendices).
* The Pitch should contain elements including (but not limited to) the
  + Problem Statement
  + Solution
  + Market Opportunity
  + Business Model
  + Marketing and Sales Strategy
  + Use of Funds.
* Participants will be asked to submit their Pitch Deck in PowerPoint and PDF Form by 11.59 PM (UKT), 15th November 2024.

**Criteria (from Judging Rubric)**

* **Business Description** Includes Innovation and Uniqueness, Clarity of Vision, and Value Proposition.
  + The business description is comprehensive and compelling. It effectively communicates the venture's mission, unique value proposition, and market positioning.
* **Market Analysis** Includes Market Research, Competitive Analysis, and Market Opportunity.
  + The market analysis is thorough and insightful. It demonstrates a deep understanding of the target market, competitors, and industry trends. It provides strategic insights and addresses potential challenges.
* **Marketing and Sales Strategies** Includes Marketing Plan, Sales Approach, and Growth Strategies.
  + Marketing and sales strategies are well-thought-out, creative, and aligned with the target market. The plan demonstrates a clear understanding of the sales funnel and customer journey.
* **Finances** Includes Financial Projections, Funding Requirements, and Sustainability.
  + Financial planning is exceptional, offering detailed, realistic projections. There's a clear understanding of financial risks, and the plan demonstrates a strategic approach to financial management.
* **Clarity and Structure**
  + The presentation is exceptionally clear and well-structured. Information is organized logically, with a clear introduction, well-defined sections, and a strong conclusion. Transitions between topics are seamless, and key points are communicated effectively. The audience can easily follow the presenter's train of thought, enhancing overall comprehension.
* **Engagement and Delivery**
  + The presentation is engaging, and the delivery is effective. The presenter maintains good eye contact, speaks clearly and confidently, and uses gestures or visuals to enhance communication. The audience is captivated, and there is a sense of enthusiasm in the delivery. The presenter's demeanor enhances the overall impact of the presentation.
* **Handling of Q&A**
  + The presenter adeptly handles the Q&A session. Responses are clear, concise, and directly address the questions posed. The presenter demonstrates a deep understanding of the subject matter and engages with the audience respectfully. The handling of questions adds value to the overall presentation, showcasing the presenter's expertise and preparedness for a diverse range of inquiries.

**Idea**

* Booth similar to a photobooth with a touch screen to try on clothes virtually through VR so people can see how it looks on them before buying it reducing the delivery cost and additional waste related to returned items
* Our team main objective is sustainability for the Startup Competition where the theme is ‘Innovate for Impact: The Future of E-Commerce and Sustainable Retail’.
* Need to mainly target but not limited to Malaysia’s macro-environment: economic environment, technological environment, social and cultural environment, competitive environment.
* In addition to that would be an application that users can download on their devices to be able to try on clothes at home but it would not be advanced as the photobooth.
* The photobooth would be in spread evenly placed in a shopping mall that people can easily access
* Different companies can choose to have their catalogue in our database for user to try on which is our main selling point as the companies would need to pay to use our service
* The photobooth itself would be free to use for about an hour everyday but a subscription can be added for them to have unlimited time but they are not able to use the photobooth for more than an hour straight to guarantee fairness for other customers
* Future development can include VR or device that can produce holographic images which can be used in interior design planning such as furniture or fixtures
* Find number figures

**Plan**

**1. Cover Slide**

* Keep this slide clean with the startup name, tagline, and a powerful visual. Add your logo if available.
* Startup name:
  + **Previewly** – A friendly, broad name suggesting a virtual preview of items.
  + **SeeItAll/S.I.A** – Suggests the ability to see and try on a wide variety of items.
  + **TheViewRoom** – Suggests a virtual room to preview a variety of items.

**2. Problem Statement**

* **Objective:** Clearly explain the problem of clothing returns and the related environmental impact.
* **Tips:** Use data to highlight the waste from returns. Mention the impact on both customers (hassle of returns) and retailers (increased costs).
* **Examples:**
  + With online shopping's convenience, customers struggle with sizing, style, and product fit across categories like apparel, furniture, and tech devices. This lack of product preview often results in returns that are costly for retailers and environmentally harmful, highlighting the need for an effective virtual try-on solution.
  + As online shopping grows, so does the problem of product returns due to unmet expectations, which results in significant financial loss, increased carbon emissions, and a poor customer experience. A virtual try-on solution that allows customers to preview a wide variety of products can address these challenges and drive more sustainable retail practices.
  + In e-commerce, shoppers face the challenge of assessing the fit, style, and suitability of various products before purchase, causing uncertainty that leads to high return rates. This problem is costly for retailers, damaging to the environment, and leaves consumers dissatisfied with their shopping experience.

**3. Solution**

* **Objective:** Introduce your virtual try-on photobooth and app.
* **Tips:** Emphasize how this solution reduces waste, saves costs, and enhances customer experience. Explain how VR technology allows customers to try on clothing virtually, cutting down on returns and environmental impact.
* **Solution Statement**
  + **Objective:** Our startup introduces an innovative virtual try-on photobooth and accompanying app that revolutionizes the shopping experience for a wide array of products, including clothing, furniture, tech devices, and accessories.
  + **Overview:** The virtual try-on photobooth features advanced VR technology, allowing customers to see and interact with items in a realistic 3D environment. Users can simply step into the booth or use the app on their devices to visualize how products look and fit in their own space, enabling informed purchasing decisions without the need for physical interaction.

**Benefits:**

* + **Waste Reduction:** By allowing customers to virtually try on items, our solution significantly reduces the rate of returns, which contributes to lower packaging waste and decreased carbon emissions associated with shipping returned products. This aligns with our commitment to sustainability and responsible consumerism.
  + **Cost Savings:** Retailers benefit from reduced operational costs related to managing returns, processing refunds, and restocking items. By minimizing the frequency of returns, our photobooth and app help businesses enhance their profitability while providing a more efficient shopping process.
  + **Enhanced Customer Experience:** Customers enjoy a seamless, engaging experience that builds confidence in their purchases. The ability to visualize products before buying not only enhances satisfaction but also fosters brand loyalty, as shoppers are more likely to trust a retailer that offers this innovative technology.
  + **Accessibility:** Our photobooth is strategically placed in shopping malls, ensuring easy access for customers. Additionally, the app allows users to try on items from the comfort of their homes, making it convenient for busy consumers and reaching a broader audience.
  + **Versatile Application:** While our primary focus is on clothing, our technology easily adapts to showcase furniture, tech devices, and accessories, positioning our platform as a comprehensive solution for various industries.

**Conclusion:** The virtual try-on photobooth and app not only provide an immersive shopping experience but also align with modern consumers' expectations for sustainability and convenience. By integrating cutting-edge VR technology, we offer a transformative solution that benefits customers, retailers, and the environment.

**4. Market Opportunity**

* **Objective:** Show the size and growth potential of e-commerce and sustainable retail, especially in Malaysia.
* **Tips:** Research stats on Malaysia’s e-commerce market, shopping trends, and eco-conscious consumer growth. Explain why your solution is especially relevant in these contexts.
* **Market Opportunity Statement**
  + Objective: The e-commerce market in Malaysia presents a substantial opportunity for our virtual try-on photobooth and app, particularly as consumers increasingly prioritize sustainability in their purchasing decisions.
  + E-commerce Growth in Malaysia:
  + According to Statista, Malaysia’s e-commerce market is projected to reach approximately USD 22 billion by 2025, growing at a compound annual growth rate (CAGR) of 12.2% from 2021. This rapid growth is fueled by increasing internet penetration, mobile device usage, and a rising preference for online shopping.
  + A report from the Malaysian Communications and Multimedia Commission (MCMC) reveals that 87.4% of Malaysians aged 15 and above engage in online shopping, highlighting a significant shift towards digital retail.
  + Sustainable Retail Trends:
  + A recent survey by Deloitte indicates that 55% of Malaysian consumers are willing to pay more for products from environmentally conscious brands, reflecting a growing eco-awareness among shoppers.
  + The GlobalWebIndex notes that 62% of Malaysian consumers are actively looking for sustainable options when making purchases, emphasizing the relevance of environmentally friendly solutions in the current market landscape.
  + Relevance of Our Solution:
  + Our virtual try-on technology directly addresses the needs of the expanding e-commerce sector by providing an innovative way for consumers to visualize and interact with products before purchase. This feature aligns perfectly with the increasing demand for efficiency and transparency in online shopping.
  + By reducing return rates through improved product visualization, our solution also contributes to sustainability efforts by minimizing waste and carbon emissions. This aspect resonates with the growing eco-conscious consumer base in Malaysia, who prioritize brands that are environmentally responsible.
  + Additionally, as Malaysian retailers seek to differentiate themselves in a competitive market, our solution offers a unique selling proposition that enhances customer engagement and satisfaction, ultimately leading to increased loyalty and repeat purchases.
  + Conclusion: The convergence of rapid e-commerce growth and a rising demand for sustainable retail solutions in Malaysia presents a compelling market opportunity for our virtual try-on photobooth and app. By tapping into these trends, we position ourselves as a frontrunner in the innovative retail space, driving both profitability and positive environmental impact.

**5. Business Model**

* **Objective:** Outline how your startup makes money.
* **Tips:** Explain that companies pay to have their catalog included and that customers can access the photobooth for free within time limits or opt for a subscription for unlimited access.

**6. Marketing and Sales Strategy**

* **Objective:** Describe how you’ll reach customers and retailers.
* **Tips:** Include online ads, partnerships with malls, and social media campaigns targeting eco-conscious shoppers. Detail incentives for brands and mall retailers to add their catalogs to your database.

**7. Use of Funds**

* **Objective:** Detail your funding needs and allocations.
* **Tips:** Include initial setup costs, VR tech, app development, marketing, and operational costs. Highlight how each spend will help you hit specific growth or sustainability goals.

**8. Innovation and Uniqueness**

* **Objective:** Reinforce the VR photobooth’s uniqueness and eco-friendly focus.
* **Tips:** Highlight that this is one of the first sustainable tech-driven clothing solutions for malls. Mention future possibilities like holograms for interior design, adding to your scalability.

**9. Market Analysis**

* **Objective:** Show knowledge of your market and competitors.
* **Tips:** Include analysis of similar try-on apps, VR in retail, and Malaysia's e-commerce landscape. Explain your competitive edge—free daily access, eco-focus, and mall placement.

**10. Financials**

* **Objective:** Present realistic projections and sustainability.
* **Tips:** Include projected revenues (subscription, catalog fees) and projected costs. Show a clear path to profitability and how sustainability benefits retailers, customers, and your startup’s bottom line.

**11. Team Overview**

* **Objective:** Highlight your team's skills.
* **Tips:** Mention each member's experience in VR tech, fashion, sustainability, or retail if relevant.

**12. Traction and Milestones**

* **Objective:** Show your progress and upcoming goals.
* **Tips:** If you’ve piloted anything, share early results. Lay out future milestones, like prototype development, app launch, and mall partnerships.

**13. Future Plans**

* **Objective:** Present long-term vision.
* **Tips:** Describe plans to expand tech with VR for interior design and partner with more brands.

**14. Q&A Prep**

* Prepare responses on:
  + Data privacy for user images
  + How you’ll attract mall placements
  + Expansion plans beyond Malaysia
  + Potential tech challenges